



SEBASTIAN ROBERTSON.
CO-FOUNDER AND CEO

AN EXPLODING UAV INDUSTRY.



Between 2016 and 2022, PricewaterhouseCoopers (PwC) projects:



\$90 BILLION

Projected economic growth by 2022 due to Unmanned Aircraft Systems



100,000 jobs created

3x increase in small hobbyist drones

3.5M
by 2022

10.5x increase in the commercial drone fleet

450K
by 2022

10-20x increase in drone pilots



YOUR PLATFORM TO THE SKIES.

INTEGRATING DRONE PROGRAM.



CLEAR PLAN OF ADOPTION.

Think critically about the challenges the company may face and how they will be addressed.



IMMEDIATE OPPORTUNITIES.

Provide immediate value to the company. What is the lowest hanging fruit with the highest rate of return?



START SMALL. THINK BIG.

Proving the value of drones and scaling operations after an initial proof of concept.



BUSINESS OUTCOMES.

Demonstrate how the company stands to benefit from the technology and use of drones.



INTEGRATING DRONE PROGRAM.



DATA MANAGEMENT AND COLLABORATION.

How will the data be stored? Who will be in charge of it? How will the data be shared with the stakeholders?

ASSEMBLE KEY STAKEHOLDERS.

Drone data will benefit more than one person or team. Consider who will be able to take advantage of the insights provided by the drone program.

