2013 Business Plan
Titanium Robotics, FRC Team 1160
San Marino, California
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1.0 Executive Summary

Mission Statement

“Titanium Robotics is committed to encouraging young people, especially students, to become advanced in the fields of science and technology by providing engaging and inspirational activities that promote the exploration of science, technology, engineering, and mathematics education (STEM Education) in a way that a normal classroom environment cannot.”

Team Summary

• Team 1160, Titanium Robotics was founded in 2003 by Dr. Jeng Yen at San Marino High School. It started as a small group of students interested in STEM Education and was led by Dr. Jeng Yen, an employee at JPL, and Mr. Wyeth Collo, a science teacher at San Marino High School. After four years as a team, our current advisor and mentor, Mr. Scott Barton came forward to lead the team.
• Originally named Team “Titanium”, we changed our image after a few years and thus became “Firebird Robotics”. However, in 2012, we decided to mix old and new and became “Titanium Robotics”.
• As Team Titanium, Firebird Robotics, and Titanium Robotics, we have established a presence in our community through press releases, public events, and public demonstrations.
• Titanium Robotics has previously competed in both FIRST®’s (For Inspiration and Recognition of Science and Technology) Robotics Competition and FIRST®’s Tech Competition, but we have recently decided to focus primarily on FIRST®’s Robotics Competition.
• Our team focuses on student-led and Mentor assisted teaching. The team is split into smaller sub-teams that allows for a better distribution of work. These sub-teams include: Engineering, CAD (Computer Assisted Design), Programming, and Business. Each group is led by one or two students and adult mentors.
• Titanium Robotics now consists of 60 participating students and 6 mentors.

Sponsors

The Boeing Company, NASA, JPL, the San Marino High School PTSA, and Chinese Club of San Marino have been invaluable resources throughout the existence of this team. We have always appreciated their generosity and support and hope to continue this coherent relationship moving into the future.

The Boeing Company

• Boeing has been a sponsor of Titanium Robotics for 3 years. They provide materials and financial support for our team. Additionally, a Boeing employee donates time to be a mentor for our team.

NASA-JPL

• NASA-JPL has been a sponsor of Titanium Robotics its entire 10 year existence. They
provide financial support and materials. A JPL employee also donates his time to mentor our team.

**San Marino High School PTSA**

- The San Marino High School PTSA provides a grant that goes towards our build season and supplies. They have been a big supporter of our team every year and contribute to our success.

**Chinese Club of San Marino**

- The Chinese Club of San Marino has been a long supporter of the robotics program at San Marino High School. They provide a grant that go towards our build season.

**Future Growth and Projections**

- Titanium Robotics continues to recruit students and mentors in order to improve the student-to-mentor relationship.
- In the future, we hope to do more public outreach and expand and encourage the workforce more.
- We work towards teaching younger members about the techniques used in the designing, building, and programming processes in order to continue the strength of the team as older members move on. We also look at newer technology and techniques and continue to experiment with these during the off-season in order to refine the techniques in a way that will best suit our needs.
- The team is always looking for ways to be more financially stable and sustainable. We continue to keep a strong relationship with each of our sponsors and interested parents to maintain steady support. We continually search for more sponsors interested in helping support our team around our community and within our school.
- Because of Titanium Robotics's firm foundations in relations, innovations, and dedication, we are prepared for long-term sustainability, continuity and impact.
2.0 Team Background Information

2.1 The Team

<table>
<thead>
<tr>
<th>Rookie Year</th>
<th>2003</th>
</tr>
</thead>
<tbody>
<tr>
<td>Location</td>
<td>San Marino, CA</td>
</tr>
<tr>
<td>School Affiliations</td>
<td>San Marino High School</td>
</tr>
</tbody>
</table>
| Team Demographics | 60 Students  
  • 15 Girls  
  • 45 Boys |
| Mentors     | 6 Mentors  
  • 1 Teacher  
  • 4 Engineering  
  • 1 Non-Engineering |
| Corporate Sponsors | The Boeing Company, NASA-JPL, San Marino High School PTSA, Chinese Club of San Marino |

2.2 Our Values, Mission, and Goals

Our Values

Members of Titanium Robotics learn to apply Gracious Professionalism™ and Coopertition™ towards events outside of robotics. They learn to uphold these values in everyday life, contributing to a world where respect and encouragement is evident.

