

ENTERPRISE

MOMENTUM
RACINGTEAM 



INTRODUCTION

WELCOME!

Welcome to the Enterprise Portfolio of the Momentum Racingteam from Germany for the Aramco F1 in Schools World Finals 2022.

To begin with, we would like to present our general goals for participation in the competition, before delving into how we achieved them through marketing, accountability, and symbiotic co-operations with our sponsors.

Our goals:

Best personal performance at the World Finals

It goes without saying that it is important for us to achieve a good result as a team at the World Finals. We are taking part in the competition for the sixth time and we would like to utilise all our knowledge from the past years in this final event in the best way possible.

Creating a sustainable future for F1 in schools and the STEM industry

The competition and the STEM industry have taught us a lot over the past few years, and we want to provide a sustainable future for both by ensuring that the next generation of society is enthusiastic about technology.

Acquiring new skills for our future careers

Even after a few years of experience in competition, you never stop learning. By actively working on the project, you always learn new skills and lessons. We want to maximize our learning experience as much as possible in order to be able to apply the knowledge we have gained in our future jobs.

THANK YOU!

We want to use this prominent place here at the beginning to say a big thank you to all our sponsors and supporters. Without their support over the years, this project would never have been possible for us.

You will find the necessary details on how we have worked together with our sponsors at the end of this portfolio.



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SPECIAL THANKS TO OUR CLOSE SUPPORTERS!

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MARKETING STRATEGY

Our Mission

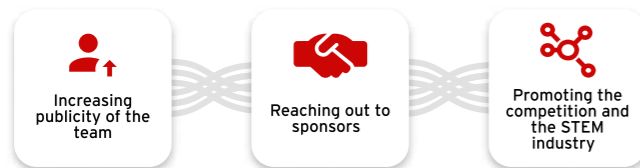
In order to be able to **promote ourselves** as clearly as possible and in a **targeted manner**, we have clearly divided the strategic design of our marketing into three essential steps:

- Goals of the marketing
- Strategic planning of marketing
- Realization of the marketing strategy

1. GOALS OF MARKETING

To be able to realize an effective marketing strategy, we first **defined clear goals** of marketing. This later makes it easier for us to develop the route towards these goals through the strategic planning of marketing.

Many of the goals are closely related to the team's goals as defined in the team management. They can be summarized in three points:



Our first marketing strategy goal is to **gain publicity** for the team per se. More supporters are the basic condition for our growth and also help us to achieve our two other marketing goals more effectively.

Increasing publicity also allows us to more easily **find new sponsors** or **connect with potential new sponsors**. They make the project possible in the first place and are therefore an essential part of our marketing strategy. Attracting new sponsors opens up more opportunities for us to shape our participation in the competition and **provides room for innovation**.

Our third goal is to **promote the F1 in Schools competition itself** and thus also the **STEM** area. The competition has taught and shaped us a lot in the past years. We want to share our enthusiasm with people and also let them learn from participating in the competition. Promoting STEM is especially important because although there are an extremely large number of jobs in the STEM industry, they are sparsely occupied due to the fact that a large part of the upcoming generations have little interest in the subject area of STEM. **We want to change that through our marketing**.

2. STRATEGIC PLANNING

To realize our defined marketing goals, one crucial step is necessary: The **strategic planning** of our marketing.

Through this, we have an idea of what needs to be done, who we want to engage, how we want to engage, how we communicate, and how prospects are kept close to the team.

2.1 The target group analysis

In the first step of the strategic planning of our marketing, we **set a target group** to which our marketing is **addressed to**. In this way, we can ensure that we **communicate as efficiently as possible** and reach as many people as possible to achieve our goals.

To do this, we look at both **demographic** and **psychographic** characteristics of the target group.

a) The Young Target Group:

In order to achieve our goal of STEM becoming more popular and ensuring the competitions' **sustainability** through participants who keep coming after us, we need to target a young audience. Precisely those who could enter the competition as early as possible and subsequently become **enthusiastic** about STEM professions.

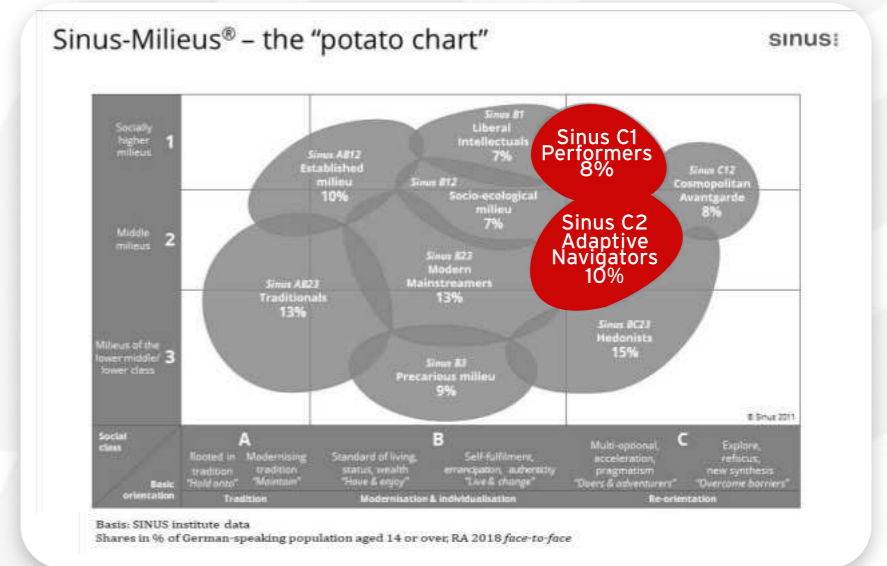
b) The older target group (best agers):

Our second target group are **potential sponsors**. These are mostly companies from our immediate region or successful companies in the field of motorsports. The age group of the respective contact persons is mostly older than our young target group and therefore has **different demographic and psychographic characteristics**.

Category	Group a)	Group b)
Origin	Global with focus on DE and CH Global promotion is only possible digitally, in DE and CH we have an additional target group proximity to us	
Gender	m/f/d Diversity is becoming increasingly important these days, and there are very few people interested in STEM, especially in the female field, which needs to change.	
Age	10-19 years The group of age that is allowed to participate in the competition or is currently looking for a job or a study place	30-60 years The group of people who have already gained experience in the professional world and are now ready to support a student project
Job	Pupils, students	technology, manufacturing, motorsport
Fears / anxieties	Job search, study or traineeship, future profession	Sustainability of society, fulfillment of corporate citizenship

Sinus-Milieu:

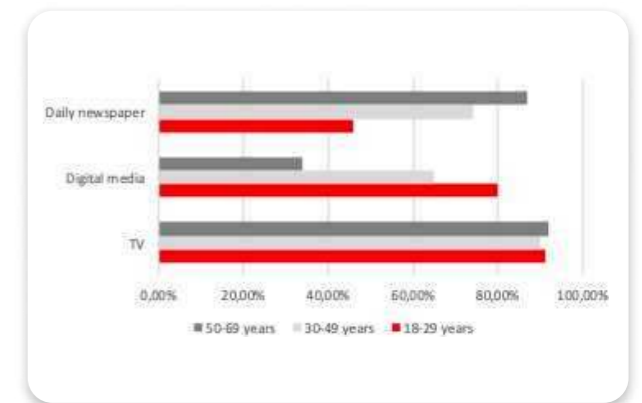
Another way to **psychographically characterize** the target group based on their social standing and mindset is the **Sinus Method**. Here, we assign a milieu to our target group, with the characteristics serving for our marketing orientation.



