Submitted by: Group 24

Address: 100 Innovation Parkway, Colony of Adria, Planet Earth 2084

Email: inquire@beepower.be

Telephone: +2084-555-ADR-001

Tagline: *Flying You Forward, Faster and Safer.*

BEEPOWER BUSINESS CASE



Mission Statement

Empowering communities through cutting-edge drone technology, BeePowerDrone is dedicated to transforming transportation, enhancing emergency response, and restoring ecosystems. By delivering fast, safe, and sustainable solutions, we aim to take back Earth, making even the most remote terrains accessible while fostering environmental stewardship for future generations.

Table of contents

Table of contents

1. Our concept/product/service

2. Organizational structure

3. Risk management

4. Strategic partnerships

5. Marketing and sales

6. Financials

concept/product/service

We are pioneering a transformative transportation network for Adria and the surrounding colonies on Earth, utilizing advanced flying drones to revolutionize modern transit. These state-of-the-art drones will serve as a safe, efficient, reliable, and cost-effective mode of transport, operating both within the colony and to other neighboring colonies.

Our drone fleet, capable of accommodating between 10 and 20 passengers, will also offer VIP services. These drones will be acquired directly from the manufacturer, enabling us to specify custom features tailored to meet the unique demands of our transport system.

In addition, our payment system will utilize cutting-edge technology by integrating chip implants, ensuring secure and effortless transactions for all users.

This visionary approach is designed to redefine mobility standards, enhancing convenience, safety, and accessibility for all residents and visitors.

Why BeePower Transport System?

After extensive analysis by our expert team, we sought to explore ways to improve life on Earth and elevate it to new heights. Our focus was on creating a sustainable business model that not only generates income but also enhances the standard of living in Adria and other colonies. We evaluated multiple sectors, including energy, agriculture, real estate, and climate change, with a keen emphasis on how they could improve the lives of Earth's inhabitants and contribute to building a sustainable business empire.

During our deliberations, we identified a common foundation that all these sectors rely on: a robust and efficient transportation network. Transportation is a vital component of economic growth, as it plays a pivotal role in the movement of goods, services, and people. Without an effective transportation system, access to healthcare, employment, and social interaction becomes challenging, leading to a decline in the standard of living.

We also reviewed the limitations of the traditional transport systems before the Earth's exodus to Mars, and identified several key issues:

1. **Traffic Congestion:** High volumes of traffic resulted in congestion, causing delays and reducing the efficiency of the transport system.
2. **Aging and poor Infrastructure:** Many roads and bridges suffered from neglect, raising safety concerns and increasing travel times.
3. **Environmental Impact:** The transportation sector was a major contributor to greenhouse gas emissions and air pollution, significantly affecting the environment.
4. **Accidents and Safety:** High accident rates posed serious risks to drivers, passengers, and pedestrians, highlighting the need for improved safety measures.

5. **Fuel Price Volatility:** Fluctuating fuel prices escalated operational costs, which in turn impacted ticket prices, reducing affordability and accessibility.

By addressing these limitations, BeePower Transport System aims to revolutionize the transport sector and provide a future-proof solution that is efficient, sustainable, and aligned with the evolving needs of Earth's inhabitants.

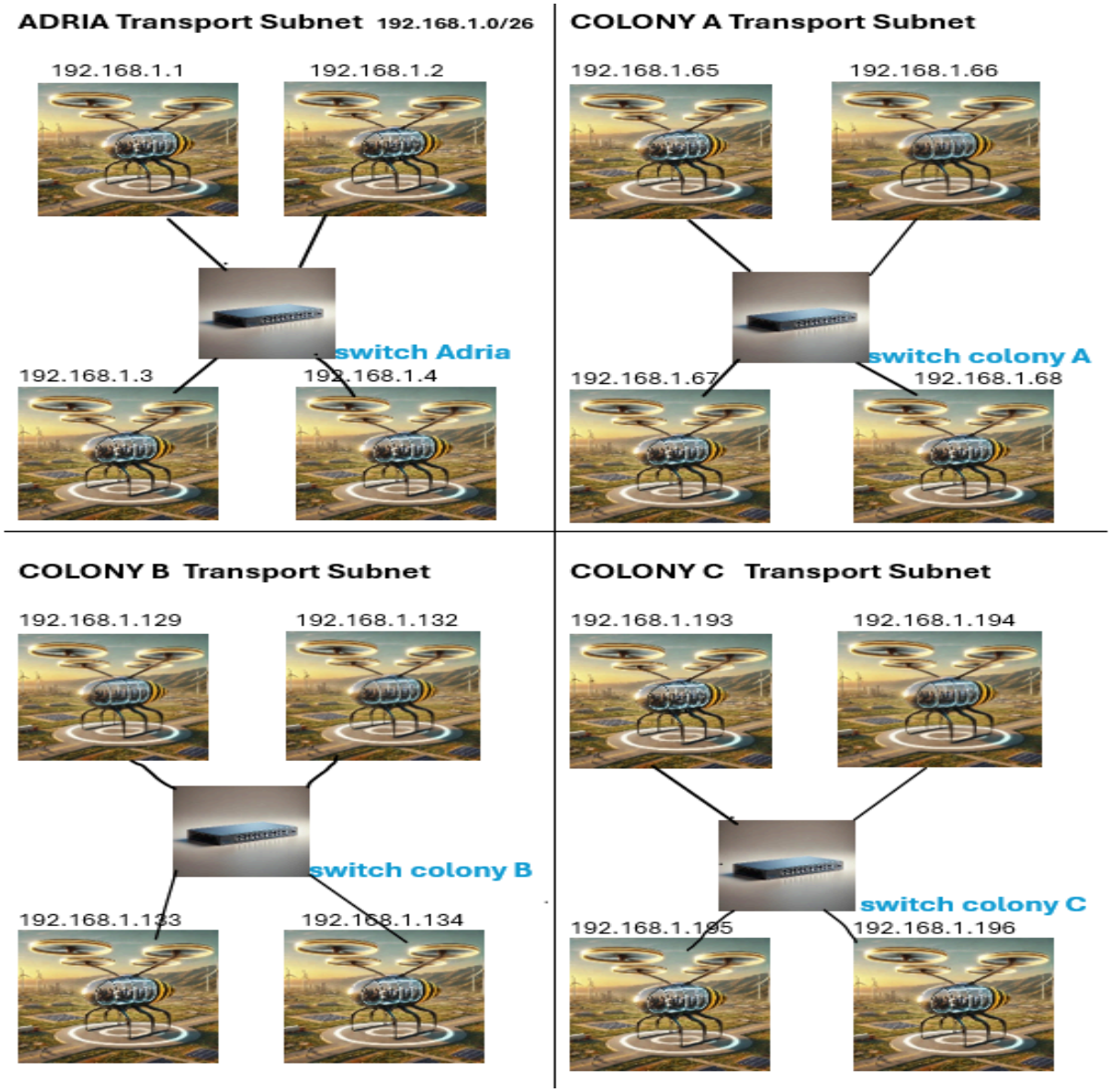
These limitations were outlined and discussed by our team which gave rise to a new form of transportation which will be a solution to the challenges the people of the earth face with regards to its transportation system. This concept or business model is what we called the BeePower. These BeePower transportation systems have the potential to move people quicker, safely with zero emission.