*Gracious Professionalism™*

Members of Titanium Robotics use Gracious Professionalism™ when approaching their work. Gracious Professionalism™ includes treating everyone with the utmost respect and giving genuine encouragement rather than “trash talking”. Titanium Robotics uses Gracious Professionalism™ for self-improvement and to encourage the growth of others.

*Coopertition™*

Coopertition™ describes the way in which Titanium Robotics approaches competitions. Coopertition™ encourages a fierce, yet respectful way of competing. The word “Coopertition™” is a combination of “cooperation” and “competition”. It describes a way of life based around helping others, whether they are a fellow teammate or a rival team member. It teaches to encourage everyone to compete at the best of their abilities. This ensures that each team will perform their best against each other.

Practices for Continued Success

1. Practice and Exhibit Gracious Professionalism™
2. Have fun at all times
3. Keep a diverse team demographic
4. Hands-On Learning
5. Peer-to-Peer Learning
6. Mentored Learning
7. Over-the-top expectations and goals
8. Good, strong Marketing and Publicity

Mission
Throughout a student’s time on Team 1160, we hope to prepare students with the vital skills in order to succeed in the real world. We look to teach about the importance of communication, cooperation, ingenuity, and leadership through social interaction, brainstorming, and student-to-mentor relations.

One method Titanium Robotics uses to accomplish this is to create strong bonds between students, mentors, and sponsors. This bond is vital to the success of future scientists and business men and women. This also allows mentors and sponsors to teach their skills and apply them to situations outside of their job.

Maintaining a healthy family-like relationship between members is also important in accomplishing this goal. A family-like relationship fosters a development in social skills and encourages interaction with each other. It also creates an atmosphere where members encourage each other to do their best whether it relates to robotics or not.

Goals

**Short Term**
- Keep with the build schedule
- Finish the robot on time
- Win one Regionals
- Earn a few awards (Including: Woodie Flowers, Website, Entrepreneurship, Chairman’s, Excellence in Engineering)

**Long Term**
- Educate younger children about robotics, FIRST®, and STEM Education
- Win District and Finals
- Maintain more than 50 active and participating members

2.3 Benefits – Students, Mentors, School, and Sponsors

**Students:**
- Learn how to plan and build a functional robot
- Start on or build upon a foundation in fields other than engineering such as Marketing, Clothing Designing, Business Planning, Scouting, Website Designing and Coding
- Become a part of a community and to collaborate through teamwork
- Have the opportunity to be involved in volunteer opportunities or outreach programs
- Provide students with the chance to earn scholarships for colleges or other institutions
• Provide a strong foundation and experience for students interested in a future in Science, Technology, Engineering, or Mathematics
• Learn to work with mentors, instructors, and peers one-on-one

Mentors:
• Have the opportunity to share their knowledge and experience with prospective students
• Become a part of a community and to collaborate through teamwork
• Have the opportunity to be involved in volunteer opportunities or outreach programs
• Help students solve problems in ways that a normal classroom environment can not
• Teach students about individuality and how to manage schedules

Sponsors:
• Have an opportunity to have their company name publicized
• Pass on their own resources and money towards future engineers and scientists
• Help develop next-generation employees
• Help inspire students to follow a career path towards science and technology

School:
• Support a student development program
• Support and encourage STEM Education and interests in students
• Increase school recognition and attract potential students
• Help students in scholarship opportunities

2.4 Team 1160 History

The Robotics Team of San Marino was founded ten years ago by Dr. Jeng Yen. Four years after our team was founded, our present advisor and mentor, a San Marino High School teacher named Scott Barton, came forward to lead the team. Following the ideals of these two mentors, the team has always emphasized a student, not mentor, led workforce which equates to a unique experience not found anywhere else in San Marino.

Beginning as team “Titanium,” the team competed every year in the FIRST® Robotics Competition, an annual competition where teams from across the world have 6 weeks to build a functioning robot to compete in a game that differs from year to year. A few years later, we decided to change our image and thus became “Firebird Robotics.” However, last year the team decided to blend classic and modern, renaming itself “Titanium Robotics.”

