

THE SNAPSHOT

The Monthly Newsletter of Project Torpedalo

“Only by setting distant and difficult goals do we truly succeed.”

PROJECT TORPEDALO

Number 10 - October 2010

www.torpedalo.com



BOAT CONSTRUCTION PARTNER AGREED!

NorcoGRP

Our nine-month-long search is over! In the most important news since Project Torpedalo began, we are delighted to announce that we have agreed a fantastic partnership with Norco GRP in Poole for the construction of our boat.

We first met Mark Northey, MD of Norco (right), at the Composites Engineering Show at the NEC on 30th September. Norco build a huge array of composite components, including major parts for Sunseeker. They also built the famous jet boat that James Bond pilots along the Thames at the start of Tomorrow Never Dies. After discussing the project with Mark, we left him some details and hoped for the best.



We were delighted when Mark phoned and asked us to visit him for a more formal discussion of the project. So, on 29th October we drove to Poole to see Norco's facilities and continue our conversation. We came away after a very positive meeting with a good feeling that we'd finally found the right person and company to support the project.

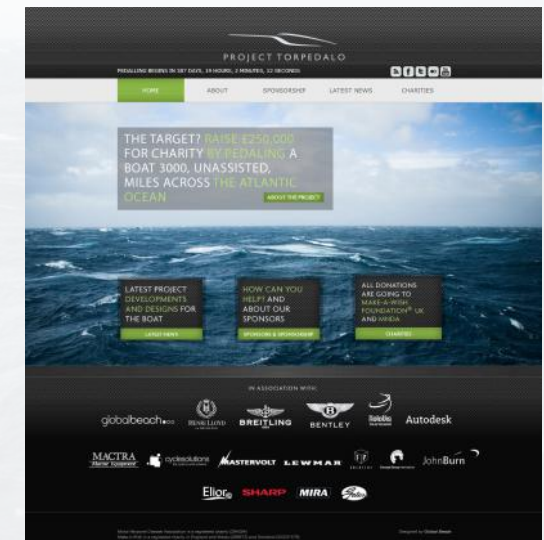
On Wednesday 3rd November, we hosted a drinks reception in Mayfair (more details overleaf), which Mark Northey attended. The best news of the night was his confirmation that Norco would carry out the carbon fibre lay-up of all the major mouldings, and bond them together to form the shell of the boat.

This is the single most significant and most important deal of the entire project. With Norco on board, we should be able to meet our goal of designing, testing, building and equipping our charity fundraising pedalo for a cost of £0. This ultimately means that every single penny now donated to the project will go to charity. We are hugely grateful to Mark Northey for his belief in the project and his phenomenal generosity. More details of the boat build plan and schedule will be released over the coming weeks.



WEBSITE IMPROVEMENTS LIVE

Over the last few weeks, website sponsors Global Beach have been improving the layout and functionality of our project website. The site is now richer with photos and videos, and over the next few days we'll be adding more content about the design, build and technology of the boat. Drop-down menus make the whole site easier to navigate, and we're now starting the integration of a secure online card transaction facility, provided by Barclaycard, to collect sponsorship money. This will be live before Christmas and allow the start of the fundraising process in the New Year. Thanks to Zohar and his team for all their hard work! Head to www.torpedalo.com to check the website out for yourself.



Live Events Update

Launch Evening a Huge Success

On Wednesday 3rd November, Project Torpedalo was formally launched with a champagne and canapés reception at the Jack Barclay dealership in Mayfair, central London. Around 100 people attended, consisting of Gold sponsors, invited guests and friends of the project. The event was sponsored and supported by a number of firms - Jack Barclay provided their beautiful space free of charge, and provided champagne for the event. Elior provided delicious canapés, while HoloVis brought projection equipment, two 60" TVs and a PA system and Collective Minds adorned the windows of the dealership with Torpedalo vinyls. We are also indebted to Nika Shirocorad, an outstanding concert pianist who played for the evening without charging a fee.



After Mark and Mike had said a few words and showed our brand new teaser film, kindly designed and produced by creative agency Flourish, both charities spoke and showed powerfully emotive videos. Nika's music provided a superb background for the discussions and

conversations that followed, and we met several new potential sponsors and interested parties. We are grateful to everyone who attended, all of the sponsors that made the evening possible on zero budget, and to Torpedalo team members Andrew Jackaman and Nick Rait for organising the event.

In addition to the evening, we also recently sent our first press release, using Bentley's contacts to initially target the automotive press. Articles about Torpedalo have appeared on over twenty websites since, and we were even featured in the Friday 5th November issue of the Daily Mirror! We will be building our public profile and increasing our publicity drive over the coming months, with the next event being the first full public display of the project at the London Boat Show in January.

Andrew and Nick are now busy planning the main Torpedalo event - our Gala Dinner and Auction, which will take place in May of next year.

Design Debrief

Ergonomics and Seat Design

Torpedalo ergonomics expert Alan Ramsay describes how he is analysing and designing an optimised seat.