We are designing a BeePower transport network which can function in a similar fashion to a computer network. This BeePower system should have;

- BeePower drones will have a **static ip address** on them which could be used to track their path and improve communications.
- Based on their routes they operate these drones will be segmented into different **subnets**, this is to foster security and efficiency so that they don't cross paths when in circulation.
- Each BeePower should have a unique **identifier or in other words a mac address** which will be used to identify drones by name for bookings or maintenance.
- BeePower **switches** create dedicated communication paths between devices, preventing collisions and enhancing communication to the drones ip addresses.

- All Beepower drones in a colony should be connected to the same **default gateway connection**; this default gateway will be able to communicate between BeePower across colonies.
- Implement AI systems that can automatically identify potential conflict between other BeePower drones in circulation and recommend solutions.
- There will be a very secured database for our customers and employees.
- Our software platform will be developed securely by the finest developers in our team. In this platform customers can be able to create an account, book a trip, make payments, reserve VIP and much more.

BeePower Transport Network Diagram



Our services for now will be limited to the transportation of people from one location to another. Probably in the future we might incorporate the transportation of goods from one location to another. So i will outline what we are able to provide as transportation services to the earth, these services are;

- Ease transportation from one location to another with an absolutely breathtaking view within the BeePower.
- Customers will be able to book or cancel a trip conveniently via our software platform at very affordable prices.
- Easy payments will be made via the online application or via facial recognition making use of the chip already inserted into the human head, with this chip our registration system could connect that to your bank account in a very secure way.
- BeePower drones will be able to divert to safer air routes in case of bad weather.
- We will provide on board meals, recent movie series, digital books of all sought.
- There will be free Wi-Fi services available to everyone, but only VIP users will be able to browse unlimited.
- BeePower will be able to react to an emergency onboard such as an illness or fire and find a safer landing spot.
- BeePower would be able to advertise the products of other companies onboard via our brochures, magazines, on screen and as well on our software platform.
- Inter colony transportation so passengers could book a trip and visit other colonies on earth. This will enhance the growth of the other colonies because people could work easily in one colony and live in another colony.
- The speed of BeePower will be unnoticeable by passengers, it will be able to move people better than any transport system that has ever existed and very efficiently.

- BeePower doesn't make any noise at all; it is very quiet, therefore very peaceful to fly.

We will be constantly revising and improving on our services, if there is any room for improvement of course we will make changes.

Beepower services has been designed to meet the various needs of customers taking into consideration the Abraham Maslow's Hierarchy of needs. Why did we adopt Abraham Maslow's theory, because we realized that no matter how the world will involve people will still find themselves into one of those needs such as Physiological needs, Safety needs, love and belongingness, Esteem needs and self-actualisation needs. BeePower has been able to incorporate its services to suit these needs.

1. Physiological needs

These needs are considered by Maslow to be the basic needs someone desires in life such as food, water, shelter, rest just to name a few. At BeePower we have designed our services to provide food, water, comfort chairs with enough leg room space for passengers to relax and rest while traveling. We have also asked our suppliers to design our drones with automatic climate control systems meaning the temperature from within will just be astonishing.

2. Safety needs

Every human being will want to feel safe while traveling and of course we have quite a lot of safety features to make sure their safety is guaranteed. BeePower will be able to fly at a maximum altitude of 15000 ft making it possible for passengers to breathe normally without necessarily pressurizing the drones, this will limit the carriage of

oxygen on board except for passengers with health issues. BeePower will be regularly controlled by our engineering team before and after flight to guarantee the structural integrity of the drones. We will monitor the airspace or air routes with our systems that will make flight routes to avoid collisions with respect to our AI which will work to combat that as well.

