skykick

A Multi-Reality Aerosport

Investor Presentation

Who:

Jordan Pelovitz

Shawn O’Neil

Kyle Blemel

Leslie Minasian

What:

Skychicken

Virtual Reality Game

Hardware\Software Brain

Hardware\Software Body

Future drone projects

Where:

Virtual\Augmented Reality

Why:

Save the world, make cool stuff.

How:

Individually funded projects

Multi-industry combinations

Constant self re-evaluation

Mission Design

What is Mission Design?

Mission:
When aircraft designers design a plane, it is a response to a specific **mission definition**.

Maneuverability:
How tight can it turn? How fast can it change its velocity?

Efficiency:
How long can it loiter in a certain area? How much fuel does it burn to get to that area?

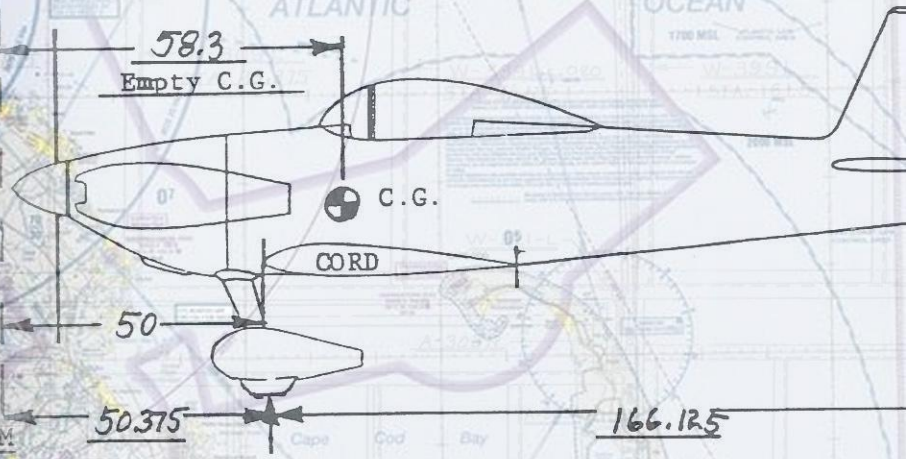
Safety:
What are the precautions taken for the bystander and operator?

Cost:
How much is reasonable to expect for a given set of inputs?

Required Training:
How hard is it to fly?

Design C.G. Range = 18% to 27% of wing cord, or 9.7
or 59.

Wing L.E. = 50 inches aft of datum.
Main wheel, right = 50.5 aft of datum.
Main wheel, Left = 50.25 aft of datum.
Tail wheel = 216.5 aft of datum.
Fuel (fuselage) = 53 in. aft of datum.
Fuel (wing) = 58.5 in. aft of datum.
Oil = 30 aft of datum.
Pilot = 81 aft of datum.
Baggage = 112.5 aft of datum.



Aircraft weighed empty in level flight attitude:

	Wt.	Arm	Mome
Right wheel -	360	50.5	18180
Left wheel -	359	50.25	18040
Tail wheel -	36	216.5	7794
	755		44014

Quadcopter Design Analysis:

Mission:
Observation and Resarch

Maneuverability:
Best choice when quick and precise spatial translations are required.

Efficiency:
Held aloft by thrust alone means perpetually less endurance.

Safety:
Zero power failure mode is to fall out of the sky. Literally the most unsafe configuration.

Cost:
Many individual electronic and molded parts requires significant investment per unit to increase performance.

Required Training:
Several hours for safe flight.

DJI Phantom:
$679, no camera
$1,148 with HD camera

Parafoil Design Analysis:

Mission:
Observation and Research

Maneuverability:
Best choice when object to be observed is a fixed point with a clear radius around it.

Efficiency:
Lack of structure requirements and lightweight wing mean it's very easy to pack it full of batteries.

Safety:
Zero-power failure mode is to drift gently back to Earth.

Cost:
Minimal lift structure and fewer electronic components means greater cost/benefit ratio.

Required Training:
A few hours.

NASA X-38 Crew Return Vehicle
Used the largest parafoil ever made to slow and steer the research vehicle during its return from up to 45,000 feet in the air.

