

EcoAero

Creating the future

About us

EcoAero is a commercial drone company that is **revolutionizing the drone industry** by changing how the world thinks about drones. Our mission is to **enable drones to solve everyday problems** by increasing access to drone technology, promoting versatility to expand drone capabilities, and ameliorating the battery-life hurdles that have long plagued the drone industry.

Opportunity

Even with all the recent advancements in drone technology, the complexities of using drones for **missions involving changing payloads** have created a **gap in the drone industry**.

Such missions include spraying fertilizer or disinfectants, firefighting, and package delivery.

Potential customers are companies and governments looking for an aerial solution to their problems. Currently, the solutions on the market only serve to trade efficiency for functionality rather than pursuing both.

Solution

EcoAero seeks to fill the aforementioned gap in the drone industry with its revolutionary drone: the AirLyft. The AirLyft is capable of keeping **maximum efficiency at any speed for a wide range of payloads**. The combination of optimal efficiency and high lifting capacity enables customers to effectively tackle variable payload missions. In addition to buying the AirLyft, customers looking for a short term solution can also rent it.

Potential Revenue Model

The size of the **commercial drone industry** in 2018 was \$5.8 billion, and is **projected to grow to \$23.1 billion by 2022** (Grandview Research). EcoAero hopes to tap into this rapidly expanding market with a **penetration pricing model**, launching at a low price to quickly gain market share. At launch, our profit margin on the AirLyft will be 26%, enough to sustain EcoAero while being **priced very competitively**. We will provide the AirLyft as a product to purchase or rent, as well as license our innovative retractable wing technology to other corporations. We also plan to pursue tiered pricing by launching additional models.

Competitive Advantages

Currently, most drones on the market have quadcopter style configurations, which favor flexibility over flight time. However, fixed wing drones have the opposite issue, trading flexibility for flight time. The AirLyft achieves both high flexibility and long flight times, not making any sacrifices. **No comparable product on the market** matches the AirLyft's abilities, which include vertical takeoff, dynamic airfoils, and an intuitive module system. Of the drones in its class, the AirLyft **outperforms almost all in maximum usable payload and flight time**. The proprietary dynamic wing system makes it difficult for competitors to reproduce the AirLyft's performance without licensing our technology.

Execution Plan

EcoAero's execution plan condenses into four distinct steps:

1. **Market extensively on social media platforms** to generate buzz about the AirLyft before launch.
2. Begin to **sell and lease the AirLyft** with a focus on **strong customer service**, while increasing the efficiency of mass production, strengthening our website, and expanding our social media presence. Utilizing our penetration pricing model, the price of the AirLyft **will be extremely competitive at launch**, gradually increasing as our market share increases.
3. Grow by releasing more advanced models and additional modules.
4. **License our proprietary retracting wing technology** to companies such as DJI and Impossible Aerospace.

Financials

Our investments start with a typical **friends and family seed phase**, where we hope to raise \$85,000 to certify, test, and begin production of the AirLyft. Afterwards, we hope to raise \$500,000 in our Series A phase from Angel Investors like SBIR and STTR grants. We will use this money to streamline mass production.

Team

Aditya Dhingra [CFO]: Responsible for management of finances and cost accounting.
Arjun Shah [CEO]: Responsible for management of the team and corporate decisions.
Jimit Gosar [CTO]: Responsible for the electronics and manufacturing of products.
Nithilan Kalidoss [CIO]: Responsible for management of software and information.

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Industry

Aerospace
Commercial Drones

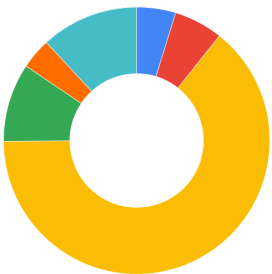
Company Information

Year Founded: 2019
Development Stage:
Startup
Number of Employees: 4

Funding Opportunity

Seed: \$85,000
Series A: \$500,000

Use of Fund



- Materials 64%
- Development 9%
- Insurance 4%
- Regulatory 12%
- Marketing 5%
- Equipment 6%

EcoAero expects to become profit positive by 2025, three years after launch.

Year	Total Cost	Total Revenue	Total Profit
1	\$105,440	\$71,980	-\$33,460
2	\$177,489	\$161,955	-\$15,534
3	\$266,590	\$273,524	\$6,934
5	\$518,685	\$590,236	\$71,551

Provisional Patent

Application Number:
63018470