

Building digital gateways for the development/management of Drone Pilots as the next generation's "Influencers" and sports heroes and becoming the leading Aggregator of Pilots in the process
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GAMIFICATION
STRATEGIES FOR
GLOBAL MARKET
SHARE CAPTURE
OF DRONE PILOTS

2017

RECENT INDUSTRY DISRUPTIONS BASED ON HUMAN CAPITAL COMMODITIZATION AND CROWDSOURCING

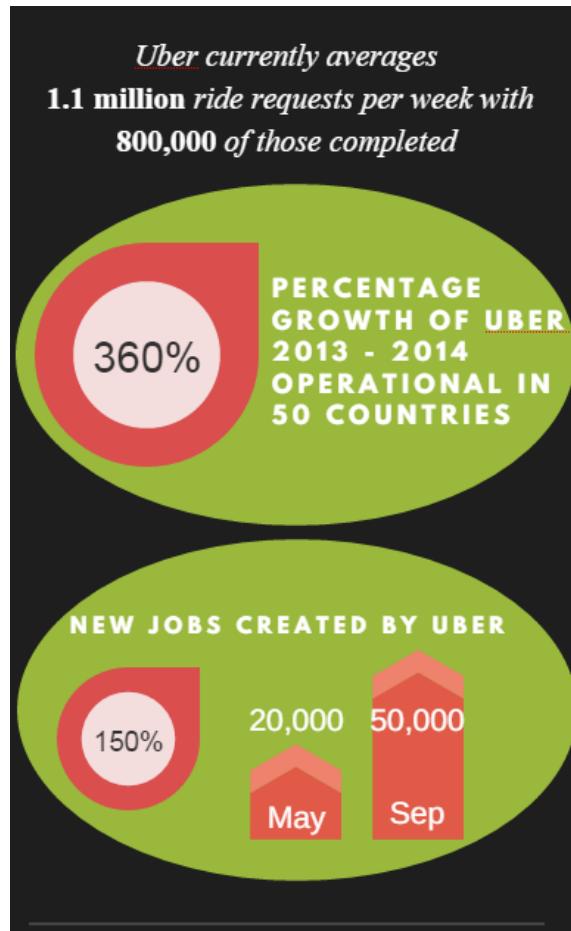


Two primary changes have occurred which motivate the presentation of the following strategies .

Commoditizing Human Capital just means this: *Human interactions with and through Digital Platforms allow us to commoditize the quality and quantity of interactions. We are reselling digital engagement in blocks.*

Crowdsourcing: *We use digital engagement to accomplish business goals through collective efforts. These goals can be "explicit" or they can be "implicit".*

Why we should look at the Rapid Growth of the Ridesharing Provider model and market demand



"The taxi market in the US is an \$11 billion market. We're going after a \$1 Trillion market, which is owning and operation of a car by every American household..."

TRAVIS KALANICK
UBER CEO

JOHN ZIMMER
LYFT CO-FOUNDER

It's a reflection of our mission to turn ground transportation into a seamless service. Basically make car ownership a thing of the past..."

Crowdsourcing and on-Demand Workforces as the primary industry Disruptor

It must be understood that the primary asset Uber and Lyft owns, beside the relatively simple apps which emulated existing technology, is Drivers volunteering their time in exchange for additional personal income.

Driver engagement, loyalty and easy uptake/instant gratification are the key factors for success. This is exactly what Drone-Base.com , MultiGP.com and FPVracing .com are banking on. The Drivers are the only true asset. They create the market demand.





