

SkyPulse Technologies

Creating a startup business plan

March 13, 2024



Version: 0.1.0

Execution period: 13.12.2023 - 20.03.2024

Responsible expert

Olga Samuel
olga.samuel@sbl.ch

Student

Fabian Boni
e036696@edu.sbl.ch

Student

Xenia Gautschy
e036176@edu.sbl.ch

Student

Céline Moser
e036180@edu.sbl.ch

Student

Jonas Schultheiss
e036708@edu.sbl.ch

DOCUMENT MANAGEMENT

Authors: F. Boni, X. Gautschy, C. Moser, J.Schultheiss
Version: 0.1.0
Date: March 13, 2024
Status: In progress
File name: wr-skypulse-technologies.pdf

Version	Date	Change
---------	------	--------

0.0.1	26.01.2024	Initialization of \LaTeX document
0.1.0	13.03.2024	Added introduction and competitor analysis

ABSTRACT

Lorem ipsum dolor sit amet, consectetur adipiscing elit

Duis aliquam dui eget risus viverra cursus. Aenean lorem sapien, malesuada vitae ultrices eget, condimentum vitae arcu. Integer gravida aliquam malesuada. Maecenas tempor dui velit, eu tempus est lobortis eget. Aliquam erat volutpat. Sed posuere vitae erat pretium volutpat. Vivamus ac quam sed sem fermentum accumsan. Vestibulum lobortis mauris dui, sit amet posuere arcu blandit ac. Pellentesque vestibulum tempor est, at congue felis finibus sed. Cras urna dui, egestas sed luctus eu, finibus at enim. Nulla convallis, risus vel blandit ultricies, sem erat tempor risus, vitae cursus ipsum quam id sem. Aliquam eleifend eget erat ac venenatis. Nullam cursus nunc nec lorem luctus, sed iaculis ipsum tincidunt. Quisque ut hendrerit diam. Cras id nunc sit amet arcu porttitor eleifend.

Vivamus ac laoreet neque. Maecenas sed tempor nibh. Sed risus quam, rutrum ut ipsum eu, porttitor faucibus leo. Proin ultricies mauris eget lorem accumsan luctus. Nullam laoreet ac sem sit amet aliquam. Cras arcu est, elementum sed interdum ac, feugiat pulvinar tellus. Maecenas at nisi commodo, vestibulum est vitae, volutpat turpis. Pellentesque ornare nunc vitae erat tempor egestas. Vivamus lacinia enim nulla, non ultrices dui consequat sed. In risus massa, vulputate nec leo at, malesuada mattis lorem. Pellentesque ac eros dui. Nam euismod libero elit, eu porta quam consectetur a. Nulla sit amet neque eget sem aliquet interdum.

Vivamus ac laoreet neque

Donec consectetur arcu turpis, ac condimentum massa pharetra sit amet. Maecenas vestibulum auctor tristique. Phasellus risus ipsum, bibendum vitae mauris non, rhoncus pretium tellus. Etiam vulputate elit ligula, vel rutrum ex eleifend vel. Fusce in vulputate enim. Praesent augue nisi, euismod nec nulla quis, dictum tempus quam. Vestibulum sodales, quam id consectetur lobortis, justo lacus hendrerit nisi, quis euismod massa eros vel tortor. Nulla vel vestibulum elit. Fusce eleifend iaculis risus vel convallis. Suspendisse potenti. Nam ac massa sagittis est gravida vehicula. Morbi nisl felis, condimentum nec mi ut, porta luctus lectus.

Duis et elit sapien. Donec volutpat tincidunt finibus. Morbi at convallis eros. Nunc sed dapibus sem, id congue nulla. Vestibulum sed nisi sed sapien blandit pharetra. Nam hendrerit volutpat purus eget pretium. Vestibulum quis dui interdum, aliquam libero a, ornare velit. Aenean lorem purus, molestie eu volutpat sit amet, bibendum in elit. Praesent sed sapien et ipsum maximus maximus.

Contents

I	Introduction	1
1	Company description	2
2	Ownership	4
II	Business plan	6
3	Company description	7
3.1	Organizational chart	7
3.2	Vision	7
3.3	Mission	7
3.4	Contributions to sustainability	7
3.5	Objectives of services	7
4	Market situation	8
4.1	PESTEL	8
4.2	Market description	8
4.3	Persona description	8
4.4	Competitor analysis	8
4.5	Market outlook	9
4.6	Market regulations	9
5	Strategy	10
5.1	Stakeholders	10
5.1.1	Internal	10
5.1.2	External	10
5.2	SWOT-analysis	10
5.3	STP Process	10
5.4	How we reach our goals	10
5.5	Possible barriers of entry	10
6	Financial plan	11

III Future	12
7 Outlook	13
IV Appendix	14
A List of acronyms	15
B Glossary	16
C List of figures	17
D List of sources	18

Part I.

Introduction

CHAPTER 1

COMPANY DESCRIPTION

We are 4 young and motivated people who have founded a start-up called SkyPulse Technologies. SkyPulse Technologies is a Public limited company. With this newly founded company, we have set ourselves the goal of speeding up and optimizing the transport of medicinal samples. This new time-optimized transport makes it possible to help patients better and improve collaboration between laboratories and hospitals. This transportation is achieved with our drones, which are controlled with artificial intelligence. These drones fly their routes between hospitals and laboratories and transport the respective samples.