2.2 Communication strategy

To best **reach the identified target group**, we look at what media the respective audiences mostly consume (see on right).

By evaluating statistics, we came up with the relevant media for our communication with the target group, as listed below. These form our communication strategy, or the ways in which we want to communicate.



Social/Digital Media:

Social media is mainly where the **younger target group** can be found. However, there are also an increasing number of **companies** that are active on social media too and are obviously online on the internet as well.

Analog / old-modern media:

Media such as newspapers and television have become less interesting for the younger target group, but our **sponsor target group** still uses a lot of analog media such as newspapers and television.

Physical media:

Both target groups move in public and attend events and exhibitions.

2.3 The growth and competition strategy

In order to achieve our goal of **further growth and publicity**, we have drawn up a **growth and competitive strategy** according to Ansoff, which defines the strategic measures we must take as a team in order to continue to grow and assert ourselves against the competition.

MARKETING STRATEGY

The strategy also defines **what content should be communicated** and emphasized according to our communication strategy.

Market penetration: - Corporate Identity to prevail through corporate design - Gain Instagram followers through regular posting	Product development: - Developing the Teambox and contributing innovative ideas - Continuously improve the car through research & development
Market development: - Regional market development through monopoly position - Develop new markets and publicity through activity in Switzerland	Differentiation (USPs): - Events in presence with direct customer contact and an experience for the customer - Locality & regionality - Activity in Switzerland

Our USPs:

Regionality:

For many of our sponsors, it is an advantage that we are localized in their **immediate vicinity**. This makes interaction with each other as efficient as possible, and in addition, regionality makes the partnership a better sell for the sponsors.

Activity in Switzerland:

As a Momentum Racingteam, we were invited by **F1 in schools Switzerland** to **present the competition** as experts at an event near Zurich. We presented the competition to the visitors and shared our experience. Thus, we contributed our part to the fact that F1 in schools will be established in Switzerland in the future.



Practicing:

Our **variety of events** clearly sets us apart from the competition and makes it **more attractive** for sponsors and supporters to **connect with us**. Events like the Motortreff, the presentation of F1 in Schools in Switzerland or public track tests make us tangible for our audience and represent a direct countervalue for the visitors, if they are allowed to drive our cars or actively talk about the competition. This way we manage to combine the visitors' contact with us with a **unique experience**, which helps us to stay in people's minds.



In addition, experience shows that direct contact with people is **much more effective** from a marketing point of view. If we can give e.g. our car directly into the hands of possible sponsors, the so-called **endowment effect** occurs and the sponsor is more convinced of the **added value** of the sponsoring.

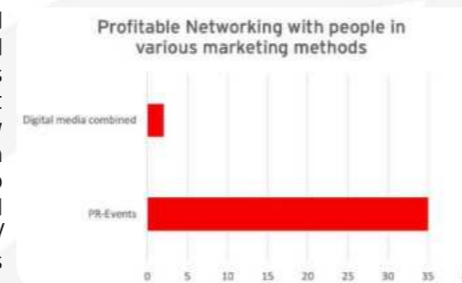
Endowment effect:

Influence of the fact of owning a good on the valuation of that good. The endowment effect has been proven many times in experiments. People who own a good regularly rate it much higher than people who do not own it.

Point of special interest and networking effect:

On top of that, the choice of location usually falls on a **point of special interest**. This means a point where many people **interested in the same subject** meet at once, e.g. Motorworld, where various motor racing and speed enthusiasts can be found. As a result, the events have a **higher networking effect** than digital media, which are used by groups with completely different interests.

Example: We were able to win Motorworld Region Stuttgart as a sponsor and representatives of other companies around Motorworld were also present at our events there. This in turn leads to new partnerships such as our cooperation with Pininfarina or the sponsoring of Comco Leasing GmbH. The point of special interest acts as a multiplier of the people/companies reached and therefore is highly efficient.



2.4 Access to Momentum - The Entry Offer

In order to **encourage as many people as possible** to support our team, it is essential from a psychological standpoint to keep the **barrier to entry** into the team as **low as possible**. We succeed in this through two factors:

Digitalization:

By being present on various digital platforms, we make it easier for our target group to access the team. Even from the comfort of their couch at home, people can learn a lot about us through our website and social media accounts and follow us with just one click.

The sponsor entry offer:

Through the sponsor category "Supporter" we enable companies to appear in the list of sponsors already with a donation under 100€ and thus have advertising space on our competition materials.

2.5 Retaining supporters

It is also important to **retain the new supporters** gained through our marketing strategy in the **long term**, because **maintaining supporters is more efficient** for us than gaining new ones.

2.5.1 Corporate Design:

When it comes to remembering a team, or **recognizing a team** and supporting it again, **branding** plays a critical role.

It has been neurologically proven that the highest recognition value is achieved through **corporate design**, i.e. team colors, fonts and characteristic graphic elements.

Characteristics of our corporate design:

1. Conciseness:

By being concise, we can communicate as efficiently as possible in a minimalist appearance.

2. Purposeful design:

By giving a meaning and purpose to each design element, we ensure that we do not communicate unnecessary or distracting content.

3. Improving the user experience (UX):

Through design elements and colors, we manage to guide the viewer's gaze, highlighting the most important information. In addition, the universal application of corporate design makes it easy for the viewer to identify us as Momentum Racing team.

Colors:

Colors are one of the most important aspects of a corporate design and therefore also of a **team identity**. They are often the **first thing that the viewer sees** and associates with the team. When a person thinks of Momentum Racingteam, the first thing that comes to mind is the visual appearance of the team and above all: the colors.

This is exactly why we have **deliberately chosen** our team colors, so that they **match the values and basic attitudes of the team**.

For this purpose, we have evaluated **neon-scientific findings** that deal with which colors have which effect, or which emotions are evoked in the viewer's mind by which colors.



White represents **minimalism and simplicity**, and is used in our corporate design to create a simple, fresh and clean look. It also contrasts nicely with our very bright traffic red.

Red makes you feel **passionate and invigorated**. It is the warmest and most dynamic color, and it increases the heart rate and makes a person feel excited due to a rising release of adrenaline by the nervous system.

