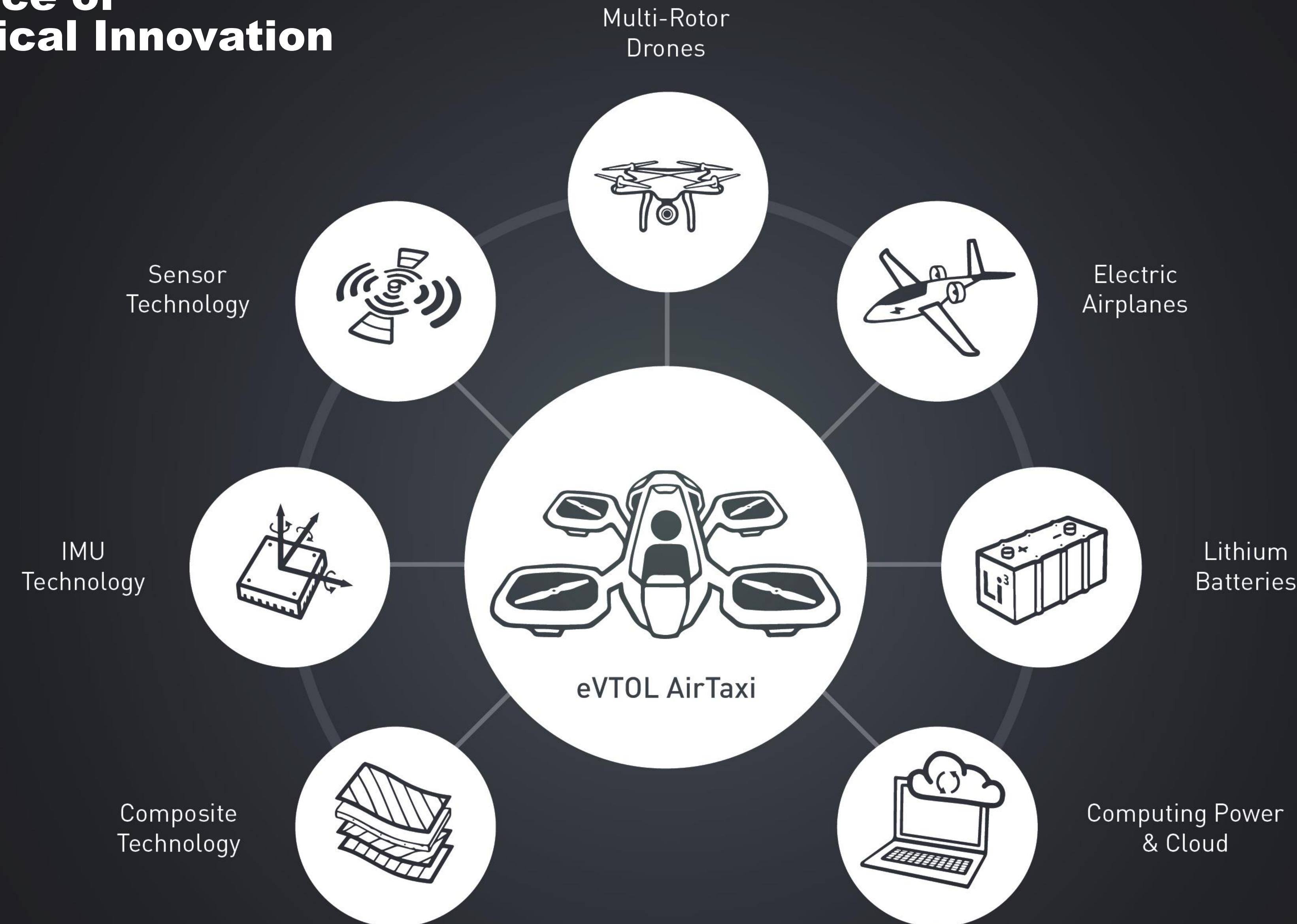


**Innovation must have value
to be called innovation.**

Convergence of Technological Innovation

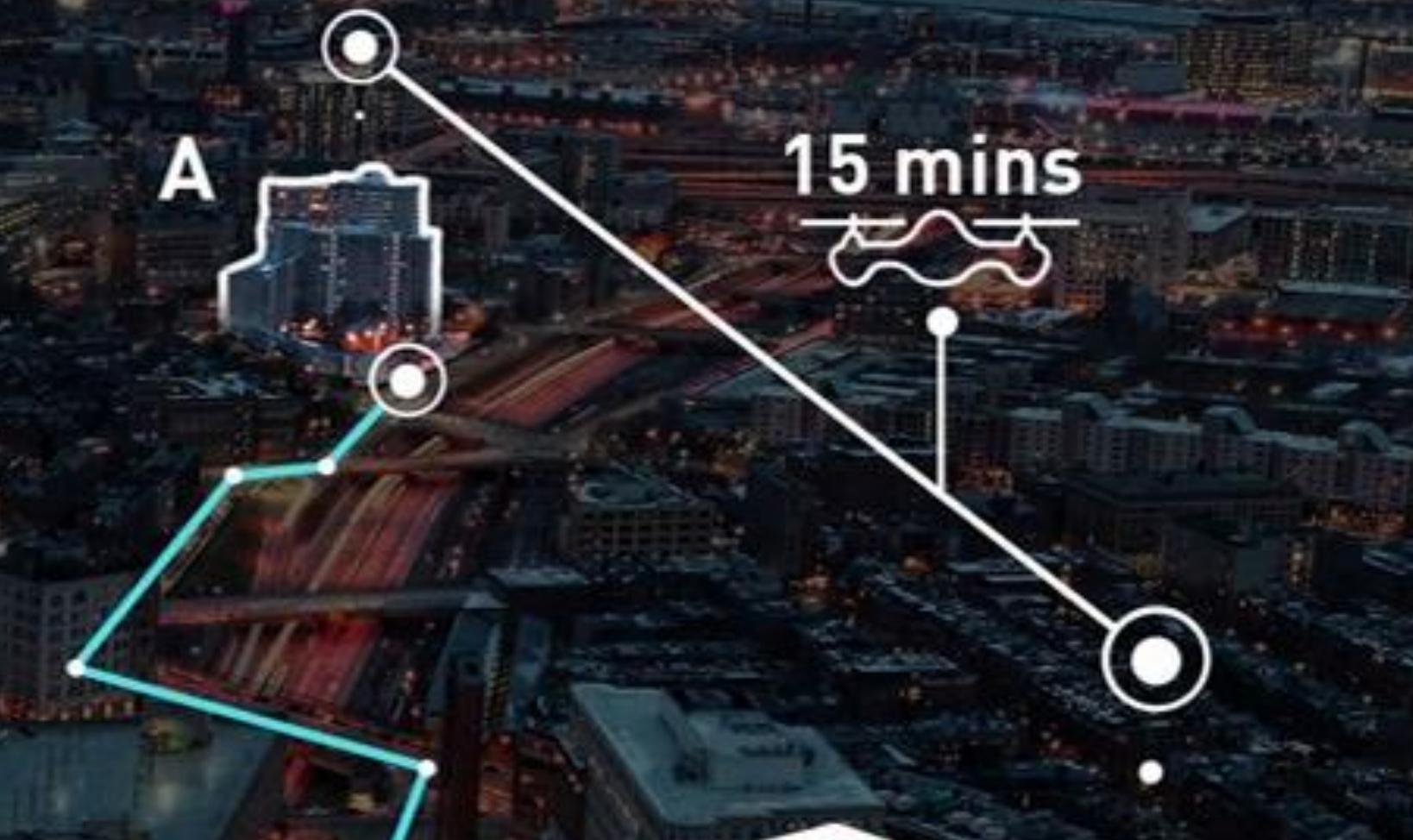


What does it look like through the lens of the user?

Mr. and Mrs. Upper middle class. Non pilot. Living in Suburbia.

Flight	15 min
1 st mile	15 min
Transition	05 min
Boarding	10 min
De-boarding	+ 10 min
Transition	05 min
Last mile	10 min

TOTAL time 60 min
[3 vehicles 10-15min each]



1-2 hrs





LUXURY. PRIVACY. CONTROL.

CONFIDENTIAL



EASY ACCESS. COMFORT. CONNECTED.

CONFIDENTIAL



TRUST

- 1. Convenience (easy. seamless. comfortable)**
- 2. Reliability (availability. weather)**
- 3. Trust**

A wide-angle, aerial photograph of the San Francisco skyline at night. The city is illuminated with numerous lights from buildings and street lamps. In the foreground, the city's grid-like street pattern is visible. In the background, the San Francisco Bay and the Golden Gate Bridge are visible under a dark, cloudy sky.

eVTOL: Renaissance of GA, or... THE DEATH OF FLYING?

When was the last time you got out of an UBER and thought:

“Wow, that was awesome, let’s go again.”