3. Belongingness Needs

Our customer service has been set up to be friendly towards passengers. We highly receive feedback from our customers concerning our products, because our customers or passengers are very dear to us, so we want to make them feel like they belong to the company. After each flight they will receive emails for feedback. This is a very important aspect of our company. We operate a bottom to top organizational system. This system will be further explained in our organizational structure.

4. Esteem Needs

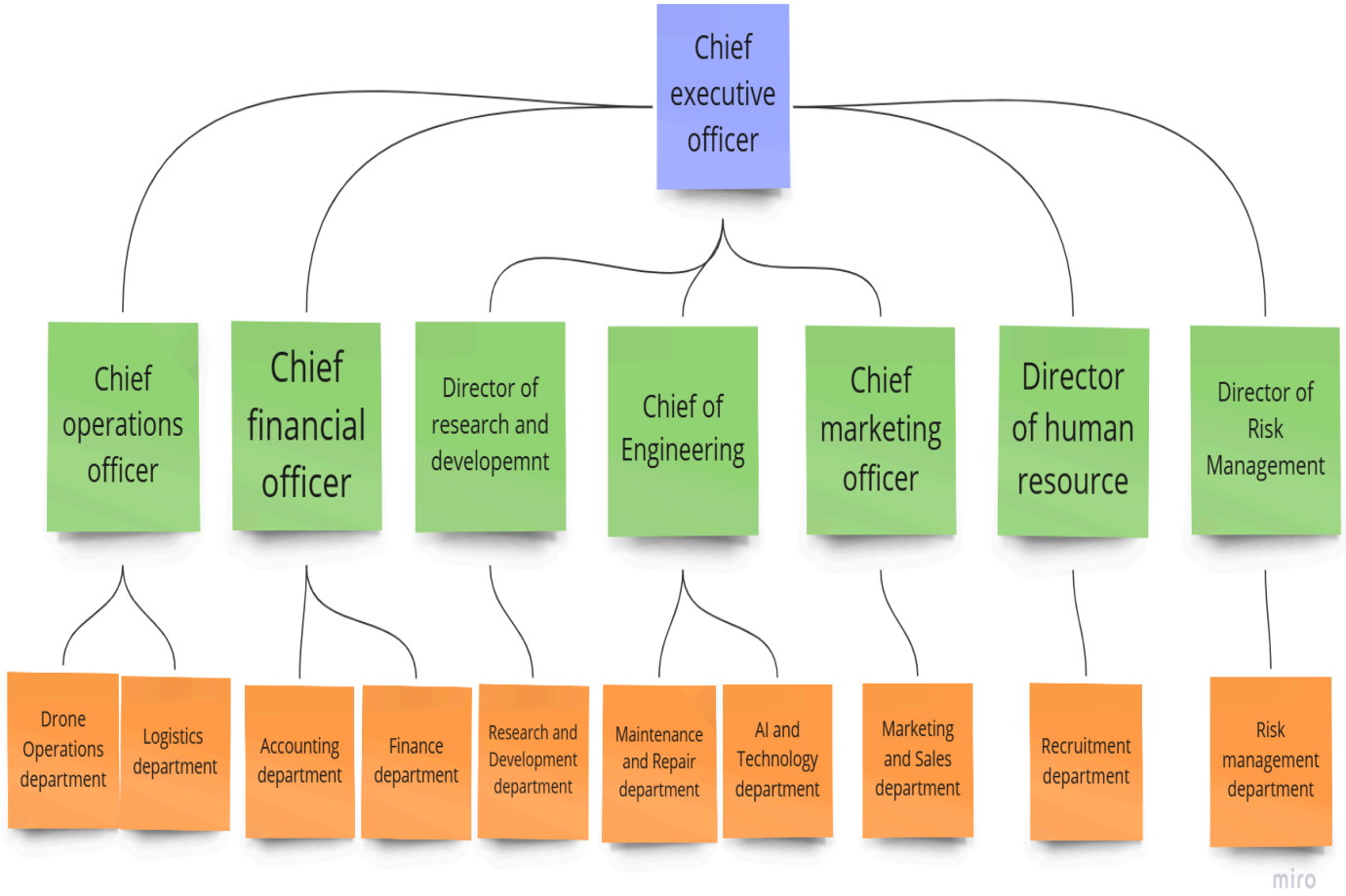
BeePower will definitely recognise and provide certain advantages to frequent flyers. BeePower will not only recognise its customers but its workers as well, meaning workers will be able to gain promotion when their commitment to their daily task satisfies the management.

5. Self-Actualization needs

By integrating the principles of self-actualization into the BeePower business model, the organization can cultivate an environment that not only meets the practical transportation needs of its users but also supports their personal growth and fulfillment. This holistic approach enhances employee motivation, customer loyalty, and overall

satisfaction, driving the success of the BeePower initiative while contributing positively to the community and environment.

Organizational structure of BeePower



The organizational structure of the Beepower company has been structured to various levels with diverse responsibilities. We have the finest of employees in their various areas of responsibilities. The organizational structure of the BeePower is organized to

not be complex. The structure will be from Top level management to Bottom level management, information will flow from top to bottom level management and from bottom to top level management. We love to get feedback from our employees as well in order to improve our overall quality of service. Therefore Beepower will have a three layer organogram to describe the entire hierarchy of Beepower. This organogram has been drawn from top to bottom demonstrating hierarchy as follows;

In the organizational chart of BeePower transport venture we have seen that information flows from top to bottom and from bottom to top management depending on the objectives.