We use red as a signal color, but not the whole page, because it would be counterproductive.

Grey feels **serious and professional**, and is used by us to set minimalistic accents in our design. It adds more information without giving the viewer the impression of an overabundance of information.

Graphical elements:

Especially graphic elements, such as **structures and shapes** are further essential components of a corporate design, which help to build a stronger team identity. The graphic design elements planned at the beginning of the firm are then **constantly used in all competition materials** to better convey content or create identity.

MARKETING STRATEGY

Example of using graphical elements in Corporate Design:

Our characteristic swooping lines in combination with the white shadowed text box which highlights important information and therefore improves the user experience.

Fonts:

A consistent overall image of the corporate design also includes the appropriate typography. Here, we rely on a combination of two different fonts, both of which fulfill their individually assigned tasks.

FOR TITLES: **UNIwars**

SUBTITLE 1

Subtitle 2

Subtitle 3

Body - accent - differentiation

The Uniwars design font stands out strongly from other fonts and draws the viewer's attention to the most important information. The headline is kept in different font sizes and colors in order to show the viewer the most important information first.

The graphic underlining the headline is inspired by a mirrored graph of an exponentially accelerated object and fades out towards the end, which gives a more dynamic feeling.

In "Interstate" we use a font that is easy to decipher and is also space-saving for long passages of text. Important information can be highlighted in traffic red.

The Logo:

The logo is ultimately the heart of the corporate design and has a direct impact on the corporate identity of the team. The logo will be what the vast majority of people will be able to recognize the team by, accordingly it summarizes all the aspects of corporate design listed so far in two parts: The figurative and word mark.



2.5.2 Constant engagement:

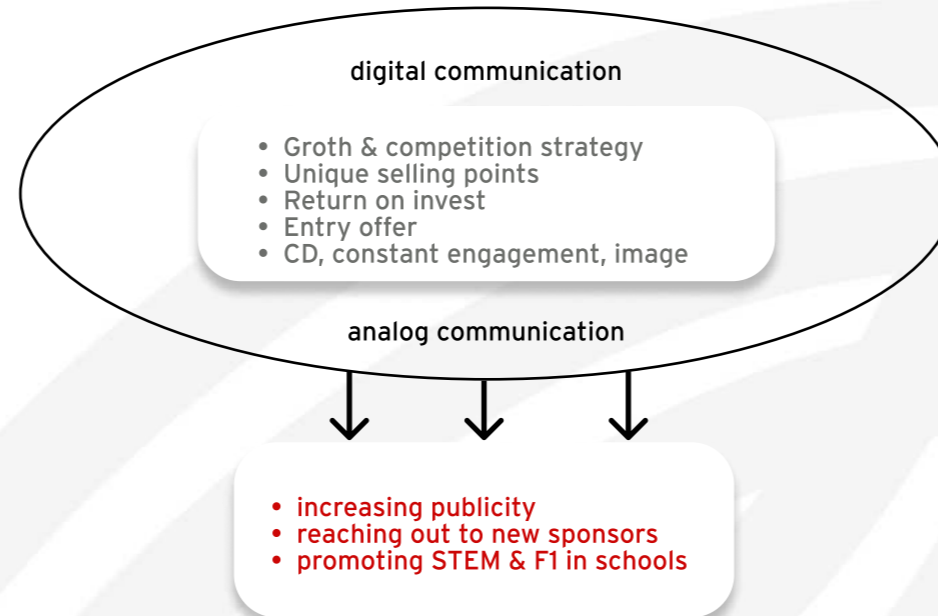
Continuous communication with our supporters means we are not forgotten and have a constant presence.

2.5.3 Positive image:

Awareness of our social, environmental and economic factors and morally correct actions lead to the maintenance of a good public image and helps us keep our prospects alongside our team.

2.6 CONCLUSION: MARKETING-MIX

Through a mix of digital and analog communication tools, clear USPs and a high recognition value, we succeed in reaching our two target groups optimally and winning them for us, both to gain publicity and sponsors, but also to promote STEM and the competition itself.



3. THE REALIZATION

Digital Media:

We were active on various digital platforms, all of them justified through our digital media strategy. Through articles and photo galleries on the latest news in the world of momentum we ensured that everyone of our supporters would be up-to-date.



Television:

Through a television documentary about our team, we ensured reaching all our target groups.



Press:

After our success at the German championship last year, we received an article in our daily newspaper about us and our upcoming participation at the world finals.

Merchandise:

With variously different merchandise articles, visitors of our teambox or events can take a piece of momentum to their homes.



Events:

With Events at "Motortreff am Flughafen" (Germany), in Switzerland and open-for-all tests of or world finals vehicle, we clearly differentiated us from the competition.



Newsletter:

Through an e-mail newsletter we kept engaged with our sponsors and all supporters who assigned to it on our website.

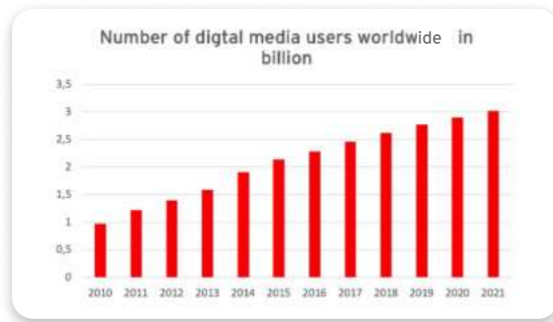
Allein durch unsere Leidenschaft, unsere Ziele und unsere Visionen, haben wir es geschafft, die Welt der Formel 1 zu betreten und die Welt der Motorsportfans zu begeistern. Wir sind stolz darauf, Teil eines Teams zu sein, das die Grenzen der Technik und der menschlichen Leistung ausreißt. Unsere Mission ist es, die Welt der Formel 1 zu vergrößern und die Leidenschaft der Fans zu wecken. Wir sind stolz darauf, Teil eines Teams zu sein, das die Grenzen der Technik und der menschlichen Leistung ausreißt. Unsere Mission ist es, die Welt der Formel 1 zu vergrößern und die Leidenschaft der Fans zu wecken.

DIGITAL MEDIA STRATEGY

As our general marketing strategy already shows, **digital media is essential** for both getting new followers and retaining existing ones. Through digital media, interested parties can already get a **good insight** into our team and work. On the other hand, events in public are much more network-effective for us, but it is important to **continue to engage**, inform and keep in touch with this enlarged network beyond the event - this is exactly what we succeed in doing with our digital strategy:

1. **Gaining new supporters** from all over the world
2. **Retaining relationships** with existing supporters

1. REASONSONING



The reasons why we use digital media for these purposes are very diverse, but they can be clearly presented in three main aspects:

1. Efficiency

Digital communication enables us to **communicate efficiently** with our target group. We do not have to spend financial resources for the production of newsletters, articles or similar, but can instead reach a huge number of people at a **targeted time** with comparatively little effort.