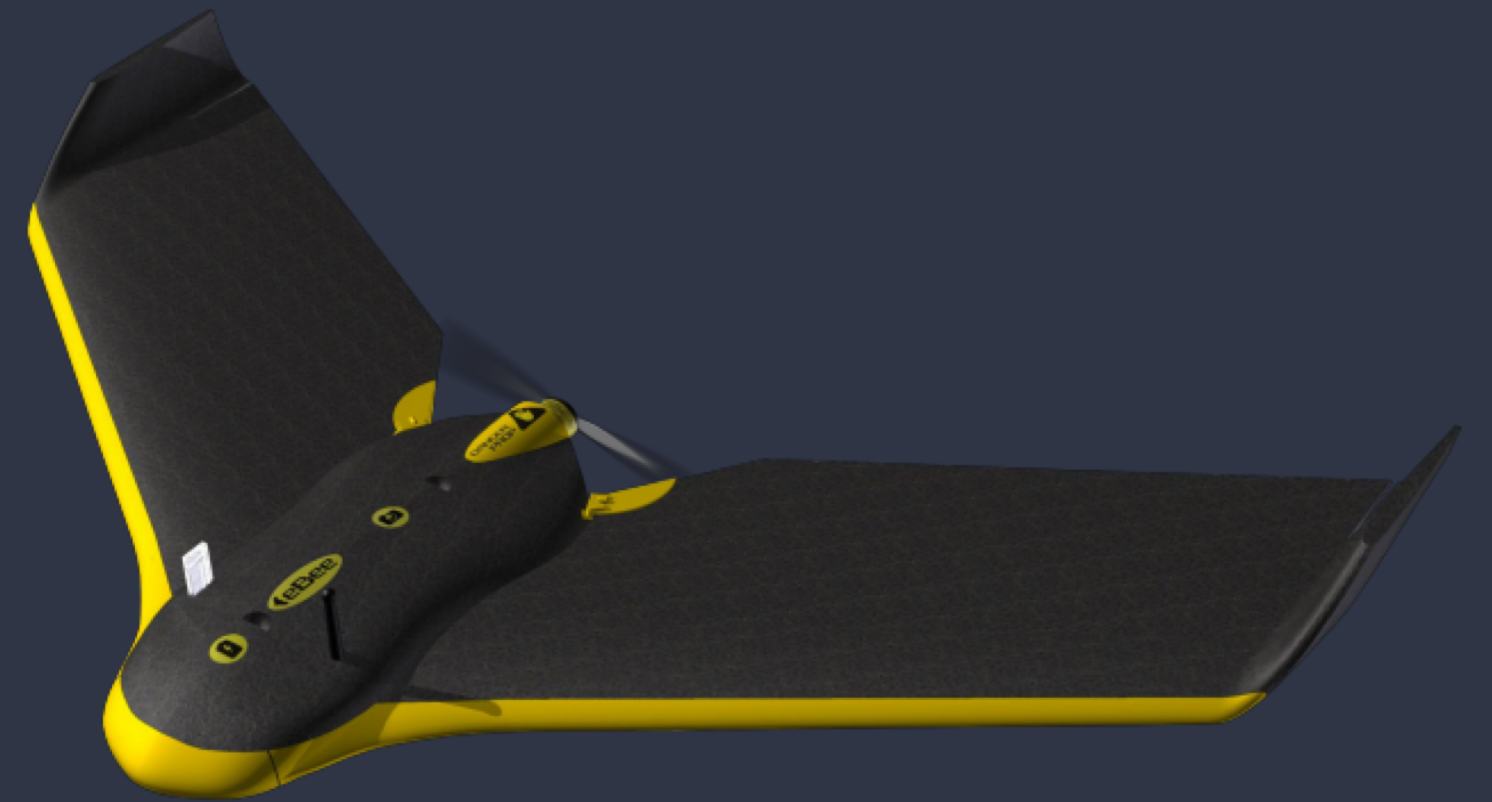
