PROIOXIS

ENTERPRISE



SCHUBERTH · MAIR RESEARCH · SIGGI GROUP · PLASTIC SOLUTION · ies italian energy industry solutions · Ansys · 4type 3D PROTOTYPING · RDL SISTEMI DI SICUREZZA

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TEAM IDENTITY

TEAM'S ORIGINS

Founded in 2023, Proioxis faced a 2024 regional elimination but **rebuilt its internal workflow**, **optimized roles by psychological traits** and soft skills, and progressively evolved its roster into a high-performance team achieving **national dominance**.

- **2024: Qualifiers P2 → Regional Semifinals P7 (Eliminated)**
- **2025: Qualifiers P1 → Regional Semifinals P1 → National Finals P1**
- **2026 (National Season): Qualifiers P1 → Regional Finals P2**



2024 team



2025 team



2026 team

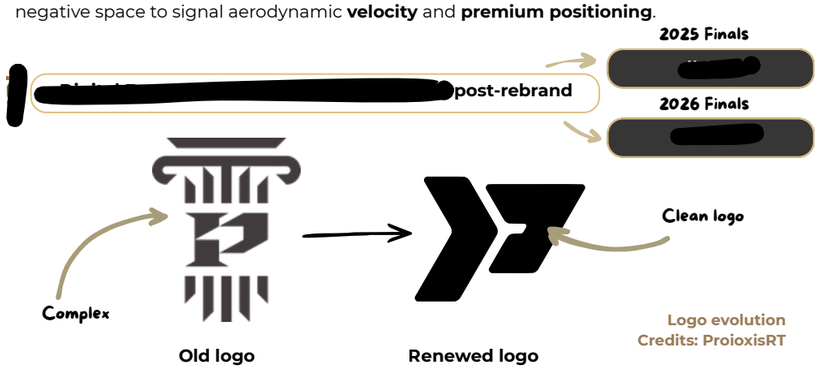
TEAM'S NAME

Proioxis is the Greek goddess representing the onrush of battle and **relentless pursuit**. She symbolizes our determination, ambition, and **drive for excellence**, contrasting with our ITIS technical background.

BRAND IDENTITY

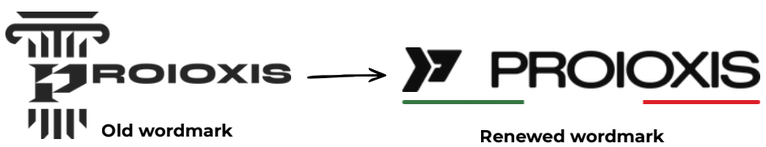
LOGO EVOLUTION

Originally using a Classical Column identity, we redesigned after audits revealed severe naming confusion where the hidden "P" led partners to read "Roioxis". We executed a **Total Brand Revamp**, applying radical subtraction and transitioning to a kinetic forward-arrow monogram, merging the isolated "P" with momentum chevrons and using negative space to signal aerodynamic **velocity** and **premium positioning**.



Logo evolution
Credits: ProioxisRT

Beyond the monogram, we engineered a **custom wordmark**. This typographic logo spells out our full name with absolute **clarity**, eliminating any residual ambiguity, ensuring a highly professional corporate presence.



TEAM'S CRY

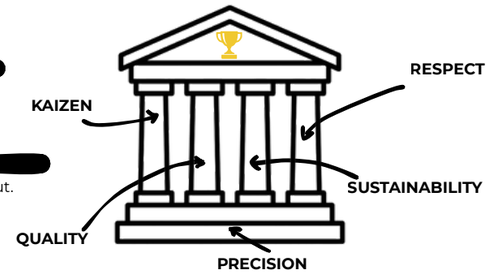
"This Comeback is Personal" fueled our 2025 National victory, but our World stage mindset has evolved. We are no longer chasing redemption; we are a data-driven racing firm. We systematically rejected "Made in Italy" as a mere geographic label lacking strategic ROI. Instead, our new motto: "Italian Dream, Italian Precision.", fuses our current obsession to win with the global authority of our engineering excellence.

ITALIAN DREAM, ITALIAN PRECISION.

CORE VALUES

We operate beyond the scope of a student project; we function as a Lean enterprise. Inspired by the [redacted] our internal workflow is engineered to [redacted] **maximize efficiency**, ensuring that every resource directly translates into track performance and sponsor ROI. Our foundation rests on five core pillars:

1) **PRECISION**: Decisions engineered through [redacted] never intuition.
2) **KAIZEN**: **Continuous optimization**. Every failure is treated as raw data.
3) **QUALITY**: Applying [redacted] to deliver a flawless, **premium** output.
4) **RESPECT**: [redacted] and total accountability to value our team's effort.
5) **SUSTAINABILITY**: Eliminating waste to maximize our **environmental, social, and economic impact**.



Core Values
Credits: ProioxisRT

TEAM TARGETS

We selected **three main goals**, not made to be achieved, but **to improve them continuously**.



IMPACT

We want to **inspire the future**, showing the next generation that absolutely anything is possible and achievable.

TRUST

We aim to elevate the Proioxis name and **repay our sponsors' belief** in us with top-tier visibility and concrete results.



EVOLUTION

This project is **teaching** and pushing us to grow far more than any other experience we have ever had.

What does it teached to team members?

"...to **communicate** effectively with people and interact with the **professional world**."

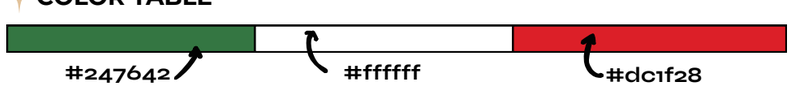
"...to **organize better**, improve in physics and design, and believe more in himself."

"...to **manage deadlines**, trust the team, speak English publicly, and deal with the professional world."

COLOR SCHEME

Our visual identity celebrates our mission to represent Italy at the October 2026 World Finals. Black provides a **high-contrast**, **clean foundation**, while the fixed Italian Tricolor honors our racing motive.

COLOR TABLE



Gold drives our primary documentation, symbolizing the sweat and hard work behind our National victory. We **dismissed** blue **as irrelevant** and bypassed green for this bold strategy. We acknowledge gold may print brownish, yet remain confident in its **premium outcome**.



Logo typography alternates between black and white, to **enhance visibility** on both dark and light backgrounds leaving the flag strictly unvaried.



TYPHOGRAPHY

Our typography strategy relies on **deliberate contrast**. We selected [redacted] as our main font to deliver clean, **authoritative communication**. For details, we deploy "[redacted]", a typeface resembling authentic manual handwriting.



Example
Credits: ProioxisRT

This specific pairing ensures that our **strategic annotations** look as though they were applied by a human hand rather than simply typed.
We also implemented a gold **"credits source"** under every design.

The standardized font size are:

- [redacted] for body text and comments
- [redacted] for subtitles
- [redacted] for titles
- [redacted] main title

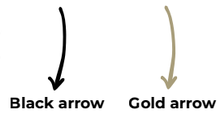
HEADING HIERARCHY

For **clear visual hierarchy**, macro titles are centered uppercase with a gold banner marking sections. Subtitles are left-aligned, lowercase, with a smaller banner introducing topics **without breaking flow**. Sub-subtitles are underlined in gold.

SUBTITLE EXAMPLE **SUB-SUBTITLE EXAMPLE**

ANNOTATION SYSTEM

To enhance comprehension, we designed a **directional arrow system**. Black arrows indicate specifically or show timeline progressions, while gold arrows link analytical comments and annotations to **exact visual references**.

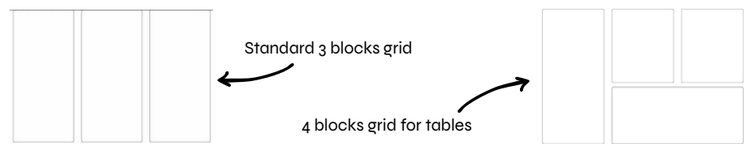


LAYOUT AND GRID SYSTEM

To guarantee visual uniformity across the portfolio, we selected a **strict modular grid**. The standard document layout is divided into three main vertical blocks.

[redacted]

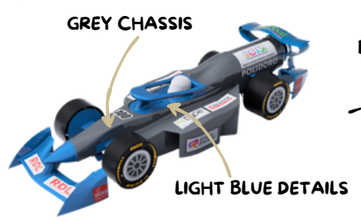
This structure maintains a **clean, organized flow** for all technical information.



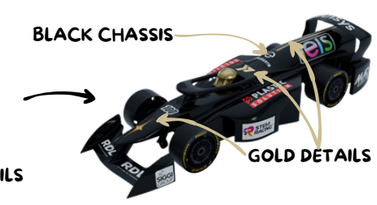
BRAND IDENTITY - PUBLIC IMAGE

CAR LIVERY

The racing car acts as the ultimate **extension of our visual strategy**. The livery features an aggressive **black base**, strategically deploying **gold accents** across the sidepods and aerodynamic components to maintain our corporate aesthetic on the track.



