



DroneLeaf: AI based Software for Autonomous Systems

13/12/2021

Pitch Outline

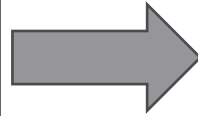
I Business Opportunities with Current Ecosystem

II Market Study and Market Entry Strategy

III Investment Proposal

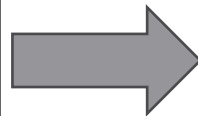
Challenges with Current Drone Services

Case: Military Drones Missions Get Cancelled in Extreme Conditions.



Consequences: Loses in \$M due to cancelled missions (30% Rate for Malloy). Safety Threats to Soldiers.

Case: Military Drones Suffer Long Development Cycles in Response to Client Requirement Changes.



Consequences: Loses in \$M due to delayed delivery and involvement of highly skilled manpower.

BAE SYSTEMS

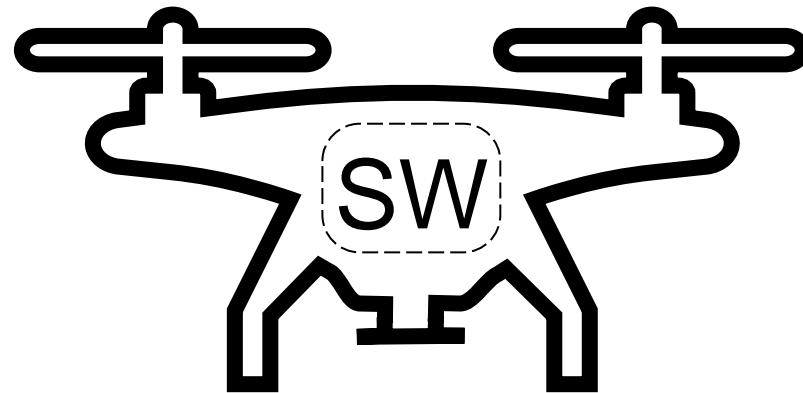
MALLOY AERONAUTICS

- Provider of Unmanned Aerial Logistical Solutions for UK MoD.
- Drones Lift Capacity from 30Kg to 180Kg.
- Being developed for delivery within a naval squadron.
- Cancelled missions due to extreme weather conditions, and poor tuning.

orion

- Developed the AIM system with multiple supported UAV sizes.
- Sold tens of units to US DoD, and UK MoD.
- Challenges in adapting Orion Control Module to different drone designs demanded by customers.

Market Solution Offered by DroneLeaf



Market Solution Offered by DroneLeaf



Highest Performance Under All Conditions

- **No More** lost missions due to severe weather conditions.
- **Guaranteed** Customer Satisfaction.



Quick Adaptation to Customer Needs

- AI replaces high skilled engineers.
- No need for expensive and specialized test platforms.
- Deliver your services the soonest.

Cost Savings!

