



2025 Business Plan

Boba Bots 253

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Executive Summary

Mission Statement

The Boba Bots' official mission statement is "Build Bots, Build People, Build CommuniTEA." We aim to create a safe, welcoming, and spirited environment for youth in our community to develop their interests in engineering and leadership. We focus on creating opportunities for students to learn and gain hands-on experience in both STEM and soft skills while having fun. We emphasize collaboration, innovation, and persistence as we strive for accomplishments in the FIRST Robotics Competition.

Team Demographics

Established: 1998

60 Members

6 Technical Mentors

1 Teacher Advisor

2 Certified Parent Supervisors

35.2% Female

7.5% Non-Binary

83.3% Asian

7.4% Pacific Islander

7.4% Hispanic/Latino/Latina

20.3% Part of LGBTQ+ Community

18.5% Immigrants from outside the U.S.

9.3% First generation to attend college

22.2% Eligible for free/reduced lunch

Team Leadership

The team is split into four departments: Construction, Electronics, Programming, and Operations. The first three departments are collectively referred to as the technical departments and are responsible for robot assembly. Specifically, Construction is responsible for design, CAD, and mechanical assembly of the robot, while the Electronics department is responsible for designing the robot control system and wiring the robot. Finally, the Programming department writes robot code and autonomous functions. The Operations department, on the other hand, is responsible for everything nontechnical that goes into running the team, including team logistics, business, publicity/imagery, and outreach. There is one Operations Captain and one Technical Captain who lead the team as a whole and have the final say on all team decisions.

Each technical department has two leads and one to two assistant leads who divide up department leadership responsibilities, while our Operations department has five leads for outreach, business, imagery, publicity, and strategy respectively. Co-leads carry equal responsibility for leading their department and must communicate with each other to divide work and make decisions. The team changed the leadership structure in 2018 to allow for more efficiency and better decision-making: having one lead per department relied too much on the singular lead's skills, and often made it difficult to pass on knowledge between graduating classes and underclassmen. In addition, co-leads also allow for better sustainability. Not only does the split allow leads to dedicate more time to educating underclassmen, the team requires at least one non-senior involved in each department's leadership, in order to ensure sustainability.

Team Leadership

In April, prospective students apply and interview for leadership positions. Interviews are conducted and decisions are made by the graduating seniors and mentors. By using an application process, the team ensures they can have well-qualified leads. Underclassmen are encouraged to apply for leadership positions even if they do not expect to get the role, in order to practice job application and interviewing skills.

As our team heavily emphasizes our student leadership, it is our students who make crucial decisions about the team. However, our students work closely with our technical mentors and may turn to them for guidance, drawing upon their knowledge and years of experience. In addition, the team's lead mentors are also the club's teacher advisors; as advisors, they have the ability to override student decisions if it is crucial for the safety or integrity of the team.

Our team also has several ASCC mentors, or certified parent supervisors, who are approved to supervise our team. These parents also help the team organize competition logistics. Through the support, students can work for longer hours during build season and focus on their work. These mentors are often dedicated parents and are crucial to the team's success; we advertise the opportunity to mentor us at the beginning of every year.

Team Schedule

Every year, the team kicks off in late August with Rotationals, our first meeting of the year open to incoming members as an introduction to our departments. Throughout the fall, the team meets Mondays, Wednesdays, and Fridays from 3:45 to 6:00 PM in the Makerspace. The team's first new member meeting is in early September. Prospective members learn about the team, and then spend the next two weeks choosing to commit to a department. Wednesday meetings are set aside for teaching curriculum to new members. Mondays and Fridays are dedicated to working on the robot, preparing for offseason competitions, or hosting additional lessons.

The team typically attends two offseason competitions in the Fall: Calgames and Capital City Classic. (In 2024, we only attended Capital City Classic as Calgames was cancelled.) Unlike during the competition season, the team's focus is not on winning competitions; instead, the team prioritizes giving underclassmen experience and training new members in preparation for the real competition season.

In addition, the majority of the team's outreach efforts are hosted over summer or during offseason. The team brings the previous year's robot to events throughout the community. Underclassmen are highly encouraged to get involved in outreach in order to practice public speaking skills and gain experience working with members of the community. This school year, the team also presented an imagery workshop at the 2024 WRRF Conference and continued running our middle school FLL program, Taylor Robotics!

Once build season kicks off in early January, the team hosts meetings every day (except Tuesdays) from 3:45 to 7:00 PM, and on Saturdays from 10:00 AM to 3:00 PM. On Kickoff day, the team watches the game video and then meet to set goals and priorities for the season. The rest of build season is spent focusing on construction of the robot and preparation for competition.

The team tries to attend two regional competitions every year. For the 2025 season, we will compete at the Pinnacles Regional, from Feb. 27 to March 2, and the East Bay Regional, from April 3 to 6. If the team manages to qualify, they also attend Championships in mid-April.

Finances

For the full budget, see Appendix B.

