

Taming the Wild West

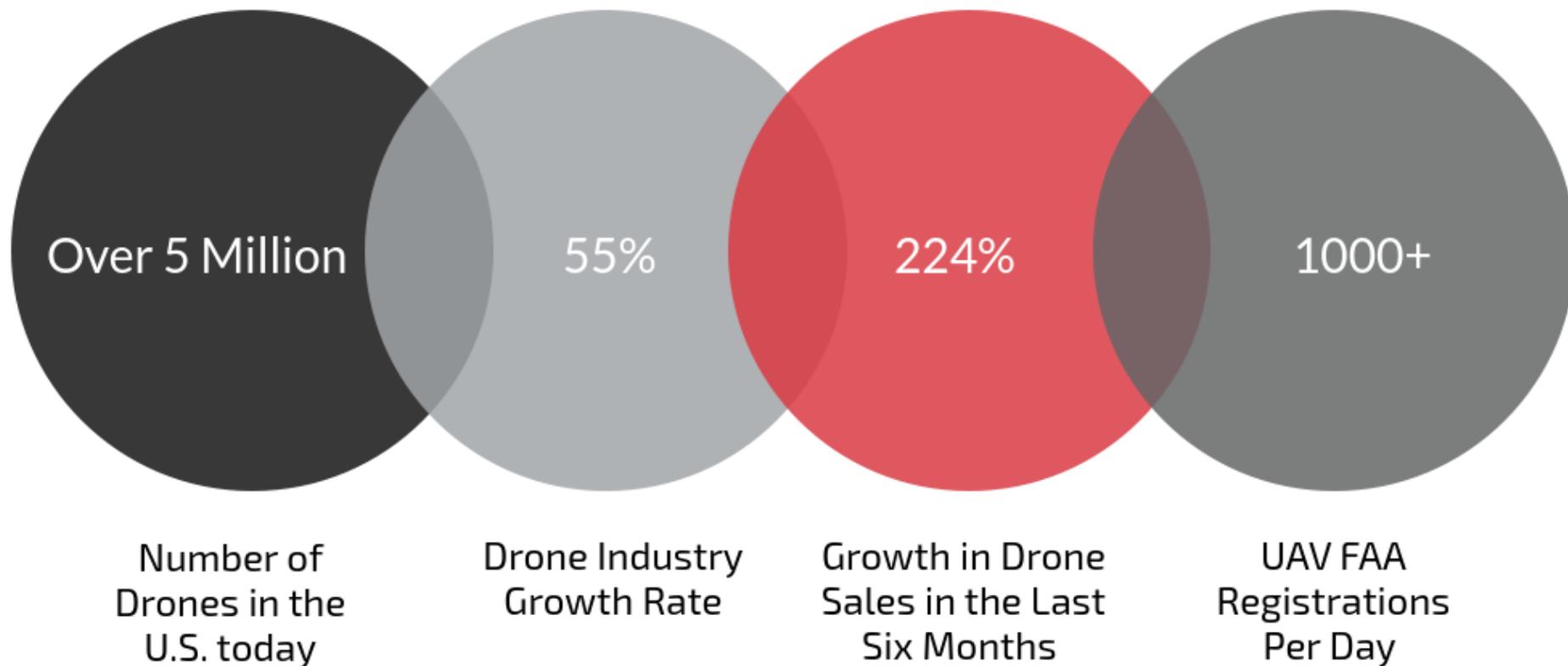


Tom Walker

Founder & CEO, DroneUp



THE DRONE INDUSTRY LANDSCAPE



"World Drone Market Seen Nearing \$187 Billion in 2020" - PwC



VALUE AND BUSINESS MODEL



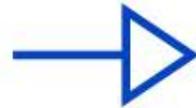
"THE FIRST COMPANY TO EMBRACE AND CONTAIN THE MAJORITY OF THE MILLIONS OF UAV OWNERS WILL OWN THE MARKET." -FAA ADMINISTRATOR, MICHAEL HUERTA



Unify



Standardize



Monetize



EXISTING RELATIONSHIPS

PARTNERED WITH THE INDUSTRY



Federal
Communications
Commission





DRONE PILOT ISSUES

Problems

- 1 No sense of **Community**
- 2 No sense of **Purpose**
- 3 Confusing **Training** platforms
- 4 Inadequate **Safe Flyzone** data
- 5 No clear **Employment** strategies



Solutions

- 1 Social **Community** Platform
- 2 DART Alerts and **Missions**
- 3 Free **Basic Pilot** Training
- 4 Quality **Safe Flyzone** data
- 5 Sponsored **Crowdsourced** Missions



INDUSTRY ISSUES

Problems

- 1 Lack of **Airspace Management**
- 2 Aircraft/Drone **Deconfliction**
- 3 **Untrained** drone community
- 4 **Single-Voice** access to community
- 5 Fed-State-Local **FUD** about drones



Solutions

- 1 **Integrated** Airspace Check-In
- 2 **Disparate** Airspace Management
- 3 **Free** Part-107 **Training**
- 4 **Instant** Chat and Push-Notifications
- 5 **Government** COOP Partnerships