Pitch Outline

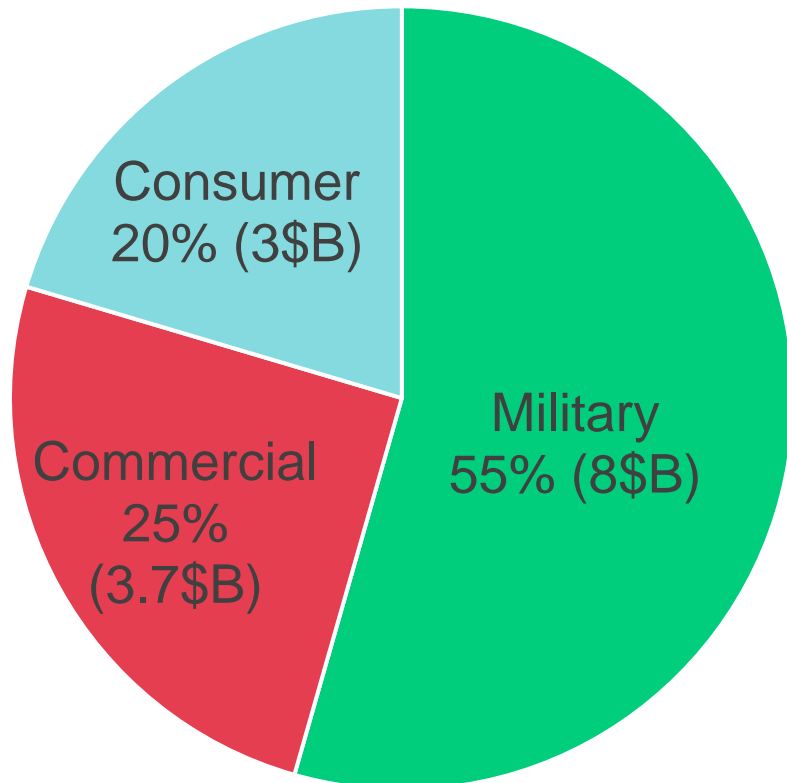
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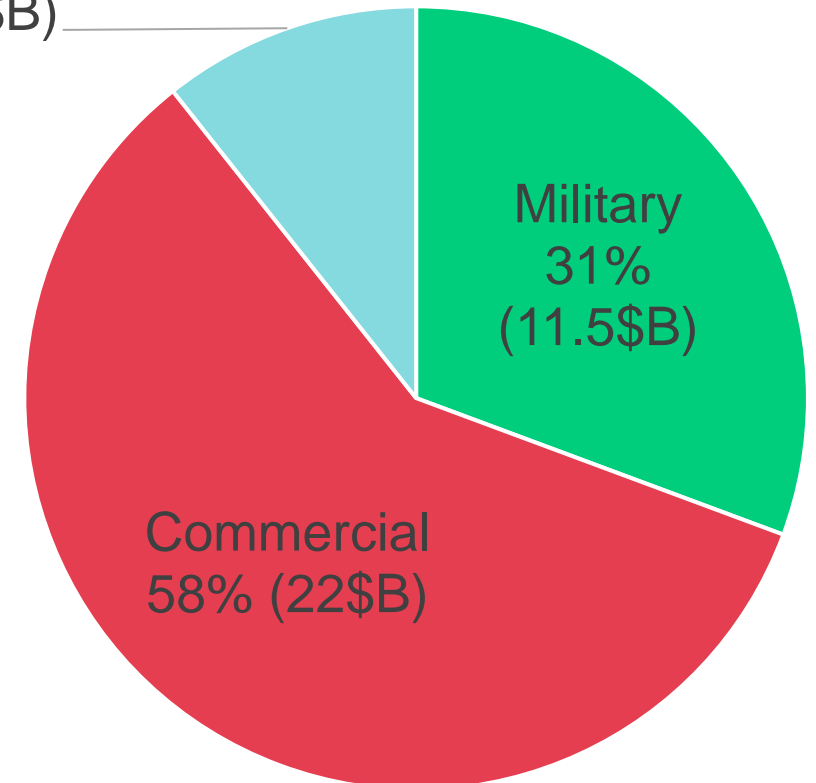
Drones Market Size