Our team determines our budget at the very beginning of the year by assessing our previous year's budget and adjusting our categories based on our team goals. When budgeting our money, one of our biggest priorities is setting aside funds for various projects to improve our team capabilities. As we wished to expand our Taylor Robotics program by having them officially compete this season, a significant part of our planned budget included paying for our four FLL teams' team and competition registration. Additionally, we cover a free period for our lead mentor every year so that she could stay on full-time.

This year, our fundraising goal was to raise \$18,000 from corporate or organizational sponsors and \$5,000 from parent donations. To reach this, our Operations department focused on writing grants during offseason and conducted "business field trips" where they reached out to local businesses in the area. We also strive to maintain good communication and relations with our existing sponsors, mostly done through social media as well as through a weekly newsletter to keep them updated on team events. Local sponsors are invited to tour the makerspace, meet the team, and attend team events such as Robot Reveal Night. In addition, we have developed sponsorship tiers (see Appendix D) in order to set benchmarks for sponsor publicity benefits on various team promotional materials, showing our appreciation for our sponsors. By cultivating close relationships with our sponsors, the team can both gain a reliable source of income and valuable connections through the community.

Marketing

Marketing plays a crucial role in sustaining our team. Through marketing, the team can promote team activities, encourage growth, and generate interest in team outreach events.

Team imagery is a central part of our marketing plan, as our distinctive team name and color help build brand recognition. Various promotional materials help support our brand, including handouts such as buttons, stickers, and business cards as well as our team pit and outreach display, consisting of our team banner, flag, and team documents. Our team branding is the cornerstone of our marketing; by standing out, our team makes itself memorable to other FRC teams as well as community members.

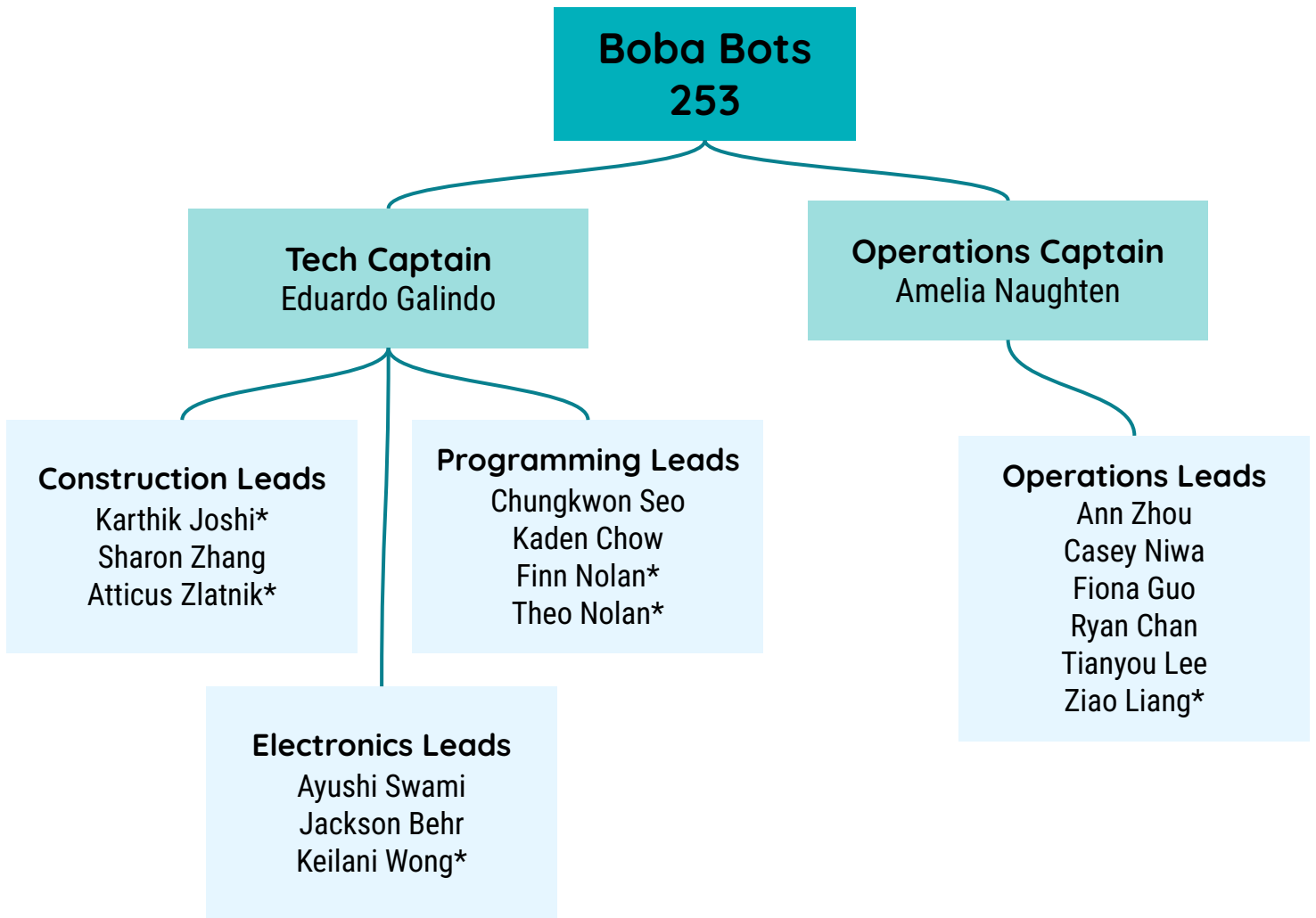
Membership sustainability over the past several years has largely been a result of marketing to Mills and Taylor. At the start of the school year during Freshmen Orientation, we coordinated with our school leadership team to have our Makerspace be a stop on their tour of the school, introducing our team to half of Mills' freshmen. We also hosted a pin-making table the day before Rotationals and participated in the school club fair to further get students interested in joining our team. We gained 30 new members this year, likely mostly from these efforts. For Taylor Robotics, we held a booth at Taylor Orientation to introduce sixth graders to the program, receiving 12 sixth grade members once the program started.