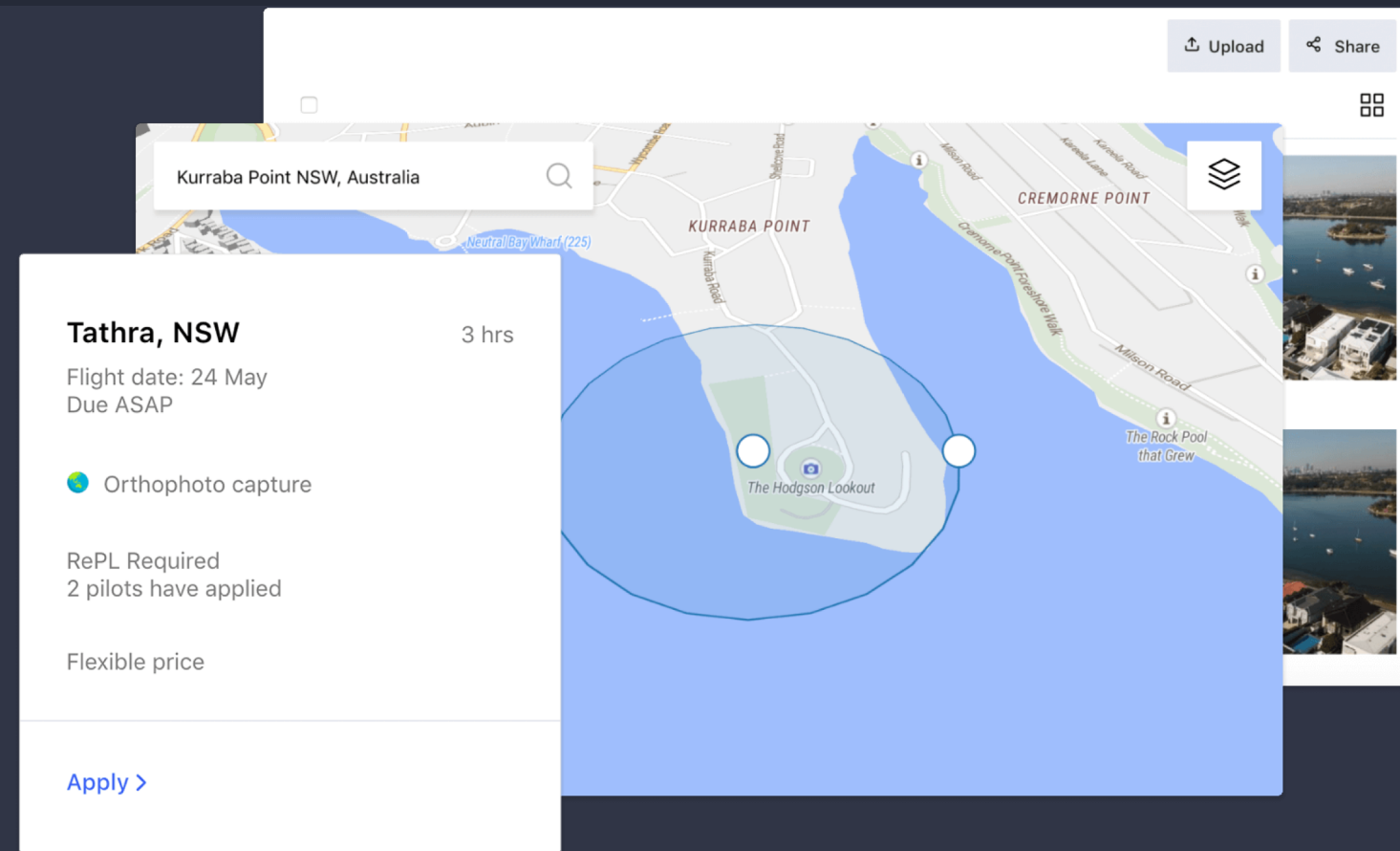


PROOF OF CONCEPT TO SCALE.