2020: Total Market Cap 14.7\$B

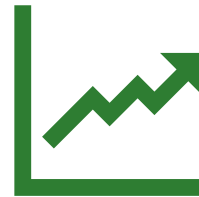


2025: Total Market Cap 37\$B

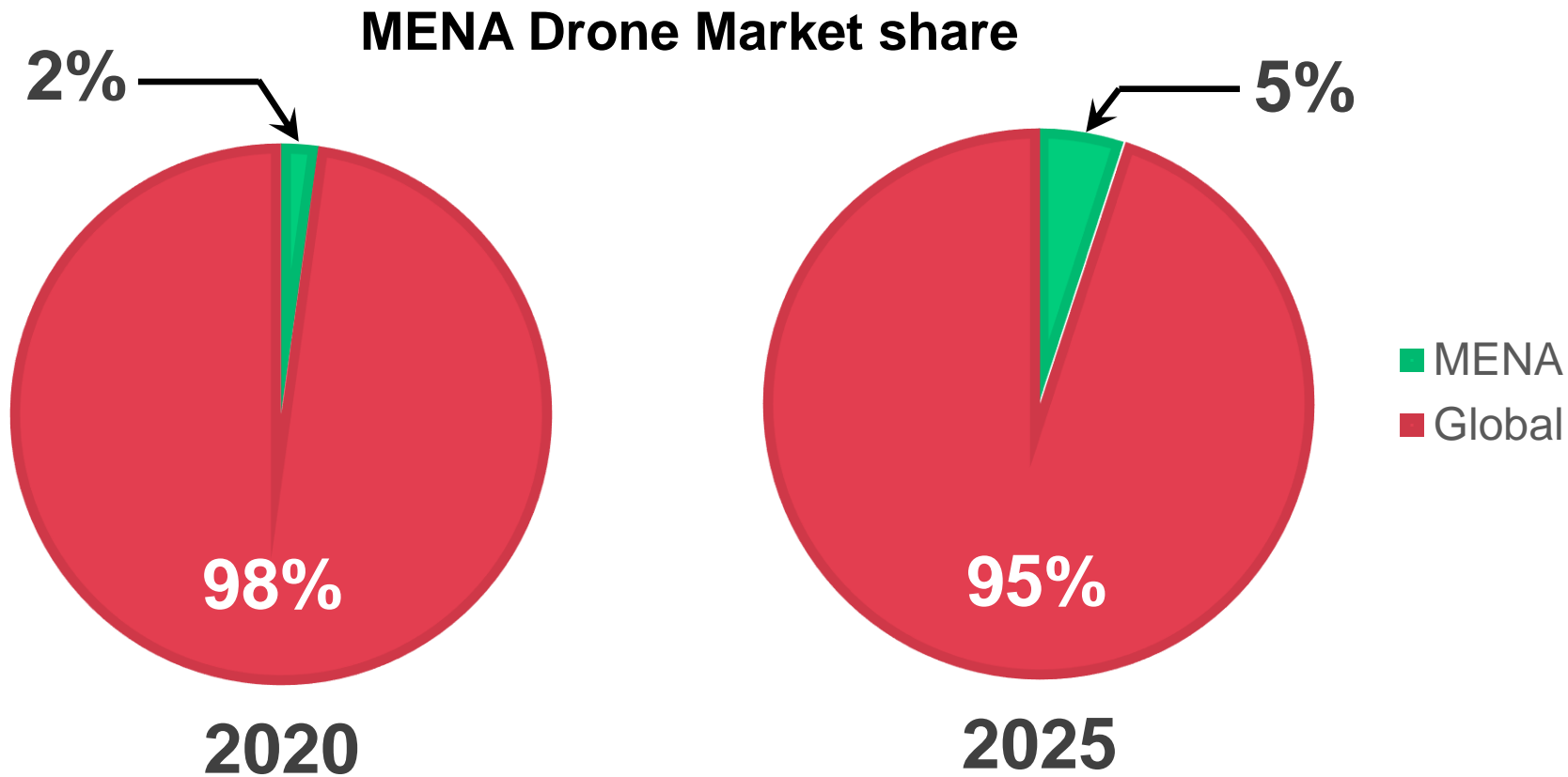
Consumer
11% (4\$B)



