

Dronix: Business Plan Concept Doc

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Business Model and Team:

- *General Description:*
 - + Aerial Photography business specializing in events of all types
- *Value:*
 - + Serves to capture the unique experience of a special day or event from a birds-eye view, alongside offering never before seen VR experiences
- *Structure:*
 - + Our current structure consists of four individuals acting as a board unit to guide the concept. Upon realization, certified drone pilots would be sought out.
- **Product/Service:**
 - + This service offers both photography and aerial photography options at an affordable rate.
- *Function:*
 - + The ability to apply the technology to any type of use. Event-based, service and maintenance-based as well as insurance-based. This benefits both customers, who have a variety of images at the end of the day/cycle, and the business itself as it gives us marketable photos (Agreed upon).
- *Development Stage:*
 - + The business is currently in its Advanced conceptual form as no real-world asset has been obtained yet.
- **Competitive Bias:**
- *Competitors:*
 - + The majority of competitors do not compete directly within the business customer pool as most photographers do not own or operate drone equipment. In the geographic area, the competitors offering drone photography number a total of 1.
- *Edger over Competitors:*
 - + The main advantage comes not in the product the company provides, but in its quality assurance. Since running and maintenance costs are low, connecting with each customer and creating a tailored experience is key.
- *Sustainability:*
 - + While the market outlook is very positive seeing as though drones are relatively new, the overall startup, operating, and revenue are extremely sustainable. Since the main barrier to entry is the equipment needed to provide the service (i.e. the drones and

cameras) Most people steer clear of the big-ticket items we will provide.

- **IP Protection:**
 - + For the most part, this is easy as Trademarking our name (TBD) and the business model is somewhat straightforward.
- **Markets:**
 - **Target Market:**
 - + The Target market for this business is the tech and photography market. Since this is saturated with lower quality individual run businesses, adopting people with degrees and licenses is key. The business should act as a means through which individuals enter the field.
 - **Barriers to Entry:**
 - + Since the main barrier to entry is the equipment needed to provide the service (i.e. the drones and cameras) Most people steer clear of the big-ticket items we will provide.
- **Data: (Take with grain of salt)**
 - + **TPM: \$235,224,000**
 - Geo Area: Upstate NYS
 - \$14.58 billion 2021 (85% real estate)
 - Active brokers per year in NYS: **52,272**
 - **\$750** base charge
 - **6** Homes sold by brokers per year
 - $(52,272) \times (750 \times 6) = \$235,224,000$

 - + **TAM: \$16,095,750**
 - Of the **52,272** only **21,461** are in Upstate NY
 - We will service **1** out of every **6** homes sold
 - $21,461 \times (750 \times 1) = \$16,095,750$

 - + **TCM: \$1,609,500**
 - Of the 21,461 Brokers in Upstate, 10% = **2,146** Capturable Brokers
 - $2,146 \times (750 \times 1) = \$1,609,500$
- **Cost Calculations:**
 - + Assuming .20 Cents per gallon NYS commuter guidelines
 - + Assuming 15 mpg
 - + $(\text{Total Miles}/15) \times (\text{Current Gas Price} - .20) = X$
 - + $X/2 = \text{Cost addon}$
 - + $W = (((\text{Total Miles})/15) \times (\text{Current Gas Price} - .20)) + (260)$
- **Customers:**
 - **Customers**

- + The target customer for this product/business consists of individuals and businesses in need of professional quality videography and photography. For any type of reason.
 - **Discovery.**
 - + So far, I have done the research and visited 2 photography businesses. In one instance I met with the owner. He explained to me that the main challenge is connecting with the ideal customer. Since most of the customers are upstate and consist of farms, realtors, and other land-based businesses, connecting online is the biggest challenge.
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● Company Phase Plan

Phase I – (1-2 drones needed – no extra staff need be required)

- o Enter real-estate market/Partner with firms to offer services when selling home
- o Enter Rental Market/Partner with apartment complexes/Rental websites to offer services
- o 1-2 drone operators

Phase II – (6-10 total drones needed – 1-2 additional staff members, transport vehicle required)

- o Partner with venues for events
 - § Weddings
 - § Birthdays
 - § Parties
 - § Celebrations
- o 3-6 drone operators

Phase III – (10-15 total drones needed – 2-4 additional staff members, additional transport vehicle required, formation of management structure for sales and operations need be solidified)

- o Partner with Sports and Performance arenas for concerts, games/matches, and shows
- o 5-8 drone operators