The SkyChicken

Aerial Platform

Mission:
Observation and Research

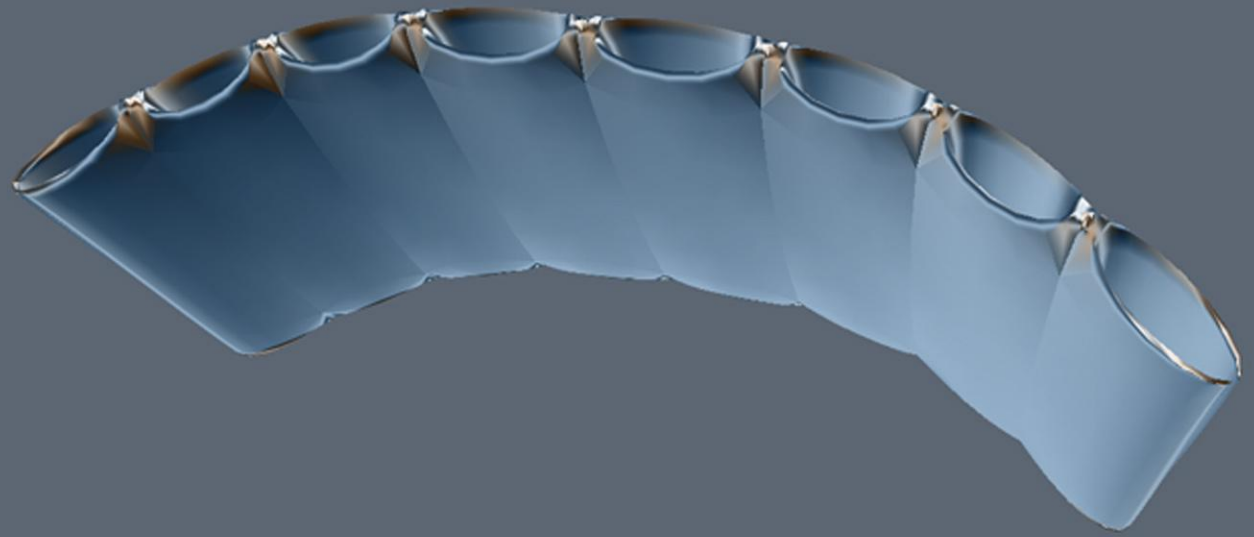
Target Markets:
Professionals, hobbyists, amateurs in the entertainment, sports, law enforcement, surveying, exploration wildlife conservation, etc.

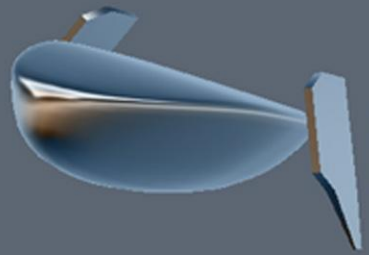
USP:
Extreme endurance vs. quadcopters
Simple to set up and fly
Safe over crowds
Low cost

Design:
Soft foam body means potential damage is limited.

