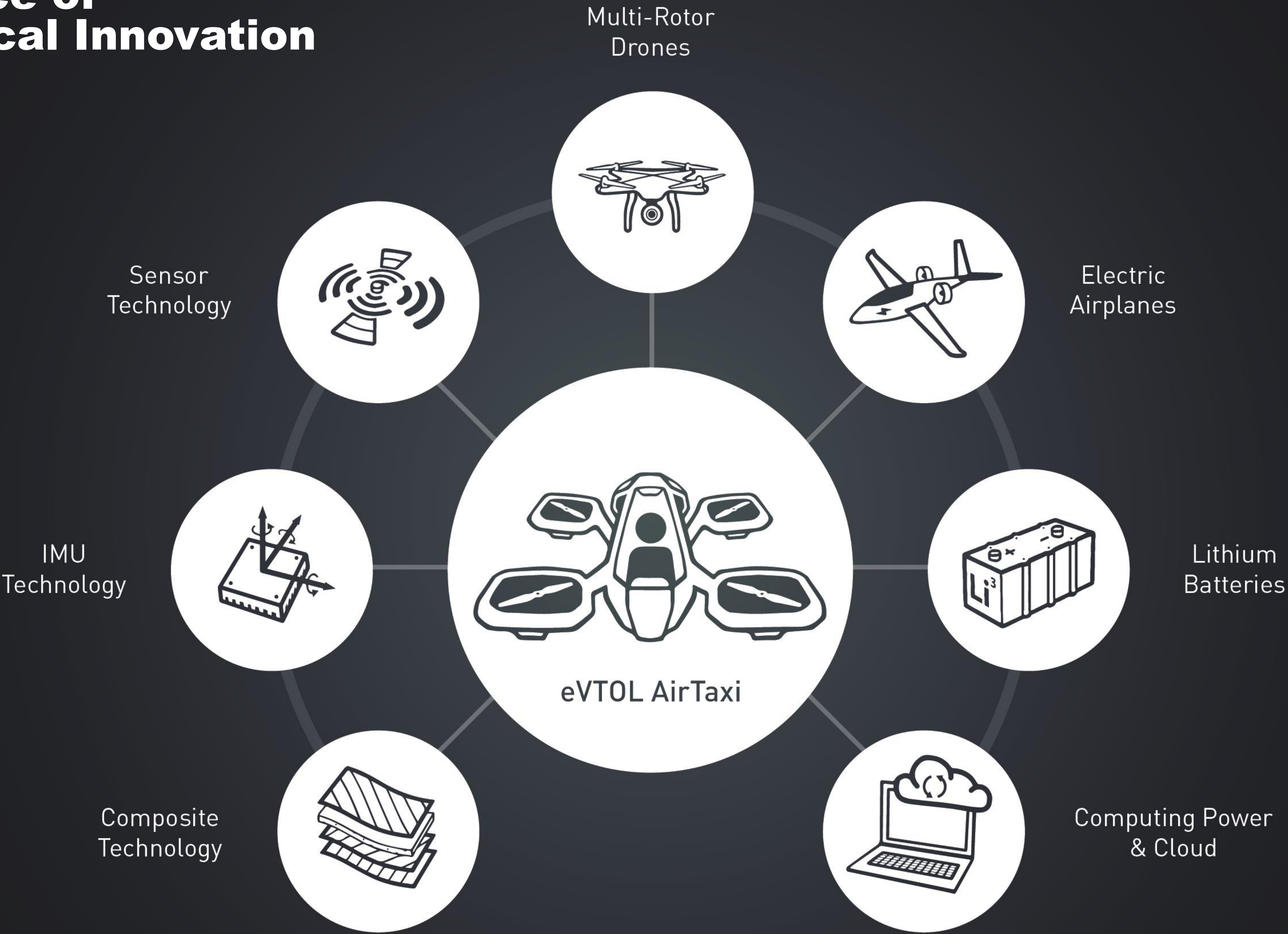


**Innovation must have value
to be called innovation.**

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 | + |
| Transition | 05 min |
| Last mile | 10 min |