Phase IV – 15-20 total drones needed – 6-8 monitors – 2-4 additional staff members – portable office (trailer)

- o Security services for live events
- o On-site video footage
- o 6-8 drone operators

Phase V – 20+ drones needed – total staff of 20+ - total vehicles (3) transport, (1) truck/trailer for portable office

- o Offer services outside of partnerships on an individual basis

Five Forces influence on Dronix

- Threat from Substitutes: *High*
 - Reason:
 - + The main reason the risk of substitutes is so high simply has to do with the abundance of technology capable of addressing our businesses' customer pains. For example, a broker could call us and bring in to photograph a home quickly, or they could simply use their phone to take photos and videos without us.
 - How to Address:
 - + The main reason the risk of substitutes is so high simply has to do with the abundance of technology capable of addressing our businesses' customer pains. The best way to address this customer pain while limiting the amount of substitutes for our product comes in our ability to travel to location.
- Threat from New Entrants: *Moderate*
 - Reason:
 - + The Threat from new entrants is moderate as the equipment needed is expensive and certain certifications are required to fly drones on public/private land as a business.
 - How to Address:
 - + The Threat from new entrants is moderate as the equipment needed is expensive and certain certifications are required. While this is the case, the best way to address or deter new entrants to the market is by creating a dedicated customer pool. Since our business plans to make contracts and relationships with our customers (Mainly realtors). This will limit the amount of available customers.
- Customer Bargaining Power: *High/Low*
 - Reason:
 - + Since the customer is the person who determines the acceptability of our product, they will shape what we do on and before the site. This means our customers will have a

massive amount of bargaining power with respect to our product.

- How to Address:
 - + Since the customer is the person who determines the acceptability of our product, they will shape what we do on and before the site. The best way to address this force is by creating a product tier list. This forces the customer to select the plan that works best for them, while already being set up for us.
 - **Supplier Bargaining Power: *Moderate***
 - Reason:
 - + Since the abundance of professional drone photography business is limited, we offer something unique, not found commonly, this leads me to feel that our business has a decent amount of bargaining power.
 - How to Address
 - + Since the abundance of professional drone photography business is limited, we offer something unique, not found commonly. While we do have a good amount of power here, the best way to increase our bargaining power is to switch to building our own drones.
 - **Riverly: *Low***
 - Reason:
 - + As mentioned above, the amount of business addressing our customers' pain, alongside offering a similar product is next to zero. This is mainly due to our competitive advantage being drones, a mainly untapped market in upstate NY.
 - How to Address:
 - + As mentioned above, the amount of business addressing our customers' pain, alongside offering a similar product is next to 0. This is mainly due to our competitive advantage being drones, because of this, the aforementioned building our drones would help by adding our drones to the product being delivered.
 - **Business Models:**
 - **Prestige Brands:**
 - + Since our brand/ business is visually based, the ability to satisfy the customer can be tricky, but if we can deliver quality content every time like we plan to do, this would work hand in hand with the Specialty provider model.
 - **Specialty provider:**
 - + As stated in the book, a specialty provides one thing and does it better than everyone else. For our business this would fit perfectly as our product is skills based.
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Credibility Communication Plan

1. Online Presence: (Pg 140)

- Since our business deals with media, it's extremely compatible with many types of online communication. When it comes to the most important, I would have to say social media platforms such as Instagram would take priority over other blogging platforms such as Reddit or Imgur, however it's difficult to use SEO on these platforms. It's also difficult to prevent people from seeing pictures that aren't ours. The main solution I see is capturing the largest audience with our website being the first search result, the main downside to this idea is the amount of money it would take.

2. Awards, white papers and other media: (Pg 143)

- Since our business is service oriented, Awards and acknowledgements are quite important. However we can't simply apply if we have nothing to enter. This is why awards and other media coverage would have to come later, after we had entered the market. Furthermore, we wouldn't have many staff members, but the relationship and work environment for those staff would be excellent. This in and of itself could be worthy of an Award.

3. Customer Testimonials: (Pg 144)

- I feel that for us, this ties directly into our online presence. Since the quality and acceptability of our product is strictly dependent on the customer's satisfaction, having customer testimonials would be an amazing resource. This could also prove difficult as many times people aren't comfortable vouching for a service they might not 100% like.