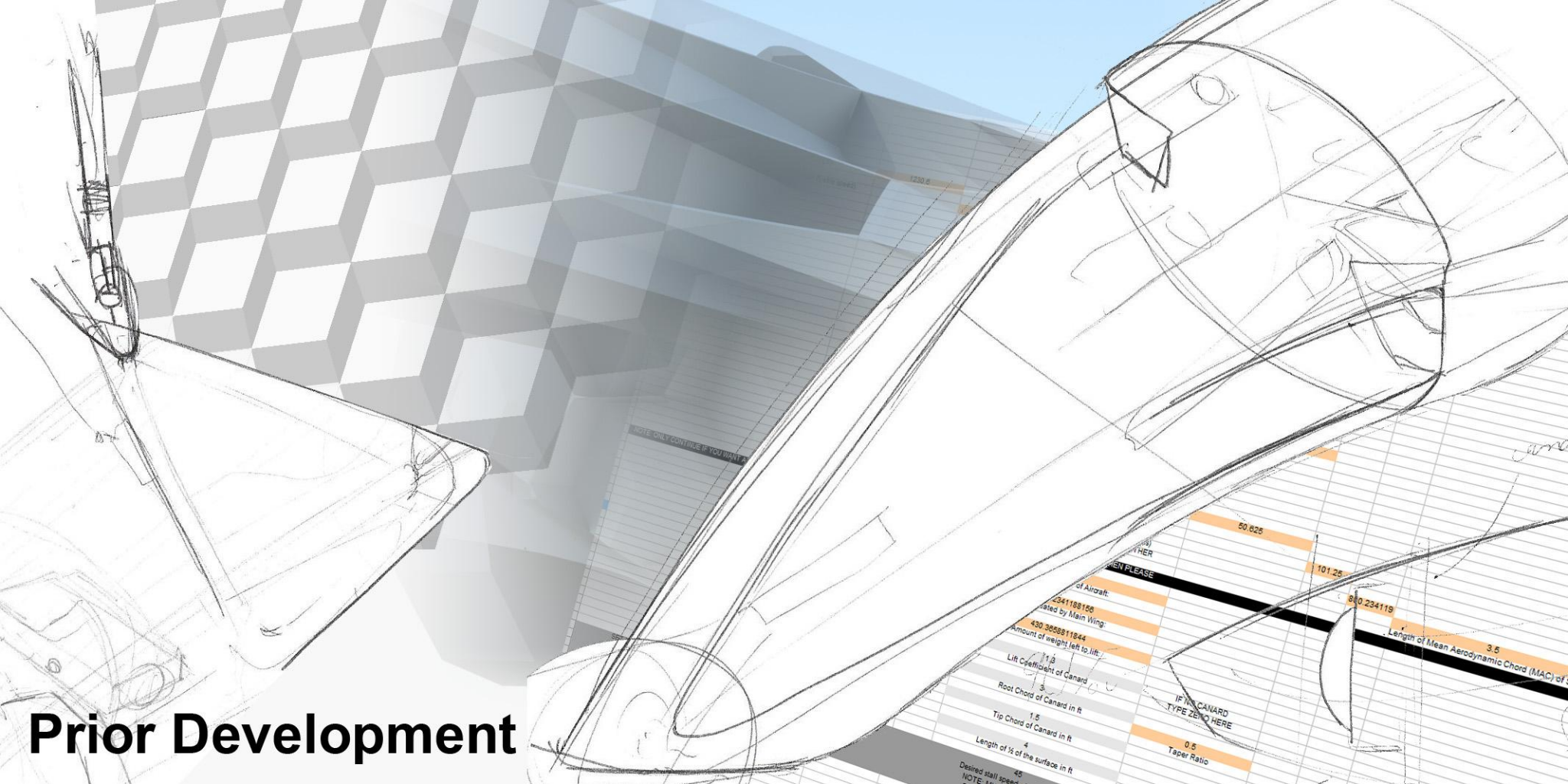
Cost:
$450 per unit, starting at
$700 w/2 onboard cameras.

Required Training:
A few hours.

