

PTC<sup>®</sup> presents

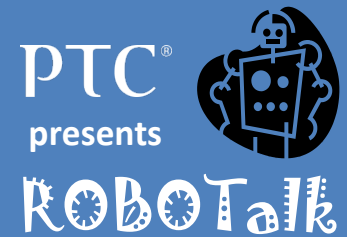
ROBOTalk

Hosted by David Price, the voice of FTC

How to build a  
robot from  
concept to  
competition

November 12<sup>th</sup>, 2014

# WELCOME



- Thank You for joining us!
- PTC Experts on this webinar, and our special guest!



**Jordan Cox**  
Director, PTC K12  
Programs



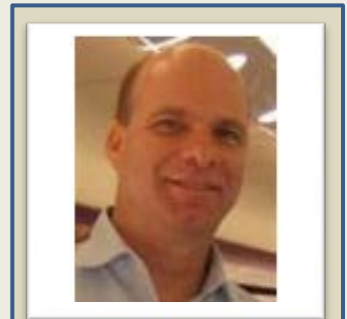
**Scott Morris**  
Windchill & Creo  
Expert



**Mark Cheli**  
Creo Expert &  
Webex Technical  
Assistance



**Kari  
Karwedsky**  
PTC FIRST  
Program Manager



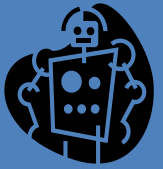
**John  
Sheehan**  
Mathcad Expert

- Our host,

**David Price**



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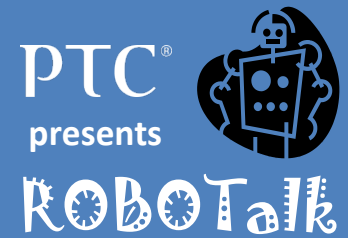
ROBOTalk

WHERE CITY ARE YOU  
LISTENING TO  
ROBOTALK FROM?

**Text 862734 and your message  
to 22333**

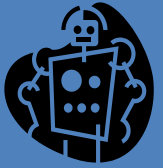
Poll  
Everywhere

# AGENDA



- Business Plans– David Price
- Mathcad for Robotics– John Sheehan
- Poll Everywhere
  - Why are you involved with FIRST?
- Using Sketches in PTC Creo– Scott Morris
- Questions & Answers

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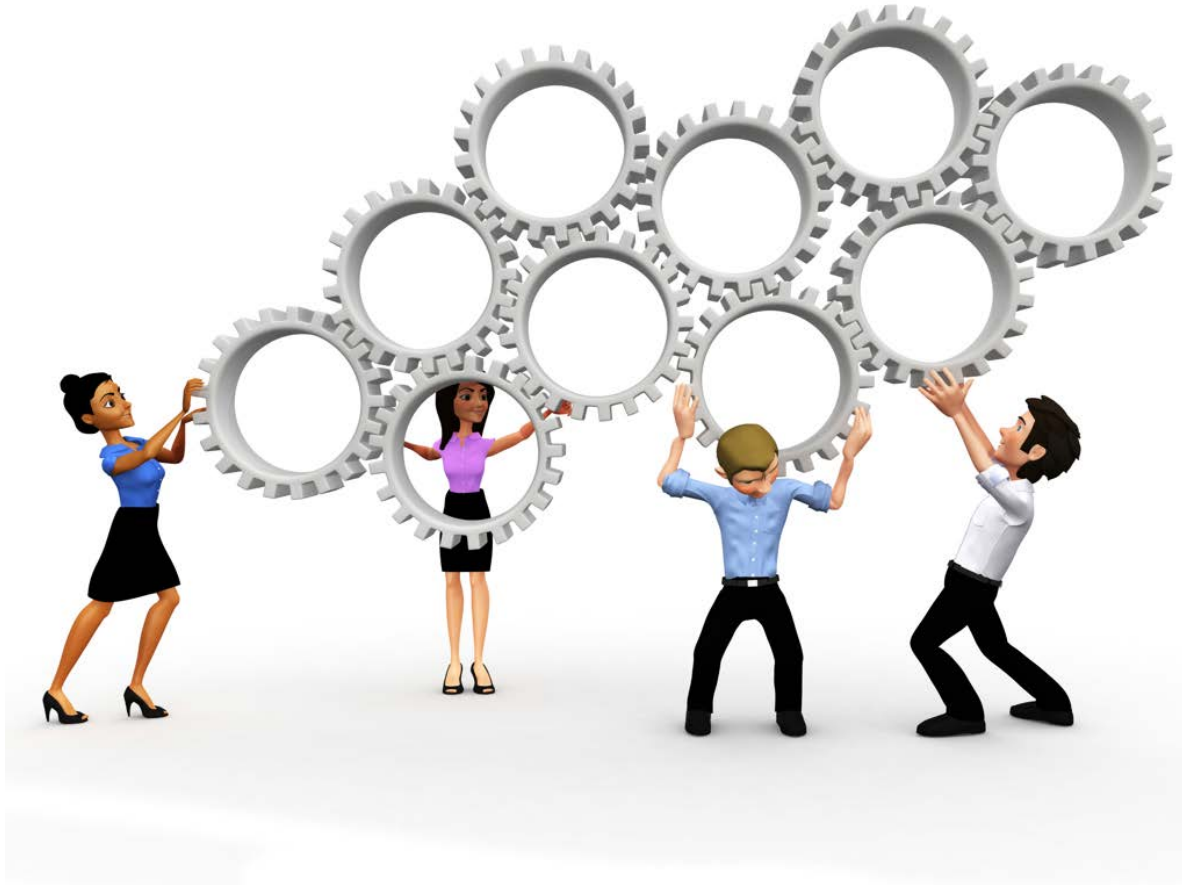
ROBOTalk

