

2.5 Wrap up

Flyability's Market Opportunity Set





Safe drones for operating indoors,
in complex and confined spaces,
and in contact with people



Which markets to play in?

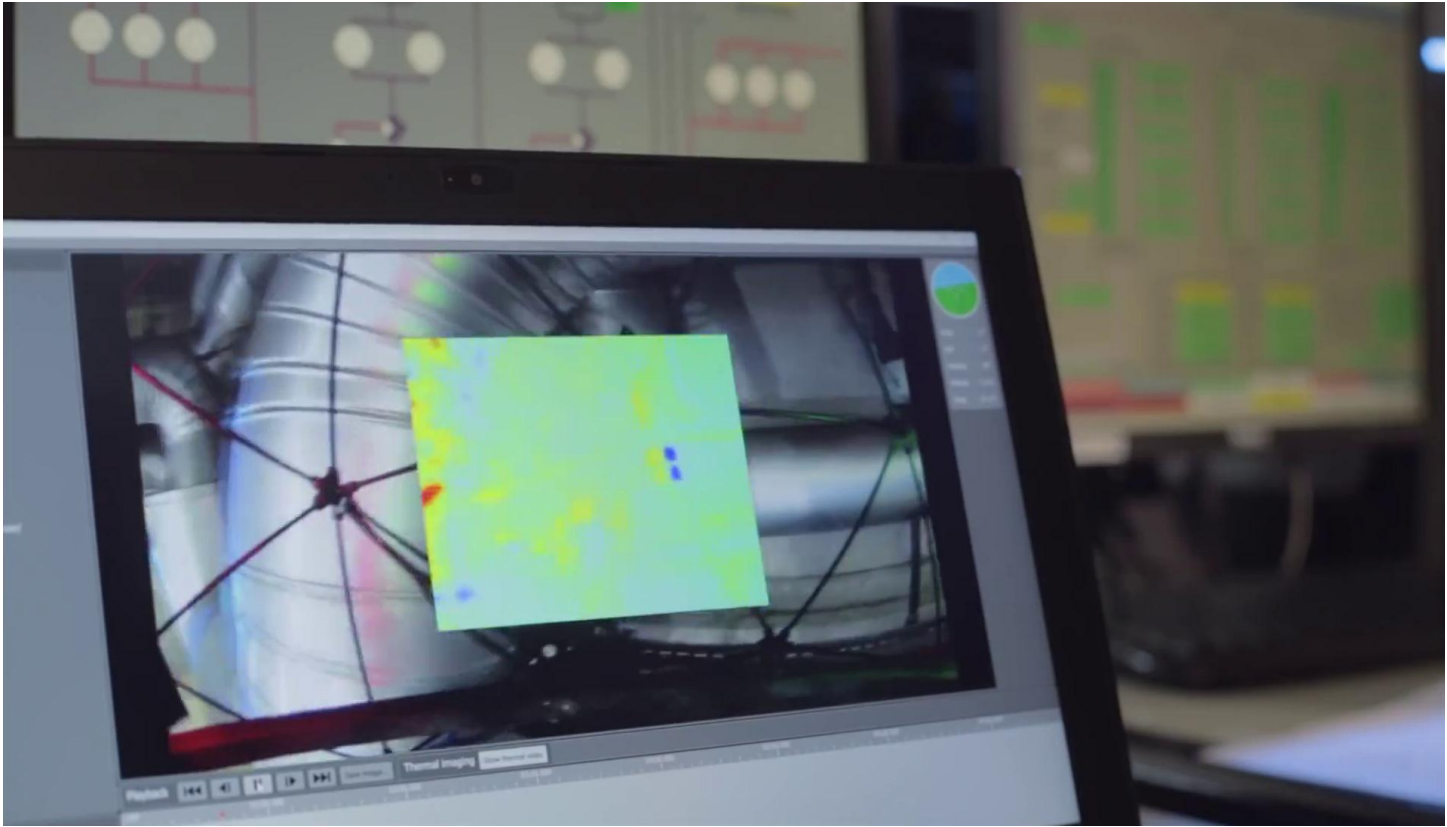
Hi there! As we wrap up this week we would like to go back to Flyability and show you how they generated their market opportunity set. As presented in the previous week Flyability build safe drones for operating in doors, in complex and confined spaces and in contact with people. This drone which they call Elliotts can be applied to perform different jobs for different types of customers. Let's go back to my Qandil Flyability marketing manager to see how they are de-link and re-link their technology to identify a set of market opportunities.