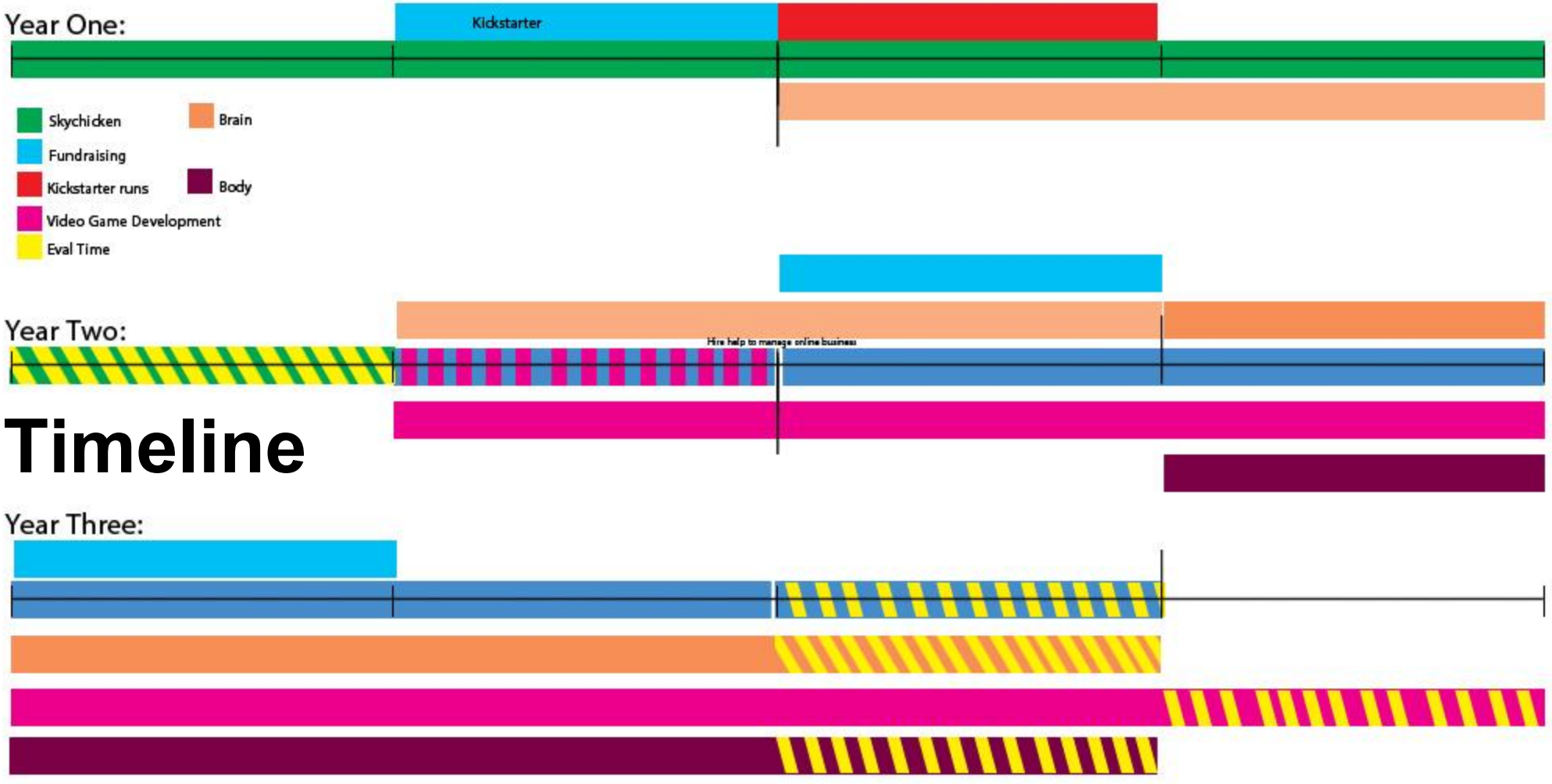




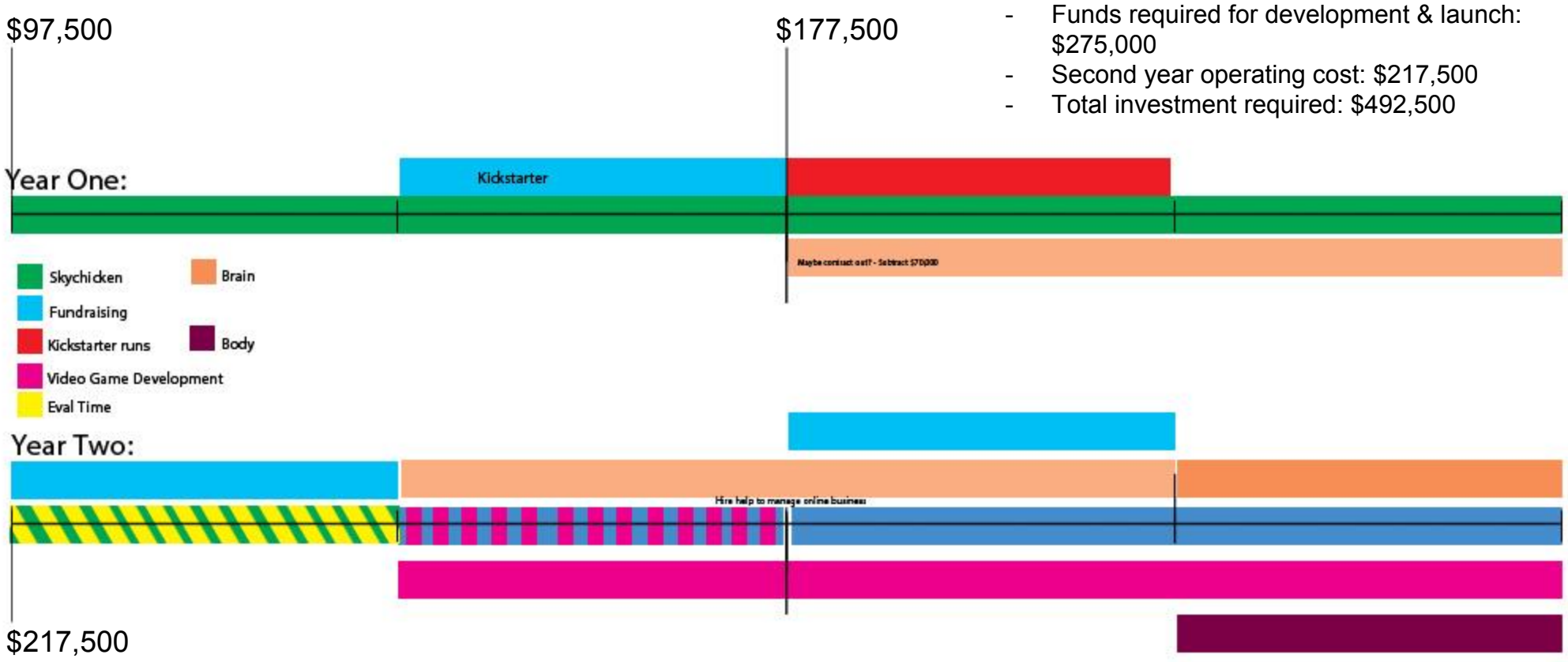
Potential Use Cases:
Skycam for major and little league games, beaming live footage to iPads and screens located on the field.