2. Effectiveness

Social media and other digital media on the Internet are now actively used by a **large part of society** and especially by our **target groups**, which we have defined in the marketing strategy. Consequently, communication via digital media is **very effective** as we reach our target groups and additionally people **from all over the world** not only have the opportunity to learn more about us but also to get in touch with ourselves.

3. Flexibility

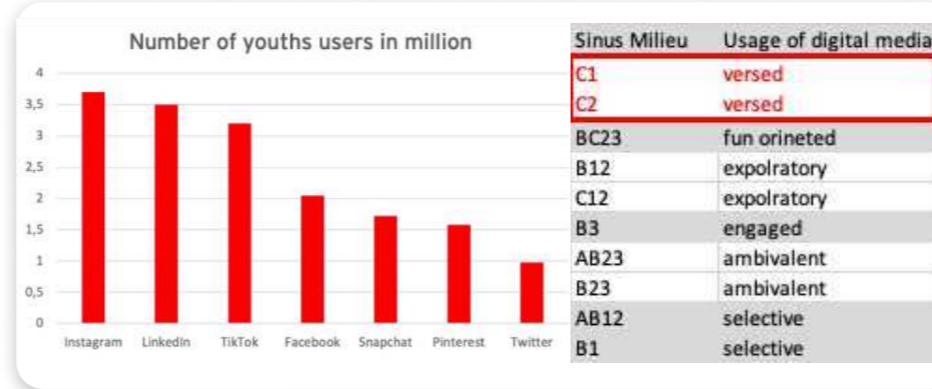
Often sponsors and supporters need to be **informed about important happenings, deadlines or events** on short notice. Digital media has the advantage over analog media that no matter where we are - as long as we have an internet connection - these announcements can be **transmitted quickly and effectively** to everyone interested in the team.

2. ANALYSIS & STRATEGY

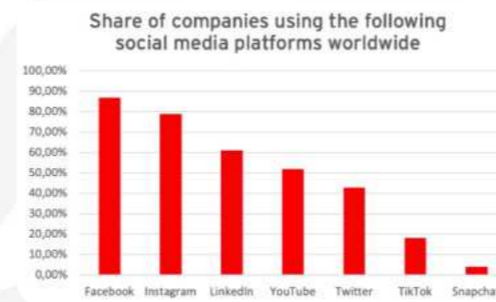
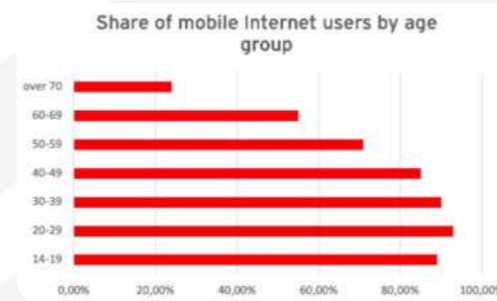
2.1 Target group distribution in digital media:

Even though both of our target groups are active in the digital world, one would first think that there are clear differences on which platforms this is the case. The term "digital media" is very broad and includes media such as **digital images, websites, videos, e-mails, but also social media such as Instagram.**

In order to gain clarity, we **analyzed the use of digital media** in relation to our **target group** and came to the following conclusion:



In contrast to what was expected at the beginning, **Instagram and LinkedIn** are among the **top social media platforms in both age groups**. In addition, it is striking that there are also very few differences between the two groups when it comes to surfing the Internet, which suggests that a **team's own website and a YouTube channel could prove to be of great importance.**



An important further significance is that Facebook seems to play a greater role among the older target group. At the same time, **Facebook is only used to a limited extent** by our younger audience and is therefore irrelevant for them.

2.2 The Strategy

The goal, especially with our team size, should be to **focus on being particularly efficient** when it comes to digital media. We don't have the time resources to fill many channels with the same quality of content at the same time, which is why it makes sense to select **precisely those channels that are of high importance to both of our target groups.**

On top of that, our target groups are both **very digitally versed** according to their Sinus Milieu and are active on several digital mediums at the same time. This means that we can avoid social media that are very important for one target group and marginally important for the other. Most of the potential supporters will be **online anyway on several media** and thus also on the ones we **actively operate on.**

However, once operating our few social media platforms has become more efficient, **we can look for opportunities to expand our digital portfolio of platforms.**

Therefore, our approach is as followed:



3. DIGITAL MEDIA-USAGE

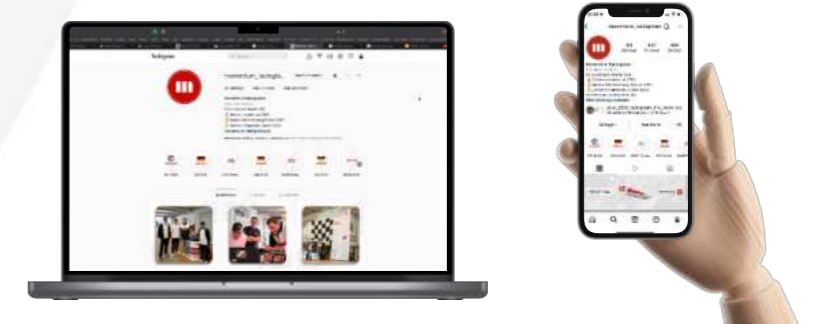
3.1 Activity

Based on the analysis, the following digital media then emerge on which we are active and **continuously produce content to keep our interestees up to date** or to be able to attract new prospects through exciting content:



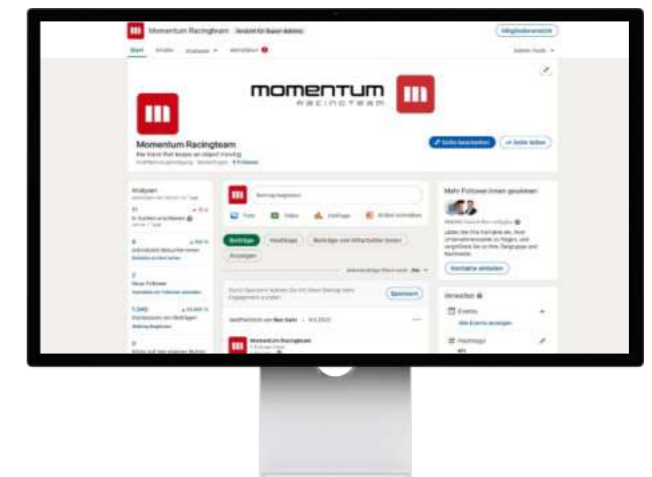
Instagram:

We use Instagram to keep people up to date. The **focus is on entertainment, animation to events** and getting a **glimpse of the project**. Due to the large user base, it is a great place to honor our sponsors and give them a return on their investment through our active social media work.



