ENTERPRISE PORTFOLIO

VELOCE DYNAMICS

Smiling International School

INTRODUCTION

WELCOME!

Welcome to the Veloce Dynamics Enterprise Portfolio for the 2026 Italian qualifications.

We would like to present our goals for this STEM Racing competitive season.

Our Goals:

- Compete giving the best of our selves
- Start a legacy that will hopefully last for years in the school
- Build connections with our sponsors
- Build a base for future careers

A SPECIAL THANK YOU TO:

Arun Prabagar Govindaraju, Eleonora Morelli, James Heanley, Caterina Azzini, Albert Schram, Antonella Zanetti, Elspeth Hindmarch, Giovanni Colacicchi, Grazia Vurro, Paolo Franceschelli, Luca Boldrini, Maria Angelica Zangoni, Silvia Menegatti, Arsenii Nesterenkov, Giovanni Manuzzi, Filippo Manuzzi

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interimAct

INNOVA
FACILITY MANAGEMENT

INCLUSIONE21

Aurora
Service Team

SANT'AGOSTINO

SPONSORSHIPS

SPONSORS ACQUISITION

- Our strategy was to make it clear from the jump to the companies were presenting what our project consisted of. We were aiming for big companies since they could give us the financial support we needed but we weren't always successful.
- After analyzing the situation we found that, given our poor finances, the most effective thing would be a campaign entirely based on social media so we created an Instagram, TikTok, X, and YouTube accounts. We have also created a website where everybody can see everything about our team and project

SPONSORS INTERACTION

- For smaller/local companies, when possible, we decided it was best for us to go in person to introduce ourselves and present the project and explain what we needed.
- For larger companies, we thought that the best solution was to reach out to them by using the team's email (veloce.dynamics@smilinginternationalschool.eu) where we include a presentation that introduces the project and the entire team to a company while including a more detailed explanation of the project.

02

SPONSORSHIPS

BREAKDOWN OF OUR COLLABORATIONS

- **Aurora Service Team:**
Aurora Service Team has been our main financial supporter, contributing 500 euros to our project. Their support has played a key role in covering essential expenses related to car development and team operations. This collaboration allowed us to work with greater financial stability and focus on improving performance and overall project quality.

- **Innova Facility Management:**
Innova Facility Management contributed 250 euros to our project. Their sponsorship supported logistical and operational needs, helping us move forward with our planning and organization. This collaboration strengthened our ability to manage resources more efficiently.

- **Inclusione 21:**
Inclusione 21 supported our team with a contribution of 250 euros. Beyond the financial help, their values align closely with ours, especially in terms of teamwork and inclusion. Their support helped us sustain part of our production and promotional activities

- **interimAct:**
interimAct supported our team with a contribution of 250 euros, helping us cover essential materials and minor technical expenses. Their support ensured continuity in our development process and allowed the team to proceed with key stages of the project without financial interruptions.

- **Ceramica Sant'Agostino**
Ceramica Sant'Agostino is one of our richest contributors. Knowing both the owner and his family has surely helped in the conversations. It is a big honor to represent one of the best global companies dealing with interior design, specifically in ceramics and tiles, having showrooms in some of the biggest cities of the world, like Milan, Rome and Paris.

MARKETING STRATEGY

OUR GOALS

OUR STRATEGY

There are several defined goals our marketing team must achieve by the end of the campaign:

Increase Veloce Dynamic's publicity

Reach out to local sponsors, creating connections

Promoting STEM racing in our local area

We have created multiple social media accounts to help generate more attetion towards our STEM racing team.

We have reached out to multiple sponsors. Ranging from ones we find online, to ones our school provided us with to our personal connections

We went around Ferrara, Italy, our hometown and have been putting out posters on light poles, walls in popular places and have gotten the help from small shops in our area to distrubute and promote our Team's posters

By achieving these goals the team could call this year as successful, marketing-wise.

Our marketing strategy started right away. Even before we actually started the project since we knew that the sponsors would be one of the most important parts of our project. This is due to the fact that without out them we cannot really fund out ideas for car design, merch, advertisements, etc. We have tried our best to assure our collaborators seriousness, punctuality, respect and tried creating a relationship based on sincerity and genuine human interaction with the team members.

04

MULTIMEDIA STRATEGY

Multimedia plays a fundamental role in modern marketing, especially for projects targeting a wide and diverse audience. Social media platforms allow teams to communicate their identity, values, and progress in a direct and engaging way. By combining visual content, short videos, and consistent updates, a team can increase visibility, build credibility, and create a community around its project. Analytics are a key part of this process, as they allow us to evaluate engagement, understand audience behavior, and adapt our content strategy to maximize impact.