Our target market is therefore the pharmaceutical industry, and more specifically hospitals and laboratories.

Our start-up is divided into two different sectors. There is a technical department and a commercial department. The technical department is further divided into three different subdivisions:

- Research and development
- Planning and operational organization
- Production

The commercial department is also divided into three different subdivisions:

- Finance and accounting
- Administration
- Distribution

We have divided up the various departments according to our interests. Céline and Fabian are responsible for the Research and development department. Xenia is responsible for the Planning and operational

organization and also for the production. Jonas is responsible for the commercial department and all corresponding subdivisions.

CHAPTER 2

OWNERSHIP

Our main objective is to help patients. For this goal we created our drones which are controlled by Artificial Intelligence. They are programmed to fly their corresponding route. These drones can transport medicine or medicinal samples. With these drones we can make the collaboration more time-efficient. Therefore problems as long delivery times with organ donating and urgent samples can be eliminated. Because for the patients, every minute counts. The drones can transport up to 5kg each. It is also possible to transport critical samples such as organs, which have to be stored under special conditions. We offer the appropriate transportation for each sample required and thus guarantee that the samples reach their destination in the highest quality. However, in order to guarantee the highest possible quality of the samples, it should be noted that the transportation of the drones is dependent on the weather. If the weather is too bad (strong winds, thunderstorms), the drones cannot fly, as the samples and therefore their corresponding quality would be at risk. For the transportation times, the samples are divided into three different categories:

- Very urgent
- urgent
- not urgent

Customers can specify how urgent their sample is and in what time frame the sample should be delivered. The customer must therefore provide all important information about the sample so that it can be dealt with individually.

For our locations, we focus on a small set of either large, economically strong cities, cities with a strong pharma presence or cities in dire need of this technology. The set of cities includes the following:

- Basel

- Vienna
- London
- Paris
- Madrid
- Barcelona
- Berlin
- Kiev

We chose these locations because we need to validate our product/service idea on focused markets that resemble ones where the finished product is deployed in. Rural areas or small cities are also important, but not the key market of this company. A nationwide or even continent/worldwide expansion is not in the scope of a startup and can be achieved once our idea has been validated in different cities. Therefore large cities that are economically stable and have a strong pharma presence are the easiest to target in the beginning. There we will be able to test our drones and optimize them accordingly.

In order to know all possible contact points with our customers, we have integrated a representative from a laboratory and a representative from a hospital into our start-up.

For the representative of the laboratory we chose Jona Müller, he is a 32 year old chemical laboratory technician who works at Viollier. He aims to lead a major research project in pharmaceutical analysis. Jona Müller represents a dedicated and skilled professional, deeply involved in the pharmaceutical industry's innovative and dynamic nature, and an ideal customer for a drone delivery service catering to laboratory needs.

For the representative of the hospital we chose Dr. Sarah Becker. She is a 38 year old oncologist who works at a cantonal hospital. She aims to contribute to groundbreaking research in targeted cancer therapies. Interested in developing supportive care programs for cancer survivors Dr. Sarah Becker represents a compassionate and innovative medical professional, dedicated to advancing cancer treatment and care. Her reliance on the drone delivery service highlights its importance in providing timely and critical medical supplies in the field of oncology.

Part II.

Business plan

CHAPTER 3

COMPANY DESCRIPTION

3.1. Organizational chart

3.2. Vision

3.3. Mission

3.4. Contributions to sustainability

3.5. Objectives of services

CHAPTER 4

MARKET SITUATION

4.1. PESTEL

4.2. Market description

4.3. Persona description

4.4. Competitor analysis

Drone transportation is not yet very widespread, so there are not yet many competitors on the market. However, there are already one or two companies that offer drone transportation. One company called Zipline [2] also offers drone transportation for medical samples, among other things. However, this is only a sub-category for them. They also transport food, for example. The same applies to another company called DroneUp [1], which offers almost the same services as Zipline [2]. We at SkyPulse Technologies only offer transportation for medical samples and can therefore also transport very critical samples such as organs. By focusing only on the pharmaceutical industry, we are able to provide customized transport for samples and cater to the specific needs of our customers. With this service we distinguish ourselves from other companies that are already on the market. Our goal to help the patients, is achieved through Drone delivery with the highest quality, so that this transportation becomes an everyday business in the pharma industry.

4.5. Market outlook

4.6. Market regulations

CHAPTER 5

STRATEGY

5.1. Stakeholders

5.1.1. Internal

5.1.2. External

5.2. SWOT-analysis

5.3. STP Process

5.4. How we reach our goals

5.5. Possible barriers of entry

CHAPTER 6

FINANCIAL PLAN

Part III.

Future

CHAPTER 7

OUTLOOK

Part IV.

Appendix

APPENDIX **A**

LIST OF ACRONYMS

APPENDIX **B**

GLOSSARY

Expression	Explanation

APPENDIX C

LIST OF FIGURES

APPENDIX D

LIST OF SOURCES

- [1] DroneUp LLC. *Medical Delivery Services | DroneUp*. Droneup.com. 2024. URL: <https://www.droneup.com/delivery-services/medical> (visited on 03/13/2024).
- [2] Zipline. *Zipline Drone Delivery & Logistics*. Zipline. 2022. URL: <https://www.flyzipline.com/> (visited on 03/13/2024).