Envisioning Urban Air Mobility

Plenary Session on Transformational Flight

J. Scott Drennan
Director, Innovation

16 January 2018
San Francisco, CA
Intra-Urban  Logistics  Inter-Urban
CONCEPT TO CUSTOMER

Video: Sequence where pencil sketch becomes flying vehicle (whether V247 or V280 or something more imaginative) – anything OK to give idea of being able to take an idea and bring it to reality faster.

BUSINESS IMPERATIVE

THE CHALLENGE
DIGITAL FABRIC
THE CHALLENGE

NAS Management

BUSINESS IMPERATIVE

Community Acceptance

Video: Sequence where pencil sketch becomes flying vehicle (whether V247 or V280 or something more imaginative) – anything OK to give idea of being able to take an idea and bring it to reality faster.
THE CHALLENGE

Produce at Scale

BUSINESS IMPERATIVE

Reach the Masses
Synthesis of Rapid Prototyping and Production

Resource Talent
- Catia V6
- Enovia Config Control
- Eng Workbook
- PDR
- CDR

Processes & Procedures
- Engineering Design
- Build Team
- Catia V6
- Eng Workbook

Internal Capability
- Procurement
- Leverage SCP Family of Parts Grouping
- MR&D
- Plant 5 Blue Streak Labs
- Mirabel
- ‘GO-TO’ Contracted services

Outsourcing Strategy
- Local Prototype Sources
- Rapid Development Suppliers
- Partner Base

Infrastructure
- Existing Manufacturing Development & Assembly
- Additional Manufacturing Development & Assembly
- Development Center
- Local Prototype Sources
- Rapid Development Suppliers
- Partner Base

Execution
- Digital Fabric as Framework
- Leverage
- SOP Family of Parts Grouping
- Ownership, Financial Commitment, Business Model alignment
- Execution Infrastructure

Outsourcing Strategy
- MR&D
- Plant 5 Blue Streak Labs
- Mirabel
- ‘GO-TO’ Contracted services
Sustainable Financial Model

Video: Sequence where pencil sketch becomes flying vehicle (whether V247 or V280 or something more imaginative) – anything OK to give idea of being able to take an idea and bring it to reality faster.

BUSINESS IMPERATIVE

THE CHALLENGE
Business Model

Sustainable Financial Model
EQUIPMENT PROVIDER

Next Generation Vehicle Concepts
- Autonomy / Artificial Intelligence
- Advanced Propulsion & Materials
- Prognostics / Vehicle Health Management
- Human Machine Interface / Customer Experience
- Optimized Supply Chain / Scalability
- Embedded Software

OPERATOR

Optimized Productivity
- Air Traffic Control Deconfliction
- Fleet Management
- Machine to Machine Integration
- Airworthiness / Self-Inspection
- Infrastructure & Connectivity
- Maintenance & Training

BOOKING ENGINE

Community Acceptance
- Intuitive, Familiar, & Reliable Interface
- Customer Optimization
- Real Time Demand Modeling