# BUSINESS PLANS

David Price

# Why NOT Make a Business Plan

(Don't you want your team to be focused?)



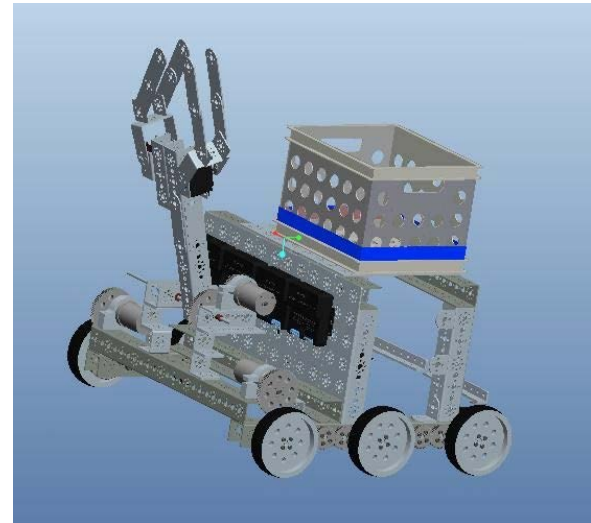
# Why Make A Business Plan?

- It'll let you set specific goals for your team.
- It'll help you share your strategies with other teams.
- It'll help you decide what roles you need to have filled on the team.
- It'll help you decide what assets you need for your team and robot.
- It'll help draw in sponsors.
- It'll help you more seamlessly bring in more volunteers.



# Parts of a Plan

- **Executive Summary**
  - Briefly describe: Who you are, what you do, how you do it, as well as your goals.
  - Mission Statement
  - Purpose of this plan
    - Sponsors?
    - More Members?
    - Fun?

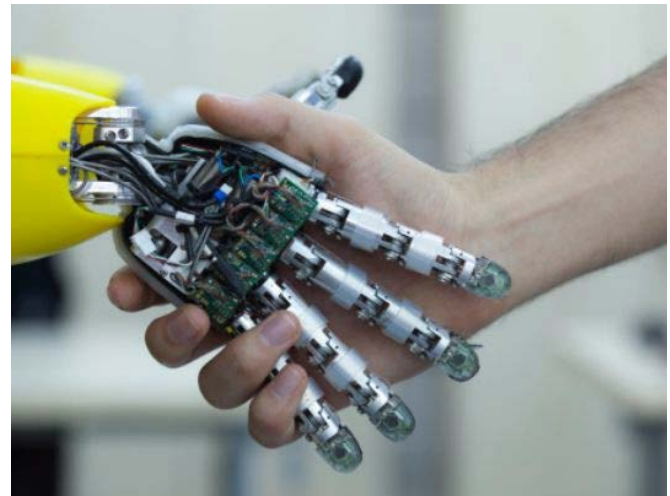




# Parts of a Plan

- **Team's Description**

- A history of the team that includes awards, and a list of the events attended in the past.
- A summary of the team's growth.
- A summary of the team's finances and assets.
- Clearly state the teams short-term, and long-term goals.



# Parts of a Plan

- **Your Product and Your Service**
  - A Robot
  - Improving the Future of Humankind!

