

# Introduction



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## Why take this course?

- Start a drone business on a solid foundation rather than on a whim.
- Learn from someone who has created and managed successful businesses.
- Learn how to define your business and determine your target market.
- Learn how to analyze your competition and sell viable drone services that are priced correctly to generate profit.
- Learn how to manage the day-to-day operation.

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## Why listen to me?

- I oversaw all aspects of the business operation of a collegiate flight training program with 100+ employees, 500+ students, 50+ aircraft, including creating and implementing a business plan for a satellite flight school.
- I was the president of a flight school: managed 25 employees, 14 aircraft and over 100 students.
- I have been running my own aviation-services business since 2014, which includes drone services and drone training.
- Co-Founder of the Pilot Institute.

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## However, I am not...

- I am not a (tax, copyright, business law) attorney.
- I am not an accountant.
- I am not a banker.
- I am not an investor for your business.

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### What I will do...

- Show you how to successfully research potential drone business opportunities.
- Help you answer questions you should ask yourself before starting a drone business.
- Show you how to create a successful business plan.
- Discuss legalese involved in creating a business.
- Give you tips on how to successfully market your business.

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### What I will do...

- Show you how to create important financial documents.
- Give you tips on how to run the day-to-day operation of your business.
- Show you how to find customers and keep them.
- Give you assignments throughout the entire course so this is not passive learning.

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### What I won't do...

- Give you a rosy and unrealistic picture of the aviation industry in general.
- Make you a millionaire with a drone business or promise you will make \$100-200-300 per hour flying your drone.
- I am NOT selling a dream. This course is designed to be realistic. No snake oil here.

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### What I won't do...

- I won't teach you how to do your job as a drone pilot.
- I won't show you how to take better pictures, better videos, how to edit in Premiere, how to do roof inspections, etc... I am assuming you already have those skills if you are going to make money from it.
- Do the research for you: there are too many variables involved, you are in charge!
- Review or provide feedback on your business plan.

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## The Reality

- The reality is that a small (drone) business is a tough undertaking.
- You need to differentiate yourself. There's a lot of established competition out there, especially in real estate.
- The good news is that the industry is still growing fast.
- More and more industries are using drones (more on opportunities soon).

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## Hard work

- Many hats: marketer, salesman, web designer, accountant, pilot, editor, producer, personal assistant...
- Long hours to get started: certification, market research, building a clientele, authorizations, etc...
- Little payback early on, and large investments.

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## What can you use your drone for?

- Real estate market (private and commercial)
- Drone Photography/Videography
- Mapping (orthomosaic, 3D, surveying\*)
- Agriculture (plant health, crop dusting, planting, etc...)
- Inspections (roof, power-line, wind turbines, powerplant)
- Public Safety (firefighting, law enforcement, Search and Rescue)
- Transportation (deliveries)

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**Remember that the drone is often just a tool to gather data.**

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## Time Management

Running a business usually involves very little time spent performing your craft, and lots of time spent running the business.

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## Job Description

- ✓ Finding new clients,
- ✓ Writing quotes, invoices
- ✓ Creating marketing campaigns,
- ✓ Preparing for flight missions (including job site preview, getting authorizations, applying for waivers)
- ✓ Creating company documents (SOPs, checklists, training documents)

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## Job Description

- ✓ Flying your drone,
- ✓ Practicing flying your drone,
- ✓ Analyzing the data (creating maps, editing photos, analyzing photos)
- ✓ Dealing with customers demands,
- ✓ Looking at financial documents and making decisions, (including paying bills)

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## Job Description

- ✓ Reviewing the latest technology,
- ✓ Learning how to use the latest technology,
- ✓ Keeping up with regulation changes,
- ✓ Managing people,
- ✓ Everything else required to get the job done!

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## Licensing Requirements

- In order to fly for commercial purposes with a drone, you need to receive an FAA Remote Pilot Certificate (under Part 107).
- To get the certificate, you need to pass an FAA written exam at an approved testing facility.
- The exam is 60 questions, multiple-choice, and you need to get at least 70% correct answers.
- Topics include regulation, airspace, weather, charts, decision making, airport operations, radio communications.
- Must be renewed every two years.

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## Part 107 Made Easy

- Most comprehensive course online.
- 12.5 hours, 250 practice questions (with explanations), unlimited practice exams, flashcard app with 110 questions, cheat sheet.
- Go at your own pace, available anywhere in the world, and can be watched online on any mobile devices.
- Lifetime access and certified instructor to answer your questions.
- You pass or we refund your purchase and pay your retest.

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## Before you get started...

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## Before you get started...

- Before starting a (drone) business, you need to do a lot of brainstorming.
- Businesses don't happen overnight and require planning.
- Don't be intimidated. You don't need to be a business expert to start a successful venture.
- Here's a list of questions to ask yourself...

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## What are you good at?

- The very first question you need to ask yourself before starting your drone business is: **what are you good at? what is your area of expertise?**
- Your clients want the best possible product.
- Just seeing someone else making money with drones doesn't mean you will also make money.
- If you really want to get in a specific business but don't have the experience, keep practicing.

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## Other questions about yourself

- What are your strengths? Weaknesses? How will they affect day-to-day operation.
- Do you have the time to dedicate to the business early on?
- Is your family on board with this?
- Who are your business models or mentors? What are some traits that you like in them?

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## How much capital do you have?

- How much capital do you have to risk?
- While you may think you only need a drone to get started, you need more: insurance costs, FAA licensing costs, business license costs, marketing costs, etc...

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## Is there a demand?

- Is there a demand for your set of skills? Locally? Nationally? Are you willing to travel?
- Is there a lot of already established competition?
- Is there a possibility for growth and expansion?
- What makes you different from your competition?

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## What will you specialize in?

- Don't be too broad.
- Nobody is an expert at everything, unless you have a very large operation or lots of previous experience.
- Build up your skills over time and add more services as you grow.
- This will help you reduce your investment costs as well.

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## What equipment do you have?

- There's a saying in photography: the best camera is the one you have. This is true for your drone...
- Some jobs will require additional equipment (Infrared, NDVI, LIDAR, etc), which means a higher investment... but also higher payback.
- Lots of jobs are available with prosumer drones.
- Before you spend lots of money on equipment, be sure you can get your money back (more on Return On Investment later).

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## Do you have a portfolio?

If you have a portfolio, find a way to showcase it.

- ✓ Photography/Mapping/Videography/Inspection: find your best work, lots of variety, and prepare a slideshow or demo reel to impress your clients.
- ✓ Public Safety: who have you worked with? What did you do?

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## Do you have a portfolio?

- No portfolio? No problem.
- Go out and practice. Do jobs for free for friends or other businesses, and build up your experience.
- Be sure to be licensed before building your portfolio or offering jobs for free. These flights are not for recreational purposes and are covered under Part 107.

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## How to build experience?

- ✓ Work for someone else and learn from them,
- ✓ Become a contractor for a drone company like DroneUp or DroneBase.
- ✓ Enroll in a class related to the topics you are interested in,
- ✓ Join a local flying club and meet like-minded people,
- ✓ Take business classes at a local community college or online,
- ✓ Get industry-specific licenses (GIS, Surveyor, roof inspector)
- ✓ Practice, practice, practice.

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## Part-Time or Full-Time?

- Many drone pilots start their business part-time at first, to make money on the side.
- You can grow your business over time.
- Before switching to full time, be sure you have all your bases covered and can be sustainable.

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## How this course is organized

This course is divided into three main sections:

- ✓ Research to create a business plan,
- ✓ Setup your business,
- ✓ Manage your business.

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**Next Up**  
**Create a Business Plan**

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