



## **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.

### **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.

### **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.

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#### **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.