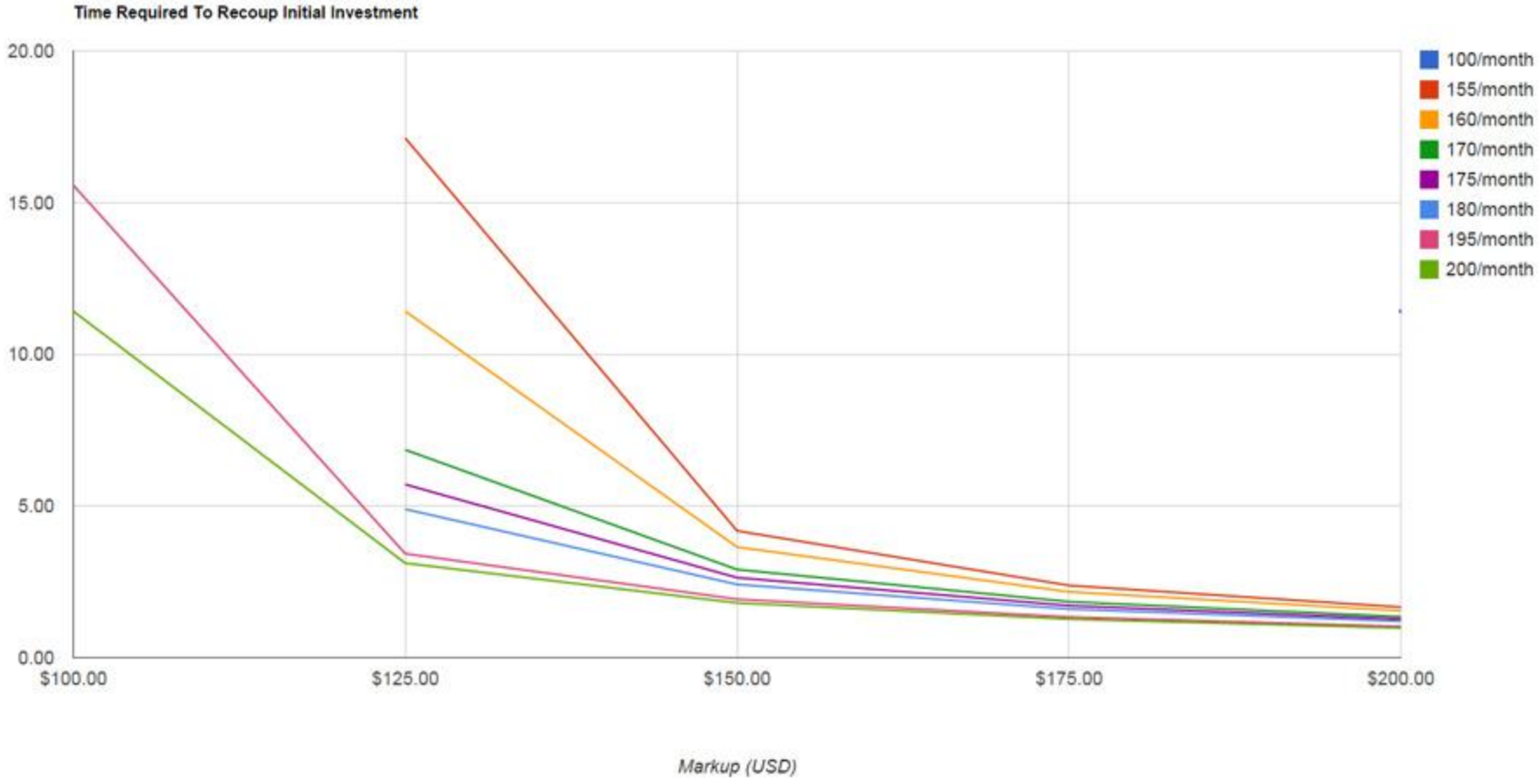
Prior Development


Year One:
Kickstarter
Skychicken
Brain
Fundraising
Kickstarter runs
Body
Video Game Development
Eval Time
Year Two:
Hire help to manage online business
Timeline
Year Three:

Skychicken funding timeline



- Funds required for development & launch: $275,000
- Second year operating cost: $217,500
- Total investment required: $492,500


Time Required To Recoup Initial Investment
20.00
15.00
10.00
5.00
0.00
$100.00
$125.00
$150.00
$175.00
$200.00
100/month
155/month
160/month
170/month
175/month
180/month
195/month
200/month
Markup (USD)

Other Missions:

News reporting

Sports broadcasting

Firefighting

...and more!

Long loiter time makes it the perfect camera platform for a brand new spectator sport using drones.

What is Skykick?

The Skykick game is played either using augmented or virtual reality.

In it, players (pilots) fly either physical drones or virtual representations of those drones in fun and exciting-to-watch games or tournament-style events.

It is a boot-strapped approach to affecting large scale change in the aviation, VR, and hobby industries.

It is an approach where multiple industries are combined to form a larger one.

Why the game?

Value-add for long term growth of the company, by doubling potential revenue streams (VR and drones).

Safe training for existing and new pilots.

Value-add for investors because it builds a core platform with which to bridge to and from other opportunities.

Connects traditionally unrelated consumer groups (pilots, gamers, hobby kit builders) that nevertheless share commonalities, to create a larger potential for growth.

How does it work?

The “Brain”

A combination IMU/radio unit.

I - Inertial

M - Measurement

U - Unit

Used to stream raw data regarding the drone’s position, heading, altitude, etc. to a ground receiver.

The “Body”

An integrated computer unit (such as a laptop or smart phone), built to receive, process, and broadcast radio commands, flight data, and pilot commands.

This computer should be portable and durable, able to be carried to on-field locations.

The “Eyes”

Consumer virtual reality goggles that connect via a common interface (USB/HDMI) to the “body”.

Information for the game (score, goals, etc) is overlayed on top of live or simulated video footage and integrated flight displays via the IMU.

What will you need to play?

Physical:

Two or more R/C aircraft with at least one onboard camera and the Skykick “Brain”.

Two or more pairs of VR goggles.

A gamepad, mouse, or joystick device, or standard hobby radio controller.

A laptop or smart phone.

Host software on the laptop to monitor all the aircraft currently playing.

Virtual:

A gamepad, mouse, or joystick device.

An installed copy of the game. Platforms TBD.