To get a more effective social profile we decided to create the profile as a business profile so you can view the statistics of the profile. After the first post we noticed that the statistics greatly improved. This made us glad and made us understand that slowly the project is reaching many people.

These analytics are since the creation of our account and u until now and showcase the increase in support and publicity of our Team

05
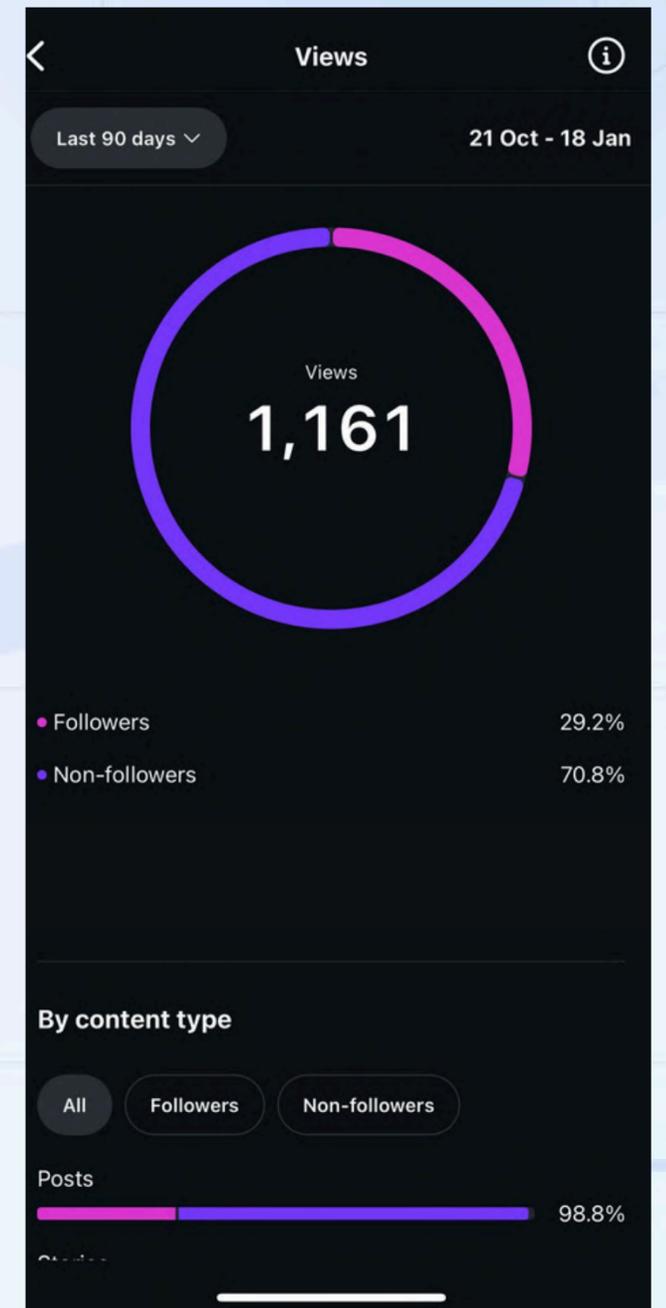
MULTIMEDIA STRATEGY

- Instagram: In our opinion it is the social that includes the biggest and widest range of targets, it is also the fastest and easiest to use platform for us since we are so used to it. Through it we could also create a series of stories in which we kept those who followed us updated on our progress. Furthermore, we used this social media to make us known by getting reposted from our personal accounts, our friends' accounts and also our sponsors' accounts.

- TikTok: This social media app is used by teenagers all around the globe and we could use that to generate support even from different countries due to Tiktok's algorithm. We created our page and tried to advertise ourselves through our personal accounts. We also asked our friends for feedback on what type of content we should post so we receive more engagement

MULTIMEDIA STRATEGY

- **YouTube:** We chose YouTube because it is one of the most influential platforms for video content of all time and is used by people of all ages worldwide. It allowed us to explain our ideas in a more detailed way. Through YouTube, we could upload longer videos showcasing our project and our progress thus helping our audience better understand our work. We also shared our videos through other platforms and personal accounts to increase visibility and attract more subscribers.

