



REEFSCAPESM

PRESENTED BY 
Gene Haas Foundation

Business Plan 3044 2024-2025





Our Mission

On March 26th, 2020, Sarah Darmanjian published an article about our team. In it, she quoted an alumni who said “We believe that no matter who you are or where you come from, everyone should have a chance to create their own future and strive to be the best you can be”. This idea is our team’s “driving engine”. We make sure to accept anyone into our team, requiring no entry fee to the team. We fundraise for all of our FLL and FTC programs to allow them to focus on their season. We promote diversity on our team, having members with many different personalities and backgrounds, each with their own individual interests. OxBE4’s mentors are there to help and guide each of these individual interests taking care for each student beyond the team and their high-school career, helping them come out of their shell, build up life skills and leadership qualities.

Organizational Structure

OxBE4 has brought back Co-Captains, Subteam Captains, and various other roles. The goal of our mentors is not to lead the team but guide the team to be able to have students lead each other. The Goal of the Co-Captains and the Subteam Captains is to lead the members to be able to complete tasks on their own. Each team member is in charge of their own niche and thus they become familiar with decision-making and independence, as well as a further understanding of the necessary intercommunication skills that a team requires. Co-Captains and the Subteam Captains meet early every week to plan that week’s meetings so they have an idea of what each subteam is doing for that week. Also, complete meeting minutes every day at the end of the meetings each subteam can hear what each other has done for that meeting. Members vote to elect Co-Captains, Subteam Captains, and any other roles. Our team Coach (Mr. Ackroyd) is able to assist with all of the subteams if needed. Each subteam also has at least one mentor that is skilled in that area to guide them throughout the season.



Team History and Growth

Team 3044 was founded in 2008 as Robonators. Our first competition as a rookie team was in 2009. Our current team Coach, Mr. Ackroyd started coaching team 3044 in 2015. Our Current Co-team captain Sam Armer has been on the team for 3 years and our other Current Co-team captain Logan Ackroyd on the team for his entire highschool career. This year, we have increased efforts, by re-organizing our team structure to be more streamlined and with more emphasis on deadlines. The past two years, our team's size has grown incredibly. This year we have grown to 43 members in total, with 29 returning from the 2024 season. Our team currently has 6 female members, totalling to about 14% of the team. We have also Have 8 mentors this year Mr.Ackroyd, Bob, Bill, Doc, David, Jeff, John, and Rick.



2024-2025

Members - 43

Mentors - 8

Alumni - 96

Female Members - 6

Male Members - 37



Marketing

0xBE4 has many ways to be seen, along with ways to get people to see us. We make great use of social media, posting on Facebook, X(Twitter), and Instagram by posting team updates on what the team is doing. We also run and manage our own website and we also have information posted on our school's website. 0xBE4 is also physically out in the community via various events. Robot Rumble, is an off-season competition for FRC teams. The team participates in our district's "Street Fair" and "Touch-A-Truck". We get to demo a robot from the year before to show all grades.

Additionally, most of our team's members have individually performed acts of community service while promoting our team at Summer Camp, at the elementary schools for kids to learn about STEAM, or the "Glow Party" at the elementary schools for kids to do fun activities there. Our school also offers a FTC "Intro to robotics" course that can be taken at the high school for half a credit and a lot of students join after taking the course.