2025 Nationals Finals



2026 Nationals Finals

BRAND IDENTITY - PUBLIC IMAGE

REJECTED LIVERY CONCEPTS

During development, we rigorously evaluated three alternative aesthetic **concepts**. Each was systematically rejected to prioritize sponsor ROI, manufacturing efficiency, and absolute brand coherence.



REAR TRICOLOR

A black base with a rear Italian flag was rejected because it **reduced visibility** for most sponsors.

TOTAL BLACK

An entirely black design was dismissed for **lacking the gold** accents necessary for instant brand recall.

GREYSCALE CAMOUFLAGE

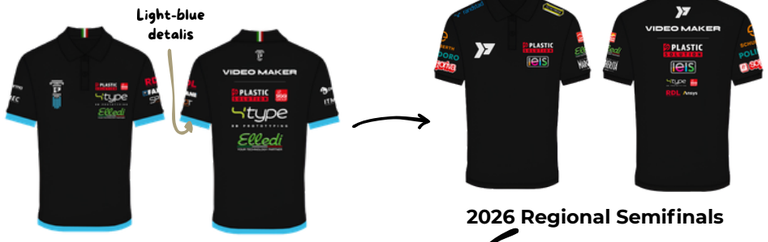
Eliminated due to manufacturing **complexity** and strict inconsistency with our corporate visual identity.

UNIFORMS

Manufactured by our dedicated sponsor Siggi, we design all uniform graphics internally. This ensures total coherence with our **brand identity** and dictates our professional presentation to the world.
We deliberately chose to always [redacted] guaranteeing an elevated, corporate image.

CHAMPIONSHIP EVOLUTION

Our apparel has constantly evolved as we advanced through each competitive stage. Reaching the National Finals demanded a **major upgrade** to properly **reflect the prestige** of this current competition.



2025 National Finals

2026 Regional Semifinals



We integrated [redacted] **gold details**, a premium addition directly resulting from our prominently gold new team colors.

UNIFORM IDENTIFICATION

To project absolute corporate professionalism, [redacted] terminology guarantees immediate **role recognition**, even for international guests with lower English proficiency.



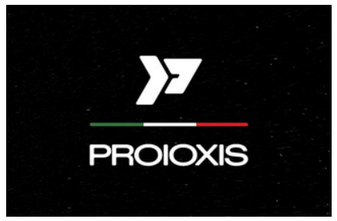
Our apparel directly reflects the competition's standards. Fully complying with Article C2.1.13, we engineered the uniform layout to feature the official 100mm **STEM Racing™ logo** on the right chest, ensuring instant judge identification.

ENGINEERED VISIBILITY

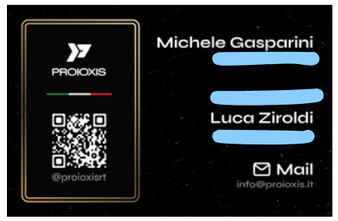
Logo placement is carefully designed to **maximize sponsor visibility**. Detailed sponsorship packages are explained in a later section.

BUSINESS CARDS

Designed immediately post-rebrand to **establish our B2B presence**, these cards feature a brutalist black base, a crisp white logo, the Italian flag, and **premium** gold rear accents.



Front



Rear

FLYERS

Our event flyers deploy a **dark aesthetic** with **tricolor accents**. The background displays our 2025 National car in greyscale, isolating its original light-blue details to engineer **maximum visual contrast**.

Supporting economic and environmental sustainability, we reuse leftover stock from the previous phase rather than funding prints.



Front



Rear

DIGITAL B2B HUB

Our **website** serves as our **digital anchor**. Integrated directly on our corporate flyers, it provides potential investors with a seamless, immersive extension of our dark-and-gold brand identity and **immediate access to comprehensive project data**.

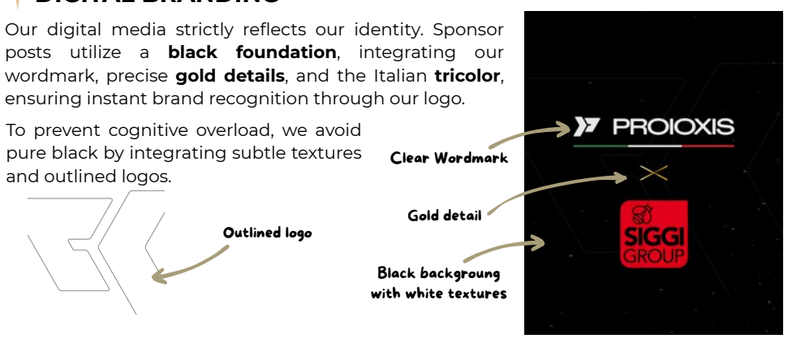


Home - www.proioxis.it

DIGITAL BRANDING

Our digital media strictly reflects our identity. Sponsor posts utilize a **black foundation**, integrating our wordmark, precise **gold details**, and the Italian **tricolor**, ensuring instant brand recognition through our logo.

To prevent cognitive overload, we avoid pure black by integrating subtle textures and outlined logos.



OMNICHANNEL COHERENCE

This rigorous strategy guarantees **complete visual integration**. By applying our brand consistently across technical documents, team uniforms, digital media posts, the pit display, and the car livery, we **project absolute authority** and a unified professional image.

PIT DISPLAY STUDY

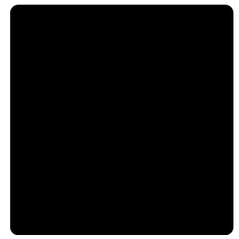
[redacted]

Our [redacted] Pit Display maximizes judge **engagement** and **sponsor ROI** through efficient [redacted]

[redacted]

Goal → Capture attention at first glance with modern graphics, brand colors, and a clean, symmetrical layout.

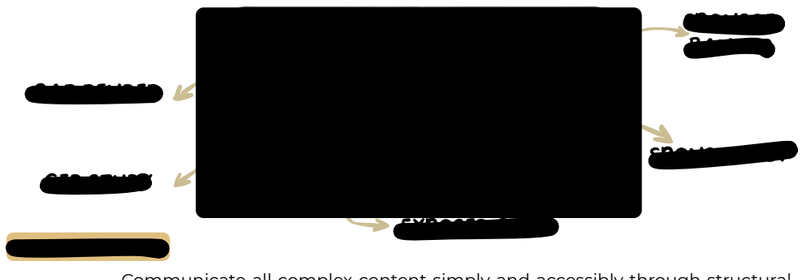
Execution → We create a professional, high-impact **visual identity** through clarity and dark-gold branding.



[redacted]

Goal → Make the display stand out using strategic placement to enhance readability from a distance.

Execution → Centered design maximizes sponsor ROI by directing attention toward premium **sponsor logos** and **key information** through visual focus.



[redacted]

Goal → Communicate all complex content simply and accessibly through structural visuals.

Execution → We replace confusing text walls with [redacted] This guarantees that judges and investors can instantly [redacted] without friction.



[redacted]

Goal → Actively involve our audience, abandoning amateur student games to create a mature, memorable guest experience.

Execution → We adopted five main interactions for public:

HOSPITALITY

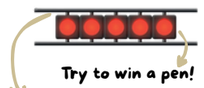


Offered by Fonte Margherita

GADGETS



REACTION-TIME GAME



Try to win a pen!

STEM Racing - related

WIND GALLERY



For Real-Life results

INTERACTIVE POLL



Inspired by professional Stands

[redacted]

Goal → Achieve a zero-waste structure to prioritize environmental longevity.

Execution → [redacted] reusable framework, [redacted] lightweight banners reduce waste and eliminate freight emissions.



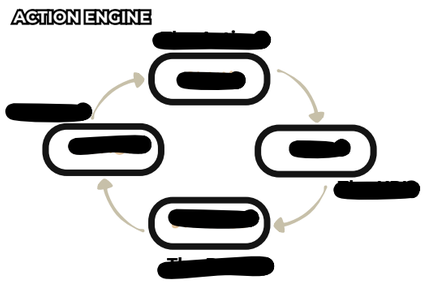
[redacted] MARKETING

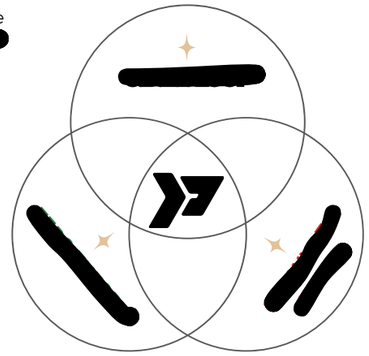
[redacted]

We didn't want our marketing to be just an opinion. We wanted a science. That's why we built the [redacted] a [redacted] designed to eliminate waste and maximize Scorecard ROI through three non-negotiable rules.

[redacted] Every page focuses strictly on [redacted] not [redacted]

ACTION ENGINE





EFFICIENCY FIRST

Every channel must pass a **profitability test**. We prioritize [redacted] over spreading resources thin.