LinkedIn:

LinkedIn is primarily about the job market. Our goal is to **market ourselves to sponsors and to connect us with important business professionals.**



DIGITAL MEDIA STRATEGY



YouTube:

Visual communication in the form of videos is also crucial for digital marketing. It is the leading platform for digital videos and thus we can reach the most people by uploading videos on YouTube.

Together with our sponsor **cinecore motion pictures**, we created a team introduction video that makes it easier for newly interested people to get us to know.



In cooperation with **Pininfarina** we created a stunning video which shows our World Finals car MT-XTR in detail.



E-Mail Marketing:

To get in touch with potential sponsors, stay in touch and share files with our partners, we use email. Here we can effectively and flexibly always reach the right contact person in any company. Through an electronic newsletter, all sponsors and all interested parties who have registered for this on the website are regularly updated on the latest project status. This is especially important in order to maintain the relationship with sponsors and not to get distanced.



Website:

The website is the hub of our online presence. It links all other digital channels together and provides a very detailed insight into our team and the competition. Sponsors can get a good idea of who we are through the website before sponsoring our team.



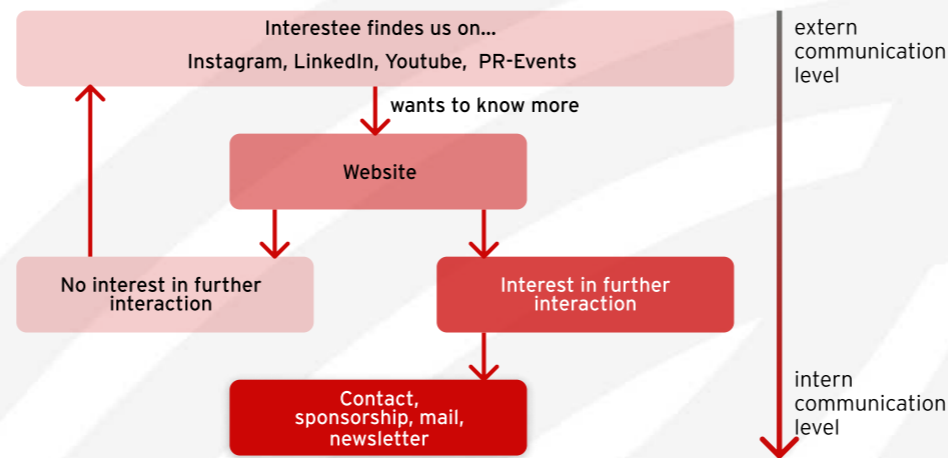
Additionally, the website acts as a conduit between the internal and external realms of the team and connects us with supporters.

External:

This communication strategy is designed to attract as many new prospects as possible. They are very attractive in terms of content and provide an initial insight into the team and our work.

Internal:

This communication strategy is used to keep the interested supporters up to date, or to communicate with sponsors.



3.2 Team-communication:

We also use digital media to a large extent for our team internal communications. Read more about this in the Project Management portfolio.

3.3 Integration of digital media into the CI:

In order not to get lost among all the other posts from other users in digital media, it is particularly important to apply our recognizable corporate design here.

All our posts correspond to the design philosophy and can thus be easily assigned to us.

Digital media also offer the possibility of integrating other iconic graphic methods, such as renderings. These, together with our corporate design, create an unmistakable aesthetic combination.

3.4 The QR code - the key to Momentum's digital world.

We have replaced physical business cards in an ecological way for the World Cup with a single QR code. This unites all the digital media we operate on and presents them in a well-organized way for the user.



4. OPTIMIZATION

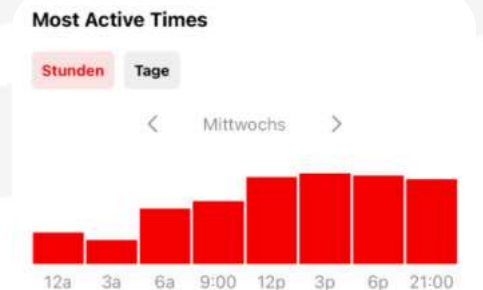
Search Engine Optimization & Customer Relationship Management:

Digital media have the additional advantage that they usually have integrated analytics, which can be used to analyze the way one's followers or website visitors use the media.

In SEO and CRM, the goal is to gain an advantage through this collected data, i.e. to adapt to the user's way of using the site and to be ranked higher by the algorithm and the search engine - to gain an advantage over the competition by better following the user's wishes and preferences.

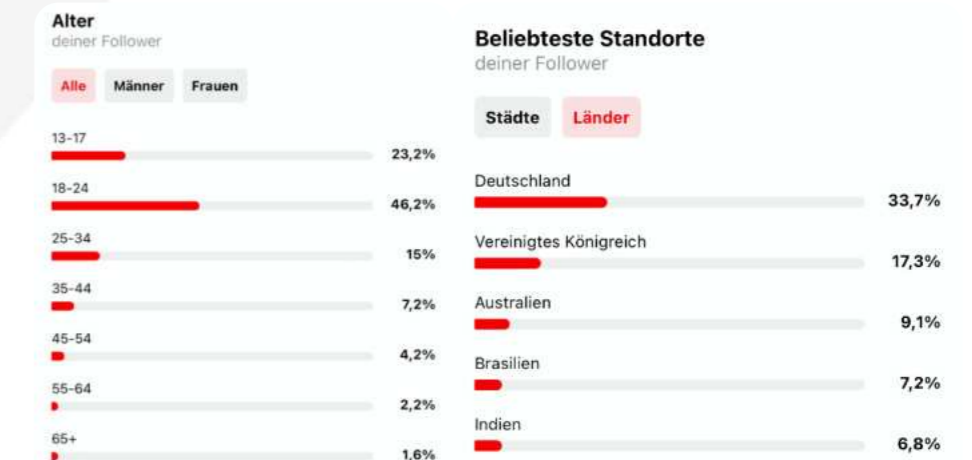
Here is an example:

Analytics data showed that our followers on our digital platforms are more active around 3:00 pm. We adjusted our posting schedule accordingly and now always post at this time. This ranks us better in the algorithm as well as the search engine and our posts reach more people than before.



Marketing Strategy Verification:

Through demographic analytics from the individual digital media, we always have an overview of whether we are also reaching the desired target groups from the marketing strategy with our content, or whether we need to adjust our strategy due to ineffectiveness. Digital media acts here as a measuring device for the effectiveness of our marketing implementation.



5. CONCLUSION

To summarize, we've taken advantage of the many ways digital media can be used to communicate and optimize. Through an user analysis, we've picked out the most effective digital channels to reach our target audience and provide them with strategically managed content for marketing and customer retention purposes.

SUSTAINABILITY STRATEGY

Sustainability has become increasingly important in society in recent years, regardless of the area. For this reason, the sustainability strategy also plays a central role in our team.