4. Achievements: (Pg 145)

- This goes hand in hand with Awards and other media, however achievements are less about being acknowledged by another organization or group of people, and more about presenting our achievements ourselves. As stated previously, our main product has to first be created, but things like meeting deadlines and staying within budgets is completely attainable with a smaller staff. Furthermore, this ties into the scalability of our business as its potential over time. I would say this is something to focus on in the future when we have more finished products to display.

5. Press hits: (Pg 141)

- In terms of appealing to people who work at news organizations, I would say our product/business could contribute greatly to their finished products. However, on the other hand, most news outlets would most likely focus on the tech we use, and the products that we create. This could work in our favor as we could tailor our products to the people who

work at those companies quite easily by uploading our videos of large events to youtube.

Implementation report for credibility communication plan

1. Online Presence: (Pg 140)

- In regard to online presence, I feel that this is our most effective tool. Not only have we implemented it directly into our product's creation, but we are also using it to show a spectrum of potential uses for our product. For instance, one person might need an appraisal for a property, while another might need their property lines recorded and drawn. These tasks and products differ greatly, and thus, using the end products to post online helps connect us with customers that have similar needs.

2. Awards, white papers and other media: (Pg 143)

- As I stated previously, our overall business is service based. This being the case, applying for these competitions proves useful as a great place to connect with potential customers and employees. For this reason, we will register with the NYS Photographers association. This allows us to partake in numerous small competitions when our business starts out.

3. Customer Testimonials: (Pg 144)

- This huge point is built into our service already. Since the amount of bargaining power the customer has is high (Seeing as though they designate what the product is) Customer testimonials are extremely valuable. With that in mind, we have implemented our 4 team structure to ensure our customers get the product they ask for.

4. Achievements: (Pg 145)

- These are key. Just like the testimonials, our employees and companies achievements can give us an upper hand. Achievements are purely exterior, they would be awarded by businesses Dronix works with, as such, Dronix pairs with realtors and other businesses but keeps our relationship close and communicative.

5. Press hits: (Pg 141)

- Excess raw footage is something that we will have plenty of. Using this excess to our advantage is crucial. Stock footage is a massive resource in today's world, as such, dronix takes excess photos and videos and publishes them online with a water mark. This means if a news outlet wants to use our video or photo, we will be accredited.

Report on Time As a Resource

Dependency Matrix:Roles

	Roles				
Activites	Sponsor	Operator	Editor	Manager	Designer
Website	I	I	C	A	R
Computers	I	I	R	C	A
PC Software	I	I	A	C	R
Drones	I	A	C	R	I
License	C	R	I	A	I
Data Storage	I	I	R	C	A
Physical Storage	C	R	I	A	I
Transport	C	A	I	R	I
Scheduling	C	C	C	R/A	C
Advertising	I	I	R	C	A
Hiring	R	C	I	A	I
Work-Flow	C	I	I	A	R
Depedancy	R: Responsible	A: Accountable	C: Consulted	I: Informed	

Serial Numbers:

Activites	Serial Number
Work-Flow	90909
Computers	57102
PC Software	61264
Data Storage	84576
Website	75021
License	25355
Drones	91438
Physical Storage	18452
Transport	86099
Scheduling	34256
Advertising	68899
Hiring	12386

Dependency Matrix:Time

						Order						
Activites Time	90909	57102	61264	84576	75021	25355	91438	18452	86099	34256	68899	12386
90909												X
57102								X				
61264		X										
84576		X						X				
75021		X	X					X				
25355							X		X			X
91438			X			X		X				
18452	X											
86099						X		X				
34256	X								X		X	X
68899		X	X	X	X					X		X
12386						X						

Mission Statement:

For centuries, photography has been advancing. More definition, brighter colors, and faster development. Quality now is almost as realistic as it can get! So, how can the photography industry really elevate its game?! Drones. Drones give us the ability to produce imagery like never before! From high-in-the-sky views, small spaces, and moving pictures, drones are superior to human (or standard) photography. This brings us to introduce you, Dronix! An aerial photography/videography company that takes your content to new heights! Dronix caters to real-estate and live events producing one-of-a-kind content for its customers! The possibilities are endless with drones. Wouldn't you love to have your wedding vows recorded without the distractions of photographers and videographers flashing all around you? Or how about an experience where a drone can follow you on your skateboard and catch your first ollie? What about having a virtual 360 tour of a home or apartment where you can see every corner that you want to see, including the outside, street view, back yard, or closet space? Drones make this a possibility! With all these options available, what's stopping you?! Partner with Dronix and join us in elevating the photography industry!



