

KUBE

Task management for ground staff

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Opportunity

As the demand for aviation increases, and infrastructure fails to keep pace, the only way of ensuring we can meet the demand is by improving the efficiency of the system.

Current Airline
delays



Growing
Industry



A greater need
for efficiency

Average delay 11 minutes.

7.2Bn Pax in 20 years

120 million pax unable to fly and 20 major European airports at full capacity by 2035

Value Proposition

Kube reduces delays by using real time data to optimise ground handling services.



An **intuitive interface** ensures the ground staff are doing the right thing at the right time.



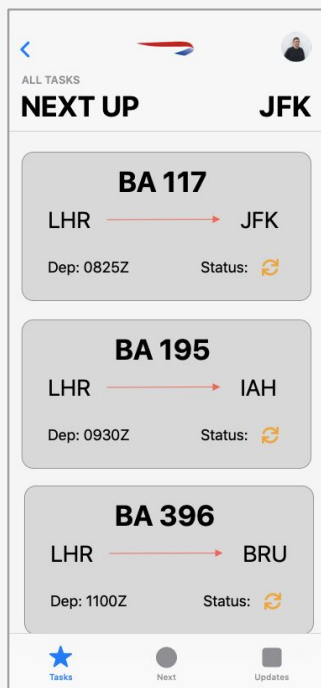
Using **real time data** we ensure the team have the right information they need when they need it.



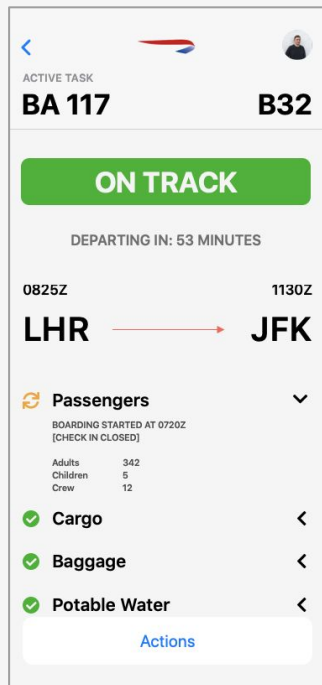
Kube provides airlines with the **confidence** to reduce scheduled block times improving their efficiency.

The Magic

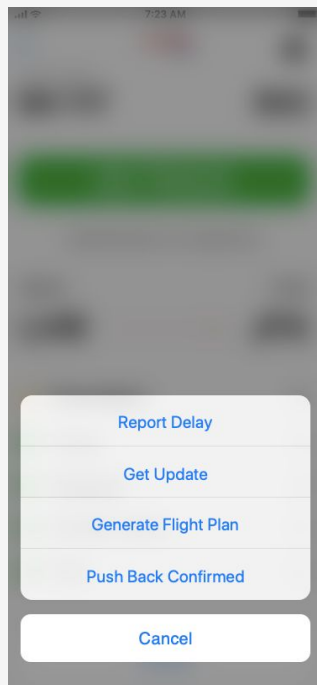
Managed list of tasks



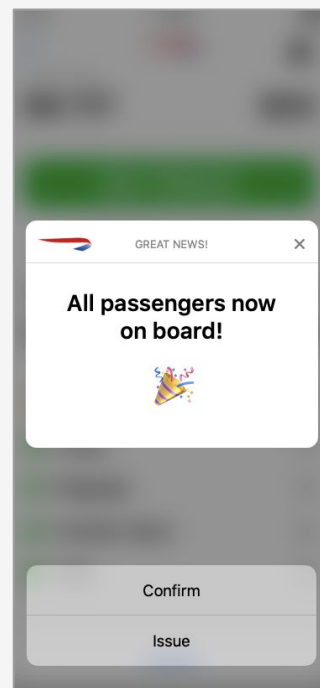
Bespoke to the user



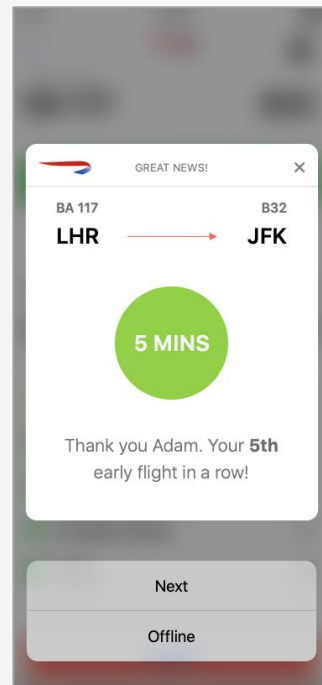
Actions allow for continual feedback



Real time updates from teams



Gamification of the process



Business Model

Kube follows a B2B SaaS business model. Revenue is generated by charging each user a monthly fee.

Example

500 flights a day

500 users

1 minute saving

Cost of Kube

Cost per user: £500 / mth

Yearly expenditure: £3M

Savings

Cost per minute: £60

Yearly savings: £8M

Go-To Market

Kube's first step is to validate the product. We would hope to then roll this system out to other members of IAG and the OneWorld Alliance to really drive scale and growth.



Validate

Scale

Grow

Financial Metrics

	2019	2020	2021
Partners	1	4	8
Headcount	11	26	50
Users (500/Partner)	500	2000	4000
Revenue (500/User/Month)	3000	12000	24000
Salary (70/Average)	500	1100	2300
Cost of Sales (120/Partner)	120	480	960
Gross Profit	2880	11520	23040
Expenses (1.5x Salary)	1260	2730	5250
EBIT	1620	8790	17790

Competitive Analysis

There are clearly lots of people looking at reducing delays in the airline industry. Not all of them are taking the same approach but fall into two main categories

Incumbents

- Very large, global operations
- Significant market share
- Slow to respond
- Wide product range



Innovators

- Operating in different space
- Larger players now innovators
- Data / Communication driven
- Proactive



Founder



Adam Field

A former commercial airline pilot with a degree in software engineering and human-computer interaction (HCI). For the last five years he's been delivering products to millions of users working with Google and Babylon Health.

Advisors

Technical

Jordan Dimov

(Senior Software Engineer)

Kevin Carrogan

(Senior Software Engineer)

Product

Tim Elder

(Co-Director Startup Grind)

Jays Shortt

(Head of Product)

Business

Rob Symington

(Co-Founder Escape the City)

Tim Elder

(Co-Director Startup Grind)

Current Status

Kube is still in it's infancy but the support of a key partner would allow the team to gain significant traction in the industry.

Next Steps

Validate the concept

Build the team

Raise funding

Develop the MVP

