

Marketing Working Group

5 November
Guy Sanitate

Marketing Work Group Mission and Scope

- ▶ Develop recommendations and content for marketing the assets and capabilities of Virginia to the unmanned systems industry including supporting supply chain elements.
 - ▶ Provide specific initiatives or utilization of private /public resources for marketing, incentives, partnerships, and business development
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Our Tasks...so far...(work in progress)

- ▶ Develop a Marketing Plan
 - ▶ Develop a Market Manufacturing Plan
 - ▶ Define Industry Vectors and Situations in Other States
 - ▶ Define Potential Foundational Projects to Guide our Strategy...Strengths, Weaknesses, Opportunities and Threats
 - ▶ We can pursue others as required...
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Goals

- ▶ What opportunities can we pursue NOW
 - ▶ What aspect of the UMS Enterprise can we focus on that will provide best economic opportunity
 - ▶ Develop long range strategy
 - ▶ Define success...what does it look like?
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Why Virginia?

- ▶ Proximity to Federal Government especially Department of Defense, Homeland Security
 - ▶ Excellent regulatory environment, quality of life and labor supply
 - ▶ Large concentration of Defense Firms who provide Unmanned Systems and technologies...Northrop Grumman, BAE, SAIC...may provide some pro bono technical development in a business mentorship program
 - ▶ Location of Virginia Tech Test Site
 - ▶ MAAP (Mid Atlantic Aviation Partnership)
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UAVs / Drones: Cross Industry Utilization

Infrastructure Protection

SDG&E GETS OK TO USE DRONES TO CHECK POWER LINES

Video Journalism

Firefighting Surveillance

Delivery/Resupply

CNN, FAA partner in drone research for newsgathering



Chem/Bio Detection

Pentagon looking for an edge in chemical, biological drone warfare

By Defense Systems Staff | Oct 29, 2014
The Pentagon is again looking for ways to use unmanned serial systems to detect chemical and biological weapons, and to find technologies to defend against UAS carrying those type of weapons.

A request for information issued this week for the Thunderstorm Technology Demonstration Program asks industry, academia and government R&D organizations for potential demonstration candidates in two areas: small to mid-size drones that can detect chemical or biological agents, and emerging technologies that could counter small, inexpensive drones carrying a chemical or biological weapon of mass destruction.

Protection (CBP) operates the fleet. The Defense States for law enforcement in opening U.S. skies for public use for now CBP is the only agency on a daily basis within the nation's low that agencies not allowed to from CBP.

the Coast Guard, the Drug and immigration authorities. Other agencies have been borrowing from the Coast Guard, the Drug and immigration authorities. Other agencies have been borrowing from the Coast Guard, the Drug and immigration authorities.

Rec By JONATHAN BERR MONEYWATCH December 9, 2014, 4:35 PM
Why Amazon's drone delivery service is a long way away

U.S. office fighters an half of the leadership ki

Radicalized Mu. Central Asia flock to join ISIS

Ohio helps residents more for tornado safe

Drawing disaster response lesson: comparing quak responses

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Amazon (AMZN) Chief Executive Jeff Bezos sent tongues wagging when he unveiled plans last year to deliver goods customers ordered over the Seattle-based company's website through a squadron of drones. Making Bezos' vision a reality is proving to be far more complicated than expected.



For one thing, the regulation of drones hasn't kept up with technology. Proponents of drones have criticized what they see as the FAA's one-size-fits-all approach to regulating drones, including mandating that operators be licensed pilots though experts say the skills required to fly manned vehicles and unmanned aerial vehicles (UAVs) the technical name for drones are different. The e-commerce giant has a nascent service "Amazon Prime Air

Communications Relay

Market Opportunities

- ▶ AUVSI estimates market growth of \$82B and over 100,000 jobs over the next ten years
 - ▶ Cross industry utilization of UMS increasing
 - ▶ Undefined FAA regulatory environment for UAS...new FAA rules due out in June 2016
 - ▶ 333 Exemptions increasing...small business focus...84% of all exemptions
 - ▶ Virginia is 10th for all 333 Exemptions (Ca first)
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Industry Vectors

- ▶ Unmanned Systems operators growing even though clear commercial path forward is lacking
- ▶ The current market trend favors simple, low-risk operations such as those being authorized by the FAA through the issuance of section 333 exemptions
- ▶ Majority of interest in these exemptions:
 - General photography
 - Real estate
 - General aerial surveying
 - Construction
 - Film & Television
 - Utility inspections
 - Environmental uses
 - Search and rescue
 - Emergency management
 - Insurance
- ▶ Growth is expected in all sectors of the enterprise however

