

# PRODUCT & SERVICE PORTFOLIO

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We provide market  
research and consulting  
services for the global  
commercial drone industry.

Hamburg, Germany | September 14<sup>th</sup> 2022

We are a boutique consultancy, dedicated to the commercial drone space. Our goal is to make your drone business successful.

We are a team of aviation industry professionals and consulting experts.

We help companies to understand the commercial drone market and create sustainable business models.

We are thought-leaders in our field.

We are independent.

We empower drone innovation.

We offer a wide range of drone industry information:

## PRODUCTS



### AVAILABLE ONLINE

Drone Industry Reports

Data Books and Lists

Company Rankings

Whitepapers

Free Articles and Infographics

## RESEARCH SUBSCRIPTION

## SERVICES



### AVAILABLE ON DEMAND

Workshops

On-Demand Research Projects

Business & Regulatory Advisory

Analyst Time

Go-to-Market Strategies

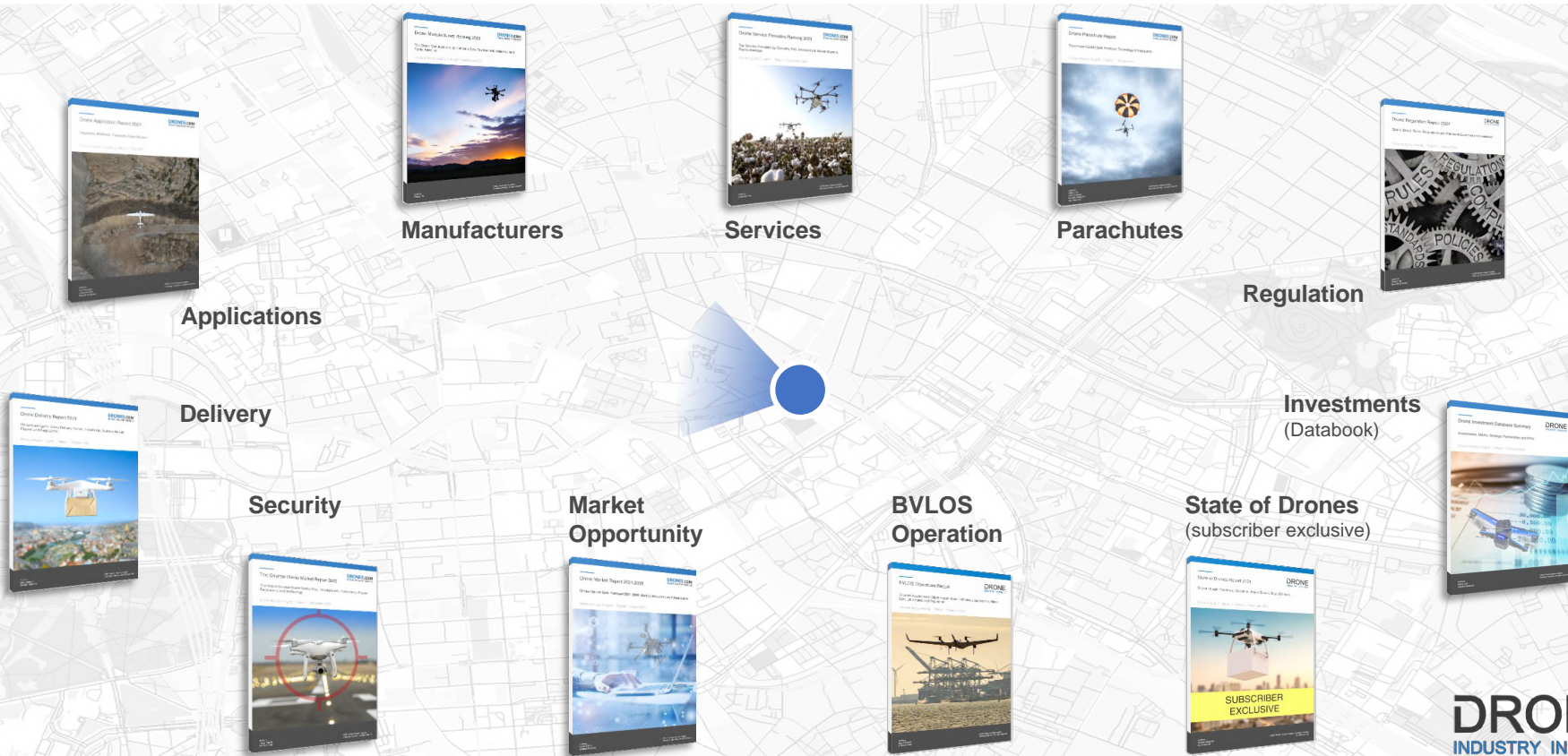
Competitive Intelligence

Commercial Due Diligence

Webinars

**DRONE**  
INDUSTRY INSIGHTS

Our Drone Market Reports empower you to thoroughly understand the drone market environment and support strategic business and marketing decision-making.



**DRONE**  
INDUSTRY INSIGHTS



We offer **tailor made solutions** to support decision-making, business model generation and operational improvement.



### On Demand Market Studies

Market insights and detailed commercial evaluation of offerings, including go-to-market strategies, commercial due diligence and competitive intelligence.



