



PARADIGM **SHIFT**

PEWAUKEE ROBOTICS

Pewaukee High School Robotics

FIRST TEAM 1259

2021-22 Strategic Business Plan



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TEAM 1259 • 2021-22

Executive Summary

- Started in 2004, Paradigm Shift is a FIRST Robotics team based in Pewaukee, WI at Pewaukee High School (PHS).
- We function as a small business, partnering with professional instructors, engineers, and business mentors.
- We inspire student interest in solving complex problems through science, technology, engineering, math, art and business principles.

Mission Statement

- The mission of Paradigm Shift is to spark interest and growth in science, technology, engineering, math, art and business.
- We are empowering the students through direct mentorship, fostering self confidence, leadership, and critical life skills.

Vision Statement

- We seek to shrink the science and technology talent gap by forming an all-inclusive organization that overcomes stereotypes.

Activities

Paradigm Shift is an active year-round FIRST Team:

Outreach

Mentor FLL Teams
Host Workshops
Demonstrate Robots
Community Service

Engineering

Compete in FIRST events
Build a Robot
Expand Technical Abilities
Further Programming Skills

Business

Procure Funds from Sponsors
Communicate Effectively
Work with PHS Booster Club
Plan for Future Successes



Team History

Paradigm Shift was formed in 2004 by Pewaukee High School teachers, mentors and parents. For many years the team has grown dramatically in skill and ability.

Since the team's founding, the number of mentors who have donated their time to the team has more than doubled. Through recruiting and increasing interest in the robotics team, the number of team members has continued to grow.

Many of the student members pursue careers in science, technology, and business. As time goes by, many alumni have returned as mentors to continue a strong tradition of supporting new students.

Team Accomplishments

Regional Champions

Wisconsin Regional, 2019 Season
Wisconsin Regional, 2018 Season
Northern Lights Regional, Duluth, 2018 Season

Finalists

St. Louis Regional, 2019 Season
Wisconsin Regional, 2014 Season
Northern Lights Regional - Duluth, 2013 Season

Semi-Finalists

Northern Lights Regional, 2020 Season
Wisconsin Regional, 2013 Season
Wisconsin Regional, 2008 Season
Newton Division - Atlanta, 2005 Season

(cont'd)



Quarter-Finalists

First World Championship (Archimedes Division) 2018 Season
Wisconsin Regional, 2017 Season
Northern Lights Regional - Duluth, 2014 Season
Wisconsin Regional, 2010 Season
Wisconsin Regional, 2007 Season
Midwest Regional - Chicago, 2004 Season

Alliance Captain

Wisconsin Regional, 2018 Season
Northern Lights Regional, 2018 Season
Wisconsin Regional, 2016 Season
Northern Lights Regional - Duluth, 2014 Season
Wisconsin Regional, 2013 Season
Newton Division - Atlanta, 2005 Season
Midwest Regional - Chicago, 2004 Season

Innovation in Control Award Sponsored by Rockwell

Wisconsin Regional, 2018 Season
Northern Lights Regional, Duluth, 2018 Season

Team Spirit Award

Midwest Regional - Chicago, 2004 Season

Highest Seeded Rookie Award

Midwest Regional - Chicago, 2004 Season

Imagery Award

Midwest Regional - Chicago, 2005 Season

Judges Award

Wisconsin Regional, 2006 Season

Creativity Award - Sponsored by Xerox

Northern Lights Regional - Duluth, 2013 Season

**Gracious Professionalism Award****Northern Lights Regional, 2020 Season****St. Louis Regional, 2019 Season****Wisconsin Regional, 2016 Season**