A group of people are standing in a futuristic, illuminated setting. In the foreground, a man with a beard and a woman are looking upwards. In the background, two other women are looking towards the camera. The background is filled with numerous glowing, circular lights arranged in a grid pattern, creating a high-tech atmosphere.

Will Air Taxis will be like elevators?

Number of pilots will continue to decline.

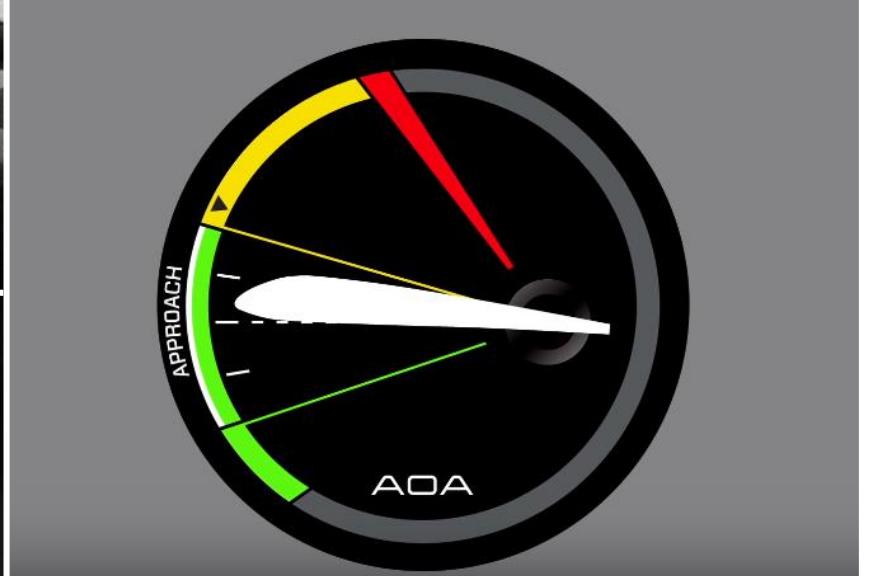
The spirit of flying will continue to die.

How can we use technology to revive personal flight?





