



TESLA WORKS PROJECT PLAYBOOK

II. Project Proposal

Now that you have your idea, this section will walk you through the steps to formally becoming a Tesla Works project.

In this section:

- A. Online Application
- B. Officer Meeting Pitch
- C. General Meeting Presentation
- D. First Project Meeting

A. Online Application

First, go to z.teslaworks.net/newproject and fill out the New Project Application form. This will require you to log in with your University of Minnesota account. You'll need a fully developed idea (see **I. Idea**), but you don't need all of the details figured out.

If you have any questions, ask an Officer or email tesla@umn.edu. After you submit the form, the Project Director will reach out to you with details about the next step of the process.

B. Officer Meeting Pitch

After completing the New Project Application form, you will present your idea at an Officers Meeting of your choice. To become an official Tesla Works Project, your project proposal must be approved by a two-thirds majority vote of the Board of Officers.

If you can't make it to an Officers Meeting, let the Project Director know and they'll find another time for you to present.

1. Project Manager

The Project Manager is the official leader and point of contact between your project and the rest of Tesla Works. Decide who the official Project Manager will be if your project is approved. It doesn't have to be you, but know who it will be before your pitch to the Officers Board.

2. Planning a Pitch

Plan a short pitch to help explain your whole idea, and try to make sure people with no background knowledge of this topic can understand what you're thinking. It doesn't have to be too in depth. Having a visual aid can be helpful, but isn't necessary.

3. Giving the Pitch

Remember: the Officers are excited to hear your pitch! You're not being graded on this presentation, just try and explain what you're thinking. If you'd prefer, you can ask someone else to present for you, just be sure they know enough to explain the idea.

4. Question Time

After your pitch, the Officers will ask some questions. Don't be nervous – you're not expected to know everything yet. Most project ideas get approved, and if yours isn't, the Officers will explain why. You can always revise your idea and try again!

Look back at the questions on the New Project Application form. The Officers will ask questions, but some of the most common are:

- Is there anything possibly illegal or dangerous? If so, how are you going to make sure your project stays legal/safe?
- Why do you want to make this?
- Has anyone else showed interest?
- What's your timeline?

5. Project Approval

After your pitch, the Officers will vote on whether to approve your project.

a. What do I do if my project is approved?

Congratulations! You are now an official Tesla Works Project!

You will get a lot of information right after becoming a Project Manager. The Project Director will let you know what specific things you need to do right away. There is also more information in the next few sections about what you'll do as a brand new Project.

b. What do I do if my project isn't approved?

The Officers Board will give you a good reason why. Try to adjust your idea based on the feedback given by the Officers (see **I. Idea**). If you can't make these adjustments without sacrificing your idea, then maybe Tesla Works just isn't the right place for your project.

C. General Meeting Presentation

After your project is approved by the Officers, you will present at a Tesla Works General Meeting. The Outreach Coordinator will let you know what format they want your presentation in. You can use the presentation that you used for the officer pitch, or you can make a new one.

1. Skills

Think about which skills would be useful for your project, but also remember that majors don't mean everything, and that it's often very beneficial for a team to learn together. Don't exclude anyone who doesn't already have specific skills related to your project. Tesla Works and all of its projects welcome anyone who wants to be involved, regardless of their identity or background. The most valuable members of a project are often the ones who are enthusiastic and learn as they go.

2. Project members

After your presentation, make sure you're ready to answer questions and let interested members know what steps they can take to join your project.

- Have you scheduled a first meeting yet, or will you schedule a meeting based on common times?
- How much time commitment should new members expect? Can/will you adjust this based on how interested the team or individual members are?
- Should new members research some basic information about the project, or can you give them an overview now?

Make sure you are prepared for people to join your project, and have a plan for how you want to structure your team.

D. First Project Meeting

1. Get to know your members

Members are the most important part of your project! Find out what skills they have, and what they are interested in. They might also have some valuable new perspectives or suggestions for your project.

Try to make a personal connection with everyone in your project – this will make them feel welcome, and will encourage them to keep coming to meetings.

2. Plan of Action

Revisit the goals and timeline you initially made for your project with your new team.

- Do you have enough people to get things done faster than you thought?
- Do you have new information about whether one of your goals is realistic?
- Do any of your new team members have ideas for a better way to do something?

Plans go hand-in-hand with goals. Think about your goals and then start making more specific plans to reach them. Be prepared to update your plans as you learn more.

Start thinking about action items for your future meetings. If you can, make a list of items to buy so that you can start prototyping or building. This will help get your project moving right away.