



Project ED (Eco Drone)

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<p>Key partners</p> <ul style="list-style-type: none"> ❖ College of Applied Technical Sciences Nis; ❖ PUC City heating plants; ❖ National cluster of drones and related sectors; ❖ National agency for environmental protection ❖ Ministry of Environment; ❖ Local regional centers for air quality control <p>*PUC (Public Utility Company)</p>	<p>Key activities</p> <ul style="list-style-type: none"> ❖ Analysis of winter air conditions ❖ Defining problems; ❖ Assembly of the aircraft; ❖ Testing; ❖ Development of software for data processing and reporting ❖ Creating a web portal, Creating a mobile application for reading and processing data; ❖ making, video game Keep the Air clean; ❖ Development of training programs; 	<p>Value proposition</p> <ul style="list-style-type: none"> ❖ The problem of urban pollution in winter is accompanied by the presence of a large concentration of $PM_{2,5}$ PM_{10} particles as well as other N_xO_x, C_xO_x, N_xH_x, CX_4 particles whose presence seriously affects human health; ❖ This device will enable a continual and precise monitoring of air quality. ❖ Data processing with alert notification ❖ WiFi connection and upgrade with other sensors 	<p>Customer relationships</p> <ul style="list-style-type: none"> ❖ Access customers will be developed through constant communication based on their needs, situation analysis, and offering the concept of Know How! B2B; ❖ The system of automated services through user queries on the Internet portal; ❖ Active promotion and participation in events of significance for this area 	<p>Customer segments</p> <ul style="list-style-type: none"> ❖ City heating plants ❖ Local and regional air quality monitoring centers; ❖ Industrial systems that are considered to be serious air pollutants; mines and quarries, cement factories, Constructions demolition sites, Petrochemicals industry ❖ Agricultural /waste ❖ EHS managers ❖ Enviromental consultants ❖ Researchers
	<p>Key resources</p> <ul style="list-style-type: none"> ❖ Agreement on the Use of Laboratory Resources and Measuring Equipment of the Nis Technical College. ❖ Samara State Consulting Services; Aerospace University; ❖ Pixhawk flight control system; ❖ Project team (four undergraduates and two BSc) 		<p>Channels</p> <ul style="list-style-type: none"> ❖ B2B, Internet Marketing, Product Apps Development, Gaming with the theme that our product addresses; ❖ Performances at fairs techniques and environmental protection; ❖ Promotions at fairs and conferences ❖ Direct sale ❖ Maintenance, training and continuing education 	
<p>Cost structure</p> <ul style="list-style-type: none"> ❖ Aircraft design; ❖ Testing costs; ❖ Creating a software package; ❖ Creating an web portal, Apps (Android, IOS) video game Keep the Air clean; ❖ Training programs; ❖ Marketing activities. 		<p>Revenue streams</p> <ul style="list-style-type: none"> ❖ Direct product sales; ❖ Permanent Education and training; ❖ Licensing of the software package and its maintenance; ❖ Rental of products to third parties; ❖ Creation of analytical reports; 		

Suggested value

- What is the problem?
- Problem contamination occurs at the beginning of the heating season and then it is most noticeable, other air pollution problems and situations.
 - The problem of urban pollution in winter is accompanied by the presence of a large concentration of $PM_{2,5}$ PM_{10} particles as well as other N_xO_x , C_xO_x , N_xH_x CX_4 particles whose presence seriously affects human health;
 - Integrity of information.

What do we offer?

- We offer an innovative solution in the field of accurate measurement of real-time air pollution parameters by UAV-e.
- We offer a solution that collects and processes air parameters in real time in order to take adequate measures.
- Due to global environmental trends, all local pollutants (district heating, industrial) would be able to accurately estimate the concentration and presence of PM and N_x particles in the air as a result of their activity.