MARKETING GADGETS

THE UTILITY IMPERATIVE

We renewed our partnership with Spot but **fully redesigned our merchandising strategy** after last year's items proved impractical, low-quality, and largely ignored, resulting in **wasted resources and poor public engagement**.

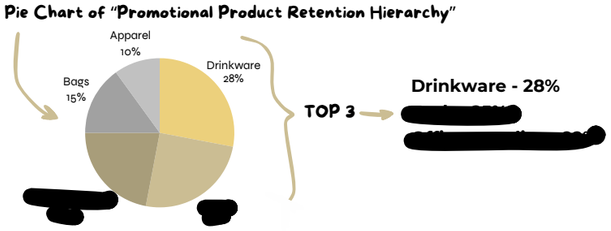


This year, our core philosophy is absolute utility. If a product does not serve a daily, practical purpose, it is not produced.

DATA DRIVEN ACQUISITION

We eliminated guesswork by consulting verified global market reports [redacted] and [redacted] Their data proves that [redacted] **consumers** retain a promotional **product for over a year only if** it provides **daily utility**. The market retention hierarchy dictates our strategy:

Pie Chart of "Promotional Product Retention Hierarchy"



30-DAY MERCHANDISE AUDIT

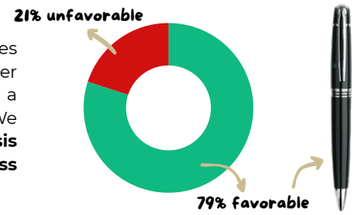
To engineer our promotional strategy, we ran a B2B analysis evaluating utility, logistics, and sponsor ROI, selecting items for long brand exposure rather than immediate waste.

Disclaimer !

Since the selection of gadgets was complex, thoroughly analyzed, and characterized by numerous variables, the following paragraphs will outline, in order, the criteria and operational methods we adopted.

DATA-DRIVEN MERCHANDISING

[redacted] proves consumers favor promotional products over all other advertising, with 80% reporting a more favorable corporate impression. We engineered a **30-day B2B market analysis** to maximize this exact **Brand Awareness ROI** for our sponsors.



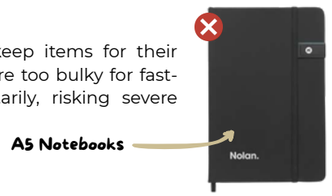
DATA-DRIVEN ECO-PENS

We selected **eco-friendly aluminum pens** but pivoted from blue to **black ink**. Auditing corporate compliance, black ink is the mandatory standard for B2B contracts and digital [redacted] document scanning, guaranteeing widespread daily usage and extending Sponsor Visibility.



SCRAPPING BULKY NOTEBOOKS

Despite [redacted] keep items for their utility, paddock behavior proved **A5 notebooks** are too bulky for fast-paced events. Visitors rarely take them voluntarily, risking severe budget **waste** and zero marketing return.



STRATEGIC DRINKWARE SELECTION



[redacted] impressions, [redacted] retaining them for over a year. Consequently, we procured **500ml insulated bottles**, generating massive, long-term Sponsor Visibility at an incredibly low cost-per-impression.

Selected bottle

Keyring



THE RIVALRY REJECTION

We **strictly banned traditional stickers and keyrings**. Critical auditing revealed a psychological barrier: external professionals and rival students rarely wear competing branding. Producing them would generate **zero external ROI and unjustifiable material waste**.

Sticker

ADVANCE PROCUREMENT STRATEGY

Operating with a single supplier for both Nationals and Worlds, we executed a **strategic budget pivot**. By minimizing National Finals merchandise volumes, we reallocated our purchasing power to **secure high-impact assets for World Finals**.

THE ROVING CAMERAS

This budget reallocation financed our Social Sustainability masterplan. We acquired 19 vintage digital cameras for both Mugello and Singapore. Instead of gifting them, we will **loan them daily to rival teams**. This "Sharing Economy" **maximizes international networking and paddock inclusivity**.



Camera considered for marketing budgeting

THE TECH MERCHANDISE SURVEY



ASI confirms tech accessories are highly retained for utility. We surveyed, in our instagram stories, 65 **target users** for our premium gadget:

31% [redacted]
30% [redacted]
28% [redacted]
11% [redacted]

However, pure data must survive real-world supply chain stress-tests.

SUPPLY & BUDGET BLOCKS

Trackers faced a critical stockout. Applying Risk Management, we evaluated Powerbanks. However, high-quality models costing €20 each completely destroyed our **economic sustainability**, while cheap models would severely damage our brand reputation.



AVOIDING DIGITAL E-WASTE

We analyzed USB-C drives. Auditing modern corporate behavior, executives now share files via Cloud. USBs risk becoming unused E-waste kept in a drawer, generating **zero Sponsor ROI** and blatantly contradicting our Sustainability scorecard.



[redacted]

Overriding the survey due to external variables, we engineered a superior B2B alternative: [redacted] Ideal for both national and global hubs, they resolve a massive executive pain point—digital data theft—ensuring **extreme utility** and **multi-year retention**.

[redacted]



VENN SELECTION MATRIX

Merchandise selection was engineered using a Venn diagram strictly intersecting three corporate variables: Daily Utility, Budget & Logistics, and Brand ROI.

[redacted]

Assets failing this central intersection were strictly discarded. The sole **exception** was the **camera**: despite exceeding budget and logistics constraints, its unparalleled ability to foster paddock unity perfectly fulfilled our Social Sustainability goals, justifying its strategic inclusion.

EXPERIENTIAL MARKETING ROI

Cameras required Micro SD cards that were bought by our School. As our ultimate networking asset, they guaranteed unparalleled paddock engagement, delivering an **experiential ROI that easily justified the investment.**

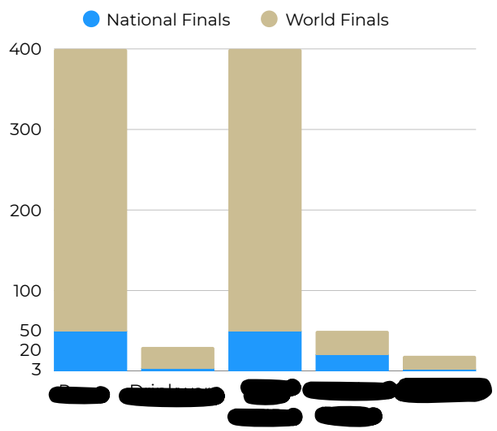


FINAL GADGETS:



FINAL PROCUREMENT

Following the strict criteria of our Venn Matrix, we finalized the **merchandising production for both** National and World **Finals**. We diverted our R&D funds exclusively toward assets that guarantee high-retention and strategic value.



Gadget distribution
Credits: ProioxisRT

To prevent logistical bottlenecks and protect our budget, we designed a two-phase distribution model: a **fixed** gadget **allocation for National Finals**, while reserving remaining inventory for World Finals.

DYNAMIC CO-BRANDING & SOCIAL PROOF

Merchandise is our physical billboard. To exponentially **maximize our Top-Tier sponsors' ROI**, we strategically apply their custom decals directly onto our premium assets, instantly generating **corporate social proof**.



Sponsors Placement
Credits: ProioxisRT

THE FLYER PIVOT

After 2025 Nationals, we produced 100 flyers summarizing our journey.
Initially, we planned to design and print an updated batch featuring our new website, and a



Flyers comparison
Credits: ProioxisRT

Old design | New design

REJECTING "SCATTERGUN" MARKETING

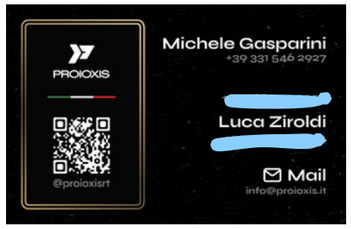
Leaving flyers in bars or public spaces creates waste and damages corporate credibility. We realized for securing professional B2B sponsorships.

ZERO-WASTE B2B DISTRIBUTION

To entirely eliminate financial, material, and time waste (design and physical distribution), we strictly **repurposed our legacy National flyers**. We strategically seeded this remaining stock exclusively at targeted entrepreneurial events, maximizing B2B networking while upholding our Sustainability.

BUSINESS CARDS STRATEGY

Initially, we planned 100 bespoke business cards split equally between our three B2B managers.
To maximize versatility and completely eliminate individual stock waste, we merged their **contact** details **into a single**, unified **corporate card**.



Business cards
Credits: ProioxisRT

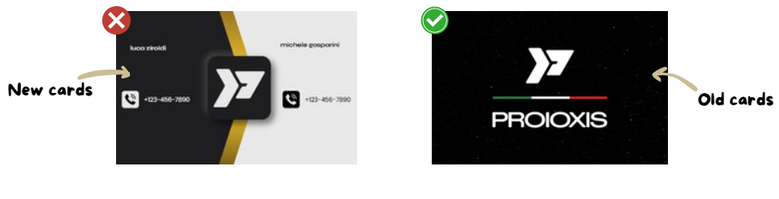
ZERO-WASTE PRINTS

We conceptualized a premium holographic finish to trigger tactile engagement from executives. However, auditing our inventory revealed 50 functional legacy cards **remaining** from the National Finals.