Notes

Summary



0m 04s



So Flyability has one product which is a drone which is unique on the market because it has a surrounding protective frame which actually protect the drone from the surrounding environment. So basically the drone can hit an obstacle and keep a city in the air and not crash but it also is a very unique feature because human can interact with the drone without risk of injuries. The drone can be piloted remotely from from a safe place. In this way the operator doesn't need to enter a dangerous space which is actually the place where we want to send a drone for gathering images and content about the environment. So with this live stream that the drone is sending to the operator you can literally do a remote inspection of a place.

Notes

Summary



1

WORKSHEET 1

Generating Market Opportunities

NAME Flyability

DATE

List the venture's core abilities or technological elements
Characterize them based on their functions and properties. Describe them in a general manner, independent from your (envisioned) product.

ABILITIES	Unique Accessibility Collision tolerance (humans/ walls) Decoupled & light protection cage Roles on any surface Operates in a range of temperatures & pressures	Aviation Abilities On-site video piloting Dark/ smoked/ dusty environments Limited fly duration	Imagery System HD recording Thermal recording Real time video streaming Remotely adjustable Post mission analysis	
	Identify your market opportunities (a market opportunity = any combination of application+customer): Which applications can you offer with your core abilities? Who may need them? Zoom in to further segment each customer group.			
	APPLICATIONS CUSTOMERS			
	Place the market opportunities you would like to evaluate in the Market Opportunity Set.			

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Notes

Summary

1m 55s



So that when we're looking at the market the opportunities we saw initially we thought about natural Disaster, emergency response and disaster recovery. And we started there. We quickly went to other opportunities because we see there is a huge demand for inspection and providing better means of performing inspection when it comes to assessing the integrity of industry or other assets. So each industry has specific assets it can be a building, it can be a production tool, and these assets need to be checked in regular faces and and it's part of the maintenance operation and part of it is visual inspection to simply assess the integrity to make sure that everything is fine. And depending on the results take different actions. So this is really one of the initial market that we're that we foresee there is other applications that that were also on the map. If you think of everything that is outside like a bridge, a dam. So these are let's say a very different environment because they are open there. But it seems that the specificities of educe makes it very comfortable when it comes to flying indoors. So this will be we kind of move further into assets that are covered that are closed because it's easier with radios.

Notes

Summary

3m 13s





There is another market or so that is, that is very interesting with radios. Is all the operation that that have to do with security. So if you think of police forces or special operation that need to access a building where there is for example hostages it's very practical to be able to send a drone in the place get visual information to assess the situation and stay in a very safe place while doing that.

- Notes

Summary



List the venture's core abilities or technological elements

Characterize them based on their functions and properties. Describe them in a general manner, independent from your (envisioned) product.

ABILITIES



Unique Accessibility

Collision tolerance (humans/ walls)
Decoupled & light protection cage
Roles on any surface
Operates in a range of temperatures & pressures



Aviation Abilities

On-site video piloting
Dark/ smoked/ dusty environments
Limited fly duration



Imagery System

HD recording
Thermal recording
Real time video streaming
Remotely adjustable
Post mission analysis



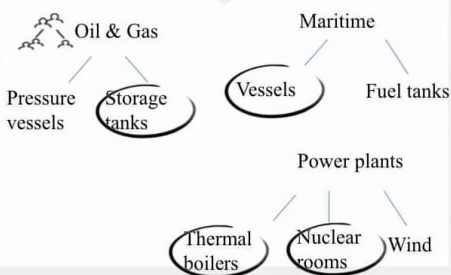
APPLICATIONS

Identify your market opportunities (a market opportunity = any combination of application+customer):

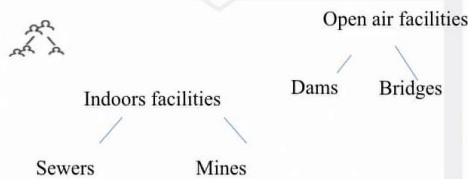
Which applications can you offer with your core abilities? Who may need them? Zoom in to further segment each customer group.



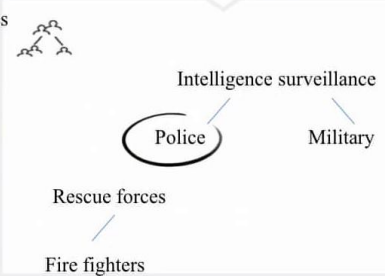
Industrial Inspection



Infrastructure Inspection



Security / Search and Rescue



Place the market opportunities you would like to evaluate in the Market Opportunity Set.

