

# Lean canvas

## StratoAvis Systems

Lean canvas  
Adaptive Biomimetic UAV System

Date  
Oct 26, 2023

| Problem  | Solution  | Unique value proposition   | Unfair advantage   | Customer segments  |
|--|---|--|--|--|
| <div>1. Due to their material limitations, small, fix-winged civilian drones cannot gain high maneuverability and high-performance flight profiles.</div> <div>2. Middle and large drones are expensive and difficult to operate and maintain.</div> <div>3. Drone maneuverability is greatly limited by their fluttering, which also causes a decrease in the endurance of the drone.</div> | <div>1. Unique high-speed wing design based on the geometry of the Peregrine falcon, optimizing the aeroelastic and aerodynamic properties.</div> <div>2. Innovative structural design, with low production difficulty and highly adaptive methods.</div> | <div>To solve the aeroelasticity issue, our usage of the unique wing form reduces the structural weight rather than having to increase it.</div> <div>The layout also features aerodynamic efficiency close to the theoretical optimal value. With an aspect ratio of merely 7.9, the S series systems achieve an exceptionally high maximum lift-drag ratio of over 20.</div> | <div>• We pioneer in the design and implementation of parametrized high-speed wings. Developing similar designs needs extensive research.</div> <div>• Agile solutions for manufacturers of any size. It will be hard to compete with us using traditional methods.</div> <div>• We have established connections with cooperators and test facilities.</div> | <div>• Professional institutions requiring large-scale survey solutions.</div> <div>• Drone factories and businesses that produce payload solutions needing a carrying platform.</div> <div>• Drone solution providers that need high performance survey or reconnaissance drones within their solution.</div> |
|  | Key metrics   | Channels   |  |  |
|  | <div>1. System/solution requests per month.</div> <div>2. Sales revenue per month.</div> <div>3. Cooperation willingness per month.</div> <div>4. Media platforms visitors.</div>   | <div>• Social Media (such as video platforms or wechat official posts)</div> <div>• Official Website</div> <div>• Allied factories and workshops</div> <div>• Sales information posting and exchange groups</div>  |  |  |
| Cost structure   |   | Revenue streams  |  |  |
| <div>Fixed Costs</div> <div>• Offline facility maintenance: \$100/mo</div> <div>• Advocacy platform costs: \$ 25/mo</div> <div>Production Costs</div> <div>• \$3000-\$4000 per system</div> <div>• \$8600 per system production line (only for carbon fiber)</div> <div>• \$60 per test flight service (if needed)</div> <div>• \$100 per assembly and adjustment service (if needed)</div>  |   | <div>• Systems sold to related firms and organizations.</div> <div>• Solution designs for specific needs.</div> <div>• Investors.</div>  |  |  |