

**FLIP CHART NOTES – Spring Meeting, Dallas, TX**

Questions to answer:

* Trends – Affecting Adoption
	+ Lack of case study
	+ Lack of standards
	+ Disconnected ecosystems
	+ Lack of knowledgeable
	+ FAA Policy
	+ Legal / guidelines
	+ Local jurisdiction unaware
	+ Part 107 Not Enough
	+ Operations licenses does not exist
	+ Enterprise integration
	+ ROI Model / Budget Adoption
	+ Customer Questions on Policy
	+ Part 107 Confusion
	+ Lack of Enforcement
	+ Market Demand Increasing
	+ Industry base segment privacy
	+ Safety awareness / effect on prices
	+ Enterprise play / competitor adoption
	+ Formulizing channel
	+ State & Local Government acceptance
	+ Niche Players
	+ Technology Eclipse Safety Regs.
* Vision for next 3 – 5 Years
	+ To have impact on the further development
	+ Real time airspace authorization
	+ Positive public perception
	+ National & state policy
	+ Collaboration of Associations
* T.A.M – AEC
	+ Utilities
	+ Agriculture
	+ Inspections
	+ Insurance
	+ Civil engineering
	+ Search & Rescue
	+ Public safety
	+ Real estate
	+ Geological / mining
	+ Government
* What will limit Growth
	+ Liability / Re-liability
	+ Public perception
	+ Lack of professional
	+ Regulations
	+ Lack of training
	+ Stovepiping / tech standards
	+ ~~Budget advocate~~
	+ ~~ROI Model~~
* What will accelerate growth?
	+ Budget Advocate
	+ ROI Model
	+ Proof of low TCO
	+ Commercial Drone Alliances
* What are major factors driving those changes
	+ Communication
	+ Industry Leadership
	+ Applicability
	+ Availability of capital
	+ Public safety incidence
	+ Government action
	+ Clarity around regs.
* Who will benefit
	+ HW
	+ SW
	+ DSP’s
	+ Public
	+ Customers / Clients
	+ Internal Use / Enterprise
	+ Industry Sectors
* Goals for DRAC
	+ DSP’s to adhere to Industry & Data Standards
	+ Clear routes to market
		- Channel
		- VARs
		- Consultants
		- Associations
		- Distributors
	+ DSP’s to have train / Cert options
	+ Drones “R” Good!
	+ Government Embrace
	+ Enterprise funding / lifecycle mgmt.
	+ Market demand
	+ Proven ROI
* Strategies to Achieve Goals
	+ DSP’s to have training & Certs
	+ Survey existing training programs
	+ Break into details, categories, etc. vertical markets
	+ Identify & Collaborate with other vendors associations doing this work
	+ Working to educate & train at industry events, user groups, media outlets
	+ Identify media channels (AUVSI, Vendors)
	+ Develop minimum set of standards – (for training programs)
	+ SEO – to drive to website
	+ CompTIA DRA – Drone Life Column
	+ LinkedIn Group / SLACK
	+ Simulators to test skill (DART Drones)
	+ Train the trainer programs
	+ Proven ROI
	+ Survey – research (Include academia)
	+ White papers – use cases Market Industry resources
	+ ROI on specific Drone Applications
	+ Identify & obtain various ROI data sets
	+ Create CompTIA ROI Methodologies various applications
	+ How to package ROI calculator & push
	+ Research different ROI Models for each
		- Survey inspection
		- Utilities
		- Constriction
		- Real estate
		- Insurance
		- Agriculture
		- Public safety
	+ Include – soft targets (safety, workflow improvement, time cycle, quality, repeatability, analyzing trends)
	+ Business relevance of Drone Service
	+ Be the “voice” of ROI become a ROI data clearinghouse
	+ Clear Routes to Markets



* + Survey number of IT integrators
		- Channel Primer for DRAC (education)
		- Training for TSP’s on ROI to them
		- Steps to integrate Drones into service portfolio
		- Checklist of partnering with DSP what to look for
		- Webinar for TSP’s
		- Quick start guide for DSP on how to build professional practice
		- Meet with CAB
	+ DSP’s Adherence to Industry & Data Standards
	+ Create & emphasize professionalism
	+ Relevance of CompTIA
	+ High likely hood of success!
	+ Develop standards
	+ Create check list of what you must have (statement of work, part 107, high logs, written contract)
	+ Supporting efforts
	+ At organizational level
	+ At pilot level (code of ethics)
	+ Push out the various pilot networks disty’s
	+ Next level would include specific vertical standards
	+ Training video to renew standards (why is this the standard)
	+ Data Standards need transparency down to customers on what’s going to happen w/ data (usage standards, what’s used, what’s not)
	+ Can CompTIA make investments to these organizations to support them?
		- AUVSI
		- OGC
		- Ag Gateway