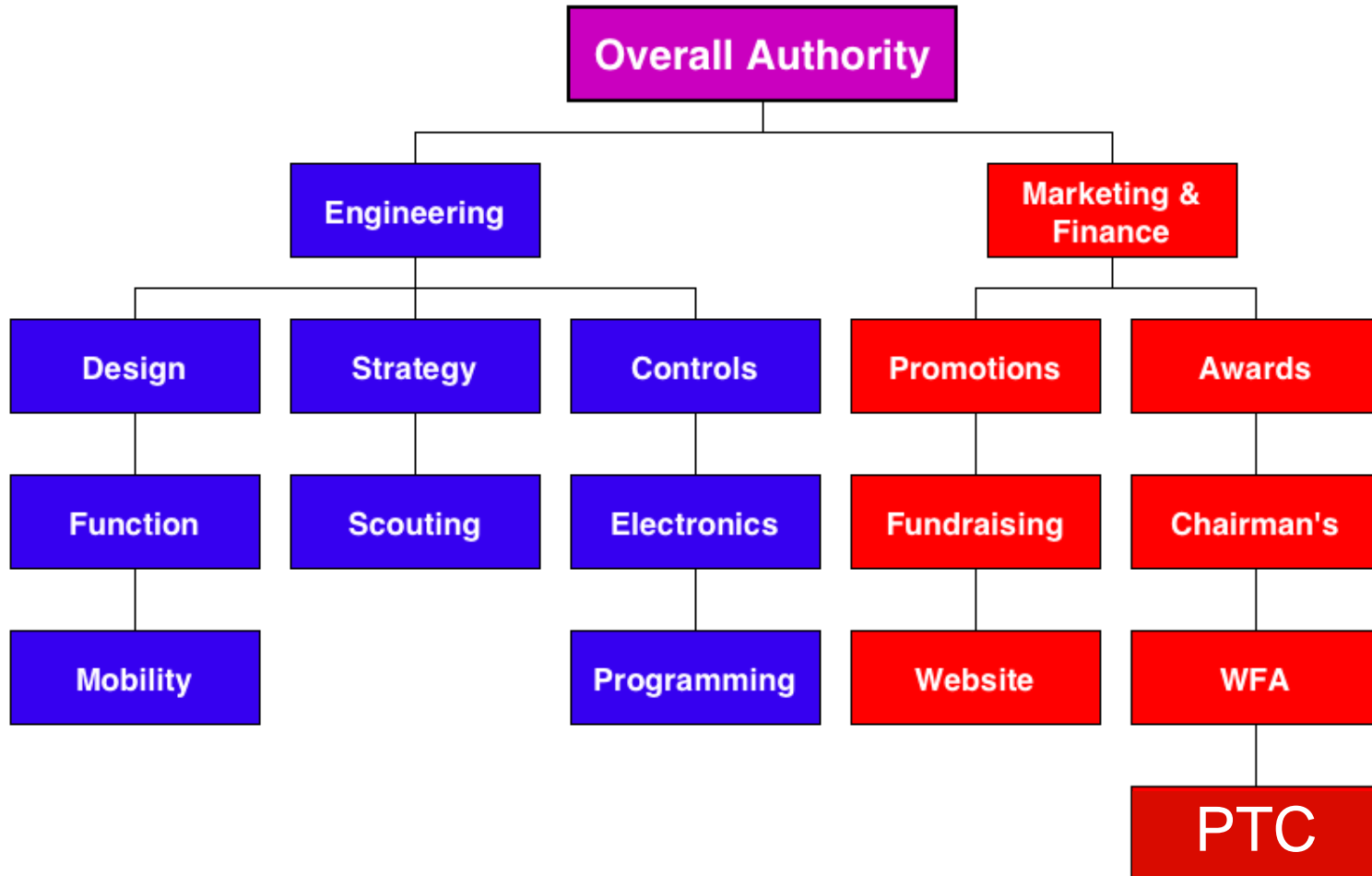


# Parts of a Plan

- **Market Analysis, Strategy, and Implementation**
  - Sketch the desired size of your team and how many people will serve in each area.
  - Include an outlook of your local economy here to demonstrate how your team serves a need.
  - Address how you will reach your target audience (Students, Parents, Volunteers)
  - Write a simple timeline to show how the team's functions throughout the year.



# Parts of a Plan



# Parts of a Plan

- **Organization of Management Team**
  - Organization Chart is always valuable
  - Information on Key Sponsors
  - Profile of Management Team
  - List of any Advisors



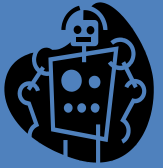
# Parts of a Plan

- **Financial Plan and Projections**

- Even if you have “deep pockets” this is still useful.
- List income and expenses.
- This helps students see where the money goes, and how much needs to be raised.



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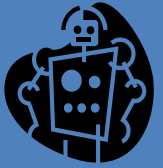
ROBOTalk

# WHY ARE YOU INVOLVED WITH FIRST?

**Text 863061 and your message  
to 22333**

Poll  
Everywhere

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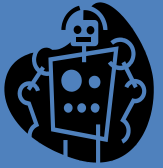
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# USING SKETCHES IN PTC CREO

Scott  
Morris



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**ASK THE EXPERTS...  
QUESTIONS?**