2021 Season Goals

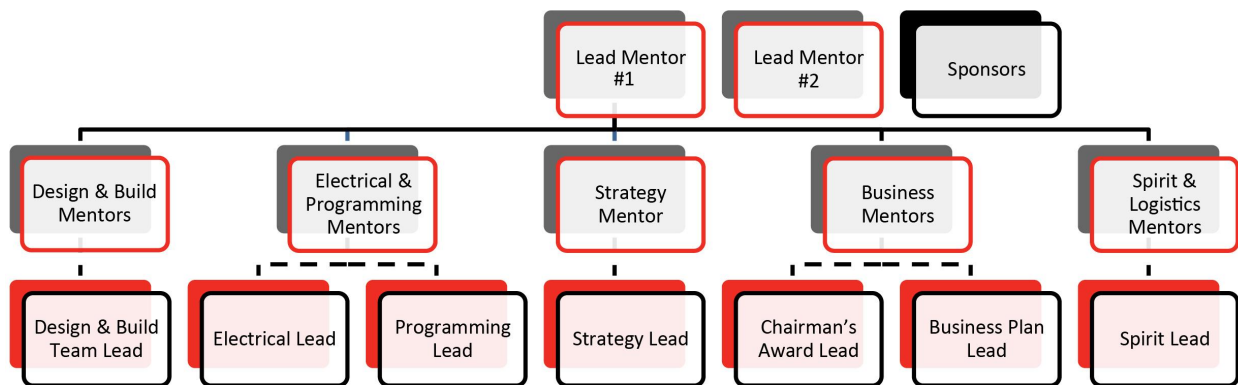
Paradigm Shift's 2021 objective is to raise \$40,000 for two robots, two competition fees, and other expenses that may be encountered. Funding for the team's expenses comes from a variety of sources, most coming from sponsor donations. We have built and maintained strong relationships with a variety of sponsors who fuel this organization through their generous monetary and in-kind donations.

A major goal of the team is to build two robots for the season, one to be utilized for competitions and the other for practice and testing. The secondary robot keeps the students engaged beyond the build season by providing another platform and additional time for programming, driving practice, and troubleshooting prior to attending the competitions.

The team's plan is to compete and win either the Wisconsin Regional in Milwaukee or Northern Lights Regional in Duluth, MN, which would allow the team to compete at the FIRST Championship in Detroit.



FRC Team 1259 Organization Chart



Team Leaders

First Name	Last Name	Role
Dale	Noll	Lead Mentor 1/Coach
Daron	Powers	Lead Mentor 2/Coach
Scott	Coursin	Assistant Coach-Programming
Carol	Noll	Assistant Coach-Business
Karen	Wildman	Assistant Coach-Business



Team Members

This year the team consists of 28 members, 3 girls and 25 boys. There are also 6 team alumni giving back to the team by mentoring this year.

There are 8 different sub-teams: Build, CAD/Design, Code, Electrical, Business, Strategy, Spirit, and Awards.

Each subteam offers a variety of different jobs and different fields, allowing students to become exposed to all aspects of a working organization. This creates an environment for the students in which they can decide which team or teams they are most interested in specializing in.



Sponsorship Benefits

	Diamond \$5,000	Platinum \$2,500	Gold \$1,000	Silver \$500	Bronze \$250
Company Name emphasized on back of Team T-Shirt	▲				
Company Name to be Announced at FIRST Competitions	▲	▲			
Company Logo on Robot	▲	▲	▲		
Company Name on Team T-Shirt Back	▲	▲	▲	▲	
Framed Team Photo	▲	▲	▲	▲	
Company Name on Pit Banner	▲	▲	▲	▲	
Company Name on Website	▲	▲	▲	▲	▲

**To have company name on the team shirt, commitments must be made by 01/15/2022.*



Major Sponsors

Team 1259's educational sponsor is Pewaukee High School. The following companies are the team's major financial and in-kind sponsors:

Diamond Sponsors

Pewaukee Booster Club
Data Strategy

Platinum Sponsors

GE Healthcare
Johnson Controls
Power/Mation

Gold Sponsors

CBRE
Harley
IT Professionals
Innovative Construction Solutions
Pewaukee Kiwanis
Meridian IT
Eaton Power

Silver Sponsors

Bowl Rite
Caliber Collision
GSC Corp
TLX Technologies
Tri Phase
Vrakas CPA's
KHS USA Inc

Bronze Sponsors

Waukesha State Bank

Additional Sponsors

Bubbas
Jersey Mikes



Budget

Team 1259 - Fiscal Year 2020-21

Our Fiscal year is July 1 to June 30; the same as the High School.