NON-finished prototypes
Credits: ProioxisRT

We abruptly **aborted the new print** run. Reprinting stock solely for an aesthetic upgrade and the inclusion of our new URL fundamentally violates our Sustainability scorecard.



SCRAPPING SPOTIFY ADS

We evaluated Spotify Audio Ads for mass public reach. However, critical analysis revealed a fatal flaw: **casual listeners rarely finance** high-budget engineering projects.
The projected conversion rate was near zero, so we discarded the option to prevent unjustified financial waste.

Before securing our current premium merchandise We imagined a stylized F1 ca This metaphorically illustrated our vision, communicating that gap to the World Finals.

GEMINI PRO Generated Image

THE FEASIBILITY AUDIT

Auditing our production pipeline, manufacturing this asset demanded critical engineering hours Furthermore, **does not** automatically **translate to** a signed corporate **sponsorship**.

STRATEGIC OMISSION

We aborted the project. By refusing to execute this inefficient idea, we protected tenths of design hours, avoided a negative-ROI trap, and crucially safeguarded our project **sustainability** by preventing massive plastic overproduction.

THE IMMERSIVE PITCH

Rejecting physical waste, we eliminate
Instead,
executive meeting into a fully immersive
experience.



Immersive Pitch
Credits: ProioxisRT

GUERRILLA LAPTOP DISPLAY

During live pitches, we execute guerrilla marketing. Our laptops feature a **custom sponsor banner**, keeping our corporate network directly in the executive's eyeline to act as instant **corporate social proof**.



STRATEGIC DRESS CODE

We mandate **official uniforms** initially to maximize brand recognition and prove tangible ROI visibility. We then pivot to **formal attire**, projecting extreme corporate professionalism.



Dress Code
Credits: ProioxisRT

ZERO-WASTE FINANCIAL ACQUISITION



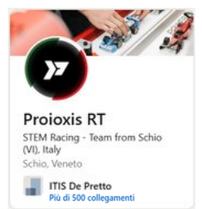
To finance our Nationals and World Finals campaign, we strictly enforced our policy. Physical outbound marketing was rejected due to its unjustifiable environmental cost.
Instead, we executed a **Digital Strategy**, funneling high-intent web traffic directly to our crowdfunding platform.

Crowdfunding post
Credits: ProioxisRT

B2C ORGANIC TAKEOVER

We engineered a dual-funnel approach. A professional B2B outreach protocol was **prepared as a financial backup**.

Our **primary digital inbound** traction generated massive organic conversion, successfully **securing our final funding target** well ahead of schedule.



Linkedin Profile
Credits: ProioxisRT

Traditional crowdfunding relies on manufacturing and shipping physical merchandise to donors.
For all financial contributors, we placed a directly on the nose of our car. This publicly transforms our donors into **fundamental stakeholders**, delivering maximum Emotional **ROI** with absolutely zero material waste.



Crowdfunding Star
Credits: ProioxisRT

LAW OF BIG NUMBERS

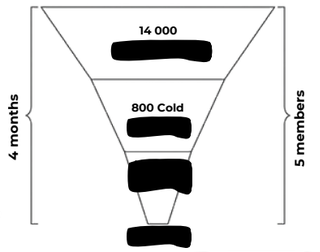
[redacted]

To fund our Italian and World Finals campaigns, and Car R&D, we set a strict [redacted] Crucially, our [redacted] was to transcend the student-project stereotype by forging [redacted] establishing a solid foundation for a sustained corporate legacy.

[redacted] TRAP

We initially deployed a [redacted] tactic, firing [redacted] and hundreds of [redacted] It was highly lucrative, successfully securing a solid [redacted]

However, strict internal auditing flagged critical time waste. We were selling stickers, not corporate value.

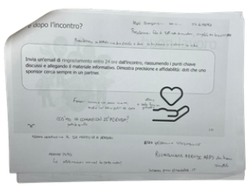


GEMINI PRO Generated Chart

THE PSYCHOLOGY PIVOT

Seeking efficiency, we engineered a [redacted]" to incentivize partners to act as [redacted] By consuming [redacted] seminars and partnering with **Randstad** for [redacted] we completely re-engineered our mindset, rejecting the [redacted]





[redacted]
Credits: ProioxisRT

MINDSET SHIFT

[redacted]

Guided by Randstad's mentorship, we evolved from students seeking funds into [redacted] We now offer exclusive Corporate Social Responsibility vehicles, creating a unified [redacted] directly with our [redacted]

OBSOLETE → Students seeking funds → Mass emails → Begging for money

[redacted]

B2B Mental Shift
Credits: ProioxisRT

[redacted]

Mastering B2B negotiation and the power of silence, we [redacted] by refusing to sell empty branding space. We position our physical and digital real estate as [redacted] aggressively driving up the perceived corporate value.

THE DEDICATED TASKFORCE

To eliminate operational waste, we executed a radical restructuring, reducing the outreach taskforce to just **two dedicated specialists** (Team Leader and Business Lead.). Partnering with Randstad for intensive B2B field training, we abandoned generic emails and completely [redacted]

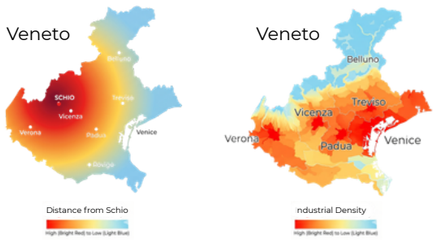


[redacted] Specialists
Credits: ProioxisRT

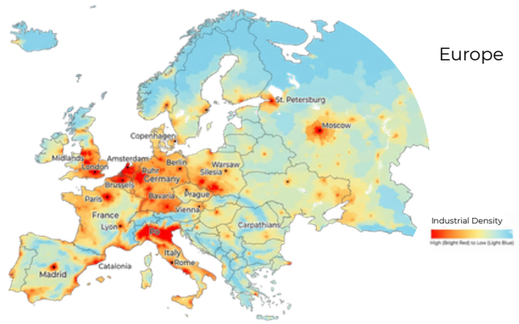
HIGH-PRECISION ACQUISITION

Scrapping our inefficient [redacted], we pivoted to high-precision acquisition by targeting [redacted] We pitch our project as a targeted solution to corporate [redacted] into **Local Community** and **European / Global B2B tiers**.

Veneto Community
↓
Focus on
↓
Overall local community and corporate social responsibility.



European Partners
↓
Focus on
↓
Technological innovation and B2B visibility.



AI GENERATED MAPS
Veneto / Europe Maps
Credits: ProioxisRT

As shown by the maps, **Schio** occupies a **highly strategic industrial position** within Veneto, Italy, and across Europe. Therefore, we are significantly advantaged in our search for local and global companies.

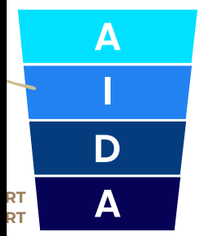
OUR MAIN STRATEGY

[redacted]

[redacted]



Hostinger Domain
Credits: ProioxisRT



[redacted]

CONSULTATIVE CLOSING & RETENTION

Michele transformed our meetings into consultative [redacted] sales sessions, guiding prospects through our "**Sponsorship Shop**" to co-create **bespoke packages** justified by concrete ROI.

To gain better control, we implemented [redacted] meetings, allowing us to analyze our performance and identify areas for **improvement**.



ITMEC
LAVORAZIONI MECCANICHE

[redacted]
Credits: ProioxisRT

[redacted]

Bespoke Example: **Itmec** requested logo placement on our uniforms in exchange for sponsorship, and we made it happen.

Once synergy is established, Michele executes the [redacted] We guarantee absolute fiscal transparency through [redacted] formal invoicing, and rigorous **payment tracking**, instantly reassuring our corporate partners of our solid administrative [redacted]

CORPORATE LEGAL STRUCTURE

To bypass slow school bureaucracy, we operate through our independent, **CONI-affiliated non-profit**: 'STEM PROJECT SCHIO ASD.' Inherited from our predecessors, this legal entity is strictly managed by our team, with Michele serving as President and Luca as Vice-President.

ITALIA CONI ← **Registered Non-Profit Entity: STEM PROJECT SCHIO ASD. 100% Student-Managed Board.**

AGILE FINANCIAL OPERATIONS

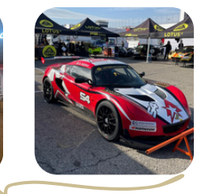
This operational **agility** allows us to instantly execute contracts with absolute traceability, proving our [redacted]n. We then seamlessly integrate partners via a structured onboarding protocol, supplying ready-to-use PR assets.