Company Profile

Industry

Media, Technology

Founded

2022

Location

Utica, NY

Employees

Richmond M. Hulse (CEO)
Mara Yukna (CFO)
Aaron Brazinski (COO)
Robert Evans (CIO)

Fundraising

Amount of investment that venture is currently seeking

Vertical

Drone Services, Photography

Advisory Board

Naren Peddibhotla, SUNY Polytechnic
Paul Arvantides, SBDC advisor

Key Company Contact

Richmond Hulse
1(607)-435-7540

Tagline: ***“Revolutionizing the way you Capture life”***

Summary

Dronix is a *quality first* drone operation, focused on the application of safe drone technology for business ventures. Dronix aims to revolutionize the drone industry by incorporating modern day drone technology and imagery into many different markets and aspects of life.

Problem

- I initially conceived the idea for Dronix while working in the venue market. After packing up a large venue, my boss vocalized his frustration towards the drone pilot he hired as the end product he received did not reflect how much he spent. “Guess I’ll have to edit it myself again”.
- Through further research, I found that other businesses, such as real-estate shared this common pain point. Drone pilots and companies wouldn’t handle editing on a professional level.
- This pain point originated from the rapid development of drone technology in the mid 2000s, which made drones easier to use. This resulted in a flood of independent drone operators lacking the necessary editing skills.
- The window of opportunity on this problem will continue so long as drone technology becomes cheaper and easier to use.

Solution

- My boss’s frustration prompted me to ask the question “Why not form a drone business with an emphasis on an internal pipeline, that way you could offer more options to the customer, reliably?”
- This question isn’t groundbreaking, however, it’s never been implemented in the context of drone services.
- The main value Dronix provides is in assuring the customer receives the highest quality tailored digital product.
- Dronix as a service functions to “check” the quality of product it is delivering by separating the stages of its creation.
- We have spoken with a number of venue businesses and realtors which all share a desire for a reliable drone service.
- Assets and resources for modern high quality media production.

Target Market

Dronix’s market consists of the Upstate NY real estate, event catering, risk assessment and security assessment markets. Dronix’s ideal target users are 20-55 year old realtors and venue service owners in the Upstate NY area. As such, we determined the best time and place to access our market is connecting with these realtors directly during the process of selling a home. Allowing Dronix the ability to form a relationship, while helping the realtor sell. We are confident in this market as our Total Accessible Market Estimate of \$16,095,750 reflects the %66.8 growth seen in the last 3 years of the drone market.

Competitive Advantage

Our competition is a direct result of our focus on drone media and consists of our ability to deliver better service, at a better

price, constantly. In short, we would have much more Credibility with our customers.

- Competitors offer drone media as an add on, but don't offer editing or processing services.
- On average, our competitors charge less
- Our customer acquisition strategy to-date has been outreaching to local real estate agents and firms regarding the drone services they currently employ.

In short, Dronix handles every aspect of drone media production, while retaining the customers control over the product.

Business Model

- Dronix will offer consulting services allowing adjustable rates for customers, while offering full media production for \$750.00 USD.
- Dronix will employ a hybrid business model consisting of a mix between a Specialty Provider model, and a Prestige Brand business model.
- Dronix is designed to be completely mobile, as such, we create our path to market through consultation.
- Drones startup key revenue factor is the ability to connect with realtors in Upstate NY, while our main cost factor is hardware and transport.
- Startup costs are currently estimated at \$25,796 USD.
- Dronix would breakeven and become profitable around the 10-12 month mark.

Executive Summary

Youtube Video



Dronix NYBC Plan Presentation

Report on Complementary Skills

Co-founders:

- Dronix's Co-founders need skills that compliment Dronix's employees and customers.. The core of which are Sales and Marketing skills, followed by an understanding of Internal Operations. This means Dronix needs efficient dynamic minded individuals with experience selling digital content/products. Major's such as Marketing, CS and Information Design would be prevalent, but would also require developed communication skills. Business skills would also be sought after.

Employees:

- Dronix's Employees would not need an all-round understanding of every aspect of the business, but would need the following skills depending on their position/job.

+ **Operator**: Communication+listening skills, certification and flight experience.

+ **Producer**: Production and delivery, alongside timeline skills and experience creating a digital product.

+ **Editor**: Understanding and experience in Adobe and Microsoft sweets.