### Business & Regulatory Advisory

Helping clients successfully build business models, raise funds, and support with regulation updates and advice for responsible business strategies.



### Research Subscription

We provide instant access to all our reports and databases to support your project and further development. Our Enterprise package also offers analyst time whenever required.



### Best Practice

We know the industry by heart. Through hundreds of interactions and dozens of bespoke market studies, we are on top of the drone market and able to transfer the essence of this knowledge to our clients. Based on that network we also offer matchmaking services.

The result of our **on-demand market studies** is usually a comprehensive report explaining observations in detail and specifying learnings/key-insights per issue.



Note: Selection represents typical parts of our reports. Not all aspects must apply

We focus on adapting new technologies and processes to support your business – four reasons to work with us:



# Core team management profiles: Experts with each 10+ years of industrial and/or consulting expertise will help to define the right solutions.



**Kay Wackwitz**

- CEO and founder of “Drone Industry Insights”, the market research platform for commercial drones
- With more than 22 years experience in the manned and unmanned aviation industry, Kay combines unique expertise with a global network
- Kay holds a degree in Aeronautical Engineering and is an expert in commercial drone applications
- In addition, he looks back on international consulting assignments during his time at Lufthansa Technik, Hawker Pacific Aerospace and Ameco



**Hendrik Bödecker**

- CFO and co-founder of “Drone Industry Insights”
- Hendrik is an expert in aviation law and UAV with more than 10 years at Drone Industry Insights and Lufthansa
- He is an expert in commercial drone applications in all sectors
- At Lufthansa Technik he was the single point of contact to Civil Aviation Authorities (CAA) of Germany, Middle East and Asia region.
- Strong expertise in Safety and Risk Management Systems



**Ed Alvarado**

- Editor/Content-Manager with experience in SEO, content creation, automation and social media management
- His professional experiences include working with Embassies and Consulates, professional translation, and published research in Public Finance Review (2016, Vol 44, Issue 3).
- Ed holds Bachelor's degrees in Economics and Philosophy as well as a Master's in International Studies
- He's lived in 7 Countries and speaks 4 languages (English, Spanish, Italian and German)



**Zahra Lotfi**

- Zahra Lotfi is a market research analyst with broad experience in quantitative and qualitative research
- She holds a Ph.D. in economics with a focus on innovation and a Master degree in Business Administration, focusing on international marketing.
- Zahra gained a professional knowledge in the topic of open innovation during her time at Honda Research Institute. She also worked as a market researcher in different industries namely pump and cosmetic industry.



**Esteban Zanelli**

- Esteban Zanelli is a market research and data analyst with experience in quantitative and qualitative research.
- He holds a degree in Business Administration as well as a Master degree in International Business Management.
- Esteban's background is in corporate banking and revenue models. He has training in relationship management, data analysis and business strategy.



# Customers and publishers value our deep industry knowledge, network and the way we help to build sustainable business models

"I find it really impressive how the DRONEII.com team have built up a broad and proprietary knowledge base around the commercial drone market ecosystem."



**Bastian Schäfer**

Innovation Manager, Emerging Technologies & Concepts AIRBUS

"DRONEII did a great job delivering an objective report and database, which is exactly what I needed."



**Alex Xie**  
DJI

"The market study and insights provided by DRONEII.com helped us to align our future services in terms of market needs, competition and go-to-market strategy."



**Ulrich Hoffmann**

Project Lead UAV Services Development, Lufthansa Technik AG

"Drone Industry Insights offers a broad market overview and convinces with profound studies on the trends and application areas of commercial drones. The data of Drone Industry Insights enable a focused development of our product portfolio and quickly reveal opportunities and risks."



**Benjamin Federmann**

Director Marketing & Communications, Leica Geosystems

"We found the report quite useful in terms of giving us revealing and trustworthy market figures for our analysis and we liked the overview of regulatory status by country a lot."



**Alexander Schläpfer**

Partner, Swisscom Ventures

"Great insight into the trends associated with drone applications as well as illuminating examples, this report provided us with a great benchmark of commercial drones applications."



**Berry Mulder**

Robotics Centre of Excellence Leader, Shell

"The team of DRONEII.com helped us to find networks and channels to regional markets to reach a stable position in the global drone industry"



**Toru Tokushige**

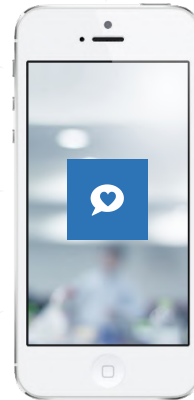
Founder & CEO of Terra Motors and Terra Drone

"As the primary representative of the aerospace industry in Germany, it is important to fully comprehend all aspects of the evolving drone market. DRONEII.com helped us to get an even better understanding in a comprehensive and in-depth drone market study."



**Volker Thum**

Managing Director, BDLI - German Aerospace Industries Association





## Kay Wackwitz

CEO & Founder

[kay.wackwitz@droneii.com](mailto:kay.wackwitz@droneii.com)

Office: +49 40 6483 0858

Cell: +49 179 5361627

Astra-Tower, Zirkusweg 2, 20359 Hamburg, Germany

trusted by:



[www.droneii.com](http://www.droneii.com) | [info@droneii.com](mailto:info@droneii.com)

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