1. OBJECTIVES

It's about being sustainable on three levels:

- Economic:**
The long-term economic success of the team
- Ecological:**
Protecting the environment
- Social:**
Making society more sustainable, acting socially

Once these are met, additional measures can be addressed:

- Corporate Governance:**
Transparency, ethical correctness
- Corporate Citizenship:**
Educational and cultural promotion, donations

If all these objectives are met, then we are sustainable and a win-win situation is created:

If we do something good for society and the environment through our sustainable actions, society and consequently potential sponsors have a good image of us and are more willing to cooperate with our team. By acting sustainably at various levels, we generate sustainable economic success for ourselves.

2. STAKEHOLDER ANALYSIS

In order to identify who or what needs attention in each area, it is important to begin by identifying the stakeholders of the project and what action we could take to provide them with a welfare benefit.

Stakeholder	Claims
Teammembers	Learning principles of business management; networking with possible employers; getting skilled in various computer programs
Sponsors	International advertising space; return on invest; want us to place well
F1 in Schools	Receiving publicity for the contest; us advertising for possible new participants

Supporters/followers	Want us to place well; want to be kept updated; want to learn more about the project
State & society	Economic, environmental and social sustainability; execution in line with the law; charitable behavior

One method for weighing the various interests of stakeholders and finding out how to deal with them is the Boston Consulting Matrix for Stakeholder Management:

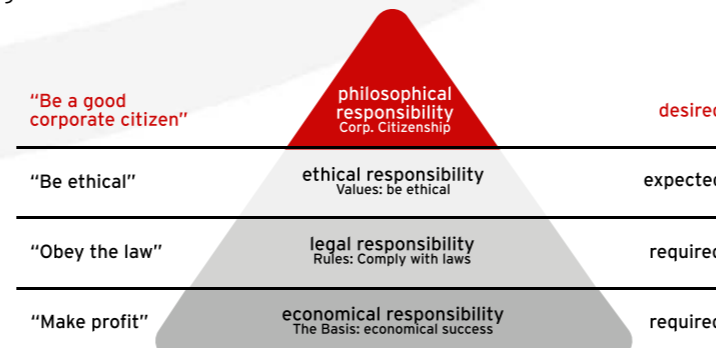


3. PURSUIT OF APPROACHES

3.1 Corporate Social Responsibility:

To be able to ensure our stakeholders the benefits listed above, it is first and foremost important to become aware of our responsibility, the Corporate Social Responsibility (CSR).

The term Corporate Social Responsibility describes the voluntary contribution of business to sustainable development that goes beyond the legal requirements. CSR stands for responsible corporate action in the actual business activity (market), through ecologically relevant aspects (environment) to the relationship with employees (workplace) and the exchange with the relevant claim or stakeholders.



3.2 Stakeholder Value Approach:

All stakeholders of the company (direct and indirect) are given focus when it comes to taking action.

This means that we try to satisfy or create a win-win situation for all of the stakeholders listed. When taking actions it is especially important that we are aware of our stakeholders' needs.

3.3 Integrative Business Ethics:

This is an approach to business ethics which is based on ethical concepts. It is about creating a benefit under ethical constraints in the long term, which creates a positive perception in society. Ethical action takes precedence over pure profit maximization.

4. STRATEGIC PLANNING

In the next step, we set targets for our sustainability strategy in the respective sectors of CSR and identify the resulting benefits for both the society and the team.

Economy:

- Measure:** Effektive management of available capital, ensuring sponsors a return on invest
- Benefit Stakeholder:** Advertising space, new hires in companies, economic sustainability through the image of supporting students
- Benefit Team:** Other companies are aware of potential return on invest (Nightclub Effect); Acquisition of knowledge in managing a non profit org.

The nightclub effect is an effect that can change the perception of various products or matters. Due to human behavior, we align ourselves with what the masses also like, in this case companies seeing that we are sponsored by other companies and that they receive a ROI in fulfilling their particular responsibilities. The more individual companies support us, the more likely it is that other companies will be willing to partner or sponsor us.

Society:

- Measure:** Info Events on F1 in Schools, the team, STEM, environment & Sponsors; positive Corporate culture, work-life-balance
- Benefit Stakeholder:** Insight into the competition, gain of information, education
- Benefit Team:** Attracting new sponsors & establishing new contacts, advertising space for sponsors

Environment:

- Measure:** Efficient use of sustainable resources where possible, Communicating the relevance of environmental protection
- Benefit Stakeholder:** Increasing environmental awareness, expansion of environmental protection measures, preservation of the environment
- Benefit Team:** Positive public perception

Good Governance:

- Measure:** Management of risks, transparent intern and extern Communication, integrative economy ethics
- Benefit Stakeholder:** Sense of security, overview of the team
- Benefit Team:** Gaining trust of stakeholders, positive aura around the team

SUSTAINABILITY STRATEGY

Corporate Citizenship:

Measure: Educational Projects (Events), honorary commitment, Corporate giving
Benefit Stakeholder: Opportunity of further education, welfare gain through donations
Benefit Team: Positive public perception, internalization of negative external effects

5. EXECUTION OF PLANS

Economical sustainability

Sustainable Management:

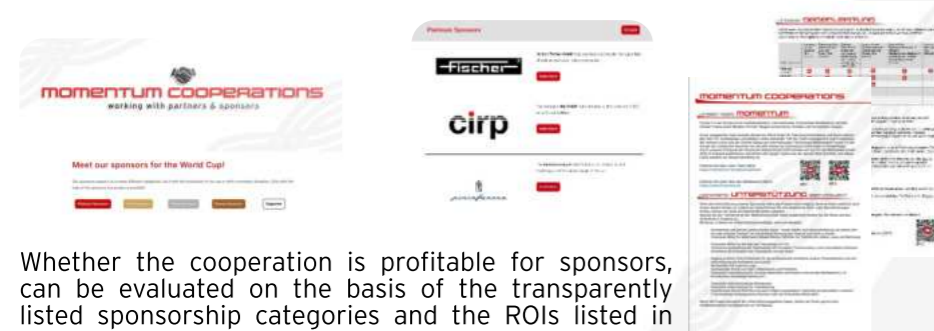
Through **effective risk management (good governance)**, we have managed to operate effectively with the capital at our disposal and not to make a loss.



Return on invest - value addition:

Our sponsors experience a return on investment through the cooperation with our team in the form of international advertising space (banners, digital media, pitbox) and a **prime example of corporate citizenship**. The cooperation therefore **serves to create economic value**.

Additionally, when selecting our sponsors, we make sure that **we only enter into cooperations that offer added value for both sides** of the partnership. In this way, we can ensure that the consumer and producer benefits of sponsorship are in balance.