In Beepower we have eight Board members. They comprise the CEO, chief operations officer, chief financial officer, director of research and development, chief of engineering, chief marketing officer, director of human resource, and the director of risk management. These board members are department heads at Beepower. They are all responsible for;

- Formulating the entire objectives of the company chaired by the chief executive officer.
- Supervising their various departments to achieve objectives.
- Seven of the board members will write regular reports to the CEO who is senior to all the departmental heads.
- Hold regular meetings with the various departments of responsibilities to ensure the vision or objectives are well communicated.

- Departmental heads or chief officers who of course we know as part of the board of directors will approve employees for further training.
- They ensure that the integrity of the BeePower project is not compromised.
- They are responsible to manage the budget of their department, to ensure they flow within the budget allocated to them each year.

In general those are the responsibilities of senior management at BeePower. In a nutshell they are policy formulators and departmental supervisors within our organization.

Within the BeePower company there exist various departments who are responsible for;

- Implementing the ideas or goals formulated by the senior management or departmental heads. These departments typically comprise employees and their direct managers. Their role is to implement the day to day objectives of top management by performing their daily tasks.
- Provide reports to the senior management of our company on daily bases.
- They work closely with our employees to ensure that the company's expectations are met.

These departments are made up of ten different departments with various diverse responsibilities. These departments are;

- **Drone Operations department**

responsible for the day to day operations of the drones.They also work closely with the other departments to foster the smooth function of these BeePower drones.

- **Logistics department**.

They ensure passengers are transported from one destination to another on time. They ensure drones are always available for booking, giving reports to senior management in case there is any shortage of drones. They also manage our relation with our suppliers, passengers and other stakeholders.

- **Accounting department.**

They are responsible for keeping our financial records, maintaining accurate and up to date financial records, including all transactions related to revenue, expenses, assets and liabilities. They also analyze our cost associated with acquiring, utilization and profit marginalization of our bee drones. They also ensure compliance with tax regulations, preparing tax returns and managing tax liabilities to avoid penalties and optimize tax benefits.

- **Finance department.**

They are responsible for cash flow management. They make salary payments to employees by closely working with HR. They prepare and provide financial reports to management, investors. They work with the accounting department to provide reports related to our trading, profit and loss statements, balance sheet and cash flow statements.

- **Research and Development department.**

This department will ensure that we remain the best in providing transportation on earth by constantly innovating or researching ideas of a better way of operations. They constantly look at the business, bring innovative ideas we could improve as a company and also for our customers. They also foster employee training to specific new roles or for further education so we remain constantly meeting the demands of our passengers and other stakeholders.

- **Maintenance and Repair department.**

This is also a very crucial department at BeePower. They will constantly monitor each drone before and after each operational day, this is to ensure the operational integrity of these drones remain in top quality. They will also ensure minor maintenance to these drones in case of any known fault. In case these drones experience major faults they cannot handle they will provide immediate reports to the chief of engineering who will order the drones back to the suppliers for proper maintenance.

- **AI and Technology department.**

These departments will be responsible for monitoring the AI systems on BeePower, to make sure that the objectives of these AI systems still remain functional. They are also responsible for our software platforms or interface. They will develop a very friendly environment for passengers to register, login, book a trip, book VIP privileges, cancel a trip. They will also be responsible for securing our software to enhance security and combat potential vulnerabilities within our software environment. Within these departments we have software architects, cybersecurity professionals and AI professionals working everyday to ensure the smooth running of our softwares within the drones and also the booking platforms.

- **Marketing and Sales department.**

Our marketing and sales department make sure our transportation system remains constantly in the eyes of the population. They incharge of carryout marketing and sales campaigns. They will promote our bee drones to the world by advertising Beepower on several platforms across the globe. They will do everything they can to make sure our product is well known and a recognised brand.

- **HR department.**

They are responsible for managing the welfare of all of our employees within the organization. They are the principal department that will hire qualified employees to join the various departments. They are responsible to keep all the databases of the employees such as their names, age, departments, salaries, work time and many more. Since they are in charge of recruitment at Beepower they have policies written which is a guide on who to recruit, how to recruit and when to recruit.

How do we find the right employees?

In our recruitment policy, we hire competent staff taking into consideration several steps and several factors. ***Our recruitment process does not take into consideration the gender, race, ethnicity, religion and sexual orientation.*** Our recruitment process is designed to be fair and equitable, ensuring that candidates are evaluated solely based on their skills, qualifications, and experience. We uphold the following principles:

1. **Merit-Based Selection:** Candidates are assessed based on their competencies and potential to contribute to our organization, rather than any personal characteristics unrelated to job performance.
2. **Diverse Talent Pool**: We actively seek to attract a diverse range of applicants, recognizing that varied perspectives enhance innovation and problem-solving within our teams.
3. **Bias-Free Interviews:** We implement structured interview processes and standardized evaluation criteria to minimize bias in candidate assessments.
4. **Continuous Training:** We provide ongoing training for hiring managers and interviewers on unconscious bias and inclusive hiring practices to foster a fair recruitment environment.
5. **Feedback and Improvement:** We regularly review our recruitment processes and seek feedback to ensure they remain effective and aligned with our commitment to diversity and inclusion.

Aside from our recruitment principles we have a recruitment police or guid just to reiterate that we follow scrupulously and take into consideration our recruitment process. These policies are very robust and we follow them strictly at BeePower, they are;

1. **Recruitment Strategies:** Utilizing various recruitment methods such as:
    - ***Online Job Portals:*** Posting job openings on our website, on our drones during flight and also on other social media platforms available at our disposal.