Communication

Our team uses several methods of communication between our team members, parents, and mentors in order to facilitate relationships and teamwork.

- **Slack:** Our main platform for communication throughout the team is Slack, where leads and members can effectively communicate and organize ongoing department logistics. General team announcements and mentor communications are also conducted through Slack.
- **Weekly Newsletter:** The team sends out a weekly newsletter, targeted at sponsors and parents, in order to recap our activities and progress and announce upcoming events. Our weekly newsletter is our primary form of communication with parents and sponsors and is important to help us maintain relationships with them.
- **Social Media:** Instagram is our main team social media, in which we focus on posting updates and recaps as well as sponsor shoutouts and member shoutouts. Our Instagram account also posts many “fun” posts, such as countdowns to competitions and celebrations for holidays. We also cross-upload our Instagram posts to our Facebook and are working on establishing our LinkedIn.

Appendix A: Leadership Diagram



*Assistant Leads

Appendix B: Financials

Values are as of 3/26/25.

INCOME	AMOUNT
Carry Over 2023-2024	\$44,198.05
Corporate/Organizational Sponsors	\$8,250.00
Grants to FIRST Account	\$6,050.00
General Donations	\$18,917.50
Corporate Match	\$5,831.43
Fundraising	\$380.00
Contract Fees	\$1,300.00
Competition Dues	\$6,711.74
<u>TOTAL INCOME</u>	\$85,588.72

EXPENSES	AMOUNT
Competition Robot	\$5,348.87
Registration Fees (Regionals)	\$8,700.00
Registration Fees (Offseason)	\$350.00
Facilities	\$111.10
Tools and Equipment	\$4,464.64
Marketing & Outreach	\$857.97
Camera and Media Equipment	\$2,083.42
Merch	\$3,158.20
Hotels/Travel/Food	\$22,861.23
<u>TOTAL EXPENSES</u>	\$47,935.43

Appendix C: SWOT Risk Analysis

Strengths

- Student-run atmosphere
- Member engagement
- Documentation of team activities
- Member and mentor count
- Lead structure
- Team culture, spirit, inclusivity
- Imagery
- Consistent sponsors
- Taylor FLL

Weaknesses

- Lack of budget
- Lack of widespread outreach
- Scheduling
- Lack of curriculum for more advanced general members
- Relationship with school admin
- Interpersonal conflicts
- Securing practice field space

Opportunities

- Dedicated class period
- Outreach with local library and elementary schools
- Specialized outreach
- Developing Operations sub-departments
- Dedicated Scouting department
- Increased publicity in school rallies

Threats

- Lack of space in Makerspace if team keeps growing
- High amount of current junior leads will result in a power vacuum once they graduate
- Google Drive storage
- Lack of interest in specific Operations departments

Appendix D: Sponsorship Tiers

Support from our generous sponsors is what allows our team to continue providing valuable education opportunities to students. Our operating budget, which includes registration fees, tools and materials, facilities, merchandise, and more, totals approximately \$30,000 annually.

Contributions of any form, including but not limited to monetary/in-kind donations, discounts on products, or assistance with fundraisers, are greatly appreciated and go directly towards our efforts to promote STEM education.

We use the sponsorship tiers below as a way to show our appreciation to our sponsors. Any non-monetary contributions are categorized using their approximate market value.

SPONSOR TIERS	Black Tea \$0+	Green Tea \$100+	Thai Tea \$500+	Royal Tea \$1,000+	Boba Tea \$2,000+	SPONSOR TIERS
Logo on Robot & Banner				●	●	Logo on Robot & Banner
Logo on T-shirt and Hoodie				●	●	Logo on T-shirt and Hoodie
Social Media Shoutout			●	●	●	Social Media Shoutout
Logo on Sponsor Page of Website		●	●	●	●	Logo on Sponsor Page of Website
A Warm Boba Bots Thank You	●	●	●	●	●	A Warm Boba Bots Thank You