In the summer of 2013, Elon Musk released the Hyperloop alpha paper: A 57 page primer on his vision for the future of ground transportation. In Musk’s vision, pods of people and cargo travel between cities at transonic speeds in a network of low pressure tubes, while self-driving electric cars transport goods from Hyperloop stations to their final destinations around the country. The pods travel at speeds exceeding 700 miles per hour, reducing travel times from Los Angeles to San Francisco, for example, to just around 20 minutes.

Musk does not intend to pursue the Hyperloop aspect of his vision commercially. Instead, Musk and Space X announced a student competition in which teams are invited to design, build, and test pod prototypes on a one mile track at the Space X headquarters in Hawthorne, California. The hope is that it will foster the development of the idea elsewhere. This competition is currently in its third phase, called Competition III, and is has become an annual competition of increasing scale and ambition.
During the fall of 2015, our team of Michigan students aligned with students from five other Universities across North America with the goal of building one pod for the competition under the name Openloop.

We successfully traversed the various design, manufacturing, and testing processes throughout the year with the U of M team focused on the fuselage and final integration. In October of 2015 we took the pod to Hawthorne for testing, and then sent it off to Northeastern University for final tweaking before the competition in January. At the conclusion of Competition I, Openloop members from the University of Michigan decided to break off and form a standalone team for Michigan students with the goal of competing in Competition II the following summer and in future competitions.

Michigan Hyperloop was one of 25 teams selected to compete in Hawthorne for Competition II in our first year as a team. In Competition III we hope to continue and build upon our success and design an even more competitive Hyperloop pod.
Our Pod is designed around a single goal – to be the fastest pod at Competition III. This is the only metric around which we are judged.

The pod we’ve designed for the 2017 – 2018 build season utilizes basic physics principles to accelerate, control and decelerate our pod throughout its trajectory. Our pod will be driven by an electric motor with a system clamps to ensure proper normal forces that will result in a significant acceleration while fail-safe, pneumatically actuated piston friction disc brakes will be used to decelerate the pod for safe extraction. These technologies combine to allow the vehicle to travel safely at immense speeds and decelerate reliably.

The vehicle will use standard and nonstandard methods for monitoring its telemetry such as inertial measurement units (there’s one in every smartphone!) and infrared sensors that detect the presence of reflective tape on the inertia of the Hyperloop test track.

The core structure of the vehicle, the chassis, and the outer aerodynamic shell, the fairing, have been designed using aluminum and carbon fiber composite, respectively. The use of these amazing materials keeps the mass of the vehicle as low as possible without sacrificing safety or structural integrity.
We are seeking corporate partnerships as we move towards Competition III. Whether you are an early stage start up or an established industry leader, partnering with Michigan Hyperloop means:

- Fantastic brand building opportunities through social media, team apparel and competition exposure
- Exposure to everyone involved in the Hyperloop competition
- A direct recruiting channel for our talented team and a foothold on the University of Michigan Campus
- A unique opportunity to get your company involved in one of the first ever Hyperloop pods

Since we’re building a physical pod, gift-in-kind donations and advisory support can be just as useful as monetary support.

Please email johncoen@umich.edu or call 770-354-2803 if you’re interested in getting involved with our team.
## Sponsorship Tiers

### Wolverine

**$10,000+**
- Exclusive access to team resume book
- Primary sized logo on team apparel, competition pod, sponsorship page of the website (with link to company website) and other branded materials
- Primary sized logo on Facebook Cover Photo

### Maize

**$7,500+**
- Primary sized logo on team apparel, competition pod, sponsorship page of the website (with link to company website) and other branded materials
- Secondary sized logo on Facebook Cover Photo

### Blue

**$5,000+**
- Monthly newsletter updates from the Hyperloop team with build progress and exclusive news
- Shoutout during opening ceremony of the unveiling event with company description

### Champions

**$2,500+**
- Secondary sized logo on team apparel, competition pod, sponsorship page of the website (with link to company website) and other branded materials
- Company mentions on social media

### Rising Star

**$500+**
- Tertiary sized logo on team apparel, competition pod, sponsorship page of the website (with link to company website) and other branded materials

*Note that gifts in kind are needed and will be treated as cash.*

Our team website:  
[www.michiganhyperloop.com](http://www.michiganhyperloop.com)  
[@MichiganHyperloop](https://www.facebook.com/MichiganHyperloop)  
[@michiganhyperloop](https://www.instagram.com/michiganhyperloop)  
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