- ***Employee Referrals:*** Encouraging current employees to refer qualified candidates, often incentivized with referral bonuses.
- ***Campus Recruitment***: Collaborating with academic institutions to attract recent graduates.

2. **Screening and Selection:** Implementing a thorough screening process that includes:
    - ***Resume Reviews:*** Assessing applications to identify candidates who meet the required qualifications.
    - ***Pre-Screening Interviews:*** Conducting initial interviews to gauge candidates' skills and fit for the role.
    - ***Assessment Tests***: Utilizing tests to evaluate specific skills, aptitude, and personality traits relevant to the job.
3. **Structured Interviews:** Conducting structured interviews with standardized questions to ensure consistency and objectivity in the evaluation process. This helps in assessing candidates' competencies.
4. **Behavioral Interview Techniques:** Using behavioral interview questions to understand how candidates have handled situations in the past. This approach provides insights into their problem-solving abilities and interpersonal skills.
5. **Background Checks and References:** Verifying candidates' backgrounds, including work history, education, and criminal records. Contacting references to gain insights into candidates' previous performance and reliability.
6. **Onboarding and Training:** Once hired, providing a robust onboarding program to integrate new employees into the company culture and equip them with the necessary skills for their roles. Continuous training opportunities help maintain competency and professional growth.

7. **Talent Development:** Implementing programs for talent development and succession planning to identify and nurture potential future leaders within BeePower.

- **Risk management department.**

This is also a very important department within the BeePower organization. They work very closely with the director of risk management to take risk, mitigate or avoid the risk associated with the BeePower transport company. In line with management objectives they will draw up their risk policy and follow them crucially to make sure the company knows which risk they can take, mitigate or totally avoid.

Risk Management

Managing risk at BeePower is a very important activity we do regularly. Every organization is exposed to certain risk occurrences while in business and we know we

are also exposed to certain types of risk. Our risk strategies just to reiterate are done by the risk management department. They work everyday to show they identify potential risks associated with flying drones as a public transportation business. They always identify what could go wrong. At BeePower we have identified a few number of risks, and what strategies to implement on these risks so that they do not impact the smooth running of the BeePower.

A well-defined risk management strategy can help mitigate potential challenges that could affect operations, finances, safety, and reputation. Once a risk is identified we could either;

A. Mitigate Risk

We have implemented measures to reduce the severity of certain types of risks associated with our business model. These measures are;

- ***Regular compliance***
  At BeePower we stay informed and comply with our transport regulatory authorities.We also consult with legal experts to ensure adherence to local and national regulations. This will help to mitigate against sanctions and fines, lawsuits, loss of license or permit.
- ***Regular employee Trainings***
  Our employees will be well trained to perform their roles diligently this will reduce the risk associated with employee mistakes, incompetencies.
- ***AI tools in drones***
  Our drones have been incorporated with advanced AI systems that detect potential crash, fire on board, navigation during bad weather. All these systems will mitigate operational hazards.

- Advance fire detection appliances installed at our offices as a warning system against fire outbreak. This will help us to be always ready to extinguish any fire outbreak
- ***Data Security Measures;***
  We have implemented robust cybersecurity protocols to protect data collected and stored. This includes encryption, secure data storage, and regular security audits to prevent breaches. These protocols will mitigate against potential risk of cyber attacks such as Man in the middle, spoofing, cross-site scripting injections attacks, brute force attacks and many more.

There are numerous risks which cannot all be listed in our business case but they have been well identified and documented by the risk management department. We take them very seriously at BeePower.
So what about the risk that could not be mitigated or when the cost of mitigation is above the revenue it could generate. At BeePower we either do three things; avoid, transfer or accept the risk.

B. Risk Avoidance

If we consider certain risks to be too costly to mitigate we have as a policy to avoid taking those risks. There are certain ventures where the probability of risk occurrence is very high, more than the benefits it turns out to bring, so as a company we will of course avoid those risks, they might be too costly for BeePower such as;

- If certain drone routes are deemed too risky due to weather conditions, we will avoid those routes and develop alternatives.

- We won’t employ many employees than what is required because this could lead to a negative cash flow on the company's financial statement.
- We won’t also purchase more than the required amount of drones needed for our daily operations. We don’t want drones to be grounded for nothing.

The risk management department is constantly analyzing several potential risks we could avoid.

C. Risk Transfer

There are just certain types of risk which we cannot do without and we also cannot take the responsibilities in case of risk occurrence. As a company we will transfer this risk to a third party company such as banks or insurance companies. We have secured adequate insurance policies to cover for the risk we cannot avoid in running the BeePower drones.

Strategic Partnership

No business operates as an island and certainly not for us as well, we operate at BeePower by building solid relations to businesses or stakeholders that could be a source of income, suppliers of drones and other services such as meals which are served in the drones or other related partnerships with companies aiming to promote their business in our advertising platforms.

We would love profit making partnerships that will last for long. Our strategic partnership is set to meet different objectives. We look at the short, medium and long term strategies of our business and accept a strategic partnership that will meet those goals.

We currently have quite a few partnerships with other companies. But our standout partnership right now is with Airscouts rentals. They are a phenomenal company specialized in the production or manufacturing of Drones. They are the principal company supplying us with our bee drones. They are a specialist company in drone customization as well. We give them our specifications depending on our current market demand, they manufacture and ship to us. We are so proud of this partnership we have secured with Airscouts after months of negotiations.

