



Drone Industry Insights

The leading source for drone market intelligence

Service Portfolio

DRONEII.COM
DRONE INDUSTRY INSIGHTS

We are a market research and consulting company for the commercial drone market

Drone Industry Insights was founded in 2015 and is based in Hamburg, Germany.

We are a team of aviation industry veterans and consulting experts.

We help companies to understand the commercial drone market and create sustainable business models.

We help empower drone innovation.

We offer a wide range of industry information

Publications/Products

- White-Papers
- Industry Reports
- Databooks and Lists
- Company Rankings
- Free Blogs



Services

- On-demand Market Research
- Business and Regulatory Advisory
- Go-to Market Strategies
- Commercial Due Diligence
- Competitive Intelligence



Our Products

Our Drone Market Reports empower customers to thoroughly understand the drone market and support strategic business and marketing decision-making.

Application View (Target Groups)



Drone Application Database
Commercial Drone Applications

Financial View (Investment Side)



Drone Investment Report
Investments, values and investors

Regulatory View (Opportunities & Limitations)



Drone Regulation Report
Drone Readiness Index

Market View (Size, Growth, Trends)



Drone Market Report
Market Size and Growth 2019-2024

Our Services

We offer tailor made solutions to support decision-making, business model generation and operational improvement.



On Demand Market Studies

Market insights and detailed commercial evaluation of products and solution offerings.



Business & Regulatory Advisory

Helping clients successfully building business models, raise funds, and support with regulation updates and advice for responsible business strategies.



Recruitment Service

Drone recruitment advice and service, leveraging the DRONEII network.



Research Subscription

Retainer agreements to support your ongoing drone projects.

Our Services

The result of our On-Demand Market Studies usually is a comprehensive and factual report explaining observations in detail and specifying learnings/key-insights per issue.

Starting point

Approach

Requirements for
system and environment

Market overview and
competitive analysis

Quantification of
target group

Applications and
industry verticals

Market opportunity

Emerging technologies

State-of-the-art technology

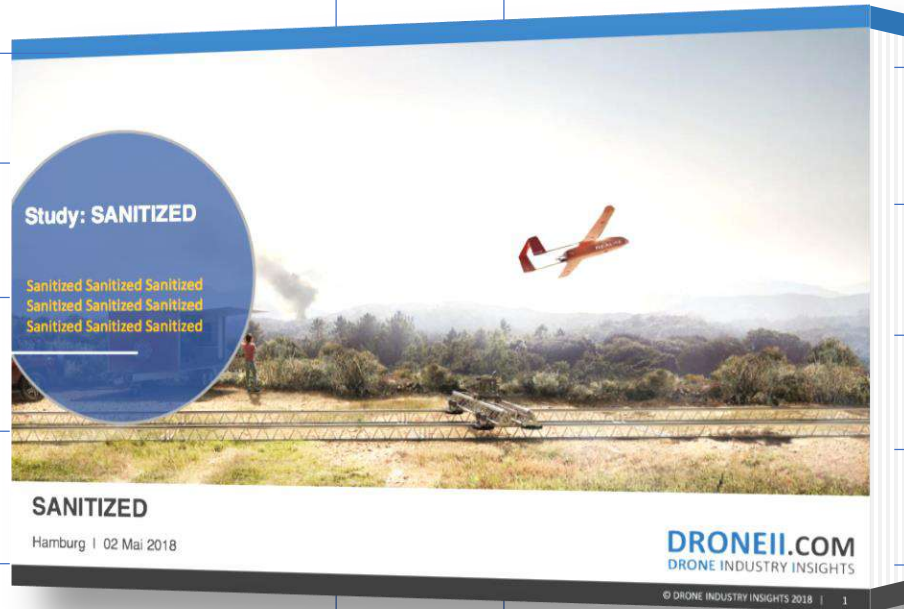
Overall trends and
perspectives

Regulatory requirements

Go-to-market framework

SWOT analysis

Next steps



Selection represents typical parts of our reports. Not all aspects must apply

Our Services

We help you create the most responsible business strategy through drone market research, competitive analysis of your product and/or service, immersive workshops and on-site research.

Competitive Intelligence

In-depth comparative analysis of drone products or services

Go-to-market strategies

Detailed research and advice to help you enter the drone market

Commercial due-diligence

Market research of a potential partnership or acquisition



Regulatory Advice

The Drone Readiness Index

Compare national drone regulations across the world

EU Regulations Advisory

Information and advice about the current EASA regulations

Standards and Certifications Advice

Up to date information about certification processes across the globe

Business Consulting

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Recruitment Services

We help you find the right people to power your drone business or project.

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As drone market intelligence specialists, we leverage our extensive drone expert network to find the right contract or permanent recruitment solution to implement your drone strategy.

Your added value:

- Guided recruitment (helping you define the skill-sets you require)
- DRONEII network (experts and head-hunters)
- Zero risk (money back guarantee)

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Research Subscription

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Do you need our regulatory advice, market business intelligence or strategic expertise **regularly**?

We offer retainer agreements for our services, which help us build relationships of trust and reliable research support.

From as little as €500 a month you can subscribe to our monthly research services. We are then on call to you for a minimum number of hours as a priority client.

Market Entry Package

(billed monthly)

Team Package

(billed quarterly)



Enterprise Package

(billed yearly)

Who We Are

The core-team unites over 90 years of professional aviation and consulting experience.



