

AEROMOBIL

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BUSINESS MODEL CANVAS

Customer segments				
Businessmen	Airlines	Families	Travellers	
Value propositions				
Beautiful flying car	Fast transformation from an automobile to an airplane.	As a car, it can be fit to any standard parking space and used like other cars.	As a plane, it can be used in any airport or different types of surface.	Upgraded to flying car prototype AeroMobil 3.0.
Combination of sports car and Light Sports Aircraft.	Flexibility			AeroMobile 3.0 implements advanced technologies.
Channels				
Many media channels (VB, CNN, Bloomberg, the guardian, BBC, Forbes, Fox News, The Sunday Times...)		Social media channels (Facebook, LinkedIn, Twitter, and YouTube).	Company website	Presentation in IT events (Congresses, Festivals...) in many countries.
Customer relationships				
Private Pilot License is recommended.	Training is required.	Quality and safety assurance	Feedback	Communication directly or through media channels
Revenue Streams				
Sales	Installation	Maintenance	Training and license	
Key resources				
Management Team	Advisory Board	Technical, material resources	Finance	Engineers & other staff
Key activities				
Testing	Upgraded through evolution	Completing the certification and homologation.	Planning sales process.	Research and development
Key partners				
Investors	Marketing channels	Technical resources manufacturers, suppliers		
Cost structure				
Test period	Petrol, engine	Technical, material resources	Human Resource	Marketing
Manufacturing				

Business Overview

AeroMobil has been unveiled as an innovation for flying car start-ups, as well as commuters and travelers. This idea has been attracting many social media channels and different customer segments since it seems to create influence on the change of transportation globally.

Customer Segments

Obviously, AeroMobil creates value for commuters and travelers.

Particularly, **businessmen** can use AeroMobil as a car for daily working life. Moreover, AeroMobil can be used as a plane for their daily work if the companies have private landing space, and business trips which creates values in time management, avoiding traffic jam, and flexibility.

Airlines can see AeroMobil as new opportunities for private or family services. For example, the services are for urgent business flights, long or short-term family trips and so on.

Families capable of purchasing AeroMobil or renting it can easily have family trips in their own time. Besides, family members can use it for many other purposes like business trips, visiting, etc.

Travelers are the key customer segments. AeroMobil is ideal for travelers in many circumstances, especially for traveler loving discovering new land and places.

Value propositions

AeroMobil is a combination between car and airplane designed, which can be used both in normal roads like other cars and in any airport as a plane, or even in a few meters long grass strip, paved surface. It can transform fast and easily from a car to a plane and vice versa. It generates high value for flexible transportation and travelling.

Channels

The idea of AeroMobil and the news of AeroMobil unveiled have been published in many media channels such as: VB, CNN, Bloomberg, The guardian, BBC, Forbes, Fox News, the Sunday Times and so on. Company website is one of the key channels containing all important information about the AeroMobil. Besides that, all customer segments are reached through social media channels like Facebook, LinkedIn, Twitter, and YouTube. Another effective way attracting customers are IT events such as congresses and festivals happening in many countries.

Customer relationships

Customers are recommended to have Private Pilot License in order to use the AeroMobil. Probably, training is required to handle a modern and high-tech product.

Customers always expect high quality and safety assurance. The communication between the company and customers is carried out directly through marketing or IT events, as well as through other media channels. Additionally, feedback is one of the most important ways to communicate with customers, and improve products and service quality.

Revenue Streams

Obviously, the revenue comes firstly from the sales. Besides that, other services like installation, maintenance, training and licensing can also bring significant revenue.

Key resources

Like other businesses, AeroMobil has management team and advisory board running the business. It also requires financial investment for business operation processes as being mentioned in the cost structure. Moreover, since AeroMobil is a very innovative product, it strongly requires high-tech equipment, tools and materials, along with skilled engineers and staff for manufacturing and development.

Key activities

The AeroMobil has been upgraded through evolution to be the AeroMobil prototype 3.0. This means that it has been through many testing periods, research and development processes. The team is on process of completing the certification and homologation, heading to planning the sales process.

Key partners

The investors are the first key partners as they are about how the ideas and the business were started, and how they are being developed. Partnership with marketing companies helps to advertise the products in IT events and contribute to the development of the AeroMobil currently and in the future.

Technical resources manufacturers and suppliers also play important roles in visualizing the ideas, providing resources, manufacturing the actual product and further development.

Cost structure

In order to carry out the business, there are the costs of human resource and marketing. Furthermore, there are significant costs for the whole process of manufacturing, testing the AeroMobil together with the costs spent for different resources, petrol and engine.