



Harris Mobility Solutions Business Plan

- Robert Harris 8/31/2023

Mission Statement

- The Mission of Harris Mobility Solutions is to provide cost-effective and accurate Aerial Imaging for utility and real estate companies. The mission is reflected in our corporate promise to offer a great customer experience while delivering high-quality imaging solutions to solve our customer's problems.





Problem Statement

- **Challenge:** Traditional inspection methods, Aerial photography, and videography are time-consuming, costly, and often risky.
- **Opportunity:** The demand for efficient, cost-effective, and safe aerial services, often referred to as Advanced Air Mobility, is rapidly growing across industries.

Market Opportunity

Market Size: The global drone services market is estimated at \$13 billion and is expected to grow by 20% annually.

Driving Forces:

Technological Advancements: Rapid advancements in drone technology, including improved sensors and AI capabilities, are expanding the scope of drone services.

Regulatory Support: Favorable regulations and government support are fostering the drone industry's growth, enabling easier integration into various sectors.

Efficiency and Safety: Drones offer cost-effective and safe alternatives to traditional methods, driving businesses to adopt drone services for inspections, photography, and videography.

Target Industries: Real Estate, Construction, Agriculture, Energy, Events, and Environmental Monitoring.



Business Solution

Solution: Harris Mobility Solutions provides cutting-edge aerial visual inspection, photography, and videography services using advanced drone technology.

Features:

High-Resolution Inspections: Detailed aerial inspections for infrastructure, agriculture, real estate, and more.

High-Resolution Photography: Stunning aerial photographs for events, landscapes, and promotional purposes.

Automatic Videography: Engaging aerial videos for marketing, documentaries, and special events.

Business Model

Service Offerings:

Inspection Services: Harris Mobility Solutions provides a wide range of inspection services, including infrastructure inspections, agricultural assessments, and environmental monitoring.

Photography and Videography: Harris Mobility Solutions provides 4k videos, high-resolution photographs, and 360-degree images and video.

Additional Services: Harris Mobility Solutions also provides Adobe Creative Cloud editing services for photographs and videos. 3D modeling can also be used to create digital twins for asset management.

Revenue Streams:

Per-Project Pricing: Clients will be charged based on the complexity and scope of individual projects. Different services may have different pricing tiers.

Subscription Packages: Harris Mobility Solutions will also offer subscription plans for regular inspections or ongoing photography/videography needs, providing clients with cost-effective and predictable pricing.

Sales Channels: Direct Sales, Partnerships with Real Estate Agencies, Event Planners, and Construction Firms.

Competitive Landscape

- **Competitors:** Our research indicates a sparse competitive landscape in our target market. Few players offer comprehensive drone services, leaving ample room for new entrants.
- **Identify Key Players:** The largest competing service provider is Drone Brothers. Drone Brothers was founded in 2014 and operates in Southeastern Michigan. They provide Photography and videography services. Drone Brothers' business model focuses on one market and lacks market diversity.
- Metro Drones is another drone service provider that operates in Southeastern Michigan. They also provide photography and videography services. Metro Drones has an aging drone fleet, some incompatible with current federal regulations.
- Despite limited competition, the market for drone services is experiencing rapid growth. Emerging technologies and increased awareness are driving demand across sectors.
- **Unique Selling Points:** Advanced Drone Technology, Certified Pilots, Quick Turnaround Time, Customized Services. Harris Mobility Solutions employs advanced Drones that comply with Federal drone regulations. We will offer our services to diverse markets, ensuring we stay ahead of potential competition.

Marketing and Sales Strategy

- **Marketing:** Online Presence

- **Professional Website:** Showcasing our services, portfolio, team, and contact information on a user-friendly website.

- **Search Engine Optimization (SEO):** Optimize our website for relevant keywords to ensure visibility on search engines like Google.

- **Social Media Marketing:** We will maintain a presence on Instagram, Facebook, and LinkedIn to share drone photography, videos, and industry insights. Engaging with our audience to build a community around your services.

- **Sales Strategy:**

- **Direct Sales:** We will build a dedicated sales team to approach potential clients directly. Provide tailored solutions based on their specific needs.

