Corporate Mission and Vision

Hell-ix Group

9th October 2022

Contents

1. Introduction

In this document we aim to define the mission of our company, i.e. our reason to exist. We will focus on the needs of the shareholders that make up our business, the objectives of our company, and how we attempt to reach them. As a group, we have to improve our transversal abilities so this type of work will be based on four pillars: conceive, design, implement and operate a race drone.

Next we will state our vision, that is, where we aspire to go and what goals we would like to reach in the future. On this part, we show as a company countless possibilities that our drone can be used for.

2. Corporate Mission

Hell-Ix is a Spanish company dedicated to the design and manufacture of competition drones. Our main goal as a company is to develop a competition drone capable of flying at high speeds, avoid obstacles or catch objects. The company includes electronic engineers, mechanical engineers, electrical engineers and mathematicians with a single goal as a group: WIN THE COMPETITION.

The first step as a company is to do a deep research of information to to learn more about drone racing. In this part of the work, we will obtain information that will be used in our first designs of the Unmanned Aerial Vehicles, and we have to discuss about the proper way to manufacture the drone.

After we have the first design on the table, it is time for modeling and simulating to learn more about the kinetics and control loops that our programmers have to implement in the software. Once this part is done, we can divide the work of the teams further, since the hardware manager will know the needs of the material he has to buy and our programming department can start to develop the software that runs the drone.

As a company, we will be very much involved in reducing the carbon footprint, so we have to find a way to make a design with recycled material and be as reusable as possible.

Another important step for our company will be the first flights, in which all the previous work done will be reflected. In this part of the work, there will be many things that will not work as we think, so it will be the moment to know the problems of our drone and to find a method to solve them.

When everything is working as it should, our Test Director will adjust all the parameters of the drone to make it agile and fast. This part will mark the difference with other competitors.

In summary, our main competitive advantage is that we are a group of junior students with a lot of enthusiasm, passion and knowledge to achieve our main goal: to design, manufacture and program a competitive drone that can beat other rivals.

3. Corporate Vision

However, we do not want to stop at that. We will continue improving our drones, since new technologies arise that allow for faster, more agile, and more competitive racing.

Hell-ix is a never stopping company and we wish to enter more and more competitions, always pushing ourselves to the limit concerning different tasks, not only speed but power, battery autonomy and especially using Artificial Intelligence.

We are aware that drone manufacturing has become more and more affordable for everyone, but operating and managing the software is a task that requires know-how and the latest developments. And that is what we bring to the table.

Our drones offer a very wide range of applications in multiple fields. Drones have a bad reputation, being often regarded solely as toys or preppy military equipment. However, we want to show the world what drones are capable of. Fully autonomous drones can go from saving lives in meteorological catastrophes or wars to being key elements in military operations. Furthermore, the target following laser ability we are developing is potentially very powerful. In addition, drones allow 3D mapping, fast delivery, access to inaccessible places for humans or security footage, and the data they handle can provide for wider internet access, internet at big scale events and a lot more applications when combined with Internet of Things. That is why in the future we wish to diversify our offer and our potential customers and make drones on demand for many different applications, as well as improving our racing capabilities.

As an upcoming enterprise, our vision is to continue to improve ourselves, invest on our innovation and development and in this way become a worldwide leader of self developed and on-demand drones.