Innovation must have value to be called innovation.
Convergence of Technological Innovation

- Multi-Rotor Drones
- Electric Airplanes
- Lithium Batteries
- Computing Power & Cloud
- Composite Technology
- IMU Technology
- Sensor Technology

eVTOL AirTaxi
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
1st 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]
LUXURY. PRIVACY. CONTROL.
EASY ACCESS. COMFORT. CONNECTED.
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.”
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?
EASE OF USE  
SAFETY  
ACCESSIBILITY  

Spin Resistance.  AOA.  Handling Characteristics.  User focused HMI.
WHAT’S NEXT

THE NEXT DISRUPTION

EASE OF USE
SAFETY
ACCESSIBILITY

SMART TECHNOLOGY
VERTICAL DESIGN PRINCIPLES

**Designed for Amateurs**
A 10 year-old can fly with minimal instruction.

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

**Less is More**
Simplify controls and displays. Consolidate multi-input tasks with simpler interfaces.

**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.**