Titanium Robotics is a team consisting of approximately 50 students. Although most members come from San Marino High School, there are members from other schools who share a common interest in science, technology, engineering, and mathematics. Robotics gives students the opportunity to work with professional engineers from companies such as Boeing and JPL, who
have volunteered to be mentors to the team.

Members not only learn to work with intricate machinery, but also learn to design and build a robot by hand. Programming is also an extremely important part of robotics that can be learned. If mechanical or programming work does not interest prospective members, one can always work on the business side to the Titanium Robotics experience. Titanium Robotics offers a wonderful experience for everyone.

Each year, we have competed in at least one regional competition. We have mainly competed in the San Diego and Los Angeles Regionals, but our team has also gone to Las Vegas.

2.5 For Inspiration and Recognition of Science and Technology (FIRST®)

FIRST®, an acronym for For Inspiration and Recognition of Science and Technology, was founded in 1986 by inventor Dean Kamen. It is a competitive robotics event whose mission is “to inspire young people to be science and technology leaders, by engaging them in exciting mentor-based programs that build science, engineering and technology skills, that inspire innovation, and that foster well-rounded life capabilities including self-confidence, communication, and leadership.”

Based in Manchester, New Hampshire, FIRST® offers five different programs:

- FIRST® Robotics Competition (FRC®) for Grades 9-12 (ages 14-18),
- FIRST® Tech Challenge (FTC®) for Grades 9-12 (ages 14-18),
- FIRST® LEGO League (FLL®) for Grades 4-8 (ages 9-16; 9-14 in the U.S. and Canada),
- Junior FIRST® LEGO League (Jr.FLL®) for Grades K-3 (ages 6-9), and
- FIRST® Place™ for ages 6 to adult

Every year we have been a team, Titanium Robotics has competed in FIRST®’s Robotics Competition. We prepare students with the necessary information and skills for competing during the off-season. We also introduce new students to robotics and teach them what being on a robotics team is about.
3.0 Organizational Plan

3.1 Team Structure
Titanium Robotics is split into two main parts: Non-Engineering and Engineering. Both parts are lead by a president and his/her cabinet. To create a more efficient workflow, members are split into smaller teams that reflect their work interest and are led by a leader from the team with experience, usually a president or cabinet member. Each member is responsible for meeting with their team and participating in their team's work.

At the end of the school year, members of the team who are entering their sophomore year of high school or higher are eligible to elect themselves for a leadership position. The incumbent presidents and the adult mentors first meet and interview candidates for Non-Engineering and Engineering presidents. After discussion, the presidents are chosen and called in to interview candidates and select their cabinet. This process is stretched across a time frame of about two to three weeks depending on the number of candidates. See the appendix for this year's organizational chart.

See Appendix A-3 Team Organizational Chart

3.2 Human Resources
Recruiting
Recruiting students starts as early as elementary school. For many years, we have spoken at local school events and demonstrated our robot. Children who go to these events carry an interest and curiosity in science and technology throughout their elementary and middle school life. Publishing local newspaper articles about our team publicizes and reminds students that their High School offers a robotics program. If they are interested enough, we allow students from the middle school to join, but only if they are fourteen years old. When they become a High School student, they join the robotics club and become a part of FIRST®.

Not only do we recruit students, but we also recruit mentors. Titanium Robotics primarily focuses on recruiting parents of team members because they are the most interested. Often times, parents of future team members also come to help mentor our team.

Retaining
At Titanium Robotics, we strive to retain as many students as we possibly can. We do this by appealing to interests and providing work to be done. We also require students to be present at a majority of the meetings in order to be eligible to go to competitions. Students are given jobs to do while at these meetings and, upon completion, they are given another job. If Engineering jobs are scarce, Engineering team members are sent to a Non-Engineering sub team to work on the website, write letters, or help with anything that is needed. We set weekly and daily goals for students and expect those goals to be completed and the next project to be started.
Training
All students are trained during off-season. Training includes learning safety in the workshop, learning how to use tools in the workshop, learning how to program, learning how to use CAD software, and learning how to use.

