



Dronestation

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<http://dronestation.es>

Funding:

Funded the first prototype worth 1000 €.

Use of Proceeds:

- R&D
- Recruitment
- Production
- Marketing

Revenue Forecast:

- 2014: 75K €
- 2015: 765K €
- 2016: 1M €
- 2017: 2M €

Positive Cash Flow/ Break Even :
- 11/2015

Competitive Advantage:

- Domain Expertise
- User experience
- Eco-Friendly
- Interoperability

Key Executives:

- Víctor Mayoral Vilches, **CEO**
- Risto Kojcev, **CTO**
- Nicolò D'Elia, **Product Manager**
- Daniela Pianezzi, **Marketing & Communications Executive**
- Sara Giovanna Mauro, **Finance Executive**

Problem

Battery charging technologies have remained unchanged for the last 20 years and are not ready for charging efficiently flying robots (*drones*). Current technologies rely on correct user handling, are static, not interoperable and have high environmental impact.

Solution

The dronestation is the next generation technology for charging drones wirelessly using green energy and sustainable technologies. We've created a product that would allow users to charge their flying devices in a secure and seamless way anywhere, everywhere and at anytime.

Market

Robotics is the fastest growing industry in the world, particularly drones. Companies investing in this area are getting high revenues. The domestic drones market is expected to grow exponentially generating \$90 billion in the following 10 years.

Competitive Landscape

Our wireless charging technology allows the dronestation to offer both great interoperability capabilities and the ultimate user experience. At the same time, harvesting the energy from the environment allows our product to be deployed anywhere while maintaining an eco-friendly profile.

Business Model

We propose a business model in two phases; In the short term we will focus in a B2C market and the *sales of the station* will be the main source of revenue. Our main customers will be early-adopters, hobbyists and researchers. Gradually, we will switch into a B2B market where the income will arrive from *deployment, support and delivery of services*. In the long term we expect that the delivery of services (B2B) will become our main business. Examples: communication services, weather information or data transfer. Customers will be acquired through partnerships and online marketing.

Management Team

We have a multidisciplinary, multigender and multicultural team that shares a vision of entrepreneurship and technology. The CEO, Víctor Mayoral Vilches is co-founder of Erle Robotics, a drones manufacturer company and has a deep understanding of the commercial drones market. The CTO of the company, Risto Kojcev is a well known researcher in the robotics area. The PM, Nicolò d'Elia is Ph.D. student in Biorobotics and has experience in robots development. The Marketing & Communication Executive, Daniela Pianezzi, is a Ph. D student in Management with experience in marketing reporting and analysis.

Traction to Date

First prototype 1000 €-worth built in a few weeks. Website and online social infrastructure deployed. Partnership with the most important hobby-store in Rome.