+ **Designer**: Capability to think creatively and dynamically, experience in the field, understanding of Editor software, and Producers perspective.

Contractors:

- Dronix's contractors(*not partners*) would need professional communication skills alongside a complete understanding of our product and what Dronix **CAN** deliver. Furthermore, they would need an understanding of what Dronix's competitors lack, and therefore what Dronix provides.

Partners:

- Dronix's partners would need market and data analytics skills, in order to understand the proper value of Dronix alongside a modern understanding of Drone and editing technologies. Furthermore, Dronix's partners would need to have an understanding of our basic target markets/customers. As stated above, they would also need an understanding of what Dronix's competitors lack, and therefore what Dronix provides in their place.

Future:

- In the future, dronix may require more or even less skills in each category, but from a new entrants perspective, it is important to work with people who will do their job, without wasting time or resources. Especially since we are a service based company.

Funding Options

Option 1: Self Funding

- Since Dronix is a local self run company, I feel that it would most rely on self funding during its start as employees would use their own cars to commute to and forth from different job locations. This would come first in sourcing funds, in order to ensure the company is sustainable and to make each employee have a stake in the company.
 - + *Funds to seek: \$25,560 (Cost of phase 1)*

Option 2: Friends and family

- In terms of a support group, I myself have a good deal of business related people in my family. For this reason, I would put friends and family as second in our list of sourcing money. This is mainly due to the fact that we need to prove our independence and sustainability before asking for help immediately.
 - + *Funds to seek: \$25,560*

Option 3: Partnering

- Third in the line for the resource of money would be partnering with real estate companies. This would mainly come after establishing our business and before expanding into our phase 2, so about 10-12 months into business. This would come third in order to ensure we aren't 100% reliant on our partners, and maintain room for angel investors.
 - + *Funds to Seek: \$117,000 (Cost of phase 2)*

Option 4: Angel investors

- This source of money would come after phase 2 as demonstrating our businesses sustainability would be key to getting them on board. Furthermore, having a 3 way relationship/investment between partners, us, and an angel investor would ensure one party couldn't sway the business without majority rule.
 - + *Funds to seek: \$250,000-\$350,000 (Phase 2+3)*

Option 5: Fundraising

- I list this mainly because of Dronix's involvement with events. We would most likely NOT use Fundraising as a source of funds, but rather use it as a way to spread awareness about a topic, and our business. This would come post phase 2 since this would be a non-reliable form of sourcing money for Dronix.
 - + *Funds to Seek: N/A (Not looking for funds, but rather brand awareness)*

Protecting Intellectual Property

Primary Step:

- Drix's primary tool for protecting its IP is Trademarking. Since our logo is completely unique, we plan on implementing it on everything we create and use. With the use of watermarks, we can implement our trademark in pictures as well as videos and other forms of media. We may also rely partially on patents as in the future, we plan on building our own Drones to save money, and differentiate. Furthermore, since our product is mainly digital, copyrighting is extremely effective. Combining this with our watermarking/trademarking ensures that stealing our IP would be difficult. On a final note, I did some personal research into firms specializing in IP protection and found that many digital companies use CSC, a provider of digital and physical IP security.

Secondary Step:

- The main line of defense we have set up against other businesses claiming we have biased our venture off of theirs is the simple fact that no other firm bases its business on the inhouse development structure. This is also re-enforced by the fact that our physical documents have timestamps, proving the date on which they were created. This protects us from malicious competitors trying to file baseless claims against our business.

Background Precautions:

- It's always good to have a follow up incase all else fails. For Dronix, the follow up is the profiles we create for our customers.. During development of a video, there could be numerous versions of a video created, and later changed or edited. Creating profiles for our customers based on the unused versions of these videos ensures that, at any point we can reference back to the content we created inhouse and directly compare that with the infrastructure.

Report on Leadership in Dronix

Primary Leadership Style: Assertive Low-Beta

- At its core, Dronix is a service based company. Since our product is professional cinematography, it cannot be edited or compressed down into a single effective method. Allowing our employees to think creatively and freely ensures they take new and innovative ideas to worksites with them. Furthermore, the Same Walton type of leadership would negatively affect every aspect of our business structure. In this sense, we are looking for highly professional individuals, looking for a new experience and or opportunity to expand on their already existing portfolio.

Assertive Low-Beta:

- This is why Dronix will focus on an Assertive Low-Beta leadership style. To summarize, a Low-Beta = low volatility, but also incurs more costs than a High-beta = higher predictability system would. For this reason, Ensuring we are assertive and not enabling our employees is key, to prevent wastes of company resources and time.