Our main methods of training are student-to-student and mentor-to-student interactions.

Attendance, Participation, and Behavior Expectations
At least 50% of all meetings must be attended by each student in order to go to competitions. Team informational meetings are scheduled at least five days in advance and attendance is expected by anyone who is prospective at going to competitions. Students sign in upon arrival at meetings and their attendance and frequency is noted.

Students are required to keep passing grades in order to continue participating on the team.

Students can arrive at meetings at anytime, but attendance will only count if they arrive 45 minutes or more before the scheduled end of the meeting.

Students must participate during the build season and must behave properly during the meetings.

Students are expected to be at all events and matches early or on time. They are expected to participate in positive and helpful cheering and to provide moral support for every team and robot. Playing on any form of outside entertainment including cards, computers, phones, and other electronic devices is highly discouraged.

Team members are expected to act in a way that reflects “Gracious Professionalism” at all times. They are expected to act graciously no matter if the team wins or loses.

Students must not spread invective through any form of communication including, but not limited to: e-mails, letters, posts, mouth. This includes any intention to deface a team or person, spread gossip or hurtful messages, or act revengeful or hateful towards any person or team.

Team members at competitions must cheer for all teams, not just our own. They must exhibit Team Spirit by cheering. All cheers are expected to be conducted in a clean and positive way.

Safety
All members of Titanium Robotics are safety trained to work in the workshop. Any members that are not safety trained or have no intentions on becoming safety trained are not allowed to enter the workshop. Safety training all members prevents injury within the workshop.

The use of special equipment such as the welder and the radial saw must be handled by an adult mentor.

In order to prevent injury within the pit at competitions, we try to maintain the number of team members inside the pit area. Cabinet members keep track of the number of members in the pit and prevent overcrowding.
3.3 Location
Titanium Robotics has the privilege of working in classrooms at San Marino High School. We have set up our machines in a vacant classroom and use the school's College and Career Center for programming and CAD. We have previously used garages and the school's science prep room as our workshop, so we are glad that we can have a large classroom to work and build in.

3.4 Off-Season Events and Projects

Projects
Titanium Robotics works with teachers and staff members at San Marino High School to improve our skills in planning, prototyping, and building. We have worked with our Screen Printing and Graphic Arts class teacher, Mr. Walker, to build new drying tracks for him and our Principal, Mr. Keith Derrick, to build new emergency room number signs. These projects improve our building skills and allows us to teach underclassmen how to design, prototype, and build.

Outreach
During the off-season, we work with local schools to bring our competition robot from the previous build season to demonstrate and explain to children. We have visited Valentine and Carver Elementary Schools with our competition robots from Breakaway and Rebound Rumble. We plan on working with both of these schools to influence young children to become curious in the fields of STEM Education.
4.0 Operational Plan

4.1 Tasks
Every year, during the FIRST® season, Titanium Robotics is tasked with our primary focus of creating a brand new robot. Each year during this six-week time period, we try to build the robot, but also do much more as a FIRST® team. The following is a list of a few of the tasks our team tries to complete every year.

- Design CAD drawing of robot
- Prototype robot
- Build competition robot
- Create a mock field
- Update/create Team Business Plan
- Design and purchase marketing paraphernalia
- Design and purchase team apparel
- Take pictures and videos of our team
- Submit Award Documents
- Create scouting forms and update system
- Update website content
- Create Safety Animation

4.2 Scheduling
During off-season, Titanium Robotics meets every other weekend when there aren't holidays or scheduling conflicts with mentors. During the FIRST® season, we meet every day, including holidays, until 6:00 PM and occasionally later. Team members work to fit robotics into their schedule and come when they can, getting any job that is available.

4.3 Communication
Communicating meetings and times includes posters at school; Facebook group posts; e-mail blasts to parents, students, and mentors; Leadership-to-member communication; and posts and calendars on the team website. Our Public-Relations officer maintains the team e-mail account and sends e-mail reminders about meetings and other team-related events. We also maintain a Facebook group where we post events and news about our team.