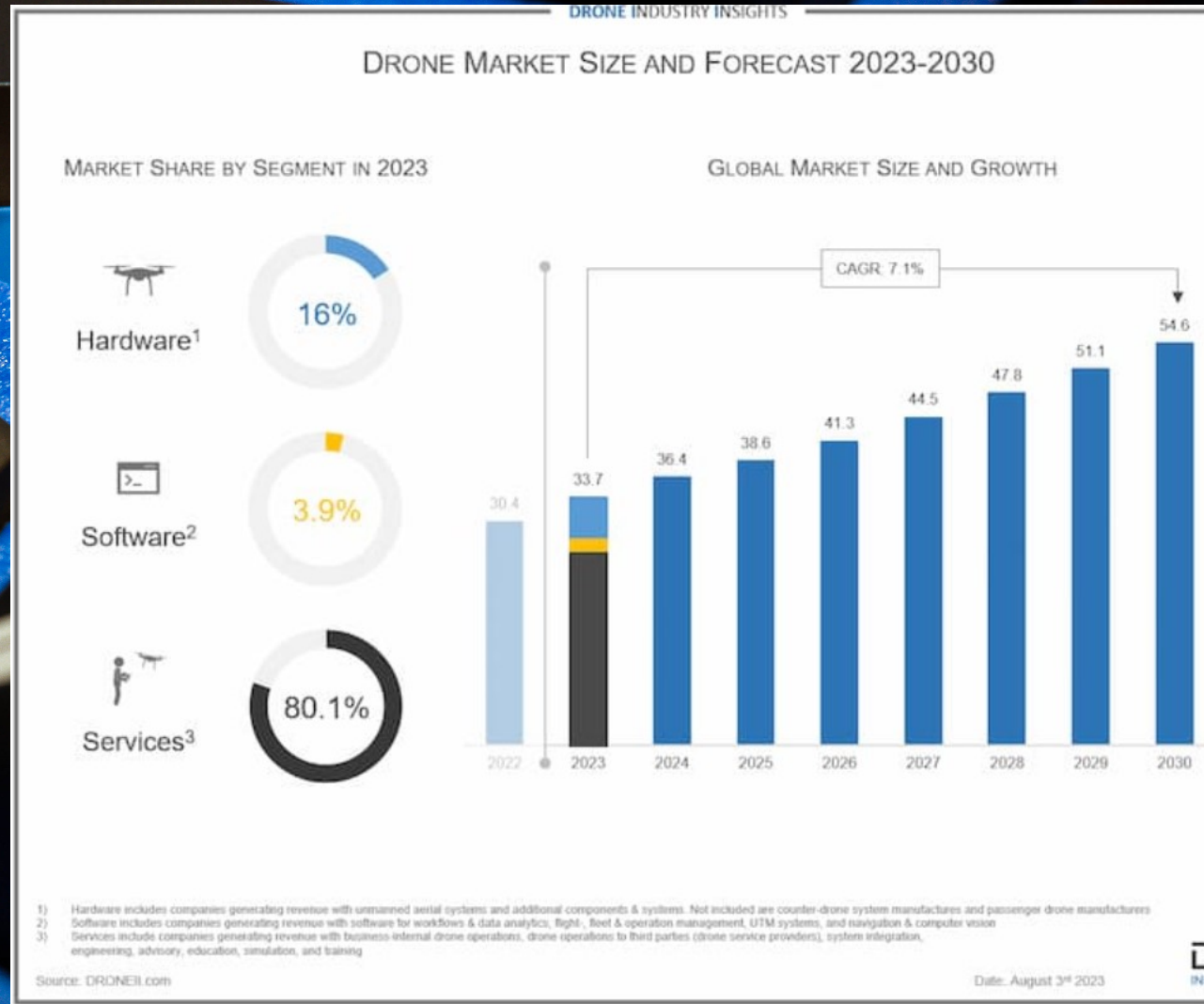
- **Consultative Selling:** Understand each client's unique requirements and propose customized drone services to address their challenges effectively.

- **Follow-up and Relationship Building:** Maintain communication with leads, providing updates, answering queries, and nurturing relationships to convert leads into clients.

Financial Projections

s have become indispensable tools for
sses, enabling efficient inspections,
e mapping, and transforming the way
are delivered. The overall drone
t is set to grow to US\$54.6 billion by
at a rate of 7.1% CAGR.

Key Industries: Real Estate, Construction,
ulture, Energy, Events, and Environmental
ring.



Management Team



Robert Harris is a retired Air Force Master Sergeant and retired Detroit Police Department Master Sergeant. He holds a bachelor's Degree in Business Administration and is a licensed drone Pilot. Robert also has a White belt in Lean Six Sigma.

Robert is also a member of the Organization of Black Aerospace Professionals, the Michigan Minority Contractors Association, and the Professional Photographers of America. He has conducted over 700 drone flights and has over 100 hours as a remote pilot in command.

- Robert Harris
- Founder

Conclusion

Why Invest: Harris Mobility Solutions stands at the forefront of a dynamic market poised for exponential growth. With the global drone services market currently valued at \$13 billion and projected to grow annually at a staggering rate of 20%, the opportunities in this industry are immense. We are not just witnessing a technological revolution; we are leading it.

Our strategic approach, innovative solutions, and dedicated team uniquely position us to capitalize on this booming market. By leveraging the rising demand for efficient, cost-effective, and safe aerial services, Harris Mobility Solutions is well-positioned to capture a significant share of this multi-billion-dollar industry.

We are not merely providing services but pioneering a new era of possibilities. As businesses across various sectors increasingly recognize the advantages of drone technology, we are here to meet their needs with unparalleled expertise and commitment. We are not just a drone services provider but architects of aerial excellence.

Investing in Harris Mobility Solutions means investing in the future. A future where precision meets innovation, where cutting-edge technology transforms industries, and where our growth aligns seamlessly with the market's trajectory. We invite you to join us on this exhilarating journey, where the sky is not the limit – it's just the beginning.

Thank you for your time and consideration.



Thank you!

- Robert Harris
- Harris Mobility Solutions