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Now let's apply this information to the bottom part of Worksheet 1 as Mark mentioned the team identified several promising applications at its early stage that could bring real value from the start inspection of complex industry machineries, inspection Of difficult to maintain infrastructures and also security or rescue applications. Each of these applications can address the need of different types of customers. For example industrial inspection can be applied in the oil and gas industries to inspect storage tanks or pressure vessels. It can be applied to different types of power plants and even to the maritime industry infrastructure inspection can be relevant for indoor facilities such as sewers and also for outdoor facilities that as bridges security and rescue applications can be used for intelligence gathering by militaries or police forces or by rescue forces such as firefighters after an initial rough screening flyer booty's team decided to further examine those market opportunities. It seems to be reachable and especially those that mainly require indoor navigation to suit the expected initial imitations of the drone. Their market opportunity set included five options.

- Notes

Summary





Among them the market that we had selected there was five market opportunity that were really, really interesting. The first one was boiler's the inspection of boilers in thermal electric plants. The second one was the inspection of meriting vessels. The third one was oil and gas storage tanks so big things where you store liquid in bulk. There was also the nuclear power plant. So inspecting all of the surrounding environment around the nuclear reactor. And the last one was the support of special operation with the police forces.

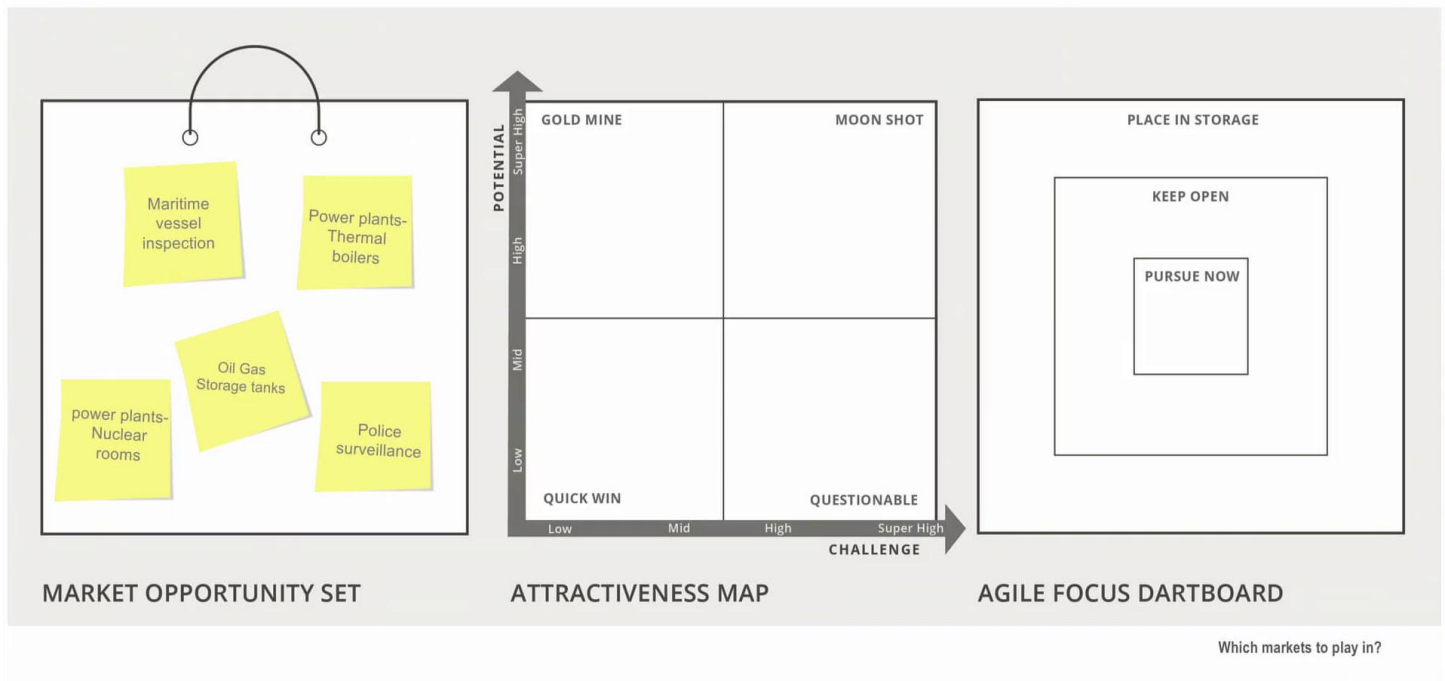
Notes

Summary



7m 17s

The Market Opportunity Navigator- 1st step



So. This learning process can now be concluded and depicted in the market opportunity set of the navigator using sticky notes to represent each market opportunity. At the end of next week we will see how flight ability evaluated the attractiveness of each of these opportunities to understand which one is most valuable for them.

Notes

Summary



8m 03s