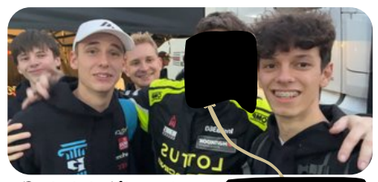
School Bureaucracy and 3 Weeks Delay ← Direct ASD Bank Account and Instant [redacted]

CALCULATED RISK: THE MISANO OPERATION

Further demonstrating our propensity for calculated risk, we financed a targeted logistical operation to the Misano World Circuit to physically pitch a **collaborative digital asset** to prominent **STEM influencer** [redacted]







Our Misano experience

Proioxis in Misano to mee[redacted]

Proioxis in Misan[redacted]
Credits: ProioxisRT

We engineered this maneuver to generate a massive "[redacted] by capturing our **ideal demographic and attracting new sponsors**. Although the live pitch ultimately lacked a final digital conversion, this bold initiative unequivocally proves our team's dynamic reactivity and absolute **willingness to invest** proprietary resources into high-potential marketing opportunities.

[redacted] & FINANCIAL CONVERSION

As exposed before, too maximize corporate acquisitions, we abandoned passive outreach in favor of an aggressive, [redacted]

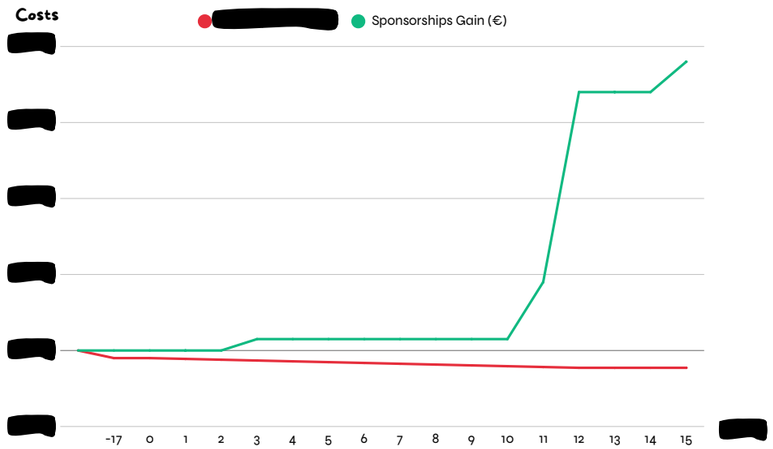
This pivot demanded significant **operational hours and logistical** [redacted] initially **posing a critical budget risk**.
However, this [redacted] execution quickly became our most powerful asset.
As the comparative graph below clearly illustrates, the financial capital secured from acquired partners exponentially eclipsed our [redacted] successfully transforming a raw operational cost into a [redacted]



Fuel Investment Table
Credits: ProioxisRT

As shown in the table above, costs were heavy, but we accepted the risk, confident in our skills and hoping for a financial return through sponsorships.

STRATEGIC [redacted]



[redacted]

Credits: ProioxisRT

FINANCIAL [redacted] & LONG-TERM

By the third week of [redacted] our strategy validated the [redacted] by generating a [redacted] baseline return. This aggressive approach culminated at Weeks 11-12, successfully securing exceptional [redacted] peaks profits. Furthermore, a [redacted] ment arrived at Week 15 from a partner engaged on our very first day, definitively proving the long-term financial yield of our [redacted]

LOGISTICAL [redacted]

The negative anomaly at **Week -17** strictly indicates our preliminary logistical investment for the [redacted]. We deliberately halted all travel at **Week 12** to critically reallocate time towards engineering development. The chart extends to **Week 15** solely to record delayed zero-cost revenue, visually confirming that our physical outreach generated pure profit long after travel expenses dropped to zero.

Total [redacted]

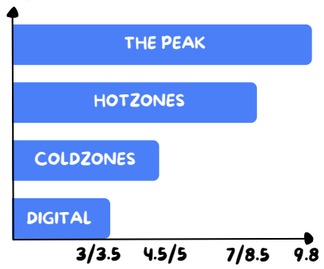
[redacted]

SPONSORSHIP SHOP

[redacted]

[redacted]

THE EXPOSURE SCORE JUSTIFIED



Exclusive Chassis Asset
Maximum camera tracking, primary framing, and zero visual obstructions.

High-Interaction Areas
Teamwear fronts/backs. Prolonged camera dwell-time during active coverage.

Static Coldzones
Pit Display and teamwear flanks. Lower score due to off-axis camera angles.

Passive Digital Reach
Web and social posts. Immediate activation but short-term visual lifecycle.





We place logos based o[redacted] keeps them [redacted] partners truly pop and dominate the stage.

Credits: ProioxisRT

[redacted]

Evolving beyond standard sponsorships, we actively co-created high-impact corporate [redacted] to build deeply integrated partnerships. Our strategy engineered a strictly symbiotic [redacted] delivering [redacted] value for our sponsors, while securing strategic growth for Proioxis. Driven by peak [redacted] this mutual commitment materialized in the following activations:

THE SCHUBERTH-ITIS PACT

Actively driving the official authorization process, we established **Schuberth's PCTO** framework with **ITIS Silvio De Pretto**. This strategic maneuver secured an **exclusive recruitment** pipeline for the company, transforming a standard sponsorship into immense **long-term corporate** [redacted]

SCHUBERTH ITIS Silvio De Pretto

THE B2B SPONSOR BRIDGE

Acting as a direct **B2B bridge**, we transformed our headquarters into a **provincial industry summit** (May 16). By actively facilitating **matchmaking between top enterprises**, we generated immediate cross-corporate ROI for our sponsors, while simultaneously leveraging this captive network to pitch directly to **new investors**.

ITIS Silvio De Pretto

THE MANPOWER ACTIVATION

Leveraging [redacted] we secured a premium **stand at The Exchange Milan (June 11)**, bypassing traditional entry barriers. This co-hosted space functioned as a high-visibility lead-generation hub, granting us a direct stage to pitch and **secure prospective** [redacted]

[redacted]

[redacted]

Leveraging ITMEC as a **strategic bridge**, we penetrated Confimi's network. We **targeted SMEs** over Confindustria for their rapid decision-making and minimal investment bureaucracy. This win-win ecosystem elevated ITMEC's corporate influence and **culminated in a co-organized official event**, granting Proioxis an exclusive stage to pitch directly to **hundreds of investors**.

ITMEC → CONFIMI INDUSTRIA

Creative ROI
Credits: ProioxisRT

TIMELINE

[redacted]

[redacted]

We didn't just want sponsors; we wanted real partners. That's why we [redacted] just to check a box, but to see if companies were [redacted] with [redacted] and the way we talked and presented ourselves to them.

[redacted]

Satisfaction (CSAT)
Credits: ProioxisRT

THE RESULTS

The real-world execution of our commercial strategy **delivered definitive market validation**, successfully securing high-ticket corporate packages alongside high-yield custom modular placements.

Customer [redacted] Score

PARTNER	[redacted]
PLASTIC SOLUTION	
IELS	
Ansys	
type 3D PRINTING	
SIGGI GROUP	
RDL	
MAIR RESEARCH	
SCHUBERTH	
POLIDORO	
sottoriva	
randstad	
SPOT	
summix	
Elledi	
TECNOTARGHE	
ITMEC	
MARGHERITA	

*Legacy Partners: A [redacted] was applied to legacy partners to maximize long-term retention.

Results
Credits: ProioxisRT

[redacted]

GEOPOLITICAL RISK & GLOBAL OUTREACH

During our international expansion, we successfully pitched our project to **global firms** like [redacted] Although advanced negotiations were ultimately dismantled by the indirect territorial impacts of **geopolitical conflicts**, this experience validated our global B2B approach while highlighting the critical need for agile macroeconomic risk management.

[redacted]

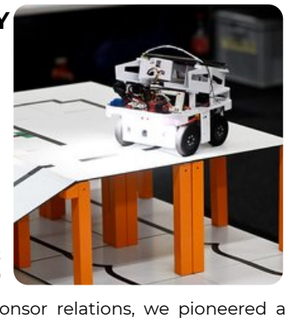
As shown in the image on the right, it can be noted that a company, despite being Italian, was affected by the conflicts as we were in communication with the headquarters in Israel, while the other company is based in the UAE.



Map highlighting our Global outreach
Credits: ProioxisRT

STRATEGIC FINANCIAL CONTINGENCY

Following an executive meeting with EAS, we identified pre-existing funds allocated to our school's broader STEM departments. **Prioritizing ethical resource management**, we deliberately **avoided draining these internal assets**. Instead, we negotiated a conditional credit line with Robocup Team, securing a financial **safety net** that ultimately remained untouched due to our primary acquisition success.



Robocup Project
Credits: Robocup

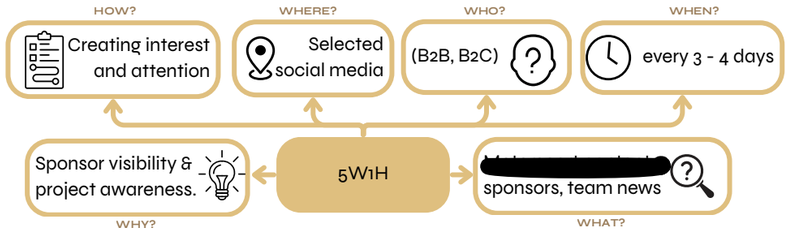
SERVICES OVER CASH

To maximize operational efficiency and strengthen sponsor relations, we pioneered a **'Partnership' model**. By securing **high-end manufacturing services** directly from partners rather than liquid capital, we slashed times, reallocating it to design, R&D, branding, uniforms, and pit display.