SINGLE SOLUTION

	Pre-flight data including any federal, state or local restrictions or requirements	FAA Part 107 Training	Social Community Engagement	Geo Driven community response alerts	Centralized Flight Status Reporting
DroneUp	Yes	Yes	Yes	Yes	Yes
Hover	Yes	No	No	No	No
B4UFLY	Yes	No	No	No	No
AirMap	Yes	No	Partial	No	Yes



CONSUMER REVENUE SOURCES



Drone Service Brokerage

Uber-like, independent contractor service bringing buyers and sellers together for a nominal fee



Training

Mission specific and industry focused required sub-certifications



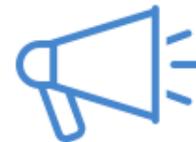
Insurance

Liability insurance required for specific mission types and industry employment



Product & Service Sales

High margin resale and service opportunities



Advertising

High-Value, Hard to Reach demographic audience



Data Sales

High-quality video, telemetry, meteorological and much more



MASSIVE AIR FLEET

What does 200K mean?



9%

Of Current Drone Pilots

11K

Drone Purchases per Day in the U.S.

42K

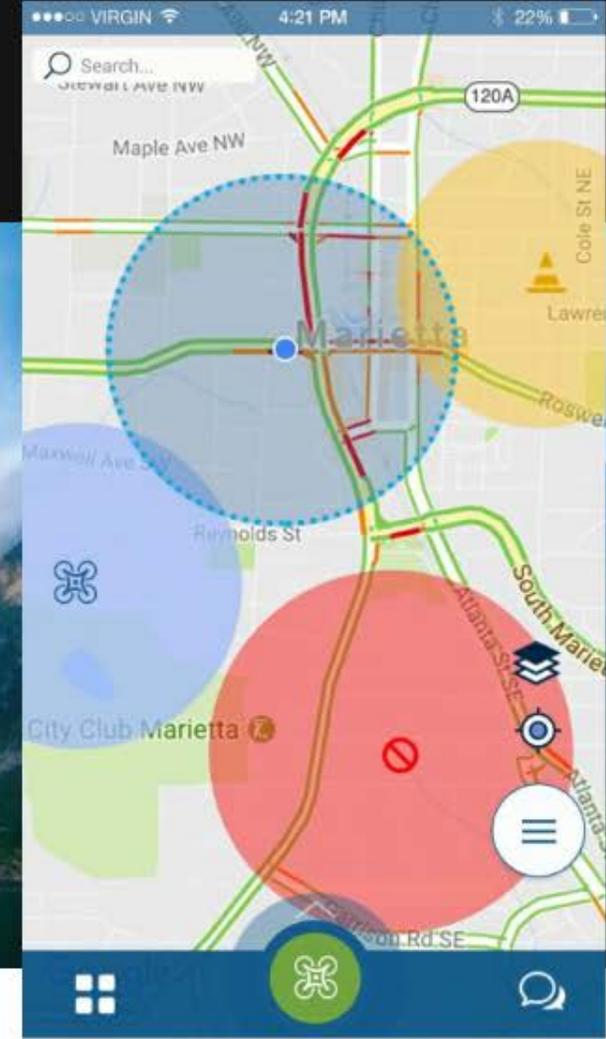
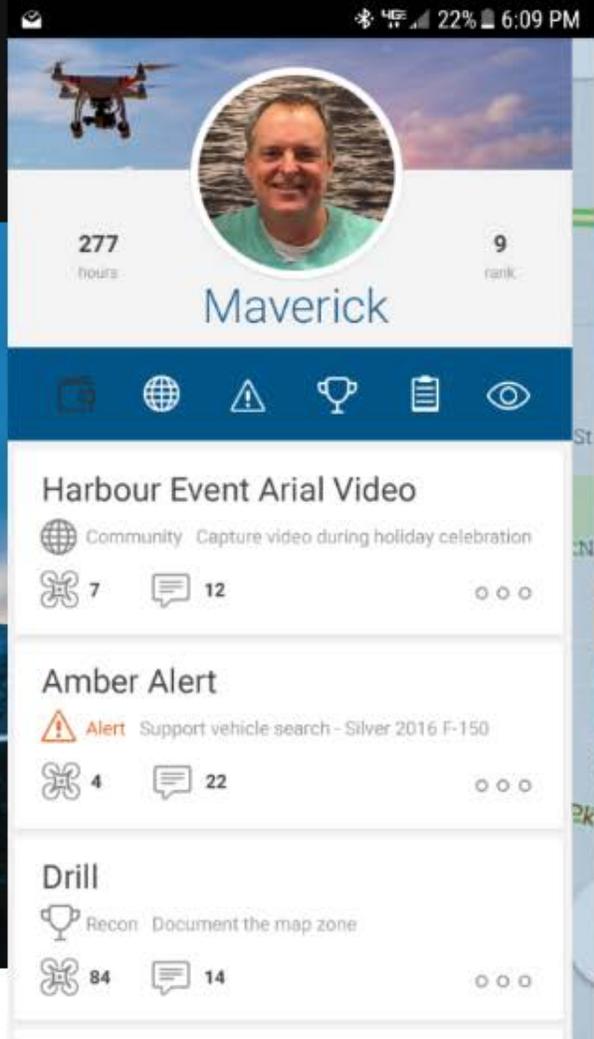
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300K

Users of Similar but Inadequate Apps

400K

Unique Visitors to Drone Pilots Network



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