Since we are a new company we are currently looking for partners who are very committed to drive the goal of BeePower forward. Before accepting or going into agreement with any partnership deal we do a thorough background check of that

company to know their goals or visions if it conforms to our objectives and policies, that is to say we do not rush partnerships. We have other partnerships we are building which is in the process, once that is done we are quite show we have the right partners who can support our transport business and make the earth a better place for global air transportation.

Marketing & Sales

1. Marketing:

In shaping the BeePower transport system's approach to marketing, a focus on the 4 C's—Customer, Cost, Convenience, and Communication—is vital. These elements will ensure BeePower stands out among transportation options while maintaining customer loyalty and satisfaction.

1. Customer Focus:

The BeePower system is specifically engineered to address the growing transportation needs of Adria's residents and travellers, both within the colony and to neighboring colonies. Our services provide significant benefits to the general population, ensuring safe, reliable, and affordable travel options.

Transporting Workers: Employees will be able to commute safely to their workplaces at highly affordable rates, reducing the burden of daily travel costs.

***Transporting Patients**:* Our services will include dedicated transit routes to medical facilities, ensuring that individuals in need of treatment can reach hospitals efficiently. A well-connected transit network will link all areas of Adria and other colonies.

Transporting Parents: Families can depend on BeePower for timely transportation, ensuring that children arrive at school punctually. Our operations will prioritize strict adherence to schedules, with services starting early to accommodate school hours.

2. Cost

Affordability without compromising quality is central to BeePower's pricing strategy. We adopt a value-based pricing model, which considers not only the ticket price but also the overall benefits to customers, such as reduced travel time and the seamless convenience of the ***Digital Wallet Implant*** "DWI" technology-driven payment system which are supplied with it. BeePower aims to provide a service that meets customer expectations and offers real value, while ensuring sustainable operations.

> Our pricing structure is designed to be flexible, transparent, and accessible, catering to various travellers needs in Adria and nearby colonies. Customer costs will be determined by the level and type of service chosen, allowing us to provide options that are both accessible and customized for different comfort levels and budgets.

***Subscription Plans**:* Ideal for frequent travellers, BeePower offers monthly subscription plans, allowing commuters, students, and daily users to benefit from predictable fees,

discounted rates, and priority booking. These plans are designed to make regular travel affordable and convenient.

VIP Packages: For those seeking a premium experience, our VIP packages provide exclusive perks, including access to private drones, custom pick-up and drop-off points, and reduced wait times. VIP plans prioritize comfort and efficiency, catering to busy professionals, executives, and individuals with demanding schedules.

Single-Trip Fares: To accommodate flexible travel needs, BeePower offers regular pay-as-you-go fares, which are payable at boarding. This option serves occasional travellers, such as tourists or individuals needing one-time transport, without requiring any long-term commitment.

Through this pricing approach, BeePower ensures flying drone transportation remains affordable, adaptable, and high-quality, providing options that cater to the diverse needs of our customers.

3. Convenience

At BeePower, accessibility drives our entire operational model, ensuring a seamless experience at every step. Whether booking a ride, boarding a drone, or making payments, we've reimagined the transportation journey to be as frictionless as possible. With fast drone availability, a quick booking process, and a secure, hands-free payment system via chip implants, BeePower offers a cutting-edge solution to modern travel needs.

- ***Rapid Drone Availability:*** With a fleet designed for high-frequency service, BeePower ensures minimal wait times, allowing passengers to board drones without delay.
- ***Streamlined Booking and Payment:*** A simplified booking process, coupled with secure, hands-free payments via chip implants, provides an efficient and modernized experience.

- ***Optimized Transport Hubs:*** Strategically positioned in high-traffic areas, BeePower hubs enable quick access for travellers while reducing overall transit times.

- ***Real-Time Service Updates:*** Up-to-the-minute notifications on drone schedules and availability help passengers stay informed, ensuring smooth and timely travel.

  Our transport hubs and service network are designed for maximum efficiency and minimal wait times, enabling commuters and inter-colony travellers to move quickly and stress-free. By placing transport hubs in high-traffic areas and ensuring consistent real-time updates, BeePower removes typical barriers to transit, making daily commutes and inter-colony journeys as convenient and reliable as possible.

  BeePower stands out by delivering a high-quality, customer-centered experience that anticipates the needs of today's busy travellers, ensuring fast, accessible, and effortless transportation across Adria and beyond.

4. Communication

Effective communication is a cornerstone of the BeePower transport system, fostering engagement and trust among our users. By establishing open channels for interaction, we keep our customers informed and connected at all times. Key elements of our communication strategy include:

- ***Mobile Application****:* Our user-friendly app serves as a central hub for passengers, providing real-time drone schedules, booking options, and instant notifications about service updates and promotions.

- ***Social Media Engagement****:* Active presence on social media platforms allows us to interact directly with our customers, share updates, and gather valuable feedback to improve our services.

- ***Personalized Notifications****:* Tailored messages inform users about their journeys, upcoming promotions, and service enhancements, ensuring they feel valued and informed throughout their experience.

- ***Feedback Mechanisms:*** Encouraging customer feedback through surveys and reviews helps us understand user preferences and expectations, allowing us to refine our offerings continually.

  This proactive communication strategy not only enhances customer trust but also fosters a sense of community around the BeePower brand. By prioritizing transparency and responsiveness, we differentiate our transport system from competitors, creating lasting value and loyalty among our users. Investors can feel confident that our commitment to open communication will drive customer satisfaction and engagement, ultimately contributing to the long-term success of BeePower.