4.4 Project Management
Titanium Robotics uses calendars, project-management outlines, and project assignments to manage projects. If a member in leadership needs help with a project, he or she has the ability to delegate members who do not have an assignment at the time to help him or her. Mentors and Leadership make sure that projects and assignments get completed on time or, if possible, early.
5.0 Marketing Plan

5.1 Target Audience

San Marino High School Administration

The administration at San Marino High School allows us to use a classroom and the College and Career Center. In addition, they act as our fiduciary and allow us to hold fundraising events on campus.

Sponsors

Our sponsors provide the most support, financially and non-financially. They provide many of the items and services that we would not normally be able to get without their help. Titanium Robotics targets current and potential sponsors in order to ensure continued support and gain new sponsors.

Potential Members

We target potential team members, both students and mentors, because they are the most important part of the team.

5.2 Marketing Mediums

Robot Demonstrations / Public Speaking Events

Titanium Robotics travels to different places, demonstrating the robot and talking about FIRST®, the team, and STEM Education or Robotics in general. In the past, we have spoken at Valentine and Carver Elementary School during their science fairs and assemblies, Boy Scout troops in the area, and San Marino High School during the spring sports assembly.

Imagery: Posters, Robot Graphics/Colors, T-shirts, Flyers, Giveaways, etc.

One of our main focuses in marketing is imagery. Our public image is a very important part of marketing because it shows who we are and makes us easily recognized. Strong and consistent imagery makes the team more recognizable and memorable. Our team's colors are blue and white, colors used in every aspect of our team: our logo, our website, our robot, and our team shirts and jackets.

Online Presence

Titanium Robotics now has a recently updated and completely team programmed website. The website has had more than 50 unique visitors from 5 different countries and 10 different states since its debut. We also maintain social networking accounts such as a Twitter account, Facebook Group, and Google+ Profile.

Word of Mouth

Along with public events, imagery, and our online presence, we rely on word of mouth. We post posters around school and post announcements in the school's bulletin for those who don't know
about the team yet. Team members tell their friends and mentors tell their friends who tell their children about the team.
6.0 Financial Plan

Titanium Robotics ensures long-term success by focusing on long-term financial viability. Financial support comes from three main sources: Sponsors, Fundraisers, and Families of Members. In order to continue our financial viability in the event that we lose a sponsor or fundraiser, we provide seed funding for the following year.

6.1 Sponsors

Sponsors are our primary source of financial support. The Boeing Company, NASA, and JPL have been sponsors of our team that we reached out to through their FIRST® Sponsorship Programs.

Each year, we look to establish new sponsors. For example, this year, we contacted the San Marino High School PTSA and asked if they would be interested in sponsoring our team. We also try to market our team heavily in order to attract interested sponsors. The Chinese Club of San Marino contacted us in 2012 and was interested in sponsoring us after hearing about the team through team members.

6.2 Fundraisers

Fundraisers provide for our second largest source of financial support. Throughout the off-season our team has restaurant fundraisers where we contact local restaurants and they donate a percentage of their income from customers with fliers to our team. We have previously had fundraisers at California Pizza Kitchen, Jasmine Cafe, and Tony's Pizza.

6.3 Donations

Both members and non-members have provided financial support for our team. We place a donation slip inside the school's First-Day Packet, asking if parents would like to donate to their school's robotics team. This raises awareness of our team and generates financial support that helps the team stay financially stable.

6.4 Team Member Contributions

Team members also contribute to our team financially. In order to make our club more desirable, we charge students only $20 to join our club. This provides enough for their safety glasses and T-shirts. When competition time arrives, we figure out costs and charge members the amount that can not be covered by our budget.

See Appendix A-2 Detailed Operations Budget
A-0 Appendix

A-1 Competitive Analysis

A competitive analysis allows us to recognize our competition in different areas of our team. The analysis is not only limited to other teams, but also includes other organizations, jobs, homework, and other priorities. Aspects of this competitive analysis include:

1. An analysis of other teams at competition
2. An analysis of other priorities to members

Competitive Analysis of Teams at Competition

Throughout the competition seasons, team members contribute to a scouting team. This team of members at competitions helps to analyze the strategies and their strengths and weaknesses. This allows us to assess their potential as possible partners for elimination rounds. The scouting team also works with a scouting app programmed by our programming team.