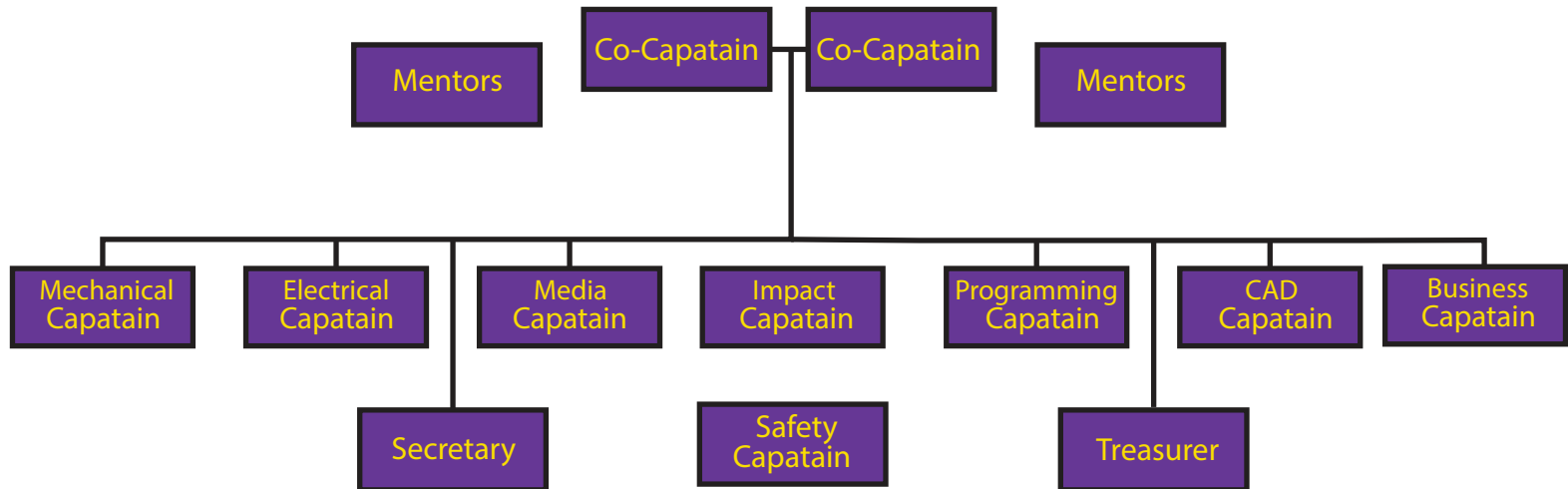
Financials

0xBE4 is regularly funded through our sponsors and team fundraising. Most of our income comes from our sponsors, being Ballston Spa National Bank, GlobalFoundries, Ballston Spa High School, Knauf, Stewart's Holiday Shop, Turner, IBM, and Coffee Planet. We have to keep our spending on a tighter budget compared to most other teams so we don't buy things we don't need. We fundraise a necessary portion of it ourselves, by doing events like Applebee's where we sell tickets to members of the community and they come and have a pancake breakfast, also we do "Mac & Cheese Night" where people can come and pay to taste Mac & Cheese and pizza where local restaurant's donate their time and effort for our event. We do this to continue to ensure that there are no costs for joining the team, maintaining an equal opportunity for everyone. We also make sure to let our sponsors know how much we appreciate their contributions with Thank-you cards, and our sponsor board we include on our robot every year. We make sure to include them in our partnership in creating an impactful team.

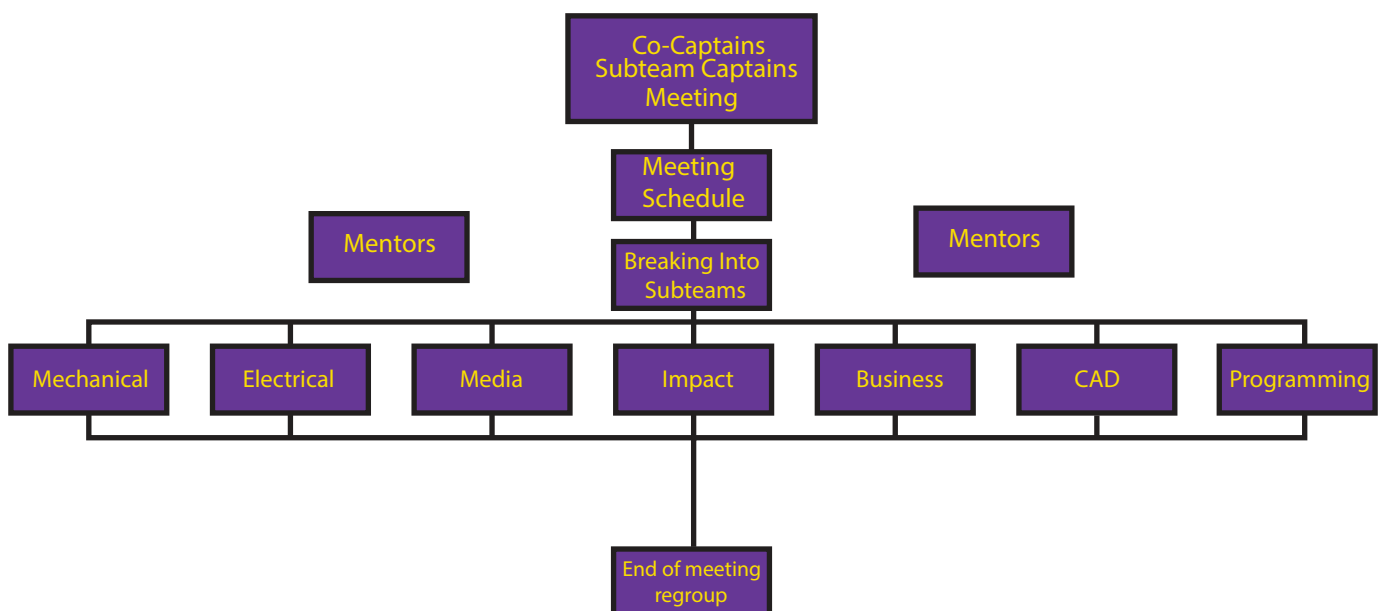


Organizational Structure

Leadership Structure



Meeting Structure





SWOT Analysis

Strengths		Weaknesses	
Internal	<ul style="list-style-type: none">● Training rookie members and veterans dedicated mentors Mr.Ackroyd, Bob, Bill, Doc, David, Jeff, and John. we brought rookies further this year then rookies from previous years.● Members are trained to be independent in their decisions, decision making, and analysis skills required to become a subteam captain.● Huge sense of unity through cheering, Saturday lunches, and mandatory fun time. The upperclassmen of the team are incredibly open to the new members and they quickly develop a new sense of friendship with the various members of the team.	<ul style="list-style-type: none">● Lack of communication Since we break into sub teams we can easily lose track of what others are doing in the subteam. This can mess with the flow of meeting for example ("Us doing something and us not telling a subteam that it could impact them")	
Opportunities		Threats	
External	<ul style="list-style-type: none">● Taking up volunteering opportunities throughout our community.● Mentoring FLL and FTC teams.	<ul style="list-style-type: none">● Diminishing FIRST pipeline due to a lack of FLL/FRC coaches in the district causing less members and mentors to join pipeline.● Losing volunteering opportunities.	



Financials 2024-2025

Revenues	Date 2024-25	Income
Robot Rumble Concession Sales	11-2-24	\$816
Applebee's Breakfast Fundraiser	12-15-24	\$2,323
Sponsors	Jan-Dec	\$22,500
		\$25,639
Robot Parts	Date 2024-25	Expenses
Reimbursement Robotic Parts	Jan-March	\$6,643
Misc	Date 2024-25	Expenses
Yankee Trial Deposit	10-20-23	\$200
Pizza for Robot Rumble	11-17-23	\$615
FTC Pizza And Soda For Robotics Comp.	1-30-24	\$78
		\$893

Sponsors