Urgency:

- As with any creative medium, sometimes the sense of urgency can become lost. This is why we chose to design our company more like a game studio, than a photography business. Using Alpha renders, Beta renders and a strict production timeline, no-one employee can slack off for extended periods of time without being noticed by their project lead. When looking for our employees, their sense of urgency/dependability and professionalism should be the utmost priority.

Vision:

- Dronix's vision aligns perfectly with my own as I feel drones aren't being used to their full potential, and scare most uninformed people. My goal is to make drones more useful in everyday life, and solve the problems that only drones can. This sense of vision is something that every employee should align with, someday or another. For that reason

Removing Obstacles:

- When searching for employees, partners and the like, the individuals whom Dronix hires should look to remove the obstacles current employees face. This means looking at the way the company approaches a situation, and being vocal if you see a better solution. Dronix does not support the statement "If it's not broken, don't fix it" and all employees should strive to improve Dronix's Structure.

Judges Questions

Question 1:

Is your primary competitive advantage drone photography or the finished edited product?

Both! We have two categories of competitors, so we have two primary competitive advantages. Drone photography will be our focused service. We will have training and certifications to provide better quality drone images than those of our standard photography company competitors. Other standard photography companies offer drone services but they are not well versed on county and state regulations, and it is also not their forte. It is an add-on service for them. When competing against other drone photography companies, our competitive advantage is our finished edited product as well as our future phase plans. Other drone companies are offering their customers raw footage and are primarily focused on the real-estate market. We plan on expanding our horizons into live events and will provide an edited product to our customers.

Question 2:

How do you intend to acquire customers?

We have already reached out to real-estate companies and, of the contacts we have made, they are interested in our services. When it comes to the real-estate market, our plan is to market and deliver directly to the customer (real-estate agency). On the topic of live events, such as weddings, our intention is to partner with local venues to offer our services as part of their (Venue) packages. Being already partnered with local venues, we have access to the customer's before they start shopping for a photography company for their event. This is part of phase (2) in our business plan and at this point we would require more staff and drones.

Question 3:

How does your service differ from Syracuse Ariel and Drone Photography?

Fantastic question! Syracuse Ariel and Drone Photography operates in the commercial market, as such, personal B2C events do not fall under their umbrella of operations. This isn't unique to SCP as many Drone photography services focus mainly on B2B. When it comes to Dronix, we will operate both inside and outside the commercial market. We chose this approach to fill the void in the B2C drone environment and because we want to operate in event based markets (*weddings and birthday parties*) later down the line in our second phase. Dronix also differentiates itself from SCP in its structure. With a 4 person team, Dronix can process inhouse projects much faster.

Dronix will also offer the following services which differ:

- *Night time shots of properties*
- *Exterior to interior realtime transition*
- *Offering services to help best implement our footage.*
- *Live virtual tours using drone feeds, allowing owners to ask questions and see every angle.*

Question 4:

How do you plan to differentiate your business if competitors start to offer similar service?

Our main objective to differentiate ourselves from new direct entrants is to form contracts with our longtime, dedicated customers. Entities such as real estate agents or firms, venue managers, and many other B2B businesses would be our main target for contracts, however we would still offer contracts to smaller businesses and even individuals who feel the need for our services is persistent. We would also issue monthly surveys to customers and contact holders for data analysis and understanding of our customers pain points within our own businesses operation.

Question 5:

Have you validated with some customers - aka the larger real estate firms in town - to be sure that they are willing to pay you for this service? The projection that you will have \$780k revenue in the first year does not come across as believable without very strong customer validation.

The \$780K figure is the cap revenue amount for year one. Dronix based this number on a few things. With there being 4 team members, it is anticipated to be able to realistically achieve a max of 1 home per day/per team member working a 5-day work week for 52 weeks a year. That comes to 1,040 homes. Multiplying that number by our base charge of \$750 brings us to the \$780K number. With start-up costs, travel expenses for each job, salary (for all four team-members) and other costs totaling approximately \$314,052, Dronix would need less than half the capped number (1,040) to break even. With Dronix creating content for 419 homes, times our base charge, we will have generated \$314,250 in revenue. However, the goal is not to just break even. Dronix has higher expectations, grind, and determination to hit max revenue in year one and beyond. I, Mara, have always set high goals for myself and my teams throughout the years in various businesses.. I am very competitive, smart with marketing, and persistent to a fault. I have led 5 grand openings, for two different companies, 3 of which were company records. I even beat my own record when I led the grand opening of the Sneaker Store Villa in Utica, NY generating over 200K in revenue in a single weekend. And that was for \$100 sneakers. So, will Dronix hit the cap of 780K within the first year? We won't stop grinding until we do.