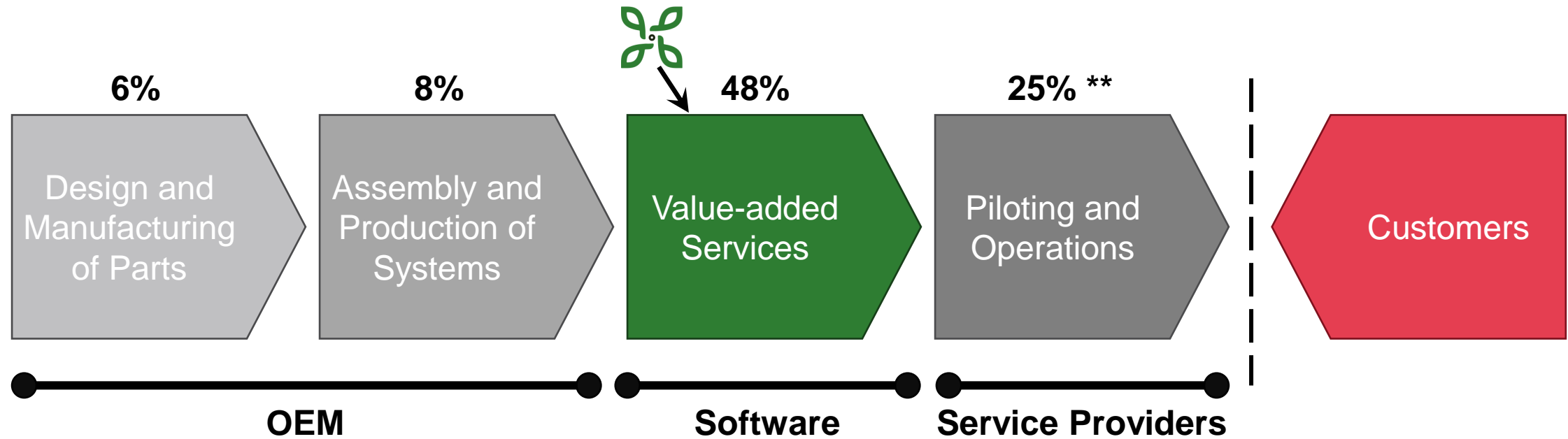
(2020-2025) CAGR=21%



Drones Market Status - MENA



The Drones Value Chain



“As drone adoption accelerates, the value will quickly shift from drone makers to the providers of drone-related services.”