Kay Wackwitz

- CEO and founder of “Drone Industry Insights”, the market research platform for commercial drones
- With more than 19 years experience in the manned and unmanned aviation industry, Kay combines unique expertise with a global network
- Kay holds a degree in Aeronautical Engineering and is an expert in commercial drone applications
- In addition he looks back on international consulting assignments during his time at Lufthansa Technik, Hawker Pacific Aerospace and Ameco



Hendrik Bödecker

- CFO and co-founder of “Drone Industry Insights”
- Hendrik is an expert in aviation law and UAV with more than 10 years at Drone Industry Insights and Lufthansa
- He is an expert in commercial drone applications in all sectors
- At Lufthansa Technik he was the single point of contact to Civil Aviation Authorities (CAA) of Germany, Middle East and Asia region.
- Strong expertise in Safety and Risk Management Systems



Lukas Schroth

- Lukas Schroth is an expert in drone market research and analytics
- He holds a degree in Aerospace Engineering as well as a Master degree in international Business Administration and engineering
- During his education he was involved several consulting and process optimization projects at MTU Aero Engines AG. He gained deep knowledge about the integration of commercial drone technology in business processes during his master thesis at P3 engineering GmbH



Millie Radovic

- A Market Analyst at DRONEII.com, Millie holds considerable editorial experience having worked for over 3 years on governmental, academic and commercial consulting projects.
- She holds a BA in International Relations from King's College London and a Masters from the University of Oxford.
- Earlier she worked on Science & Technology policy for the NATO Parliamentary Assembly in Brussels and also researched about the tech and innovation in Eastern Europe for a non-profit in New York, Network 20/20.

Who We Are

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Florian Mull

- Florian Mull is an Operations Expert with more than 14 years at McKinsey, Continental, Lufthansa und DeLaval
- In different roles Florian was heading operational transformations, process improvements or corporate transformations
- At McKinsey he was part of the global Operation Practice and was working in different management positions at Continental and Lufthansa Technik
- Since 2013 Florian was Director Supply Chain Strategy at DeLaval (Tetra Laval Group)



Ian Murray

- Ian is an expert in aerospace engineering and operations and has helped teams deliver technology solutions for diverse applications including supply chain, global health, search & rescue, energy & climate science, and space exploration.
- Most recently, he led the development and deployment of a commercial BVLOS UAS powered by artificial intelligence and machine learning for search & rescue and linear infrastructure inspection.
- Over his 25 year career, he has worked with established organizations and startup companies including the Gates Foundation, PATH, Heifer International, Vulcan, Zipline, Blue Origin, NASA, Northrop Grumman, and Stratolaunch.



Jan Delventhal

- Jan is a Marketing Specialist and Research Expert with extensive product development and management skills.
- After finishing his degree at the University of Hamburg in Social Economy Management, he worked more for over 15 years in the Marketing Industry. He is also a recognized market researcher of the BVM.
- Before he joined the Drone Industries Insights Team as a Business Development specialist, he worked as the Director of Research and Analysis at Statista and Managing Director of Gelsuz Market Research.



Stephan Rajewski

- Stephan is experienced in working cross-functionally in different marketing programs tools.
- He brings with him over 16 years of experience in online marketing, marketing strategy, communications.
- He is an expert in developing and managing tools and metrics to constantly measure effectiveness of pricing strategies, ROI and KPI.
- Further, he is also experienced in employer branding, recruiting strategies and effective brand management.

Why Work With Us

We focus on adapting new technologies and processes to support your business.

*Thought
leadership in
an emerging
industry*

*Implementation-
consulting and
industry
expertise*



*Profound and
independent
industry
knowledge*

*We provide a
strong network
to the key
players of the
industry*

Tried and Tested

Our customers value our deep industry knowledge, network and the way we help to build sustainable business models.

"DRONEII supported us well by providing specific market research including helpful measures and by establishing a relevant network. In my opinion, there is no one who better summarizes the European drone market than DRONEII."



Maresa Ziegler

Manager Business Development, TÜV SÜD Product Service GmbH

"The market study and insights provided by DRONEII.com helped us to align our future services in terms of market needs, competition and go-to-market strategy."



Ulrich Hoffmann

Project Lead UAV Services Development, Lufthansa Technik AG

"I find it really impressive how the DRONEII.com team have built up a broad and proprietary knowledge base around the commercial drone market ecosystem."



Bastian Schäfer

Innovation Manager, Emerging Technologies & Concepts AIRBUS

"Drone Industry Insights offers a broad market overview and convinces with profound studies on the trends and application areas of commercial drones. The data of Drone Industry Insights enable a focused development of our product portfolio and quickly reveal opportunities and risks."



Benjamin Federmann

Director Marketing & Communications, Leica Geosystems

"Drone Industry Insights has become a trusted and reliable partner for ZAL and especially Hamburg's drone network WINDroVe. Their in-depth market knowledge and trend assessment have given us valuable information on the commercial drone ecosystem and the technology trends specifically in urban environments."



Christina Große-Möller

Project Manager, ZAL Center of Applied Aeronautical Research

"Companies need actionable insights to help guide their businesses forward. DRONEII.com has proven to be a reliable, informed resource for our customers and vendors. We not only rely on them for information about our own business but have had them keynote our event to provide this insight to hundreds of our customers."



Lisa Murray

Group Director, Commercial UAV Expo Americas/Europe

"As the primary representative of the aerospace industry in Germany, it is important to fully comprehend all aspects of the evolving drone market. DRONEII.com helped us to get an even better understanding in a comprehensive and in-depth drone market study."



Volker Thum

Managing Director, BDLI - German Aerospace Industries Association

"The team of DRONEII.com helped us to find networks and channels to regional markets to reach a stable position in the global drone industry"



Toru Tokushige

Founder & CEO of Terra Motors and Terra Drone



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