Competitive Analysis of Other Priorities

Other priorities prevent team members from committing time to robotics. These priorities compete with us for the time, talent, and commitment of our members. Keeping the team’s activities relevant keeps members interested and committed in the team, preventing them from leaving the team for other activities. The following is a list of common activities and priorities that compete with our team.

- Jobs
- Other School Clubs
- Sports
- Homework
- Social Lives
- Parents who are unsure of the team's value in their child's life
- School Sports Matches
- More Interesting Activities
## A-2 Detailed Operations Budget

2013 Capital: $19,646.07  
2013 Grants: $10,000.00  
2013 Total Startup: $29,646.07

### 2013 Operations Budget

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<thead>
<tr>
<th>Category</th>
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</thead>
<tbody>
<tr>
<td>Parts for Robot</td>
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<tr>
<td>Team Apparel</td>
<td>$2,000.00</td>
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<tr>
<td>Team Branding and Marketing</td>
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<td>Travel</td>
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<td>Tools</td>
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<td>Entrance Fees (2 Events)</td>
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<td>Website</td>
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</tbody>
</table>
A-3 Team Organizational Chart

The team organizational chart shows how the team is organized. It shows who reports to whom and who is in charge of each sub-team. It also shows the title of each member in leadership.
A-4 Alumni

Class of 2012
Saketh Kasibatla - University of California, Los Angeles

Class of 2011
Solomon Chang - California Institute of Technology, Pasadena, CA
Justin Quan - University of California, Irvine, CA
Kevin Wu - Duke University, Durham, NC

Class of 2010
Dwight Chia - University of California, San Diego, CA
John Tamkim - University of California, San Diego, CA
Adela Wee - Olin College of Engineering, Needham, MA

Class of 2009
Rachel Kuan Hoffman - University of California, Santa Barbara, CA
Rochelle Kuan Hoffman - University of California, Riverside, CA Mechanical Engineering
Kevin Lau - Cal Poly San Luis Obispo, CA
Brandon Yuan
Andrew Liu
Charles Poon
Michael Tsai - University of California, Davis
Jesse Lou
Amanda O’Toole - University of California, Los Angeles, Aerospace Engineering

Class of 2007
Robert Fan - University of California, Riverside, Mechanical Engineering
Justin Tao - University of Hawaii
Amanda Chong - University of California, San Diego
Ivan Thai - Rio Hondo Community College '09, Computer Science
Amol Koldhekar - Emory University
James Barbour - UCLA 2011

Class of 2006
Frederick Chang - Pitzer 2010, D.O., Western University of Health Science COMP.
Jacqueline Chao, UCLA 2010
Michael Cheah, Biochemistry and Business, USC 2010
Edward Chen - Physics, California Institute of Technology ‘10
Jonathan Cheung, Management Science, UCSD 2010
Amanda Chung, UCLA 2010
Anita Chung, Electrical Engineering, UCLA 2010

For More Information, Visit TitaniumRobotics.com
Phillip Ho, Comp. Sci., USC 2010

Jonathan Hubbard, Harvey Mudd College, 2010

Leo Jeng, Mechanical Engineering, UCLA 2010

Jessica Nam, Real Time Interactive Simulation, DigiPen Institute of Technology 2010

Steven Ni, Architecture, Cal Poly San Luis Obispo 2011

Beverlyn Pang, UCI 2010

Jeff Soo, Human-Centered Design and Engineering, Human-Computer Interaction, University of Washington 2010

Peter Yen, Psychology, Chemistry, Washington University in St. Louis

Kevin Yu, Civil Engineering, UC Irvine 2010

Grace Zhang, Pasadena Art Center of College and Design 2010

Class 2005

Brian Chow, Information and Comp. Sci., UCI 2009

Class 2004

Sonya Fang, Pomona College 2008

Brian Lee, Mechanical Engineering, UCLA 2009

Howard Chen, Accenture Consultant (Since July 08-Present) BS of Engineering, Harvey Mudd College 2008