

Geoscan Manual

Task

The main task was to **gather contacts of potential partners** and **develop a promotion strategy**, considering the complexities of the industry, such as difficulties in transporting and registering drones, as well as finding the necessary venues for shows, with minimal noise, light and electromagnetic pollution.

What proposal did we develop and what was it based on?

- 1.** We have collected the necessary **stack of contacts** of the main industry players and potential partners in the entertainment and media sectors.

Here you can see the full tables of possible contacts for each country:

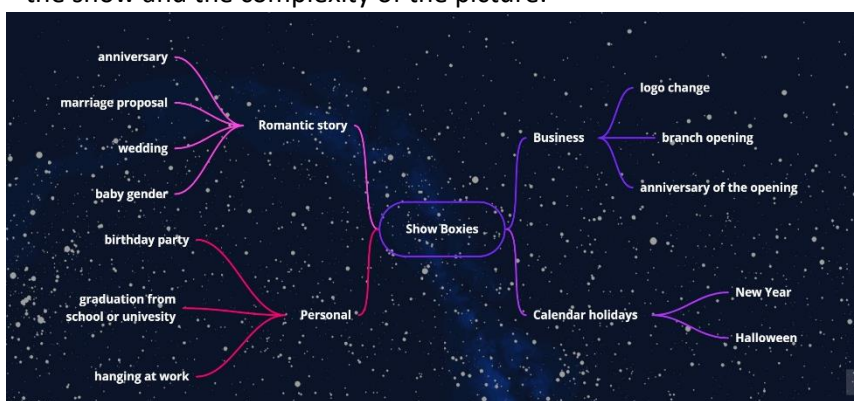
https://drive.google.com/drive/folders/15-dvqmvtnJmYPKW_RU9CTUc9eObis8MR?usp=sharing

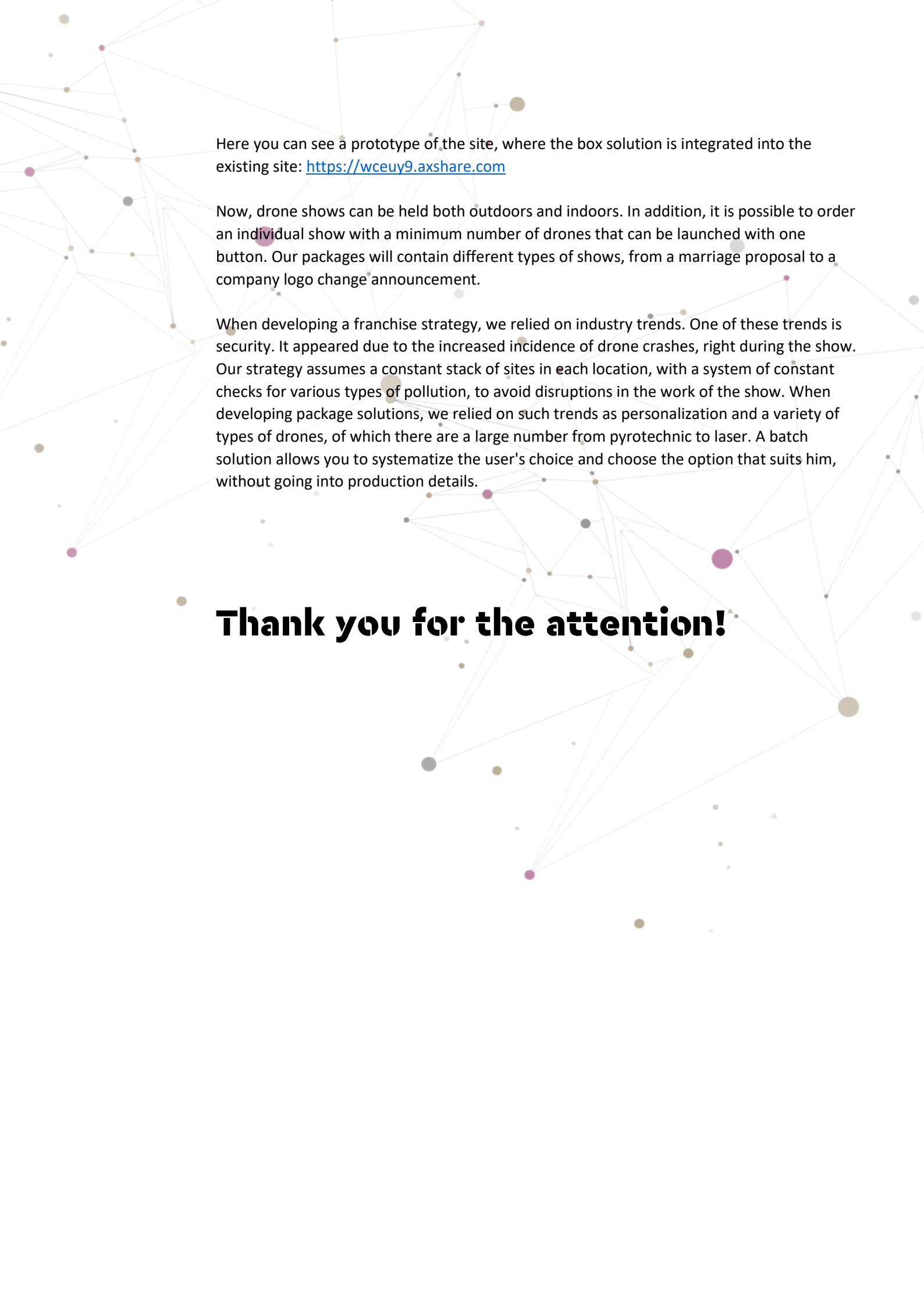
- 2.** In the basis of the promotion strategy, we laid the idea of a **franchise**, which will allow it to be permanently based in target countries and avoid problems with transportation and finding suitable sites.

Here you can see the details of the franchise:

<https://docs.google.com/document/d/1L8dU4z6nzDVshZYr3qt9pxQaT6vDAIVA/edit?usp=sharing&oid=117692955260771630543&rtpof=true&sd=true>

- 3.** The client's proposal will be based on the idea of a package solution for each type of show ("show boxes"), where the user himself chooses the number of drones, the duration of the show and the complexity of the picture.





Here you can see a prototype of the site, where the box solution is integrated into the existing site: <https://wceuy9.axshare.com>

Now, drone shows can be held both outdoors and indoors. In addition, it is possible to order an individual show with a minimum number of drones that can be launched with one button. Our packages will contain different types of shows, from a marriage proposal to a company logo change announcement.

When developing a franchise strategy, we relied on industry trends. One of these trends is security. It appeared due to the increased incidence of drone crashes, right during the show. Our strategy assumes a constant stack of sites in each location, with a system of constant checks for various types of pollution, to avoid disruptions in the work of the show. When developing package solutions, we relied on such trends as personalization and a variety of types of drones, of which there are a large number from pyrotechnic to laser. A batch solution allows you to systematize the user's choice and choose the option that suits him, without going into production details.

Thank you for the attention!