- **X (ex-Twitter):** It is one of the most used social media by people of all ages and all kinds of professions according to statistics from 2025, we thought that it was perfect for our idea of digital media marketing due to the wide reach of people all around the world. We started creating our page and posting photos similar to those on Instagram, then we tried to diversify the types of post that we could have published such as only text posts which are very popular on X.
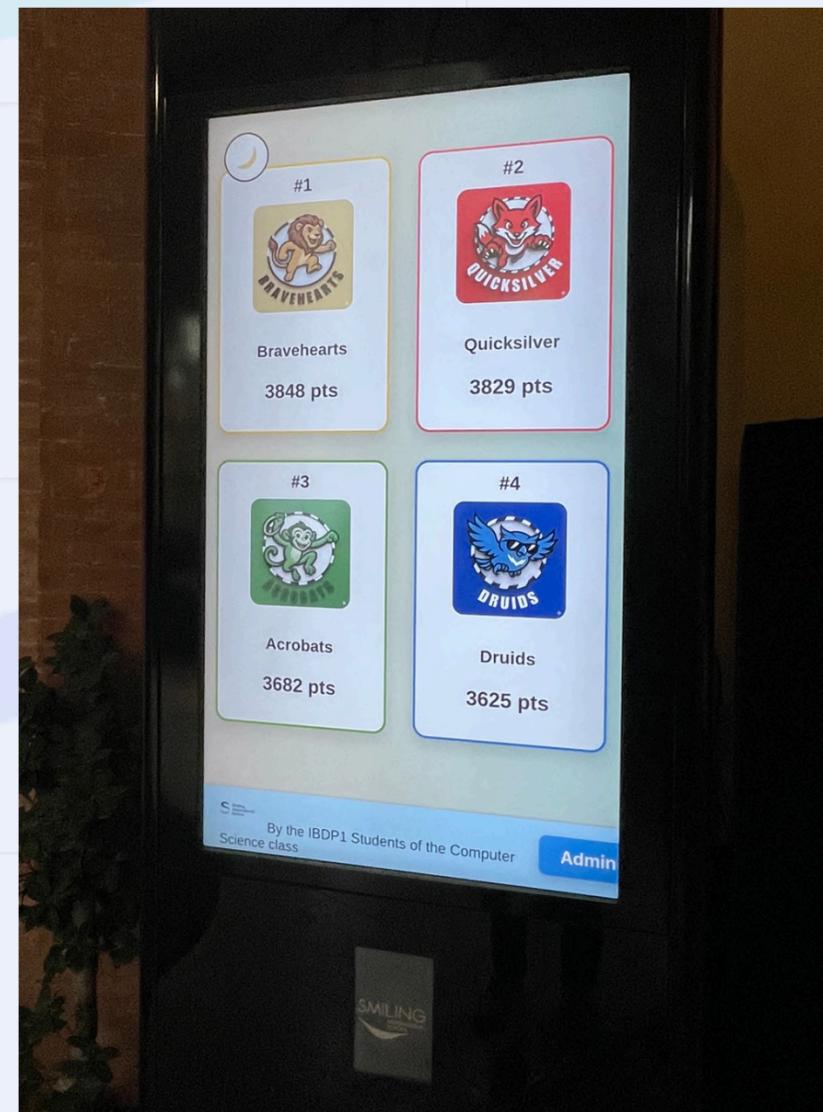
SUSTAINABILITY

From the first moment we started working, we immediately realized that our project, even if very slightly, might affect the climate and worldwide environmental issues, so we immediately started thinking about how we could reduce our impact as much as possible. For a healthier world, large companies and organizations have a duty to reduce their effect as much as possible, which is why laws in different countries often make these gestures for ethics and a better future. But not only the big companies have to engage, everyone has to including us as a team. We, like many others, have decided do our part in the fight against pollution, with a few simple actions:

- We decided to make keychains, pendants and decorations for our own homes or our school from poorly designed or printed car components (halo, front and rear wing)
- We created a challenge for our school which includes 4 "houses"(teams) including all of the students where they have to compete. The winner "house" is the one with the most points by the end of the school year. The teams could gain points by completing different challenges such as reducing food waste in the canteen, recycling in the school bins which we placed, picking trash up from the ground, doing volunteer work, etc.

RECYCLING BINS

"HOUSES" POINT SYSTEM

SUSTAINABILITY

Our sustainability strategy focuses on reducing waste, raising awareness, and creating long-term value for both the team and our sponsors. We aim to reuse and recycle unused or poorly produced car components by turning them into decorative or functional objects. We also plan to actively involve the school community through challenges that promote recycling, waste reduction, and volunteer work. From a strategic point of view, these actions strengthen our public image, increase sponsor visibility through positive association with sustainability, and help build a responsible and forward-thinking team culture that can last beyond the competition.

Creative strategies for return on investment (ROI) are the key to success. There are smart ways to make sure sponsors get their money's worth.

One way is to use social media to show off sponsors to people all over the world. We can also put sponsors' logos on our team uniforms and race car, giving them constant exposure during races. Additionally, we would like to organize visits to our sponsors' offices so that sponsors meet directly with the students and are able to building strong relationships.

These clever strategies not only boost sponsors' trustability but also create durable partnerships for the future, beyond the competition.