Boston Consulting Group

* Source: Boston Consulting Group

** Other 13% are for other services like maintenance and insurance

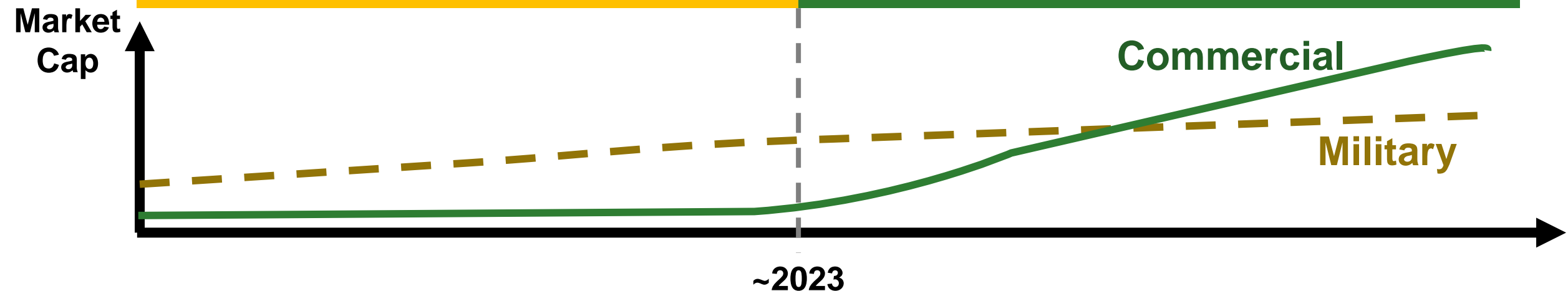
Business Model

Phase I

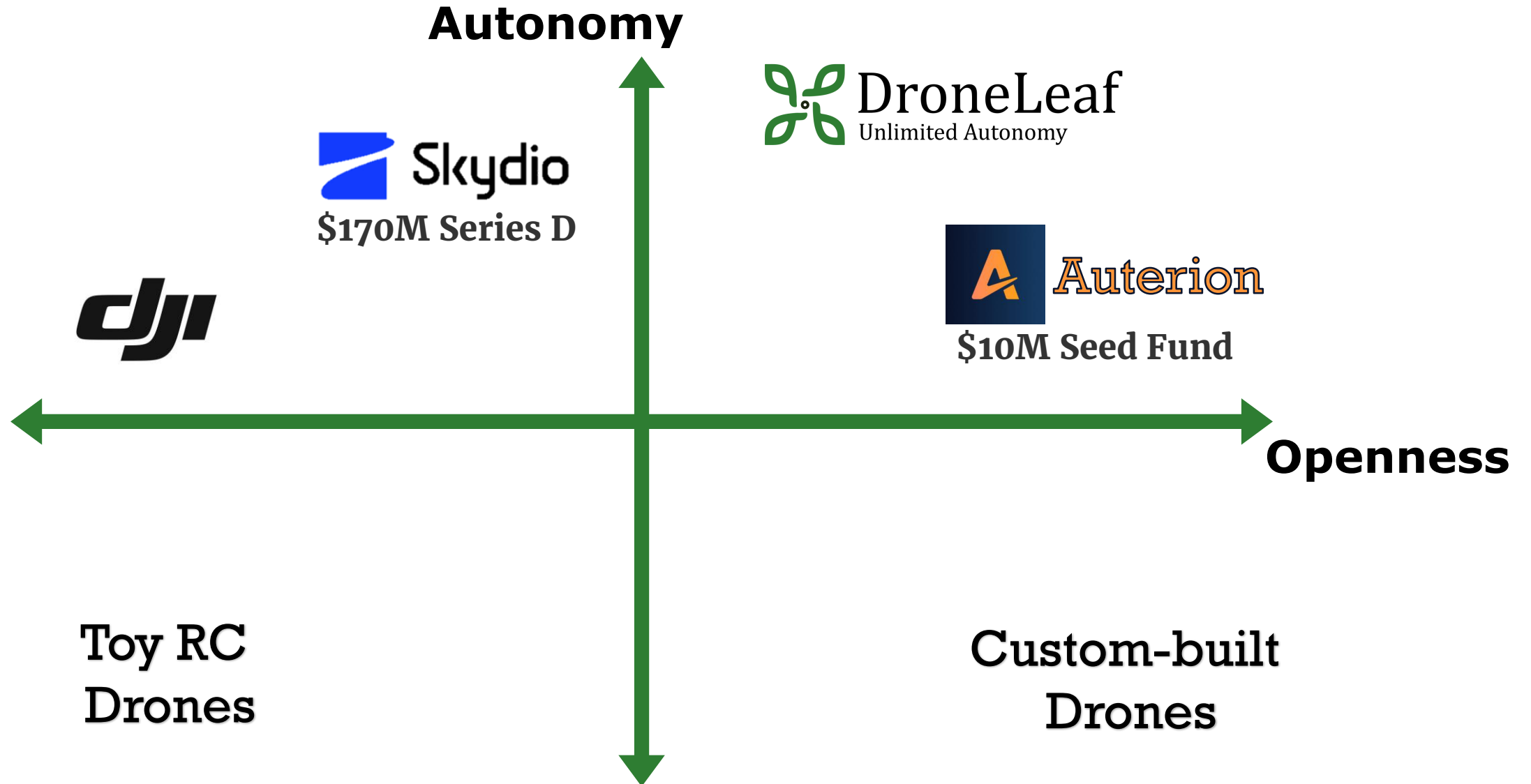
- Revenue through defense **customized solutions**.
- Re-invest in security, scalability, and development of core team.
- Strengthen business profile.

Phase II

- Offering the service to all markets at scale to maximize the client's base.
- Revenue through **software subscription and turn-key solutions**.



Where are we in the Global Market Landscape?



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Fund Raise Targets

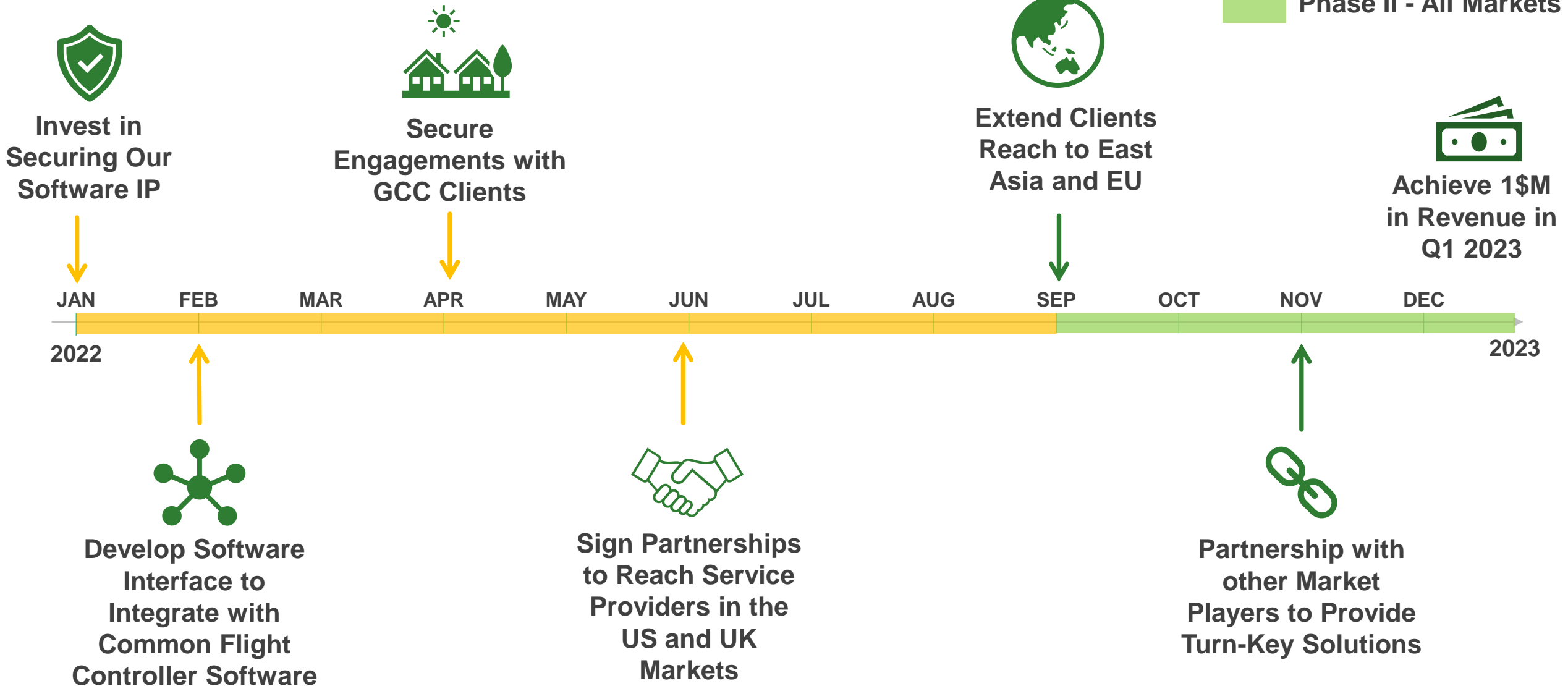
- 1. We have 30+ years of Drones Research which provided us with the edge over other competitors.**
- 2. We have US registered IP. Planning to extend it to include other regions/countries including UAE.**
- 3. Active engagements with strong interest from the industry.**