2. Sales:

To drive the success of the BeePower transport system, a strategic approach to sales is essential. By leveraging data-driven insights and focusing on key performance indicators, we will create a robust sales framework that emphasizes customer engagement, value delivery, and sustained growth. This approach as outlined below, will position BeePower as a leader in innovative transportation solutions while maximizing revenue potential.

- **Direct Sales:**
  - **Mobile App**: Users can book rides and subscriptions directly through the BeePower mobile application. This platform serves as the main sales channel, offering instant access to services.
- **Partnerships and Collaborations:**
  - **Corporate Partnerships**: Collaborating with businesses for employee transport solutions, offering bulk subscription plans at discounted rates.
  - **Schools and Institutions**: Establishing contracts with schools for student transportation, providing special rates for families.

1. Sales Strategies

The BeePower transport system will employ a dynamic sales strategy focused on attracting new customers and retaining existing ones through promotional offers, subscription incentives, and targeted marketing campaigns.

- **Promotional Offers:**
  - **Launch Discounts**: Offering special introductory pricing for new users or discounted first rides to encourage sign-ups.

    - **Referral Programs**: Incentivizing current users to refer friends and family with discounts or credits toward future rides.
- **Subscription Incentives:**
    - **Tiered Pricing**: Offering various subscription levels (e.g., basic, premium, and VIP) that provide different benefits to encourage longer-term commitments.
    - **Loyalty Programs**: Implementing a loyalty program where frequent users earn points for every ride that can be redeemed for discounts or free rides.

- **Targeted Marketing Campaigns:**
    - Running digital marketing campaigns focused on specific demographics, such as daily commuters, families, and corporate clients, showcasing tailored benefits for each group.

2. Sales Forecasting

- **Revenue Streams:**
    - **Subscription Fees**: Predictable monthly revenue from users enrolled in subscription plans.
    - **Single-Trip Fare Revenue**: Income from occasional users purchasing pay-as-you-go fares.
    - **VIP Packages**: Higher revenue per customer from those opting for premium services.
    - **Corporate Contracts**: Long-term contracts with businesses for employee transportation services, providing steady revenue.

- **Sales Growth Projections:**
    - Based on market research, population growth in Adria, and adoption rates of technology, forecast sales growth over the first three years post-launch, accounting for seasonal trends and potential expansion to neighbouring colonies.

3. Sales Team Structure

- **Sales Representatives**: A dedicated team for corporate sales, building relationships with businesses and organizations to secure contracts.
- **Customer Support Team**: Ensuring high-quality support to resolve issues, answer queries, and gather feedback, thereby improving overall customer satisfaction and retention.

5. Feedback and Improvement Loop

- Regularly collecting customer feedback through surveys and reviews to identify areas for improvement in services and offerings, thus driving sales through enhanced customer satisfaction.

This comprehensive sales strategy for the BeePower transport system emphasizes a multi-channel approach, leveraging technology and partnerships while focusing on customer experience and retention.

5. Sales Metrics and Key Performance Indicators (KPIs)

- **Customer Acquisition Cost (CAC)**: Measuring the cost associated with acquiring a new customer, factoring in marketing and sales expenses.

- **Monthly Recurring Revenue (MRR)**: Tracking the total predictable revenue from subscriptions monthly.
- **Churn Rate**: Monitoring the percentage of customers who cancel their subscriptions or stop using the service over a given period, which informs customer satisfaction and retention efforts.
- **Average Revenue Per User (ARPU)**: Calculating the average revenue generated per user, providing insights into pricing effectiveness and customer engagement.

Finance

1. Funding Requirements

- **Initial Investment**: Initial investment would be primarily linked to the cost of drone production which amounts to 54 million adco. To this cost would be added the cost of deployment, this would include storage facilities, advertising and marketing campaigns and the implementation of the necessary signs and information boards across the colony of Adria.
  Deployment cost is assessed as follows:

  Storage facilities would be built by Adria Construction (prices are still being negotiated) but costs should not exceed 500 thousand adco.

  The cost marketing is estimated at 10 thousand adco for posters and 90 thousand for flyers including salary for the people hired to give them out.

  The cost of installing live timetables and signs is estimated at roughly 4.5 million for a total of 11 stations and 55 different lines. As these will have to be linked to the Adria network and will need advanced failsafe systems to ensure their ongoing functionality despite possible problems the cost of implementation is quite high.

  Added to this will be the cost of the insurance for the first year of operations amounting to 8 million adco.

  This brings us to a total of 67.1 million adco, this will be rounded up to 60 million adco to account for possible oversights and unplanned events.

- **Funding Sources**:
  - The main source of funding is expected to be from a Counsil grant the amount of which will be defined at an ulterior date as this will depend on the amount of funding that has been collected from other funding campaigns and sources.

- Search for angel investors is ongoing but these are quite rare with the current situation of the planet, and we do not expect much from this line of funding.
- Contact has been made with various organizations, notably the Organization for the Protection and Welfare of the Citizens of Adria (OPWCA) who have agreed to donate 5 million adco to this project in exchange for 20% reduction for all their members on travel expenses with Beepower. Additionally, the Adria Colonies Workers Association has offered to donate 8 million adco in exchange for four guaranteed seats on each journey on lines to and from colonies.
- A crowdfunding campaign has been launched on kickitoff.ad this campaign is due to last until 2 weeks before manufacturing and installation begins. Currently the sum raised is 359 thousand adco.