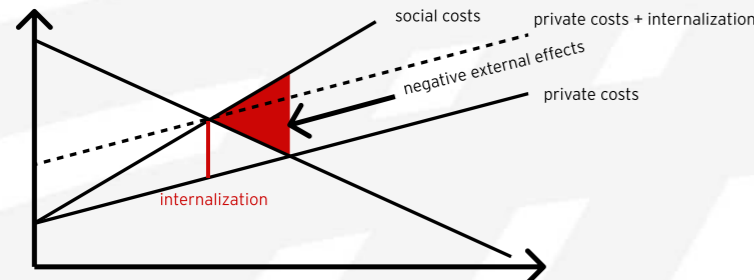
Whether the cooperation is profitable for sponsors, can be evaluated on the basis of the transparently listed sponsorship categories and the ROIs listed in each case. (Good Governance).

Internalization of negative external effects:

The project involves a lot of CO2 pollution even though we already try to reduce it to the minimum.

With the auctioning of our of "Art-Car" being donated to charity, we can **internalize negative external effects**.

By not paying a price for the CO2 we emit, we create a negative external effect. The CO2 harms society but no one pays a price for it. **By internalizing the negative external effect, we pay this price and bring the market back into balance.**



By acting sustainably at various levels, we generate sustainable economic success for ourselves.

Social sustainability

Public Relations:

At a large number of events in public, we succeeded in **bringing the competition closer to the very young visitors** in particular. Thus, we support the **sustainable existence of the competition** and **inspire the workforce of the future** for the subject area **STEM** by being active in scientific education. This way we also come after our goals of **corporate citizenship**.



Pedagogical activity:

In the **F1 AG at our school** we support the **junior teams** with answering questions about the competition. We **teach them** the basic knowledge in the most important programs for the competition and in addition we can **extend our personal pedagogical skills**.



Workforce training:

The production of our car or the creation of renderings is used by our sponsors as a **training task for trainees**. In this way, we support the training of workers at our cooperation partners with the project. (Picture: Vinzent Korte, trainee at Fischer)



Help in career search:

By advertising our sponsors on the website, we offer our young target group an **overview of companies that can represent future internships, apprenticeships or even jobs**. This can also go the other way around, for instance a sponsor of us can find many talented and motivated young people in our target group.



Donations through Art:

Together with our partner Adkru we have **artistically designed a F1 in Schools car** and will **auction it after the exhibition at the world championship for a good cause** and donate the money to charity.

Ecological sustainability

We have divided the broad topic of environmental sustainability into three further subcategories for a more **differentiated view**:

consistency

producing in a sustainable way

sufficiency

changing behavior, producing and consuming less

Consistency:

When selecting our team apparel, we made sure to use **organic cotton** wherever possible and, unlike other teams, **purposefully avoided 100% polyester team jerseys altogether**.



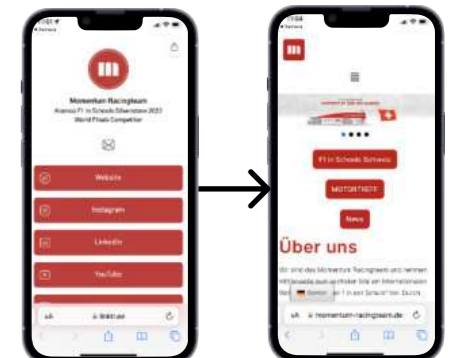
In cases where we actually had to produce new marketing materials and couldn't reuse those from last year, it was important to us to **print in a sustainable way** to help protect the environment.

Sufficiency:

In order to **save resources** and do **something good for the environment**, we decided to **recycle leftover marketing materials from last year**. This way we minimize additional resources that would be used for the production of our merchandise or other promotional materials. Through a strong corporate identity, the marketing materials from last year are also clearly attributable to our team.



In addition, to avoid having to produce business cards again, we decided to **digitalize the business card concept**. This way we can flexibly update information and we also did not have to use additional resources such as cardboard or plastic. In general, **much of our marketing - including the Pitbox - is digitized**, which allows us to **minimize the use of resources** for manufacturing.



Other:

The **morally correct behavior towards nature**:

Of course, the day-to-day work in the project is also a point which can have a great impact on the environment. To avoid this, we have set behavior lines during the project:

- **effective separation of waste**, which is generated, for example, by the production of the car.
- **digitalization of notes and project plans** to minimize the use of further non-sustainable resources
- **climate neutral commuting between office and sponsors**, e.g. by foot, bicycle or public transport

6. CONCLUSION

In summary, by **analyzing our stakeholders in detail** and **becoming aware of our social responsibility**, we were able to create a **comprehensive sustainability strategy** and implement it in a **targeted manner** through various channels.

SPONSORSHIP

As we all know, our project cannot be realized without the support of sponsors. But first we need to consider why and for what we need sponsors. This has various reasons:



Financing:

The costs incurred over the course of the project can and should not be covered by us privately but by sponsors, who imagine an added value through their support.



Efficiency:

Some things like the editing of our Meet the Team video is not a project element we have to do ourselves and would cost us a lot of time. Shifting this time to sponsors helps us to have more time for other things.



Technical equipment:

For the production of our car or if necessary our team box, machines are necessary, which neither we nor our school has at their disposal. Therefore we need partners with the appropriate equipment, who are willing to provide us with their machines and assist us in operating them.



Know How:

Finally, it can be useful to get expertise from the industry to improve your own quality. Companies that specialize in single things, like photography or milling, have much more knowledge that we can learn and benefit from. If such companies support us, their knowledge can increase the quality of our products.

Sponsor Categories

To increase the incentive for our sponsors to provide us with larger amounts of money or to increase the planned amount, we have defined sponsor categories. These define the amount at which the corresponding services are provided in return. For example, from the Gold category onwards, the logo is printed on our team clothing. This allowed sponsors to think carefully about the amount they were donating and whether it was worth it for them. In-kind sponsorships were converted into their financial value so that these sponsors also received a fair return.

	Name on website	Collection posting, Logo on flyers and name on website	Exclusive post on Instagram (with logo, acknowledgment & link to website)	Logo on the sponsor banner (placed at events)	Logo on team clothing & other competition materials	Logo on the car*
Platinum Sponsor (from 2.500€)						
Gold Sponsor (from 2.000€)						
Silver Sponsor (from 500€)						
Bronze Sponsor (from 100€)						
Supporter (sub 100€)						

*All partners involved in manufacturing the car, are automatically promoted on it via their logo.

1. ACQUIRING SPONSORS

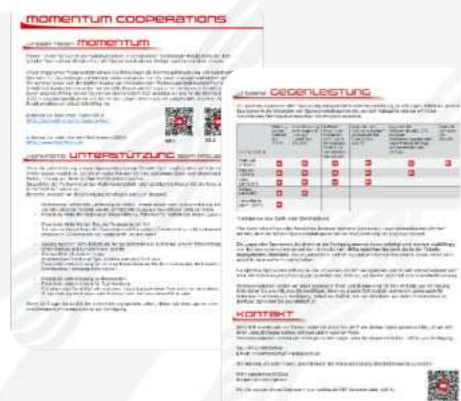
In order to win sponsors, a distinctive marketing strategy as well as good networking is required.

