

THE BUSINESS OF RACING

Sprint 1 — DEFINE TEAM IDENTITY

Participant Brief • 10:00 – 10:45

THE BRIEF

Every great racing team starts with a strong identity. In this opening sprint you will assign your key roles and define who you are — your mission, vision, values and the visual identity that carries you through the day. This is the foundation everything else is built on: your finance case, your car and your marketing all flow from the identity you create here. Work fast, commit to a direction, and make sure every member can tell your story with confidence.

WHAT YOU NEED TO PRODUCE

Deliverables

- **Team name & role assignments** — confirm your Team Principal, Vice Principal, and Heads of Finance, Design, Marketing, Operations and Logistics.
- **Mission** — a single sentence stating what your team exists to do.
- **Vision** — where you aspire to be; the ambition that drives you.
- **Values** — three to five words or phrases that define how your team operates.
- **Team identity statement** — a short paragraph capturing who you are and what you stand for.
- **Visual identity** — your team colours, a logo concept or sketch, and a tagline.

How to Submit

- Go to **business-of-racing.com/events** and open the “**Upload work**” tab.
- Find the entry for **Sprint 1 – Define Team Identity** and upload your work there before the sprint deadline.

⚠ **Mind the deadline:** if you do not upload your work in time, your team receives a **Stop-and-Go penalty**. Watch the clock and submit early.

AI on the pit wall: Use AI to brainstorm team names, refine your tagline, and pressure-test whether your identity is distinctive and consistent.

MARKING CRITERIA (OUT OF 10)

Criterion	Marks
Distinctiveness — a clear, original identity that stands out	3
Coherence — mission, vision, values and visuals all align	3
Clarity of story — the team can articulate who they are with confidence	2
Strategic direction — mission and vision give the team clear purpose	2
TOTAL	10