Dronix has received a positive response from real-estate companies as close as Utica, NY and as far as Saratoga, NY. The market is interesting, we just have to get started!



- **DJI Mini SE:**
 - Price(Launch):
 - + \$299.00 (Base) \$27.00/mo.
 - + (No Package Available)
 - Payment Plan:
 - + \$27.00/mo.
 - Photo Resolution:
 - + 12mp
 - Video Resolution:
 - +
 - Video Transmission Range:
 - + 4 km

- Weight:
 - + <249g



- **DJI Mini 2:**

- Price(Launch):
 - + 449.00 (Base) \$41.00/mo.
 - + \$699.00 (Package) \$55.00/mo.
- Photo Resolution:
 - + 12mp
- Video Resolution:
 - + 4k/@30Fps
 - + 2.7k/@60Fps
- Video Transmission Range:
 - + 10 km (FCC)
- Weight:
 - + <249g
- Max Fly Time:
 - + 31 minutes



- **Mavic Air 2:**

- Price(Launch):
 - + \$799.00 (Base) \$73.00/mo.
 - + \$988.00 (Flymore) \$90.00/mo.
 - + \$1049.00 (Flymore+Refresh) \$95.00/mo.
- Photo Resolution:
 - + 12mp (Base)
 - + 48mp (Max)
- Video Resolution:
 - + 1920x1080/60fps/HDR (Base)
 - + 3840x2160/60fps/HDR (Max)
- Video Transmission Range:
 - + 10km (FCC)
 - + 6km (CE)
 - + 6km (SRRRC)
 - + 6km (MIC)
- Max Flight Distance:
 - + 18.5 km
- Weight:
 - + 570g
- Max Fly Time:



- DJI Air 2S

- Price (Launch):
 - + \$999.00 (Base) \$91.00/mo
 - + \$1,299 (Base) \$118.00/mo
 - + \$1749.00 (Base) \$158.00/mo
- Photo Resolution:
 - + 20MP (Base +Max)
- Video Resolution:
 - + 5.4k/60fps/HDR (Base + Max)
- Video Transmission Range:
 - + 12km FCC
 - + 8 km CE
 - + 8km SRRC
 - + 8 km MIC
- Max Flight Distance:
 - + 18.5km
- Max Fly Time:



- DJI Mavic 3

- Price (Launch):
 - \$2,199.00 (Base) \$199.00/mo
 - \$2,999.00 (Flymore) \$271.00/mo
 - \$4,999.00 (CINE Combo) \$452.00/mo (*Apple Compatibility*)
- Photo Resolution: Note: Tele Camera = RAW image format
 - + 12mp (Lowest)
 - + 8k (Highest)
- Video Resolution:
 - + H264/H.265 Formats
 - + 4k@30fps HDR
 - + 1k@30fps HDR
- Video Transmission Range:
 - + FCC: 15 km
 - + CE: 8 km
 - + SRRC: 8 km
 - + MIC: 8 km
- Max Flight Distance:
 - + 30km
- Max Fly Time:
 - + 46 minutes (No wind)
- Weight:
 - + 895g (Base)

+ 899g (CINE)

Changes that have been made:

- **New:**
 - From our last business plan, we have made the following additions:
 - + Addition implementation of Assignment 13 (Report on complementary skills)
 - + Addition implementation of Assignment 14 (Report on Funding Options)
 - + Addition implementation of Assignment 15 (Report on Protection IP)
 - + Addition implementation of Assignment 16 (Report on Leadership)
 - + Edits have been made to the mission statement and judges questions added.
 - + Edits have been made to the Executive summary.
- **Note: Anything new will be lower on the page.**
 - Along with the recent additions, we also pushed a lot of the information in our presentation into the doc, rather than keeping it on the presentation.
 - We have also begun production of a website.
- **What's Next?:**
 - Our plan moving forward is the following:
 - + Implementation of ideas thanks to competition feedback.
 - + Inclusion of Questions from judges after competition.
 - + Add working website
 - + Expand on our resources/equipment information.

Work Cited:

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