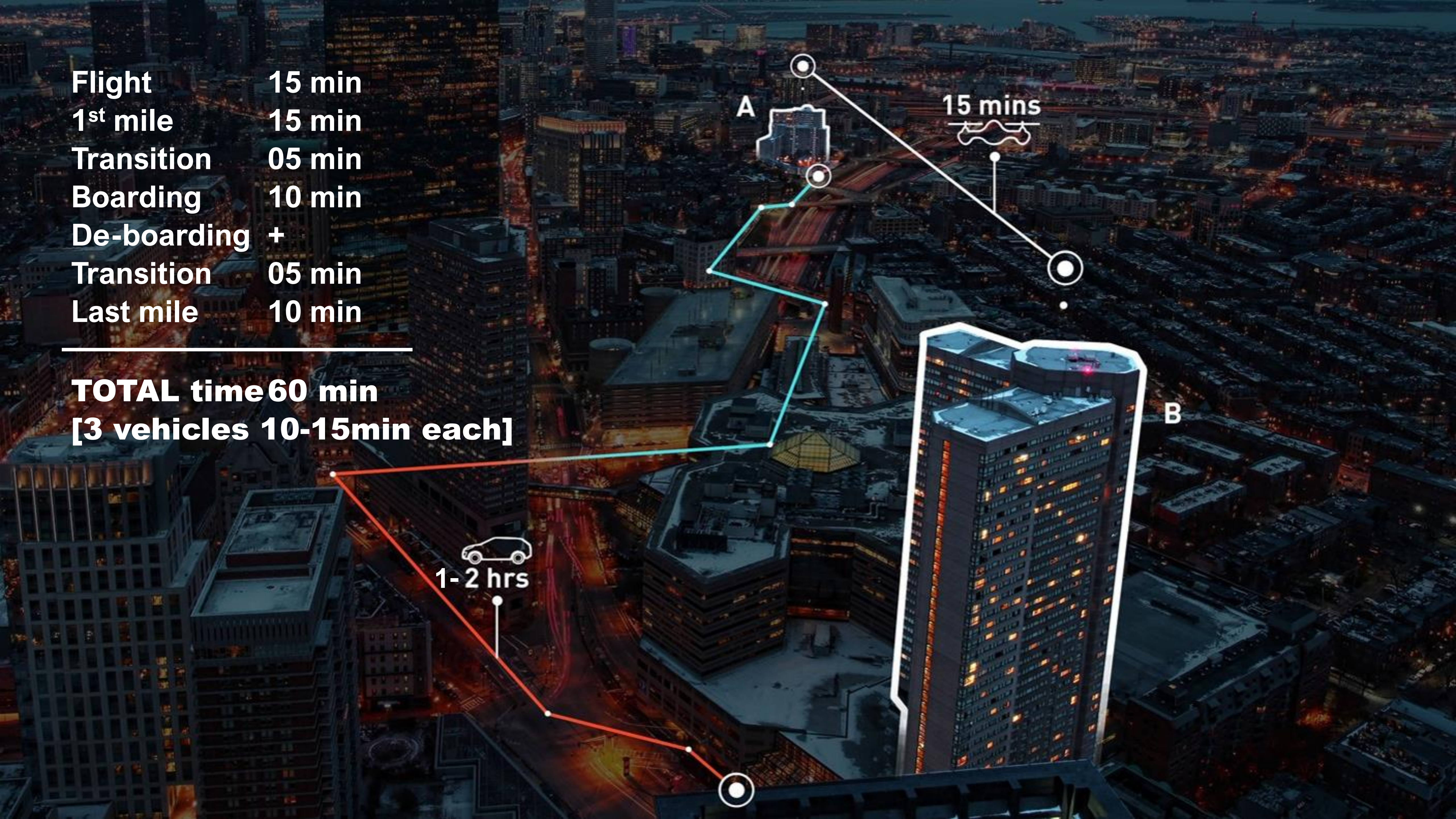
TOTAL time 60 min
[3 vehicles 10-15min each]

1-2 hrs

15 mins

A

B





LUXURY. PRIVACY. CONTROL.

CONFIDENTIAL



EASY ACCESS. COMFORT. CONNECTED.

CONFIDENTIAL



TRUST

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



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 line, waiting. The setting is a modern, brightly lit space with a ceiling featuring a grid of circular lights. The people are dressed in professional attire. The text "Will Air Taxis will be like elevators?" is overlaid in the center.

Will Air Taxis will be like elevators?

Number of pilots will continue to decline.

The spirit of flying will continue to die.

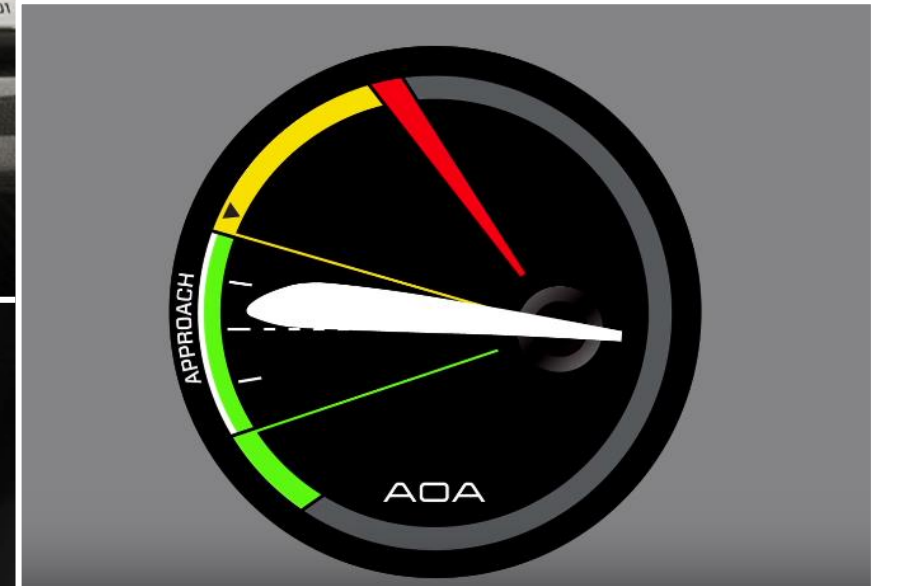
How can we use technology to revive personal flight?





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**

**THE NEXT
DISRUPTION**

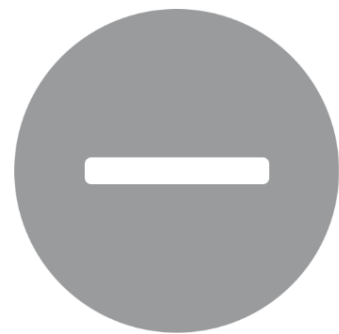
**SMART
TECHNOLOGY**

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.**

**KT
DESIGN**

ktritschlerdesign@gmail.com

M +1 805.846.4224

<https://www.linkedin.com/in/klaus-tritschler/>