It is important for us not only to win the sponsors for our purpose, but to inspire them in such a way that they deliver inputs of their own accord, which can be priceless for us. It often happens that you get to know one sponsor through another.



Transparency

For us it is important to deal transparently with all sponsors. That means no sponsor should be preferred to another and all should have the same basic requirements. This is made possible by a sponsor booklet, in which each sponsor can see exactly what it is about and how far our consideration is measured against the value of the sponsorship. We need to be neutral and fair with all of them to keep everyone happy.



Return on Invest

There are always two sides to a sponsorship. No company in the world is just going to give us something without any reason. Our sponsors expect a certain value in return from us, however the reason for a sponsorship can be completely different.

Fulfillment of their Corporate Social Responsibility

The term "corporate social responsibility" describes the voluntary contribution of businesses to sustainable development that goes beyond the legal requirements.

Many of our partners generally support such student projects and were convinced by us for F1 in Schools. For our partners it is often important to work together with students and to present this publicly to show their social commitment.

Publicity

The simplest but still for most sponsors the least important reason is publicity. Sponsors have the opportunity to be promoted on social media, on competition elements such as the car, or on the team clothing. As a result, your logo will be seen by a number of interested parties from a similar industry and could be an added value for the company.



Training

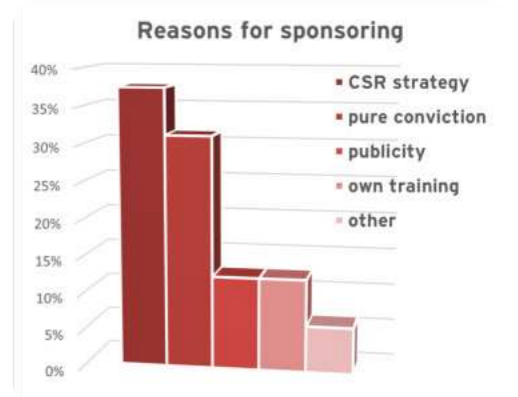
Some of our partners use our project for their trainees. This is a win-win situation, because we can work so much with the trainees and they are challenged by our elaborate and sometimes very complicated project.



Survey

To find out more about what our sponsors are hoping to get out of the sponsorship, we launched an anonymous survey of our existing sponsors to get a closer look at the companies' perspective.

The survey showed us that many more sponsors supported us because of their CSR and out of pure conviction than because of their own goals. This has taught us that we should convince our sponsors more about the project and about us, rather than making clear to them what the benefits are we can give them. That's a pretty fundamental change, because the sponsorship principle is quite different from that in real Formula 1, for example, where it's purely about giving your brand publicity.



SPONSORSHIP

INTERACTION / COMMUNICATION

Transparent communication and maintaining contacts with sponsors is essential for long-term and efficient partnerships. For this reason, we have used a variety of communication techniques in our communication strategy with our sponsors. In this way, we could ensure that all sponsors are always optimally reached and kept up to date, which, for example, has resulted in long-standing collaborations such as with our partner Fischer.

Personal contact



Direct contact with sponsors is often the most important. Together with our cooperation partners, we have initiated meetings that allow us to get to know our sponsors and their company. In addition, this type of communication allows us to explain on the basis of props and therefore is very effective. In general, it is extremely beneficial for the cooperation to be able to meet in person.



Phone- & Video-calls



When things are easier to explain by talking to each other in person, but we can't set up a face-to-face meeting, we switch to audio and video calls. These are the closest to face-to-face contact with sponsors and have the added advantage of giving us the flexibility to talk to our sponsors from wherever we are.



E-Newsletter



It is not always possible to meet several partners at the same time in person. For this reason, we have introduced routine electronic newsletters for our sponsors, which always keep them up to date. This way we can ensure that all sponsor relationships are maintained, even if it has been a while since we have been able to see each other, for example. The newsletters include information about project progress, new sponsors and upcoming events, to which all sponsors are always cordially invited through the newsletter.



E-Mail



When we have something specific to discuss with exactly one or only a few sponsors, we use direct emails. This way, the sponsors who are not involved are not distracted by information that is irrelevant to them. We use direct emails to recruit new sponsors, discuss next moves in a collaboration or exchange data with our partners.

COLLABORATIONS

Collaboration with Pininfarina:

Pininfarina supported us with the Now-How to make our rendering even better and additionally created an animation video for us. It was great to be able to talk about the programs together with the trainees in order to increase the quality of our showpieces. This kind of cooperation looks very different from a normal job. Instead of saying exactly what we wanted and setting the time frame, we sat down in several meetings and phone calls and talked about difficulties and improvements. It was much more of a collaborative effort than an assignment, which shows in the final product and also gives us a much greater learning experience.



Collaboration with Cinecore:

With our team video we had 2 intentions: On the one hand it was a necessary element of competition, on the other hand we can use it well to give interested parties an insight into the project. Therefore we created a short and a long version. In order to have the best possible quality, we cooperated with the film company Cinecore motion pictures. They were not only able to realize our ideas, but also to bring in their own ideas from the point of view of a professional film company. This made our team video much better not only in video quality but also in script. Again, close collaboration was the key to success. Together with our partner Luke we had a lot of fun shooting and are incredibly proud of our result.



Collaboration with Fischer:

Our biggest partnership was with Helmut Fischer GmbH. We have been working together for almost 7 years now and have perfected the production of our parts together. Everything plays together, many meetings, insights into the machines but above all incredible commitment of the employees who have supported us. We are always thrilled how enthusiastic the employees are for the project and how they push themselves to their limits.



The best thing about the partnership was that Fischer used Formula 1 in school projects as a part of their training program. Therefore we can optimize and manufacture our parts together with their trainees. This increases the know-how on both sides and we support each other. As the training manager says, our extremely filigree parts are a real challenge for the trainees and one of his favorite projects, which he gets to do together with them.



The practical thing about Helmut Fischer GmbH is that we can get there within 15 minutes by bike and therefore had the opportunity to drop by frequently and accompany our entire manufacturing process. Not only do we learn a lot, but we can also find errors more quickly and correct them on the spot.



Collaboration with Motorworld Group:

One really special partnership we had was with Motorworld Region Stuttgart. This was not about the production of individual parts or financial support, but rather about contacts and publicity. Motorworld gave us contacts to several sponsors and supporters. In addition, we had the opportunity to exhibit at their events, which helped us mutually because we were able to inspire their car enthusiasts about our project, but also our prospects dropped by at the events and thus have enlarged their events.



Another great opportunity that Motorworld gave us was to present Formula 1 in school at Motorworld Manufactur Zurich and to help build up the project in Switzerland in general. Here we could not only talk about our experience, but also talk to people from the university and the Alfa Romeo F1 team. It is such small things and conversations that can bring us new opportunities and ideas for which we are now extremely grateful.





in Schools
STEM Challenge

momentum
RACINGTEAM