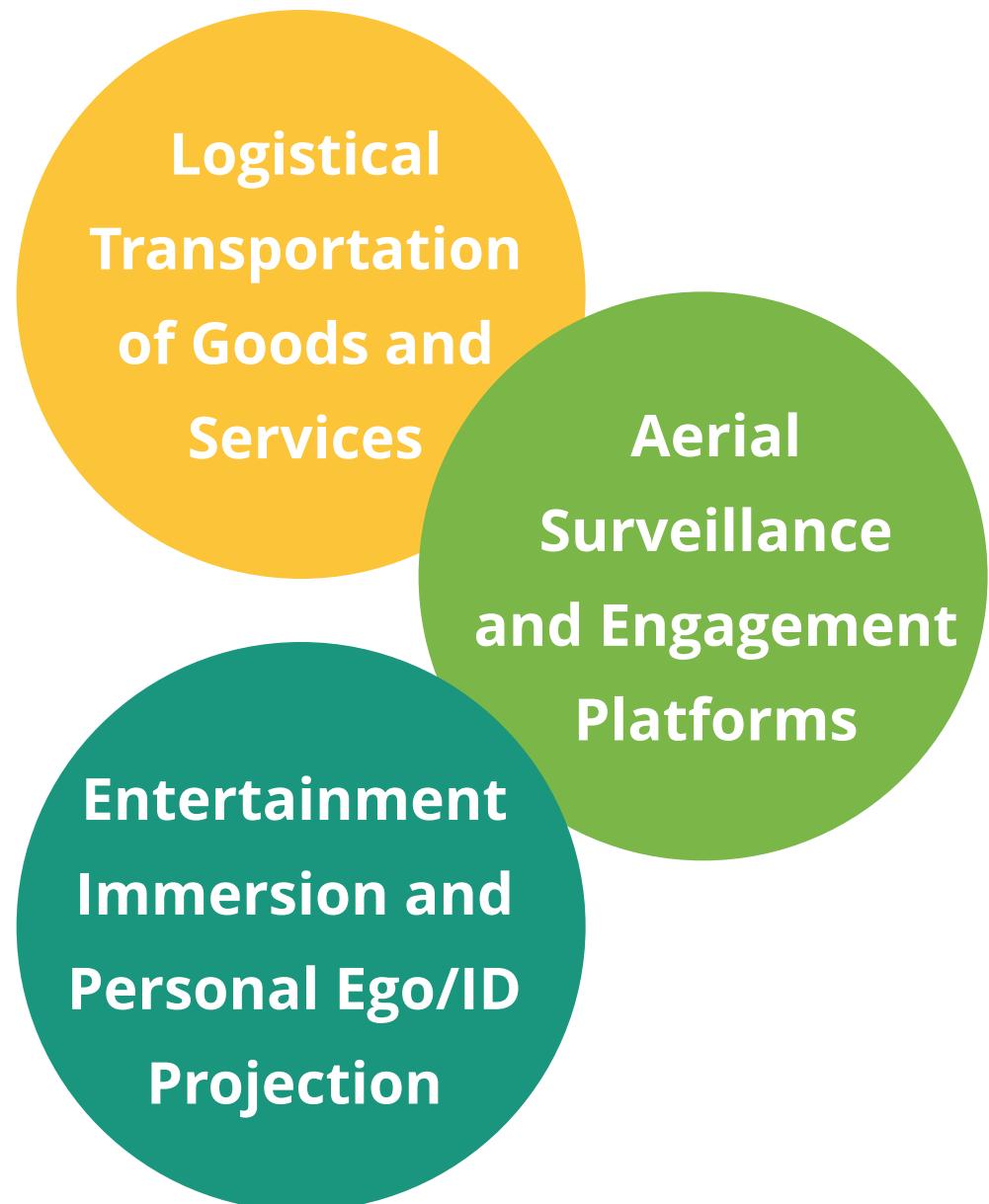
We need to understand where the actually money will be made in the much-lauded new drone economy.

Key-point to remember - new business models and products DO NOT PRINT MONEY. The money must come from somewhere. So where do you think Drone Economy market-share will come from?

Drones offer three key efficiencies:

1. Aerial Perspective for Surveillance and Imaging
2. Moving products from point A - Z with no ground traffic - transportation
3. Humans wanting to Fly (yes, we all want to be Superman and project ourselves doing so)

Understanding the Upcoming Drone Economy



So where is the \$80B to \$120B projected growth for the Drone economy going to come from?