2. Revenue Model

- **Ticket Sales**: Standard cost for a journey will be 2 adco automatically deducted when the individual boards the drone. A premium fee may be paid to gain access to VIP services on board the drone, the cost will range from 2 to 20 adco extra. Additionally for 30 adco to 300 adco a drone may be privatized for any line. Cost variation depends on the features enabled.
- **Subscription Services**: Subscription packages will also be offered, in monthly and yearly format. The monthly cost will be 40 adco and yearly 350 adco.
  Special reductions may be implemented at a later date or for specific occasions.
- **Advertising Revenue**: Advertising strategies have yet to be determined, as of now several companies have come forward to request advertising aboard the drones. Advertising will be sold as campaigns for a duration of 3 months. Estimated revenue from this is estimated at 50 thousand adco for a duration of 3 months per company. Given the number of drones and lines we could have no more than 2 companies running advertising campaigns simultaneously.

3. Cost Structure

- **Operational Costs**: Identify the major expenses associated with running the transport system, including:

- Drone maintenance and repair are covered by the production company under the guarantee terms for the first three years of service. This should give us time to accurately estimate the costs and possibly extend a warranty and/or subscribe a contract with them or another company.

  · As the drones are remotely organized, and as they are piloted by state-of-the-art AI piloting software, employment costs should be quite low.

  A cleaning team will need to be hired to keep the storage facility in proper shape. These are warehouses however and cleaning may only be necessary three to four times a year. The estimated cost of this is roughly 500 thousand adco for a year.

- Software development will be run by us resulting in quite a low economic footprint for Beepower. Each will have a salary of 4000 adco per month resulting in a total cost per year of 300 thousand adco also considering company related expenses not included in the salary.
- Insurance costs have already been negotiated with Adrinsurance; a contract will be signed shortly. This will be a fully comprehensive package including third party damage insurance and drone replacement or repair for 8 million adco a year.

· **Marketing and Sales**: Marketing campaigns will not have to be vast as surveys have already shown an overwhelming interest in the services Beepower offers. This will be limited to advertising boards in the strategic places where the drones will take off and land explaining why work is being done to install the live timetables and signs with station names. Additionally, a flyer distribution scheme will be launched a few weeks before service is due to start. The cost of this is estimated at 10 thousand adco for the posters and 90 thousand for the flyers including salary for the people hired to give them out.

- **Regulatory Compliance**: This is guaranteed by AirScoutsRentals, the company subcontracted to produce the drones.

4. Financial Projections

- **Sales Forecast**: Surveys conducted have shown there is considerable interest in this product and while 17% of people said they had their own means of transportation, a staggering 83% said they would be interested in drone transportation. Of these 83%,

47% said they would prefer a subscription based on their planned usage, 22% of which preferred the option for a yearly subscription. Most of the people who took part in these surveys were working class citizens of Adria looking for an easy means of transportation too and from work. This leads us to believe that we could get as many as 100 thousand yearly subscriptions and 125 thousand regular monthly subscriptions. On top of this we estimated approximately 180 thousand yearly individual fares not linked to subscriptions. This brings us approximately to a yearly income of 30 million adco for the yearly contracts, 50 million adco from monthly contracts and 360 thousand adco from occasional rides. This is of course a best-case scenario based on surveys. To stay on the safe side and be sure that we can deliver we will be basing our estimates for the break-even analysis and every other calculation on 50% of these figures. This means that hopefully we will finish each year with excess money to either reinvest in expanding our service or repay investors early.

- **Break-Even Analysis**: Based on surveys and the 50% of the figures shown in the Sales Forecast amounting to 40,180,000 adco and taking into account the yearly costs explicated in the Operational Costs section, amounting to 8,800,000 adco the net yearly revenue after costs should be equal to or in excess of 31,680,000 adco. Considering the initial investment amount of 67,100,000 adco, we should break even in the 26th month after launch of the project at the very latest.

5. Financial Risks and Mitigation Strategies

- **Market Risks**: The risk of cyberattacks and malicious use of accounts is one of our focus points on the software side of things and to this aim we are heavily investing our time in making sure authentication and payments are as secure as they can be. For this we are working in cooperation with the Bank of Adria to make sure everything runs as smoothly as possible.
  Transport drones on this scale being quite new to the market another issue we are carefully looking into is the possibility of evolution in regulation regarding this category of drone. Depending on new requirements, being unable to meet them could heavily impact Beepower. To avoid this kind of issue we are working in collaboration with the relevant authorities to stay posted on updates in regulations as early as possible in order to be able to adapt. A fund will be started to be used specifically for any changes needed to be made to the drones if adaptation is necessary.
- **Operational Risks**: As the drones are unmanned one of primary focus points here is the risk of cyberattack and hacking which could put the lives of the passengers at risk, to

reduce these risks passengers will be able to report any events or remarks through the app to help catch issues as soon as possible. In addition to this each drone will get thorough once over on a regular basis. The drones are all equally equipped with all essential circuitry and electronic components in triplicate.

Conclusion

In summary, BeePower’s financial strategy is carefully structured to support a sustainable launch and profitable growth within the Adria transportation market. With a robust funding plan, diversified revenue streams, and efficient cost management, BeePower is well-positioned to provide a revolutionary service that aligns with the needs of Adria's citizens while achieving financial stability. The sales forecasts and break-even analysis offer a realistic roadmap to profitability, even under conservative projections, demonstrating BeePower's potential to not only meet but exceed its financial goals. By proactively addressing financial and operational risks through rigorous security protocols and adaptable compliance strategies, BeePower is prepared to manage uncertainties while fostering investor confidence and delivering a new era of efficient and secure drone transport.