



### **\*\* ISM Robotics Team Wins Entrepreneurship Award \*\***

May 8, 2014

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#### **For Immediate Release**

**The International School of Minnesota (ISM) Robotics team, WE ROBOT 2705, recently won the FIRST® Robotics Competition (FRC) “Entrepreneurship Award” at the 10,000 Lakes Regional Robotics Competition. The ISM team beat out 63 others from across Minnesota and Wisconsin to take the award, which recognizes the team with the best framework for a comprehensive business plan to scope, manage, and achieve team objectives.**

The ISM team of 35 students from grades 9 to 12 was recognized for their outstanding business plan that included marketing and fundraising strategies similar to a company with multiple departments. The business plan detailed the function of Design and Build Groups tasked with the challenging task of building a functioning, competitive robot in six weeks. The Marketing Group was designed to handle all communications including newsletters, an award-winning website, and social media promotion. And the Fundraising Group was tasked with explaining sponsorship benefits to current and potential sponsors.

Having secured the “Entrepreneurship Award” this year, the WE ROBOT team hopes that their business plan can be an effective tool to successfully acquire corporate sponsors as well as assist their team in the competition in the future.

This is not the first time the ISM WE ROBOT Team has earned recognition. In 2013, the team competed at the Duluth Lake Superior regional tournament and placed in the top 6 and at 10,000 Lakes Regional, where it won the Creative Design Award and placed second. And, in addition to winning the “Entrepreneurship Award,” the 2014 team was a member of the alliance that placed 2<sup>nd</sup> in the tournament overall.



*ISM 2014 WE Robot team*

About The International School of Minnesota: The International School of Minnesota (ISM), a member of the global SABIS® School Network, is a private, non-sectarian, college-preparatory school that educates students from preschool through high school. Its vibrant multicultural community is universally committed to academic excellence in an inclusive, collaborative environment.

For more information on ISM and SABIS®, visit [ism-sabis.net](http://ism-sabis.net) or [sabis.net](http://sabis.net), respectively.

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