SOCIAL'S PLATFORM SELECTION

STRATEGY AND GOALS

Our digital presence is a measurable asset. We engineered an omnichannel ecosystem using B2C platforms for youth STEM inspiration and a B2B network to build **professional Investor Relations**. But first of all we had to detect our **5W1H Social media's Framework**:



5W1H Chart
Credits: ProioxisRT

PLATFORM EFFICIENCY SCORE (PES)

To eliminate subjective bias in our media strategy, we engineered the **Platform Efficiency Score (PES)**. Before launching any channel, we divided the projected Target Match (%) by the Estimated Production Time (Hours/Week). We established a strict baseline: only platforms scoring **PES > 15 were adopted**.

$$PES = \frac{Target\ Demographic\ Match\ (\%)}{Estimated\ Production\ Time\ (h/week)}$$

PES formula
Credits: ProioxisRT

Social Analyzed	Corporate match (%)	Production time (h/week)	PES	Result
Instagram	90	4	22.5	Adopted
Tiktok	80	4	20	Adopted
Facebook	70	4	17	Adopted
Linkedin	90	1	90	Adopted
Youtube (long-form)	70	5	14	Discarded

PES formula
Credits: ProioxisRT

YOUTUBE SHORT-FORM

As demonstrated by the PES matrix above, traditional YouTube videos were discarded. But we also **rejected YouTube Shorts**. Why? Audience reachability. We determined our core demographic is simply not effectively penetrable through this specific short-form algorithm compared to its competitors.

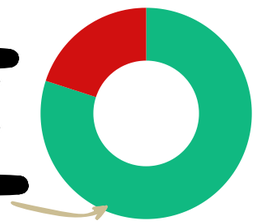
We cut YouTube production, **reallocating time** to design, accelerating R&D, branding, uniforms, and pit display.



Time invested in R&D
Credits: ProioxisRT

B2C ACQUISITION

According to the [redacted] Instagram is globally ranked as the #1 favorite platform **reaching more than [redacted] Gen-Z**. TikTok's unprecedented [redacted] average watch time perfectly validates our fast-paced, vertical scrolling strategy.



[redacted]
Credits: ProioxisRT

FACEBOOK

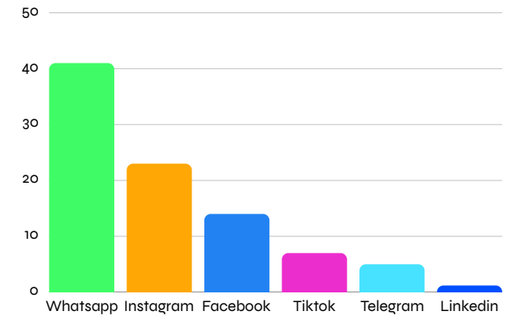
Network demographics from We Are Social confirm Facebook's undeniable dominance in the 35+ age bracket. We deliberately maintained this platform as our community anchor to exclusively **engage parents, school faculty, and traditional regional sponsors**.

LINKEDIN

Until March, our strategy overfocused on Instagram. After an April audit, we shifted to **LinkedIn for B2B** Investor Relations, [redacted] with the idea of delivering our funding message directly to corporate stakeholders.



MELTWATER STUDY



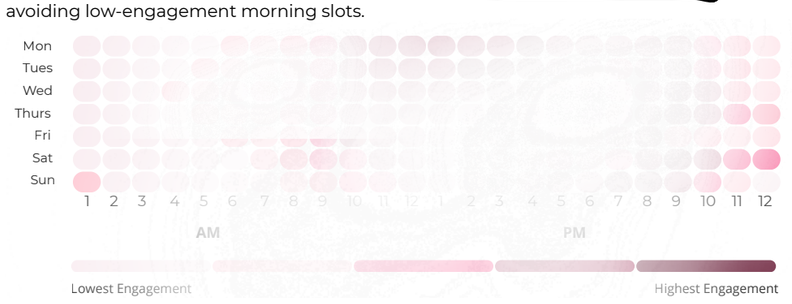
APPs selection
Credits: ProioxisRT

A study conducted by Meltwater and WeAreSocial analyzes the **preferred social platforms in Italy (%).**
As shown in the chart on the left, the data aligns with our strategic choice, confirming that our social media selection was optimal.
It should be noted that WhatsApp ranks prominently due to its nature as a primary messaging application rather than a conventional social network.

DIGITAL CONTENT & EXECUTION

ALGORITHMIC TIMING & FREQUENCY

To **maximize algorithmic vitality**, we maintain a **constant publishing frequency** across all days. Data analytics identify [redacted] actively avoiding low-engagement morning slots.



Instagram Timing
Credits: ProioxisRT

GRAPHIC POSTS

Our graphic posts are strategically dedicated to **maximizing sponsor visibility**, launching **interactive giveaways**, sharing crucial team updates, important days and publishing **Formula 1 news** to **engage motorsport fans**.



Important days

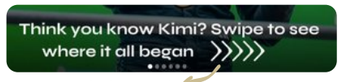


Sponsor post
F1 - Related post

Our Graphic posts
Credits: ProioxisRT

POST COVERS

For all posts, **custom cover designs** act as immediate **visual hooks**. This aesthetic efficiently captures user attention, actively stimulating them to **swipe through** the **subsequent content slides**.



Hook example

VIDEO CONTENT

Capped under 1.5 minutes with a **3-5 seconds hook**, videos prevent attention drops. Content includes holiday specials, team announcements, and technical Ansys fluid-dynamics software tutorials.



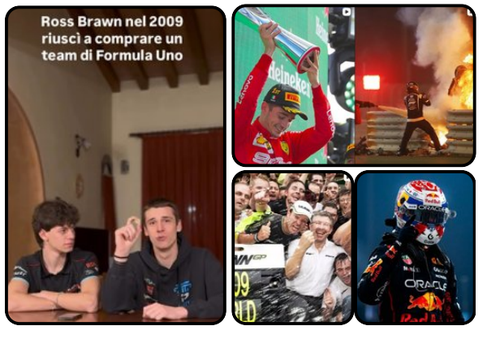
Video examples
Credits: ProioxisRT

We produced two special-edition videos for **Halloween** and **Christmas**, creating the themed renders ourselves.



[redacted] FORMAT

To generate massive digital visibility, we engineered our [redacted] **series**. This video format narrates legendary **Formula 1 events**, effectively entertaining and capturing a broader motorsport audience.



[redacted] videos
Credits: ProioxisRT

INSTAGRAM & TIKTOK STORIES

We utilize stories as an **amplification chamber** for newly published posts and videos, and to update our followers while simultaneously **driving direct audience interaction** through **strategic polls** for team merchandise selection.



Instagram Stories
Credits: ProioxisRT

ENGLISH LANGUAGE

Written information and graphic posts are executed **exclusively in English**. Utilizing the world's most spoken language maximizes our **global scalability**, ensuring our content achieves **international reach**.



Posts made in English
Credits: ProioxisRT



Videos made in Italian
Credits: ProioxisRT

ITALIAN LANGUAGE

Conversely, spoken videos are recorded in Italian to guarantee superior expressive quality. This strategic choice effectively captures, attracts, and retains our core local demographic without linguistic barriers.

For **sponsor posts**, we use **alternating Italian and English** slides, ensuring content remains accessible, engaging, and understood worldwide.

VIRAL AMPLIFICATION & GIVEAWAYS

SHARED POSTS

Analyzing engagement, we discovered shared posts significantly outperform standard content. Consequently, we strategically shifted our focus to actively **involve other teams**, maximizing algorithmic reach and digital presence.

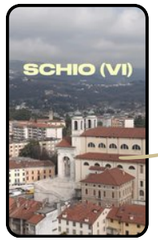
Applying this strategy, we executed successful **collaborative posts** with established **STEM Racing teams**, specifically Violation, Rabbits, and Silverace, expanding our national audience and community bonds.



Collab with Violation



Collab with Rabbits



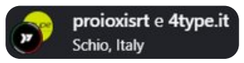
Collab with Silverace

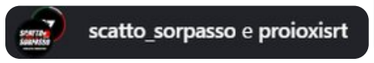


Collab. posts
Credits: ProioxisRT

We also published collaborative posts with some of our **sponsors**, with the young host of the **Scatto Sorpasso** podcast, and with **Radio Eco Vicentino** and its presenter.
For more info about the latter two collaborations, please refer to the Sustainability section.

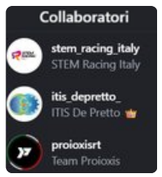


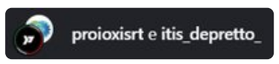




SCHOOL INTEGRATION

Furthermore, we frequently share posts with our institute, ITIS De Pretto. This guarantees **massive internal school awareness**, fueling viral algorithmic growth, as explicitly demonstrated by the data below.