Mark and Mike claim that they understand how crazy this undertaking is, but I'm not sure. They face all kinds of danger, and as they push their bodies day after day to 'show the rowers how it's done', they're going to experience horrific discomfort. This kind of challenge is never 'comfortable', but they'll just 'push on through', won't they? Of course they will, but discomfort isn't something that we can ignore completely. Any discomfort we feel is a signal to tell us that damage is being done to our body. Not only that, but the physical damage causes our body to produce chemicals that affect us psychologically. The shape of the seat that Mark and Mike will sit in while pedalling is one of the things that can help minimise this discomfort and injury. This bespoke seat will be moulded in carbon fibre and covered with a breathable material to keep them cool and dry. The seat must hold them firmly in place, but also give them freedom to pedal and to reach things that are around them in the cockpit, for example food preparation equipment.



Bentley scanning expert Russ Gott puts Mike in an unusual and precarious position!

Every person is a different shape and size, but only two people will be using this seat, and luckily

they're similar in size, so we're able to tailor it very closely to them. Russ Gott at Bentley Motors helped us here with his 3D scanner; our two heroes were suited up, very flatteringly, in white Lycra bodysuits, and positioned upside down on a cradle that held them in a pedalling posture, and scanned. This gave me digital information about the contours of their skin, and helped me estimate the key protrusions of their skeletons, for example the shoulder blades and pelvis. These are the points that will be most sensitive and vulnerable, so I've formed the seat shape to relieve pressure in these places.



The first iteration of the seat design

The virtual versions of Mark and Mike were very useful, but they can't tell me how the seat feels, so we've had help from Concept Group International with bringing it into the real world. They machined the seat for us in hard foam for the real Mark and Mike to sit on as they train on our adjustable pedalling rig. Their feedback will help me refine this initial 'guess' until it fits them like an all-over body glove. They don't expect to be feeling daisy-fresh when they arrive in Antigua, but we're doing our best to limit the damage.

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Sponsor Update

Flourish, Fade2, CyclePowerMeters

As the project moves towards the start of the charity fundraising process, it is important that we start considering publicity and marketing - not just for us, but for our sponsors too. To this end, we're in the process of having two short films created to help us promote the project, each being designed and crafted by a fantastic pair of sponsors. We're also extremely lucky this month to have received a vital and fascinating boost to our recumbent training rig, which we detailed in last month's Snapshot.

flourish

We were introduced to Guy Tremlett, creative director of agency Flourish, through a contact at Bentley. Flourish are a creative agency who specialise in the creation of digital and physical media to promote a brand, event or product. They were delighted to help out with the creation of our first film, a 90-second teaser video that highlights the dangerous aspects of a pedal-powered Atlantic crossing! Building a teaser film about a boat and a challenge for which no real video footage exists was certainly a challenge but they've pulled it off with dramatic and exciting film. You can see the first Torpedalo trailer online on our YouTube channel or on our website - just follow the clickable links on the front page of the newsletter.

fade²

While the first film is intended to be dark and frightening, the second film is designed to be more light-hearted. Our friends at FP Creative, who have designed most of our printed promotional material, arranged for us to meet Tarquin Stockwell of animation firm Fade 2 at his offices in London. During the meeting, Tarquin agreed to produce an animated version of the Vital Statistics poster that can be seen on the website. We've just seen the first draft of the film, and suffice to say that Tarquin and his team have gone way beyond the original brief and produced something incredible. TV presenter Robert Llewellyn has agreed to provide the voiceover for the film, which will give a fantastic finishing touch. It'll be available online when it's completed, but believe us when we say it's absolutely worth the wait!

cycle power meters

With us starting to use our recumbent pedalling rig, we realised that we need an accurate way of measuring our power output while at the pedals, to ensure that we were training at the right intensity and hitting our targets. Accurately measuring power on a bike is actually quite difficult, and requires specialist and therefore expensive equipment. The cost of the appropriate SRM PowerMeter, which is essentially a pair of pedal cranks fitted with strain gauges, ruled out buying a pair for our rigs. For this reason, we are very lucky that Bob Tobin at UK firm Cycle Power Meters agreed to lend us a pair of SRM systems. The first rig is equipped with its system now, and allows us to measure our speed and power input in real time with high accuracy. The rig, with its live readout, proved to be very popular at the drinks reception, with a great deal of guests finding out for themselves what the Torpedalo will feel like to pedal.

Help Needed

The kit and services still to find

Despite great success with securing sponsorship deals for the project to help us design, build and equip our boat, there are still areas where we need help. Every month we'll show a brief list of the most important goods or services we've yet to agree. If any readers know of anyone who might be interested in being part of the project, please let us know at mike@torpedalo.com!

- Satellite phone air-time
- Boat shipping
- Isotonic drink supplies

Contact Us

We'd love to hear from you

If you'd like to know more about the project, think you might be able to help or generally just want to say hello, please do get in touch!

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PROJECT TORPEDALO

THE PEDAL-POWERED TRANS-ATLANTIC CHARITY CHALLENGE

Fundraising in aid of:

mnda
motor neuron disease
association

MAKE-A-WISH

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Our thanks go to everyone who has supported the project so far. We couldn't be doing it without you!