It is easier to show than to tell. Start small and prove success. How and when to consider scaling from the outset.



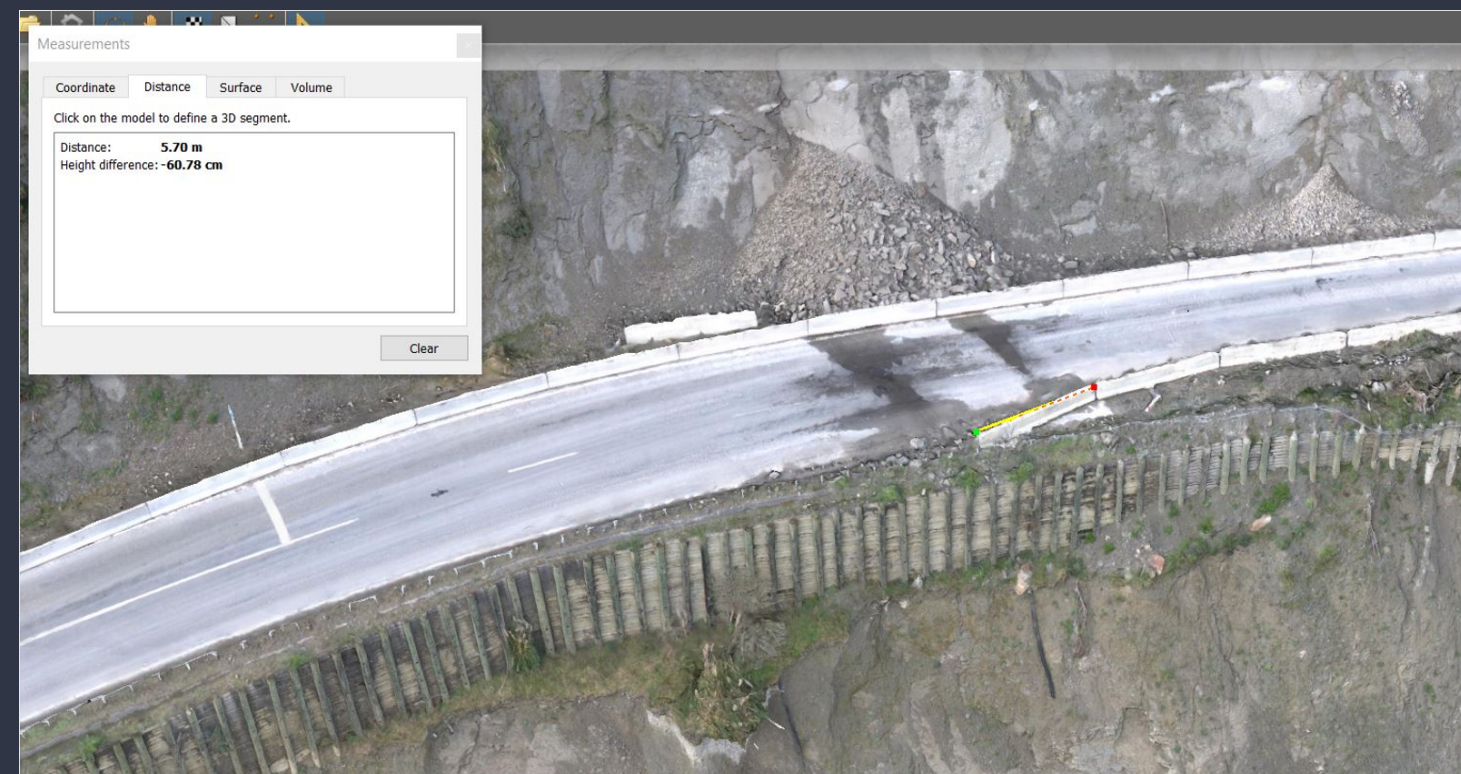
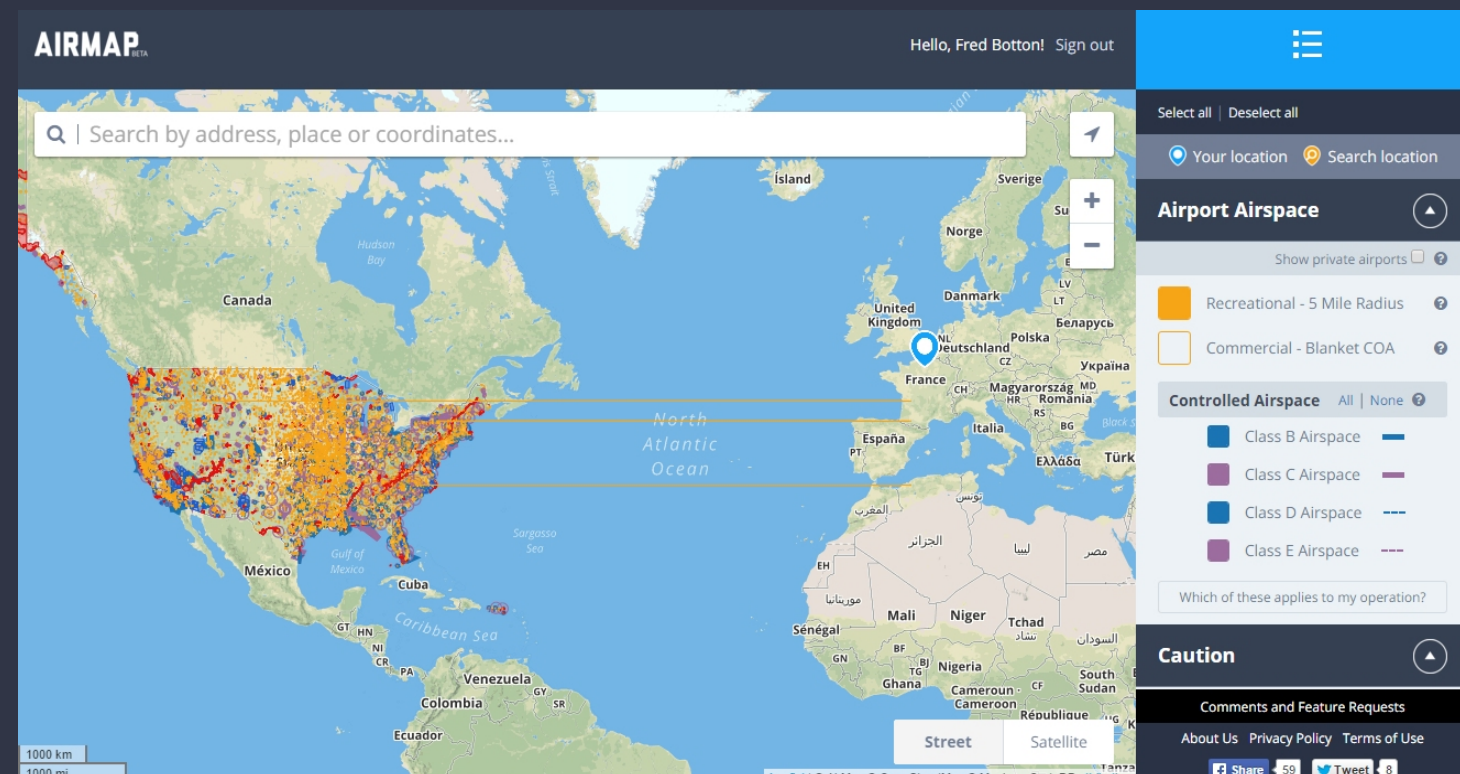
CASE STUDY NSW GOVERNMENT.