Collab. posts with ITIS_DePretto_
Credits: ProioxisRT

STRATEGIC SHARED POSTS

We've actively pursued collaborations with **influential** Motorsport and STEM **profiles**. This led to a successful partnership with [redacted] significantly boosting our reach. Additionally, we've connected with [redacted] to develop future contents.







Influencial STEM Profiles
Credits: [redacted]

GIVEAWAYS

We strategically executed two distinct giveaways. The first initiative was engineered strictly to **reward our loyal fan base** as a "**Chritsmas gift**", maximizing their active participation and emotional project involvement.

The second giveaway repurposed twenty **obsolete leftover gadgets**. [redacted] we guaranteed absolute **logistical efficiency** [redacted]





Giveaway posts
Credits: ProioxisRT

DIGITAL MEDIA ANALYTICS

TOTAL DIGITAL IMPACT

Our digital ecosystem successfully generated over **170,000** cumulative **views across platforms**. This outstanding international engagement perfectly validates our documented content strategies and demonstrates **exceptional brand awareness**.

Total Views	Accounts Reached	Profiles Visits
+ 170 000	+ 22 800	2 500

Total datas
Credits: ProioxisRT

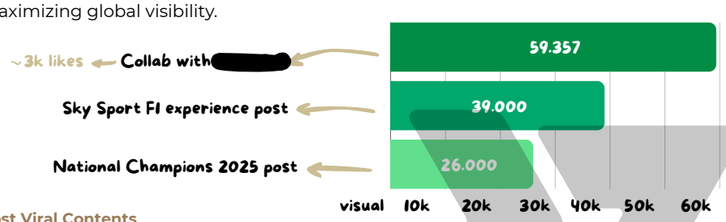
AUDIENCE EXPANSION STRATEGY

Analyzing Instagram, an impressive 64.6% of video views originated from **non-followers**.

Instagram data charts
Credits: ProioxisRT

STRATEGIC COLLABORATIVE VIRALITY

Execution of our networking strategy yielded exceptional results. A strategic Instagram collaboration with [redacted] reached 33,000 unique accounts, generating 59,000 **views** and maximizing global visibility.

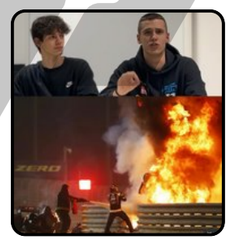


Our Most Viral Contents
Credits: ProioxisRT

HIGH CONTENT RETENTION

Quality engineering guarantees attention. Our top **TikTok** release achieved an exceptional **18.6 second average watch time**, **accumulating** over **60 hours** of continuous **playtime** and capturing a broader audience.

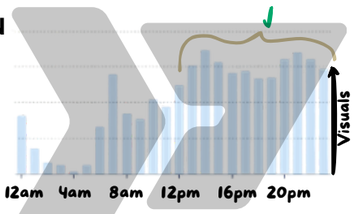
60 : 24 : 55



Romain Grosjean's video
Credits: ProioxisRT

ALGORITHMIC TIMING PRECISION

We strategically **publish between 15:00 and 16:00**. This perfectly engineered timing builds crucial algorithmic traction, guaranteeing **maximum content visibility** during our global audience's **18:00 to 21:00 activity peak**.



Maximum Social Visibility
Credits: ProioxisRT

FUTURE B2B OPTIMIZATION

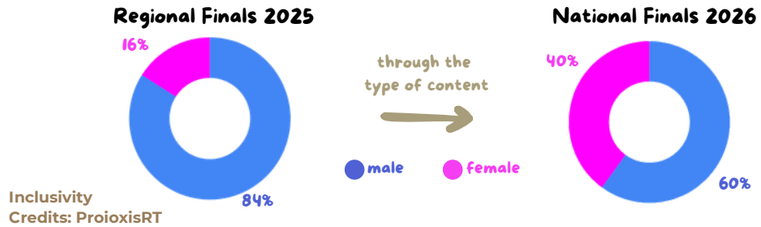
Despite localized reel visibility, **Facebook** generated [redacted] We will focus adult and corporate **audiences on LinkedIn** [redacted] **YouTube** for profitable "long-form" entertainment.

In several cases, videos attracted fewer than ten views

A complete failure that clearly demonstrated the strategic mismatch of the platform for our objectives. Our PES analysis revealed some **error margin**, from which we learned.

INCLUSIVE BRAND AESTHETICS

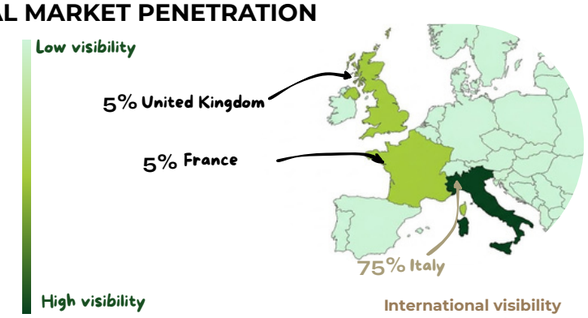
To actively promote STEM inclusivity, we **abandoned aggressive music** trends and **revamped our visual aesthetics**. This strategic rebrand successfully boosted our female viewership from 16% to an impressive 40%.



Inclusivity
Credits: ProioxisRT

INTERNATIONAL MARKET PENETRATION

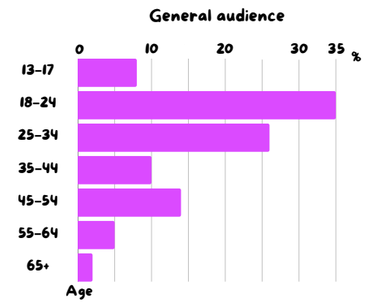
Our targeted digital campaigns successfully **penetrated international markets**. While Italy remains our primary demographic hub, our engineered content now generates massive **measurable traction** across the **United Kingdom and France**.

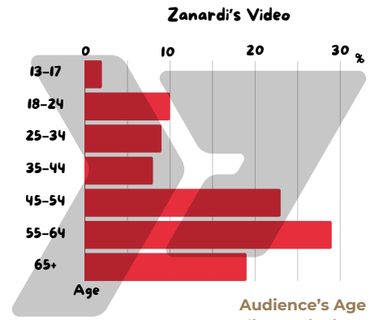


International visibility
Credits: ProioxisRT

CROSS-GENERATIONAL ENGAGEMENT

We **primarily capture the 18-34 youth demographic**. However, engineered storytelling like our Alex Zanardi tribute successfully engaged the **50+ age bracket**, proving our ability to **capture cross-generational** motorsport **audiences**.





Audience's Age
Credits: ProioxisRT

COLLABORATIONS REACH

Shared posts have been **highly successful**, consistently generating significantly more views than our usual content. A clear example is the latest giveaway shared with our institute's profile shown at right.

COLLABS	VIEWS
[redacted]	59 k
SILVERACE	10 k
RABBITS	6.2 k
VIOLATION	4.6 k
RADIO ECO VIC.	4.6 k



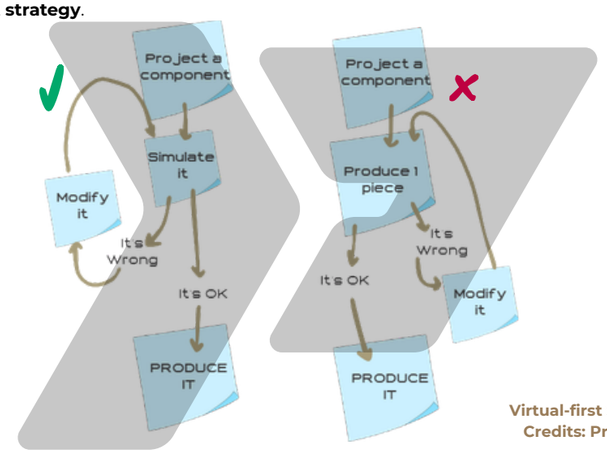
Collaborations
Credits: ProioxisRT

PRODUCTION SUSTAINABILITY

SUSTAINABILITY STRATEGY

We refuse to sacrifice the future for short-term gains. We embedded a multidimensional approach into every team decision. Our actions are guided by **three core values**: protecting the ecosystem, ensuring financial longevity, and creating concrete value for our local community.

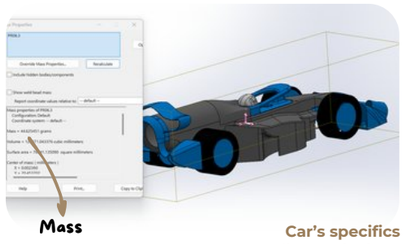
To minimize the environmental impact of producing our car and materials, we adopted a **virtual-first strategy**.