	2016-17	2017-18	2018-19	2019-2020		
Beginning Balance	\$5,415.84	\$16,070.45	\$22,933.00	\$28,996.23	\$28,996.23	
Income	Actual	Actual	Actual	Budget	Actual	Act vs Budget
Sponsor Donations		\$39,911.45	\$41,567.98	\$41,040.00	\$2,430.00	5.92%
Income - Other - Student Dues \$90 per student		\$3,690.00	\$6,582.00	\$2,700.00	\$3,150.00	116.67%
Income - Other - Booster Club Fundraising		\$510.00	\$1,020.99	\$500.00	\$177.75	35.55%
Income - Other - Payments for Travel Expenses		\$18,188.98	\$16,759.00	\$12,000.00	\$0.00	0.00%
Income - Other - Fundraising (Towards Travel)				\$3,000.00	\$654.69	21.82%
Income - Other - Miscellaneous		\$2,815.08	\$484.00	\$400.00	\$415.00	103.75%
Adjustment to match PSD reporting	\$10,654.61		-\$56.94			
TOTAL INCOME	\$10,654.61	\$65,115.51	\$66,357.03	\$59,640.00	\$6,827.44	11.45%
Expense	Actual	Actual	Actual	Budget	Actual	Act vs Budget
Regional & Championship Registration Fees & KOP		\$12,800.00	\$10,600.00	\$14,000.00	\$5,400.00	38.57%
Robot Supplies		\$12,483.84	\$11,872.08	\$12,000.00	\$407.49	3.40%
Tools and Other Supplies		\$2,683.07	\$3,982.52	\$3,500.00	\$0.00	0.00%
Shipping Charges		\$0.00	\$46.77	\$0.00	\$100.45	0.00%
Team Meals - Travel		\$3,011.99	\$3,637.05	\$3,600.00	\$0.00	0.00%
Spirit Supplies and T-Shirts		\$4,225.78	\$4,428.16	\$3,000.00	\$314.13	10.47%
Hotel Rooms/Lodging		\$15,176.23	\$15,110.03	\$16,000.00	\$0.00	0.00%
Transportation		\$7,043.74	\$9,012.56	\$9,000.00	\$0.00	0.00%
Off-season Programs		\$0.00	\$282.63	\$500.00	\$250.00	50.00%
End of season banquet/Mentor Gifts/Sponsor Gifts		\$215.91	\$186.97	\$1,000.00	\$1,002.04	100.20%
Miscellaneous		\$612.40	\$1,135.03	\$250.00	\$184.93	73.97%
TOTAL EXPENSES	\$0.00	\$58,252.96	\$60,293.80	\$62,850.00	\$7,659.04	12.19%
Income vs Expenses	\$ 10,654.61	\$ 6,862.55	\$ 6,063.23	\$ (3,210.00)	\$ (831.60)	
Ending Balance	\$16,070.45	\$22,933.00	\$28,996.23	\$25,786.23	\$28,164.63	109.22%



Future Plans

Team 1259 is looking forward to another great year, in which we are committed to our mission and realizing the vision of FIRST.

“To transform our culture by creating a world where science and technology are celebrated and where young people dream of becoming science and technology leaders.”

-Dean Kamen, Founder of FIRST

Why invest in Paradigm Shift?

One fundamental reason why companies invest in the team is because many team members pursue fields of engineering and business for their careers.

An investment in these students is an investment in the future of science and technology.

Paradigm Shift is a business and our product is our students, each one graduating prepared to make a difference in the world.