**DRONE OPERATORS
INT & EXT**

DRONEDEPLOY

SENSEFLY



AIRMAP

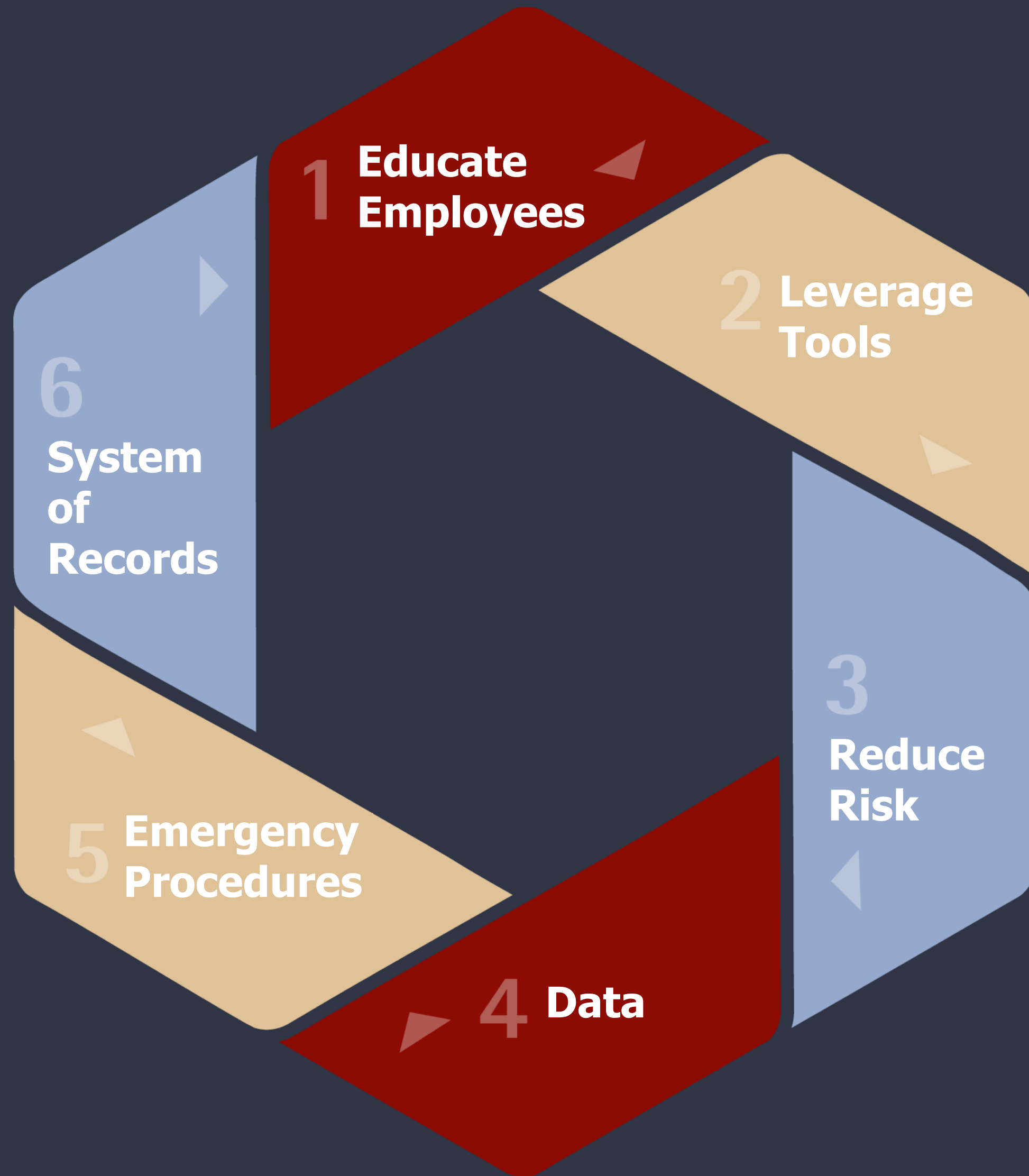
BENTLEY SYSTEMS

DJI



YOUR PLATFORM TO THE SKIES.

RISK MANAGEMENT.



YOUR PLATFORM TO THE SKIES.

FUTURE PROOF.

BUY HARDWARE WITH A KNOWN AND TRUSTED PLAYER.

CHOOSE AIRFRAMES WITH VERSATILITY AND THOSE THAT CAN BE EASILY REPAIRED.

LOOK FOR COMPANIES THAT ARE CONSTANLY IMPROVING PRODUCT OFFERINGS.

PURCHASE FROM COMPANIES THAT ARE CONSTANTLY UPGRADING THEIR PRODUCTS.