1. Communication or Connectivity

- a. allows us to communicate information and intention to one another

2. Efficiency, Convenience, Organization or Accessibility

- a. saves time, improves process

3. Immersion or Entertainment

- a. takes us out of our heads or current perspective

4. Ego/Id, Personal Projection

- a. we project our digital ideal/persona

5. Transactional

- a. audits, verifies money and trade

6. Analysis, Evaluation

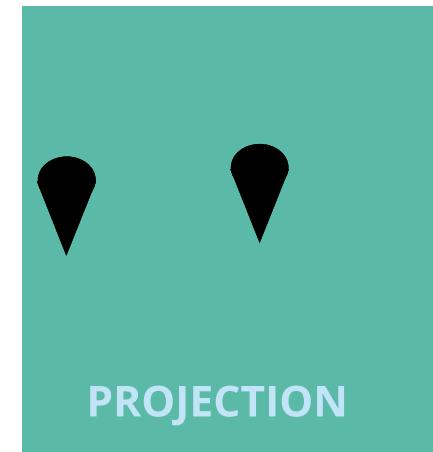
- a. business intelligence, research

7. Supporting Operating Systems

- a. All Database, routing, code, security, storage, etc.

Every technological change which has true "staying power" and becomes an integral part of our culture and economy always meets specific criteria of impact and improvement.

They impact at least one of 4 areas, listed below for the Drone Market



Primary

Supporting

Supporting

Drones as a Delivery Model - Efficiencies

My personal belief is that Air delivery and personal Air travel will begin to realized within 5 years. In fact, I believe it is inevitable. But the organic growth of regulatory and supporting industrial architecture will take at least 10 to 15 years to become standardized.

So right now, what we are projecting to potential Drone Drivers is the "POTENTIAL FUTURE JOBS" in delivery, at least in the US. It will probably be available in other countries within 2 -3 years fully standardized, especially countries with inadequate funding for transportation infrastructure development.

And excellent article can be viewed at the link below.

But the primary question we are asking is will businesses or consumers be transitioning current delivery spend from traditional transportation/delivery systems in the near future?

The answer is NO. So we should not focus efforts on capturing funding from this source, or directing pilots to look for revenue from these sources now.

<https://www.flexport.com/blog/drone-delivery-economics/>



Drones Offering Immersion, Perspective and Entertainment

So we are all aware that drones are FUN. And just like 3d printers, they are a technology that recommends itself as "valuable and relevant" to parents, hobbyists and semi-professionals.

But our goal in developing an on-demand engagement platform is to make our Drone Drivers Money, ***not take their money...***

DJI , GOPRO and other manufacturers are working on the retailing and manufacturing through economies of scale and are investing heavily in their advertising and distribution networks. 2016 Gross Sales may have been as high as \$10 Billion. (It is hard to tell really)

But the profit margin on these sales... ? These were expensive industries to jump-start.

We want our Drone Drivers to make money, and this will come from Ad Rev. Share...



makerfie.en.alibaba.com



Commercial Drone jobs in Unmanned Aerial Surveillance (UAS) services

This is where the rubber meets the road for all aspiring commercial drone professionals. And having completed a strong survey of current work available in the NW, I can tell you that the industry IS growing... but slowly. After calling perhaps a hundred firms in the region, my estimate is that in the NW regions of North America, there are less than 1000 full or part-time employed drone pilots.

Even if this doubles or triples in the next few years, this is not quite what the media is projecting. The primary reason is that it takes a multi-year allocation effort by business leaders and purchasing officers to transition traditional spend to innovations, even when fully proved. So Agriculture and Forestry and Construction are "preparing" to spend money, but there is not a lot to go around.



Drones and Drone Pilots providing Ego/ID persona Projection...

Creating Flying Heroes



https://en.wikipedia.org/wiki/Drone_racing

This is where my recommendations are of course pointing. We go to the kids... and as with all technology successes, tech trends migrate from kids or young early-adopters to the parents.

The primary income to be generated at this point is through the development of Drone Pilot Influencers. Heroes for the kids to follow on YouTube and streaming networks. Heroes who begin to move merchandising and pulling traditional spend from Sports apparel to influencer apparel. Who have

subscriber lists in the millions and daily views in the hundreds of thousands.

These influencers are not just banking on their 500 viewable minutes a year of action-packed aerial acrobatics, but on an ongoing basis through a personal relationship with their fans through standard video and social media posts.

The primary goal here is to emulate and leverage the same growth we see in the e-Sports market.