Typical Light Sport Aircraft



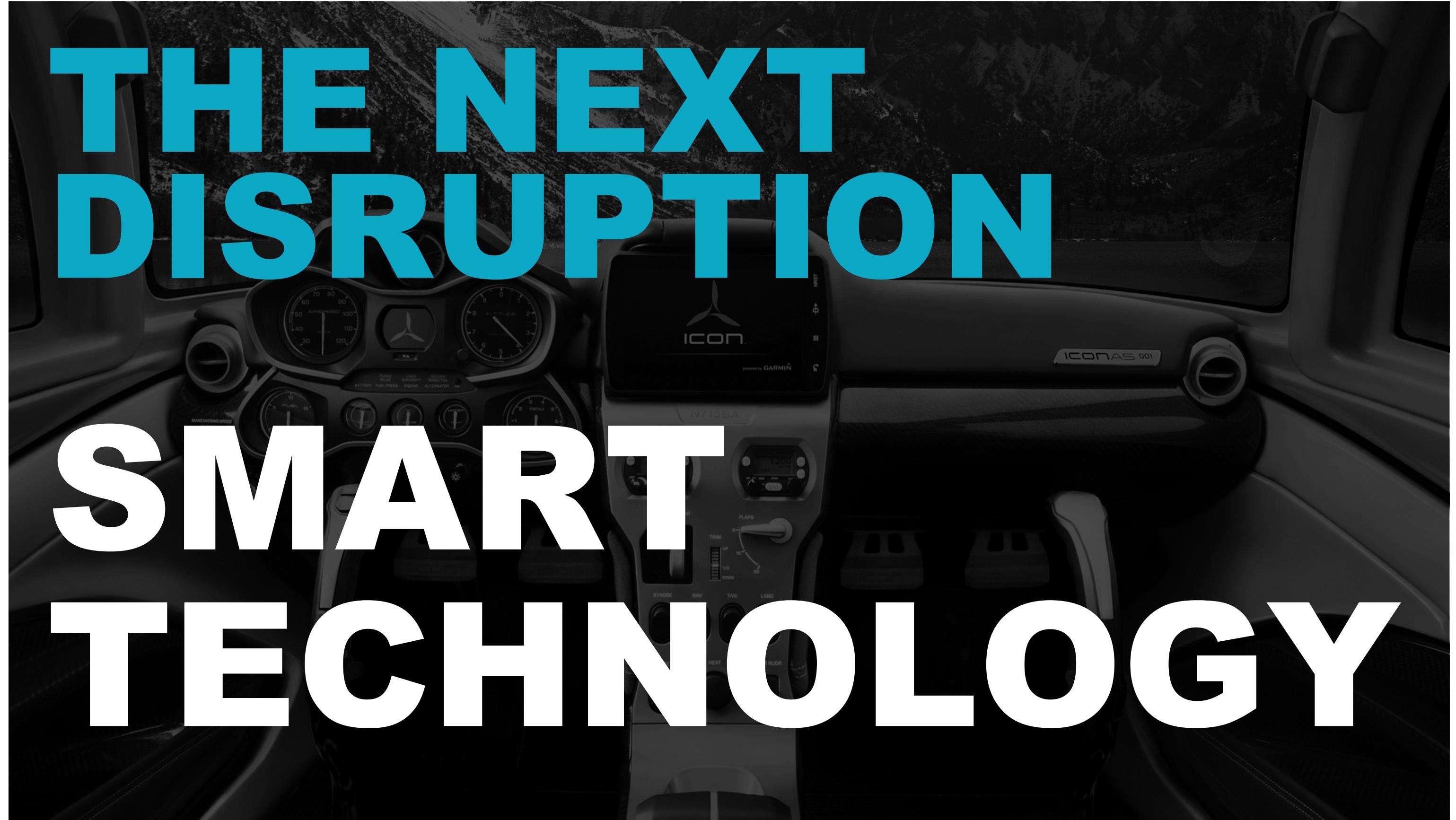
EASE OF USE SAFETY ACCESSIBILITY

Spin Resistance. AOA. Handling Characteristics. User focused HMI.

WHAT'S NEXT



**EASE OF USE
SAFETY
ACCESSIBILITY**

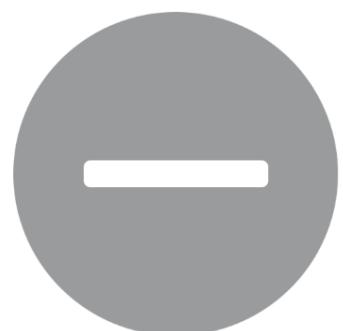


VERTICAL DESIGN PRINCIPLES



Designed for Amateurs

A 10 year-old can fly with minimal instruction.



Less is More

Simplify controls and displays. Consolidate multi-input tasks with simpler interfaces.



Pilot Engagement

Keep the pilot seamlessly engaged and actively flying: focus, performance, and joy.



Always On

Always running in the background, helping you fly better and stay safer.

VERTICAL M1

electric LSA

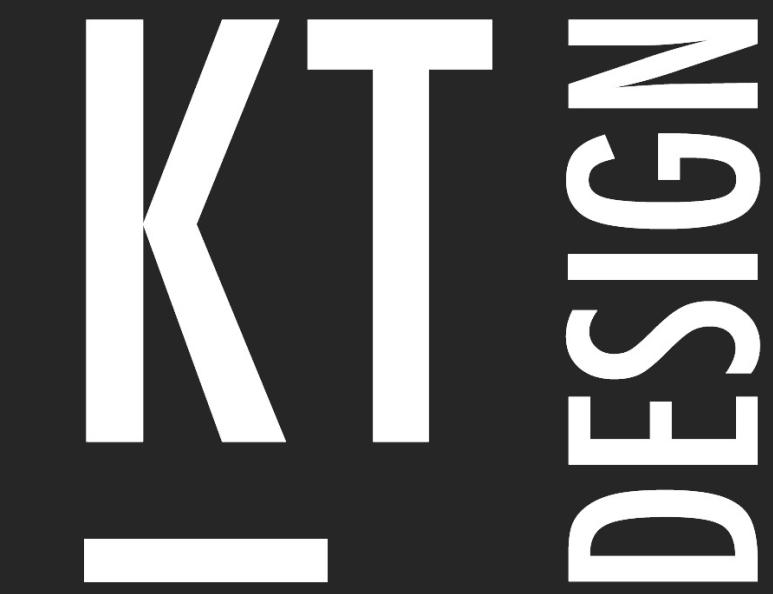
Electric
Trailerable
Bluetooth
iPAS
Sub \$100K



To revive GA,
we need to
make people
fall in love with
flying again.



**Only a young generation that loves flying,
that has tasted the freedom of flight,
will drive aviation forward.
Passion drives innovation.**



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