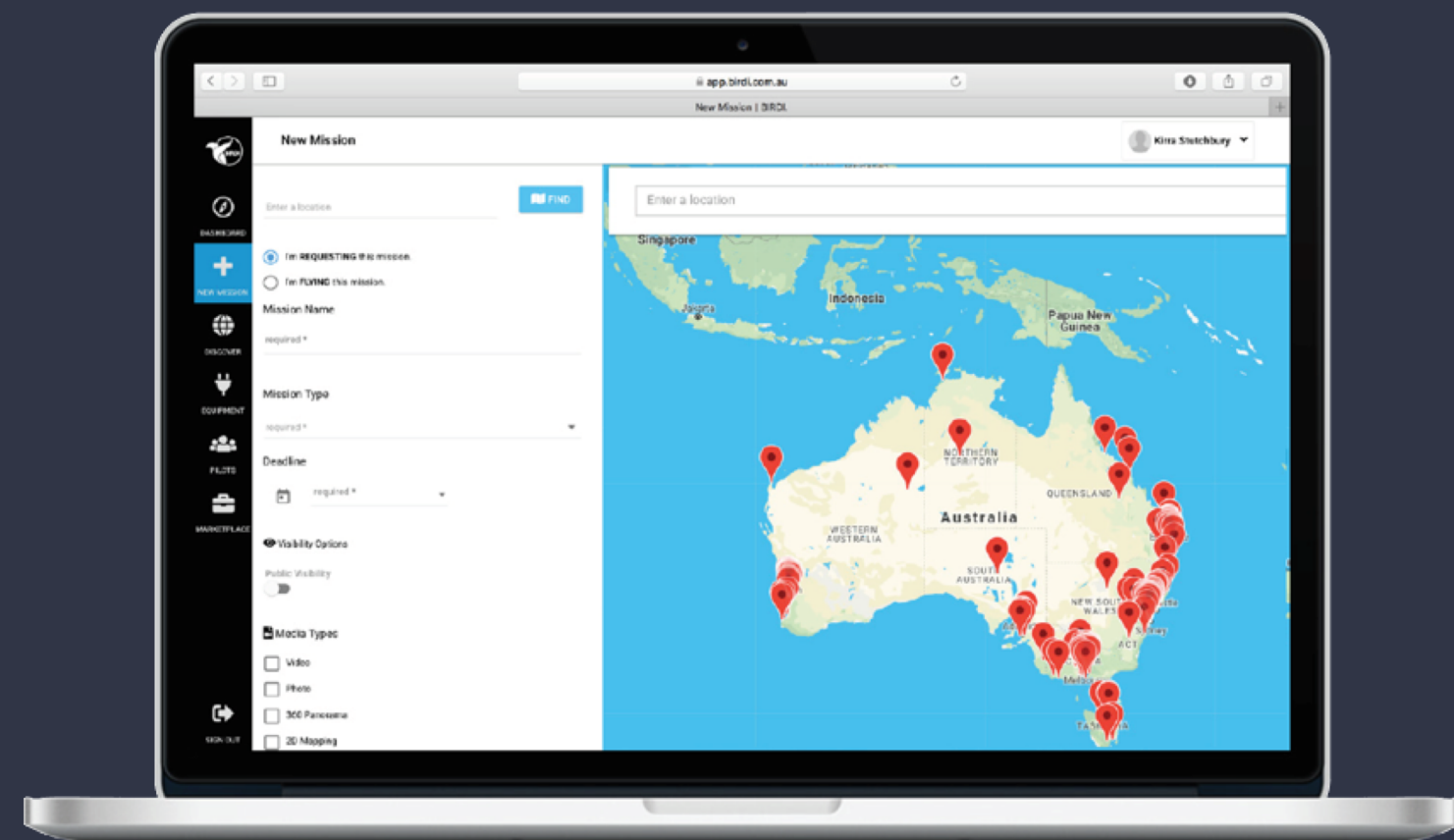
DON'T BUY ABOVE YOUR CURRENT NEEDS. GET A TRIAL PROGRAM STARTED AS SOON AS POSSIBLE, WORKING ALONGSIDE INDUSTRY EXPERTS.

ALWAYS CONDUCT OPERATIONAL TRIALS BEFORE MASS ROLL OUT – EACH DEPARTMENT/DIVISION WILL HAVE DIFFERENT NEEDS AND EXPECTATIONS.



BIRDI.

Integrate and scale your drone operations in a safe, compliant and cost efficient manner.



 **Aviation Compliance**

 **Insurance**

 **Pilot Management**

 **Data Storage and Management**

 **Live Streaming**

 **Weather and Planning**

 **Drone Logistics**

 **Access Third Party Drone Pilots**

 **Equipment Tracking**

 **Standard Operating Procedures**



YOUR PLATFORM TO THE SKIES.