A pair of VR goggles (optional but recommended).

How is it Consumed?

Special Events

Fairgrounds

Airshows

Virtually: Anywhere

Creative and fun gameplay design

Exciting data driven displays

Otherworldly imagery

Strong multi-disciplinary foundation

Our special sauce

Prior Development

- Game modes
- Tool concepts
- Game Assets
- Trailer Animatic
- Story
- Control Methodologies

Who is Skykick's target market?

Top down view, Game + Skychicken + Other drones, brain, etc;

Gamers - $15.4b in video game sales for 2013 (statista.com)

AR/VR enthusiasts - $1.06 billion by 2018 (Markets&Markets)

"Traditional" Hobbyists - Radio Control sales in 2012 were ~ $260 million (Hobby Manufacturer's Association)

Professionals + Large Entities - B&H in NYC sells 200+ Phantoms a day (Motherboard), at least 12% of $98 billion worldwide will be for commercial drones (Business Insider)

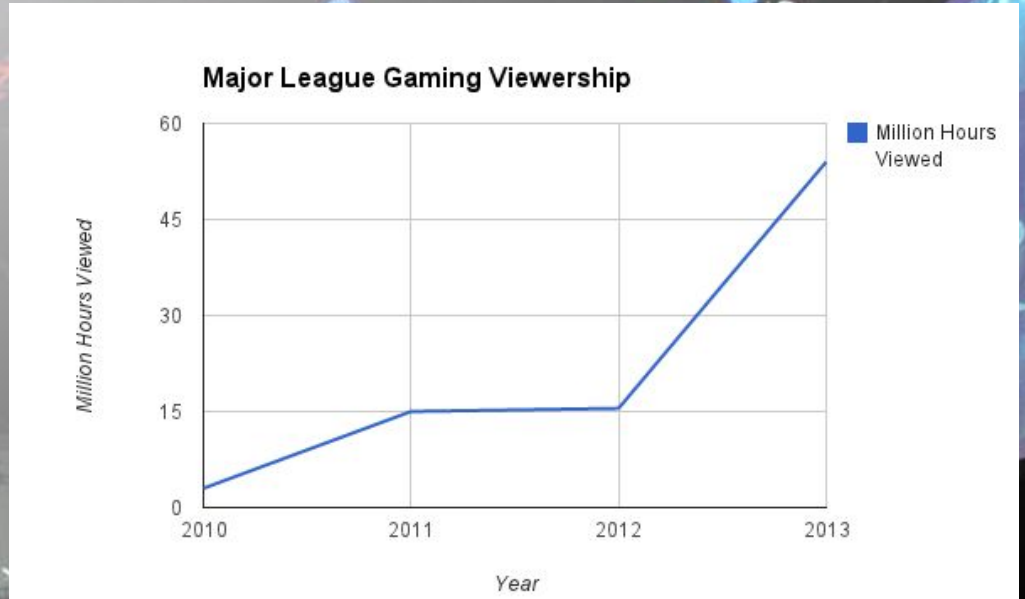
Existing Interest

Average funding for drone-related Kickstarters: $90,000

Outliers as high as $900,000.

Space/Aviation related Kickstarter games average $20,000 per project.

RSI has managed to raise +$50 million for its space game through its own channels.



Source: Major League Gaming

How do we profit?