We ask for:

3M AED

Market Entry Strategy

- Phase I - Military
- Phase II - All Markets



The Founding Team

Founder



Dr. Yahya Zweiri
Founder

- 20 Years with Robotics.
- Worked in British MoD, MIT, KADDB.

Founder



Dr. Fahad Almaskari
Co-Founder

- PhD from University of Manchester.
- Founded a few Successful Startups.

Founder



Abdulla Ayyad
Co-Founder, CEO

- GNC expert.
- Worked with JAXA, STRATA.

Founder



Mohamad Chehadeh
Co-Founder, CTO

- 7 years of UAVs experience.
- Software Developer.

Core Team



Saif Alhazaimeh
Business Advisor

- Investment and Acquisitions Advisor.
- Technical Experience in AI and Robotics.



Prof. Igor Boiko
Senior Technical Consultant

- Control Theorist.
- Served in Leading Roles at Honeywell, SNC Lavalin, etc.



Mohammad Wahbah
Autonomy Engineer

- Developed AI software for Robots in Extreme Environments.



Oussama Abdul-Hay
Autonomy Engineer

- Robot Vision Expert.
- Interest in Software Design and AI.



DroneLeaf
Unlimited Autonomy

Thank You

We Go Green:

Khalifa Innovation Center
Khalifa University
Abu Dhabi
United Arab Emirates

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Appendix: Initial Business Model

Valuation Outcomes

Method	Valuation (USD)
1. Discounted Cash Flow	\$8,782,939.57
2. Top Down	\$7,340,161.80
Average of 1 and 2	\$8,061,550.68

DCF Basis: *Projection period Jan-2022 to Dec-2025.*

- Subscribers by Dec-2025: 5,516 consumer drone at 99\$/year and 3,946 commercial drone at 999\$/year.
- Customized Solutions by Dec-2025: 8 full-time engineers at 200\$/manhour.
- Discount Rate 50%. Growth Rate beyond 2025 is 5%.

Top Down Basis: GCC Drone Market Size is 1.02 \$B, Software services in 48%, and DroneLeaf market share is 2% of this.



Appendix: Video Demos

List of Videos

- **DroneLeaf commercials:**

- https://www.youtube.com/channel/UCBjibD4SpKs3IMHO CG9_nsQ

- **In the Lab Results:**

- Take-off to full agility: <https://youtu.be/07RtnZxTJRM>
- Vision guided control: <https://youtu.be/G69OldaoIKQ>
- Control under wind: <https://youtu.be/gzGX666tsag>
- Control with low-rate sensors: <https://youtu.be/mkLcJ8r2LUc>