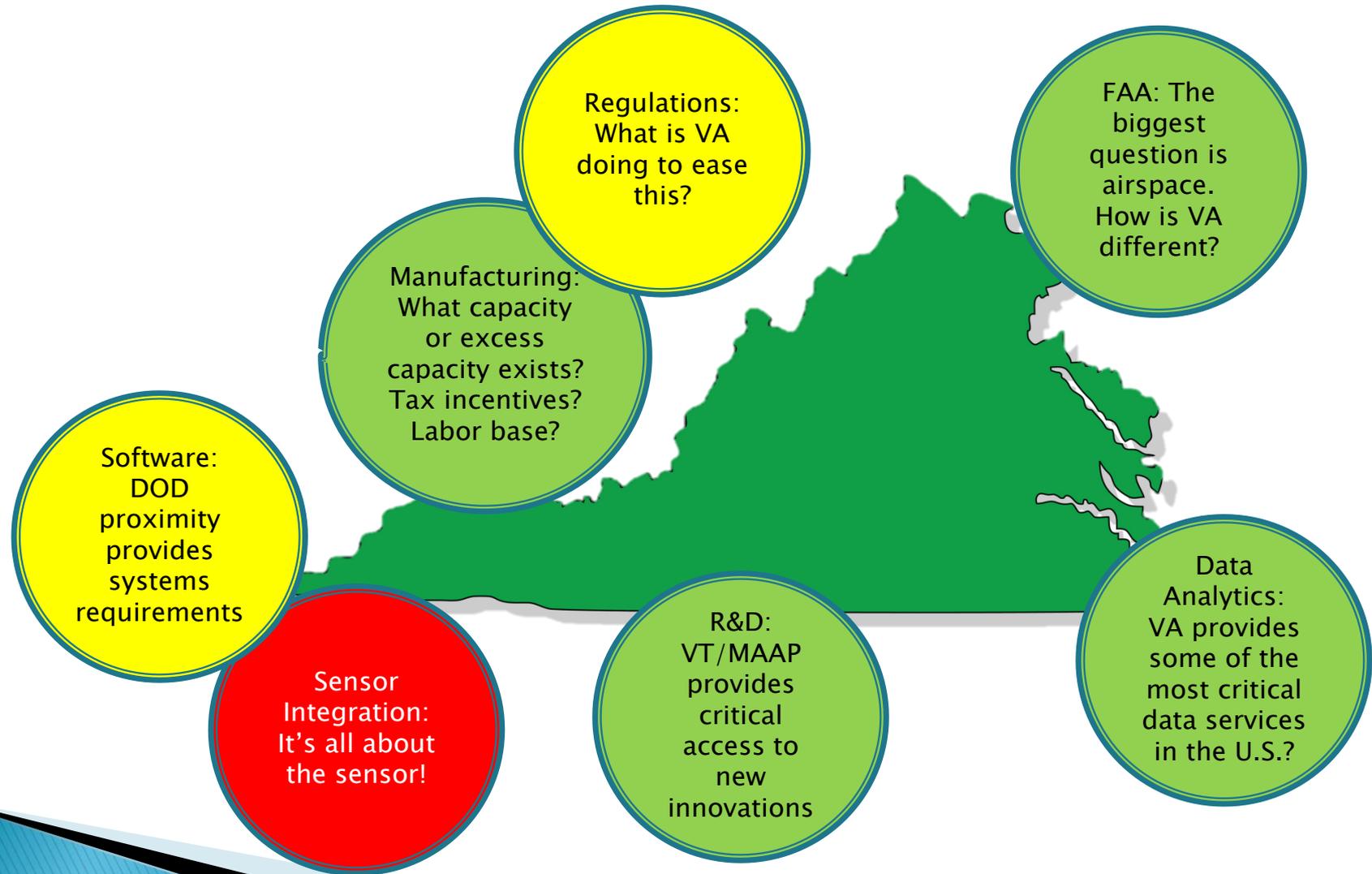
Focus Areas for Potential Growth

- ▶ Software integration/architecture including data management
 - ▶ Sensor integration
 - ▶ Training
 - ▶ R&D
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Improving our Marketing Position

- ▶ Propose development of a Center of Excellence to coordinate all UMS activities in the commonwealth...non-profit focused commonwealth/industry/academic partnership
 - Stand up a web site
- ▶ Review and analyze Virginia's business tax structure
 - Incentives and tax credits for R&D?
 - Review tax structure for manufacturing businesses
 - Tax incentives for entrepreneurs and start-ups...
 - Other potential barriers to growth?
- ▶ Establish a UMS operator's curriculum or training program leading to certification and licensing...
 - Commonwealth sponsored training academy?
 - University/Industry/Public partnership?
- ▶ Besides opening a booth at AUVSI...hold a quarterly, "Solve VA problems" Demonstration. 1Q: VDOT, 2Q: State Police, 3Q: Infrastructure Management, 4Q: Forestry Support...invite industry to bring solutions to stated problems and offer a prize or prizes to the winners

Things we need to resolve?



Marketing Work Group Path Forward

- ▶ Establish tasks for work group members
 - ▶ Full Brief by 30 Nov
 - ▶ Talking points?
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is for ~~Lovers~~[®]
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