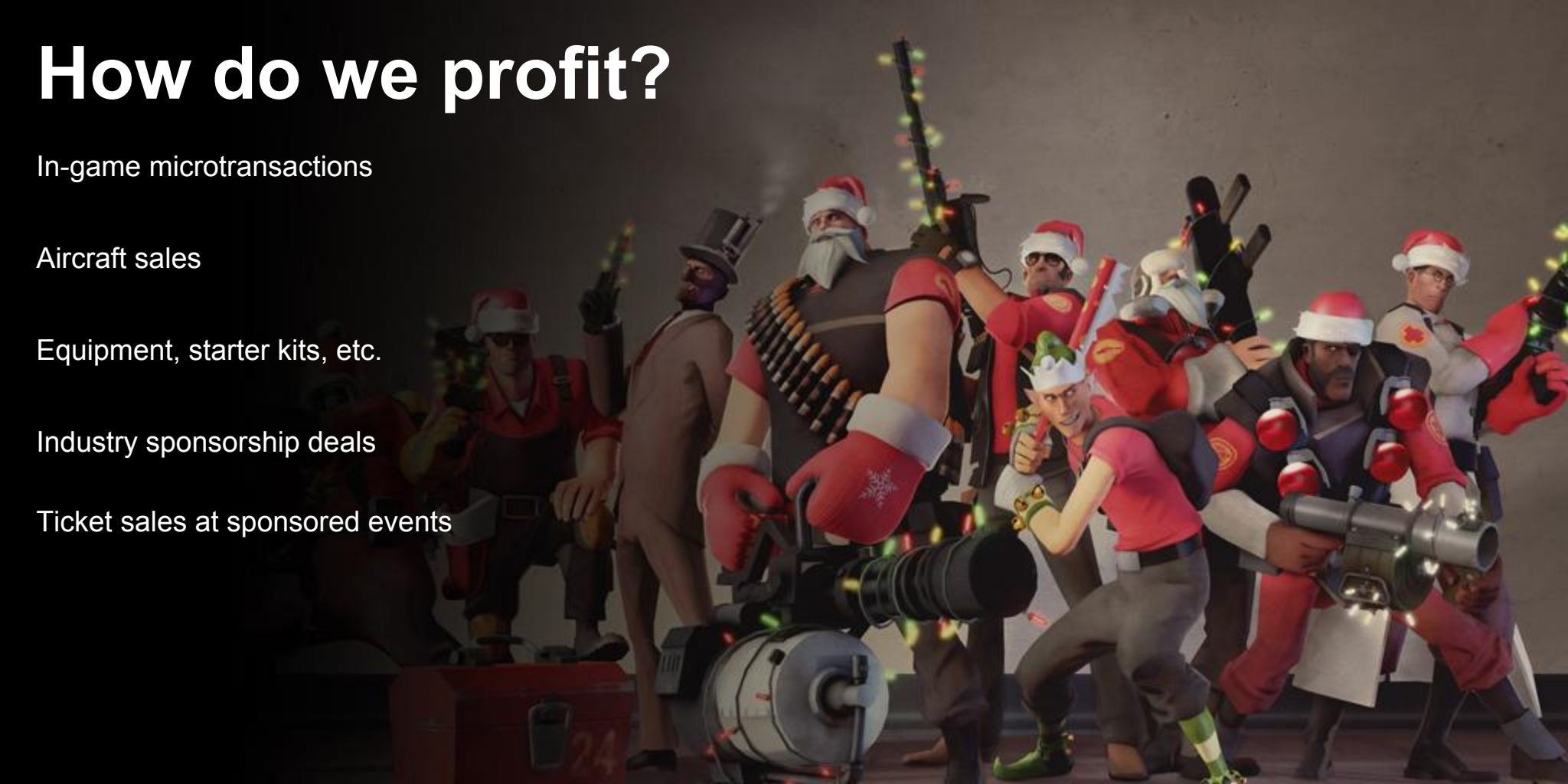
In-game microtransactions

Aircraft sales

Equipment, starter kits, etc.

Industry sponsorship deals

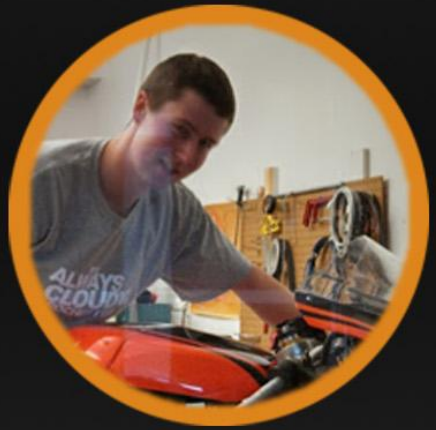
Ticket sales at sponsored events



Who are we?

Jordan Pelovitz

Shawn O'Neil



Kyle Blemel

Leslie Minasian

Why?

Take the concept of personal flight to a new level

Educate the public and sustain/grow the “Maker” movement

Develop the foundation for future remote sensing technologies related to space exploration & solar body mineral extraction

Machine intelligence


Questions?