Virtual-first Strategy
Credits: ProioxisRT

RACE CARS SIMULATIONS

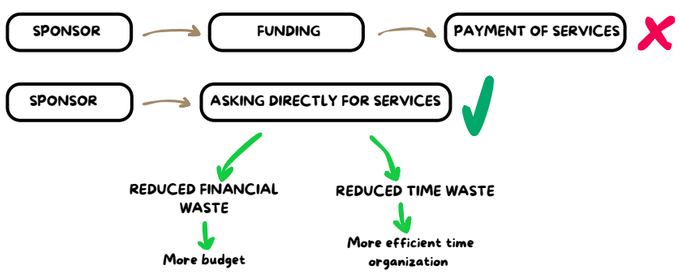
Using **SolidWorks for finite element simulations**, we accurately predicted weight and strength, **enabling single-step production** without the need for rework. This significantly reduced our national budget by **saving** critical manufacturing **materials** and eliminating prototyping **costs**.



Car's specifics
Credits: ProioxisRT

LESS MONEY AND TIME

We improved the sponsorship strategy by **requesting services directly from sponsors** instead of asking for funding first.



This system has been utilized in **car** manufacturing, **uniform** creation and **SUSTAINABLE** **gadget** availability.

Sponsors engagement
Credits: ProioxisRT

GREEN SPONSORSHIPS

We enforce a strict green-supply-chain policy. We purposefully selected corporate **partners** who actively comply with the **UN 2030 Agenda** to **minimize our project's carbon footprint,** such as:

SIGGI GROUP · FONTE MARGHERITA DAL 1845 · randstad · leis

DATA-DRIVEN WASTE PREVENTION

By **aborting** our conceptual [redacted] Marketing Section), we engineered a massive environmental save. This single strategic omission **prevented 14 kg of raw PLA waste** and successfully eliminated **50 kg of unnecessary CO2** equivalent emissions.



To support environmental sustainability, we reused our Pit-Display structure for the 3rd year in a row, and we **reused the same jerseys** from the previous two races across **three different races**, updating them with new graphics and logos.

We also **avoided reprinting flyers and business cards**, reducing material consumption and unnecessary waste.

For the third consecutive year, we **reused our pit display structure**, reducing waste and making more efficient use of resources.

SOCIAL SUSTAINABILITY

INSTITUTIONAL IMPACT

We **empowered the next generation**, actively celebrating the success of Gen-Z prospects like Kimi Antonelli and Arvid Lindblad.

Supported by our partner Randstad, we reached regional leadership, earning a **feature by Veneto's President**, Alberto Stefani.

Independently, our team's direct efforts secured the official **Patronage of the Municipality of Schio**, validating our local social impact.

Post of K. Antonelli



Stefani's Story



Schio's Patronage



Social media's Sustainability
Credits: ProioxisRT

As shown on the previous page, we have focused on **promoting female inclusion**.

GRASSROOT CREATOR

True social sustainability means supporting young dreamers. When approached by [redacted] a 14-year-old motorsport enthusiast, we agreed to appear on his Spotify podcast, "Scatto Sorpasso".By sharing our journey, we encourage grassroots creators, proving age is no barrier to impacting the motorsport community.



Radio Eco Vicentino
Credits: ProioxisRT

Scatto Sorpasso
Credits: ProioxisRT

RADIO ECO VICENTINO

Through an invitation from Radio Eco Vicentino, we promoted our project to potential investors and **reached community** members beyond social media, supporting social sustainability **through broader inclusion**, accessibility, and **local engagement**.

SCHOOL EVENTS

We also organized two events at the ITIS De Pretto: one for **former students** and another for **prospective students** and their families. During both events, we **presented our project** and received excellent feedback and widespread **appreciation** from attendees.

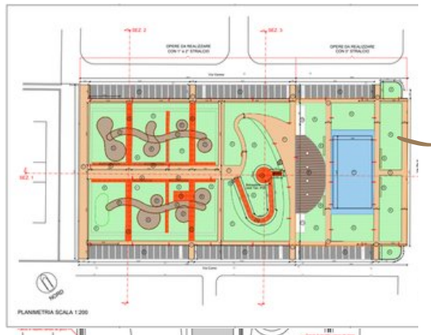


SOCIAL & ENVIRONMENTAL SUSTAINABILITY

COGITA COOPERATIVE

Cogita is a new **social cooperative** managing the Ubik Schio bookstore. Supported by Confcooperative Vicenza, it has launched innovative projects. We also formed a partnership and will **help plant trees** during future environmental initiatives.

COGITA



Inclusive Park
Credits: COGITA

Poplar Planting
Credits: COGITA

INTERNAL MENTAL WELL-BEING

[redacted]

Top-tier results depend on a healthy, high-functioning team. To combat burnout throughout our intense 'Dual-Track' period, [redacted] identify early signs of exhaustion, fosters open communication about mental health, and allows for **data-driven adjustments** before stress impacts performance.

Legend Stress %

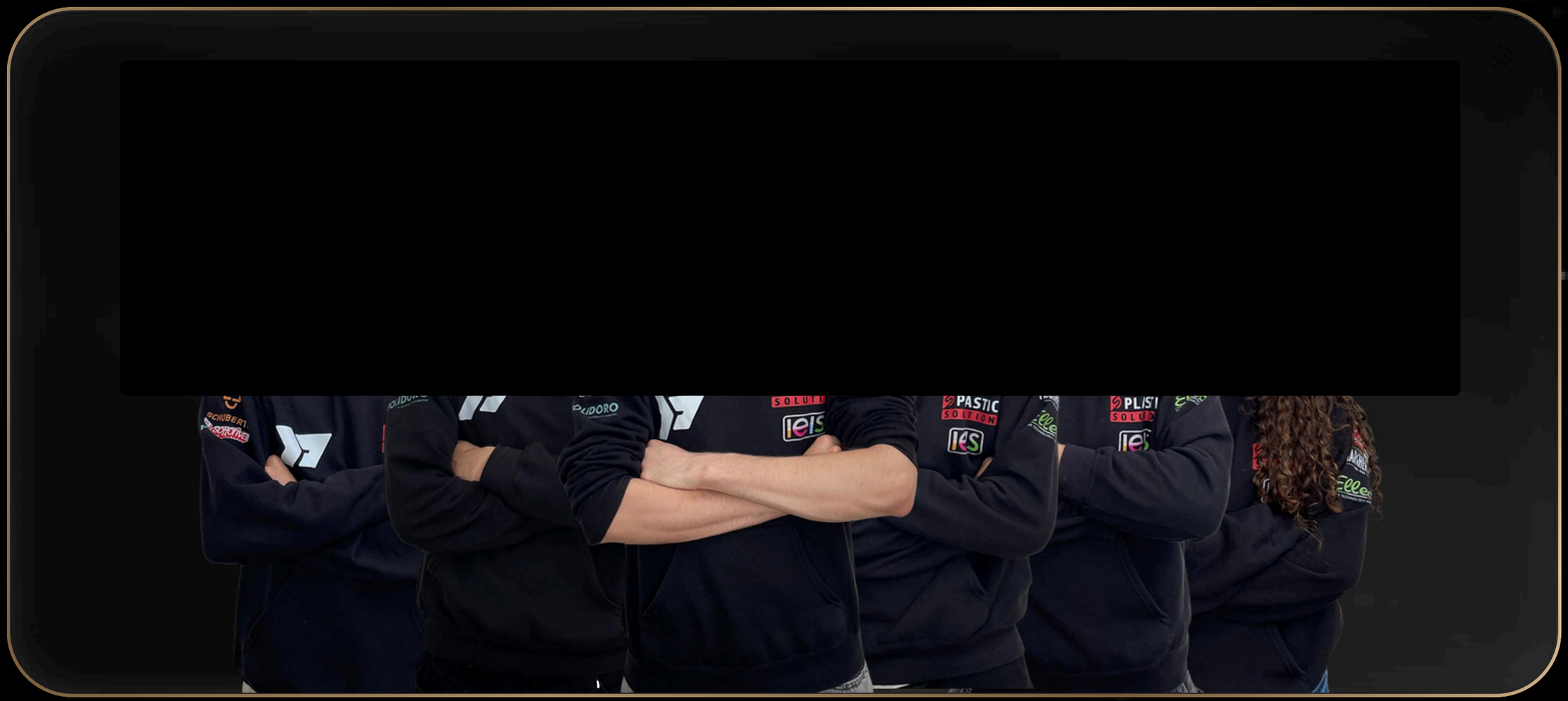


WORKLOAD REDISTRIBUTION

Our work ecosystem relies on a reactive, **data-driven safety net** designed to prevent burnout and ensure operational continuity. The core of this mechanism is **the** [redacted] n internal [redacted]

This approach normalizes natural fluctuations in individual productivity. Instead of forcing output, the team absorbs [redacted] **redistribution,** preventing burnout and maintaining a [redacted] %.

ITALIAN DREAM, ITALIAN PRECISION



SCHUBERTH · MAIR RESEARCH · SIGGI GROUP · PLASTIC SOLUTION · ies italian energy industry solutions · Ansys · 4type 3D PROTOTYPING · RDL SISTEMI DI SICUREZZA

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