Current Market and Competitors

Dronebase.com

Dronebase has done an excellent job in developing a recruiting and jobbing platform for drone pilots and services. Basic stats:

They are just over \$5 million in funding by Upfront Ventures, Accel Partners and DJI.

<https://techcrunch.com/2016/11/14/drones-for-hire/>

No idea on actual revenue-to-date or disbursements-to-date to pilots.

They look to do just fine with their current on-demand worker strategy, and are heavily investing in Social Media advertising in real-estate markets to help create demand for aerial photo services. It is probable that they will also begin to move services into the agriculture, forestry, construction and geo-survey industries.



Many are pretty sure that it is still a bit early in the drone jobbing and rental industry. But Todd and Brendan with BlueSkies can attest, the growth over the last year or so has been exemplary. Drone base has a great lead currently; however, having a lead early on can be a liability. This all comes down to **user satisfaction**. And the current user is not the customers but the pilots. In truth, there will be a very large percentage of drone pilots who sign up who will be disappointed with the early promises from Dronebase.

So we let them do the early work, and then swoop in and capture their marketshare :)

fpvracing.tv

MultiGP.com

While the European firm fcracing.com may be a bit better funded, my impression is that FPV and MultiGP are the largest global racing networks. No idea on assets or investors; but with close to 20,000 combined pilots.

An initial assessment of their digital/web platform is that they have used a standard PHP dev environment, old-school style.

It is important to note that the system emortal has designed (as I have seen it so far) is far advance at least in theory as they have developed it for next-gen AR and VR distribution. This is an important point. To radically differentiate ourselves we need to realize that the current UI and UX platforms are **actually detracting from the drone race experience, not enhancing it.**

They have followed standard models for user profiles, but do not appear to have any real promotion efforts for their pilots. In other words, they are not leveraging



their social assets at all....

It is critical to understand, the most important thing we want to accomplish is to empower our pilots to successfully create content and consumer engagement!!!

Sorry for yelling. But it is providing our pilots with a consumer engagement process and platform which create revenue and success for them and compels them to create more content.

The Drone Racing League.com

Of every company I have reviewed, this is the one to watch. They actually get it.

They have developed an excellent and compelling game, the Drone racing simulator. (not sure how many downloads despite some research)

They are working to capture total market share with their pilots, and offer the racing platform and seem to have deep pockets and entanglement with Media.

This group will probably be the first big success with tele-cast events (if they aren't already) YouTube views per video are in the 100's of thousands.

But they also are dealing with some of the key entertainment limitations. And if they aren't resolved, this will go the way of the battlebots, or at best America Ninja



Warrior, or American Gladiator as a viewable sport for primetime engagement.

But the world of streaming youth engagement is quickly exceeding the hey day of TV. And we can look at daily viewerships in the tens of millions for current programs, even in the hundreds of millions for popular game platforms such as minecraft, WOW and league of Legends.

The question is how do we emulate and exceed the DRL system, in effect leap-frog them...

This comes to the intersections of real-world technical drone competitions meeting the VR and AR gaming world and social streaming engagement platforms.

ESRI is the most widely distributed Geo-Spatial data system on earth. Heavily used by Utilities and by city, state and the federal government, the Drone viewer system easily integrates with current maps for data sharing.



Pix4D is the most popular drone automation system on the market making automated flight controls as easy as touching the screen and delivering finished 3D images for analysis.



**FLIR DUO THERMAL
IS LEADING THE
INDUSTRY IN
THERMAL IMAGING
DELIVERABLES AND
EASE OF USE**



**FLIR Duo Compact
Dual-Sensor Thermal
Imager for Drones**



**ICI SWIR (SHORT
WAVE) IS
UNARGUABLY THE
MOST SENSITIVE
CAMERA ON THE
MARKET**



**ICI SWIR 640 P-Series
USB Short Wave
Infrared Camera**



Yellow Scan Surveyor is quick and easily adapted to any drone, generating data when and where you need it with the Yellow Scan mapping suite



Yellow Scan Scout Surveyor



Phoenix Mini-Ranger 3.0 offers real-time RGB scanning to the centimeter level.



Phoenix Mini-Ranger Lidar