Customer segment

- Who needs this?
- The product is intended for government control institutions air quality - local and regional air quality monitoring centers;
- Large companies in the heavy industry (private and government):
 - Industrial systems applicable to serious air pollutants (mines and quarries, cement factories, Constructions demolition sites, Petrochemicals);
 - Urban Heating - Impact on environmental protection, energy quality, cost reduction of air purification filters and system maintenance is cheaper;
 - Private individuals (activists for environmental protection);
 - All mentioned potential users of this product are obliged to carry out continuous testing and take appropriate measures on the basis
- Agricultural /waste
- EHS managers
- Enviromental consultants
- Researchers



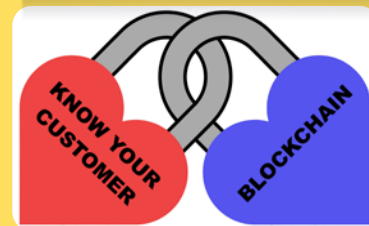
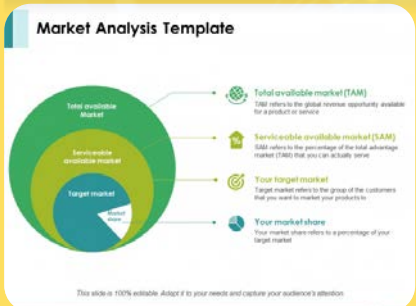
Distribution channels

- Internet marketing (**Web marketing, Social media marketing, Search engine optimization**);
- Appearances at engineering and environmental fairs
- Online sales + mandatory customer training;
- Direct sale (will have its direct sales and through our associates.);
- Maintenance, training and continuing education.



Customer Relationships

- We will attract customers with innovation and high precision.
 - Access customers will be developed through constant communication based on their needs, analysis of market, and given the multiplier concept Know How!
 - By improving the product quality, we will keep the same customers and we gonna expand our market due to the quality of our offer.
 - Quality and reliability of products on the one hand and quality training, training and availability at every moment.
 - Customer blockchain



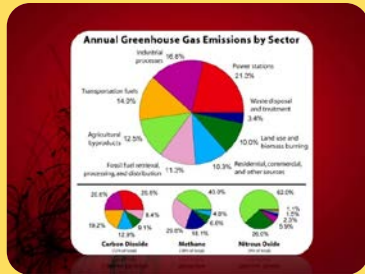
Revenue stream

- Where does money come from?
 - From sale, the price foreseen is 1500€ per device (free training and licensing);
 - Fees for use of aircraft (rental of aircraft);
 - Aircraft maintenance
 - Subscriptions (Maintenance involves all types of aircraft repairs as well as six-month aircraft inspections.);
 - Funds of environmental protection ministries;
 - New strategic partnerships (Our company will be of an open type. Anyone who wants to make a role will be able to.



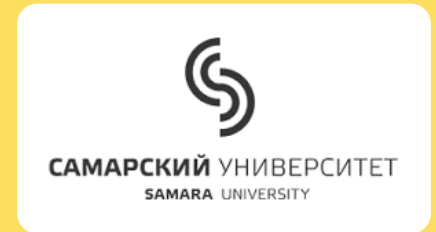
Key activities

- Analysis of air conditions;
 - Through air quality control, the quality of energy used by households outside the district heating system is monitored, Thereby affecting coal and wood distributors, as well as the way in which energy maintenance quality is maintained.
 - Defining problems (after defining the problem, cooperation in solving it and later checking the functionality of that solution);
- Procurement of components (finding the best manufacturers of the necessary parts and working closely with them);
- Assembly of aircraft;
- Creating a mobile application for reading and processing data;
- Testing;
- Development of training programs (development of training programs for future users as well as continuous training of employees working in the company.);



Key Resources

- Personnel
 - Connoisseurs of modeling;
 - UI developers
- Finances
 - Money from innovative funds and sales revenue;
 - New partner investments
- Intellectual
 - Samara State; Aerospace University;
 - Consulting part;
- Physically
 - Laboratory resources of the VTŠ Niš;
 - Pixhawk system;
 - Securing the remaining components;
 - Testing the aircraft;



Key partners

- National agency for environmental protection;
- College of Applied Technical Science Nis;
- PUC City heating plants;
- National cluster of Unmanned Aircrafts Vehicles (UAV) and affiliates;
- Local centers for air quality control



Cost structure

- Production costs
 - Procurement of components;
 - The cost of constructing the aircraft;
 - Testing costs;
- Official space
 - Start up center;
 - Fees
 - Payment method initially;
- Marketing
 - Design
 - Marketing activities (presentations);
- Cost of education
 - Submission to education (if necessary)

