

**Business plan for the startup project  
"Drone piloting school / Easy Fly"**



**Prepared by: Maximov Alexander, Prokudin Mikhail  
Group: 15.24Д-МКФ01а/23М**

**Supervisor: Belyanchikova T. V., PhD, Associate professor**





### **Hypothesis**

Combining online education technologies with the growing demand for UAV pilots enables the creation of a sustainable private school model that addresses the skills gap and fosters entrepreneurship.

### **Scientific novelty**

This work presents, for the first time, an educational startup model in the UAV sector as a form of technological entrepreneurship, incorporating digitalization, certification, and market logic.

### **Thesis**

The integration of educational functions with business logic positions a UAV pilot school as a tool for advancing technological entrepreneurship in an emerging industry.

## Object

The object of the study is educational startups in the digital economy.

## Subject

The subject of the study is the Easy Fly business model as an example of an applied educational product in a rapidly growing technology industry.

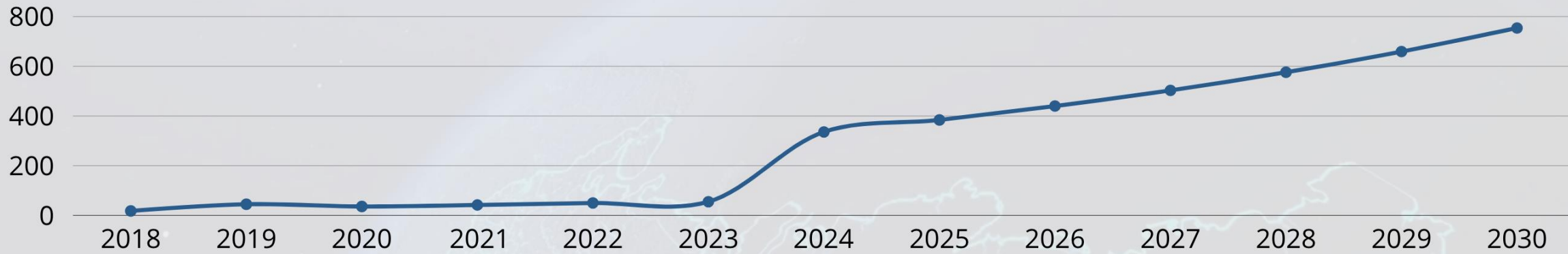
## Aim

The aim of this study is to develop and provide a financial and economic justification for the business model of the Easy Fly educational startup in the niche of training UAV operators.

**To achieve the aim, the following tasks are set in the work:**

- market and technological prerequisites for the emergence of the project are analyzed;
- approaches to designing startups and digital educational platforms are studied;
- the structure of the Easy Fly business model is formed;
- a financial model is developed with the calculation of key performance indicators;
- institutional constraints, risks, and ways of scaling are assessed.

## Volume of the UAV market in Russia, bln RUB



In 2024, the UAV market in Russia reached

**336 bln RUB**

In 2030, the UAV market in Russia is forecasted

**755 bln RUB**

Compound annual growth rate

**15-17%**

### Main drivers of the growth

civil application

service application

### Main barriers

import dependence

shortage of personnel

lack of standartization

other problems, including political

## Key types of existing schools

Informal courses with minimal content

Aviation clubs and sections

Online courses with a fragmented program

Expensive specialized training

## Common disadvantages

Informal courses with minimal content

Aviation clubs and sections

Online courses with a fragmented program

Expensive specialized training

## Easy Fly difference

An educational program with a practical-oriented logic

Hybrid format: online + practice

The platform business model

Getting certified




## Key features of the project

- Low entry threshold and cost-effective launch model
- Support for different audiences (amateurs, specialists, and corporate segment)
- Flexibility in scaling and localization to regional specifics
- The ability to build an entire ecosystem by adding new modules and selling equipment
- The model is based on the principles of hands-on learning

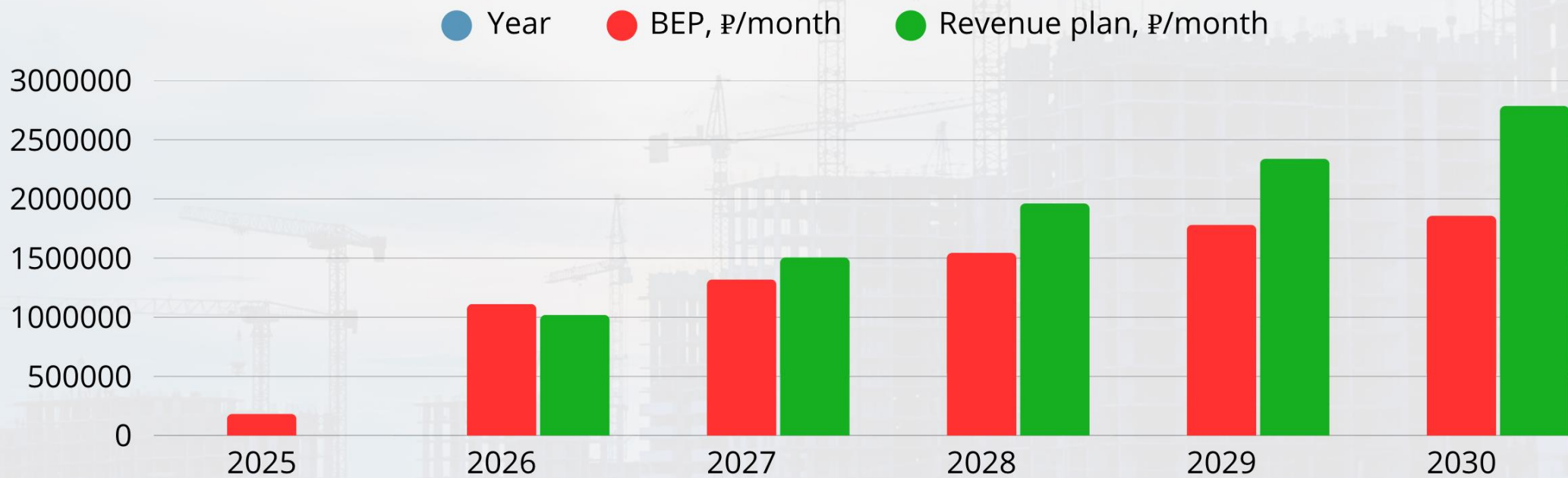


## Project format

- Private Drone Piloting School
  - Hybrid training: online theory + offline practice
  - Inclusion of certification modules, tracks by field (FPV, aerial photography, etc.)
- 

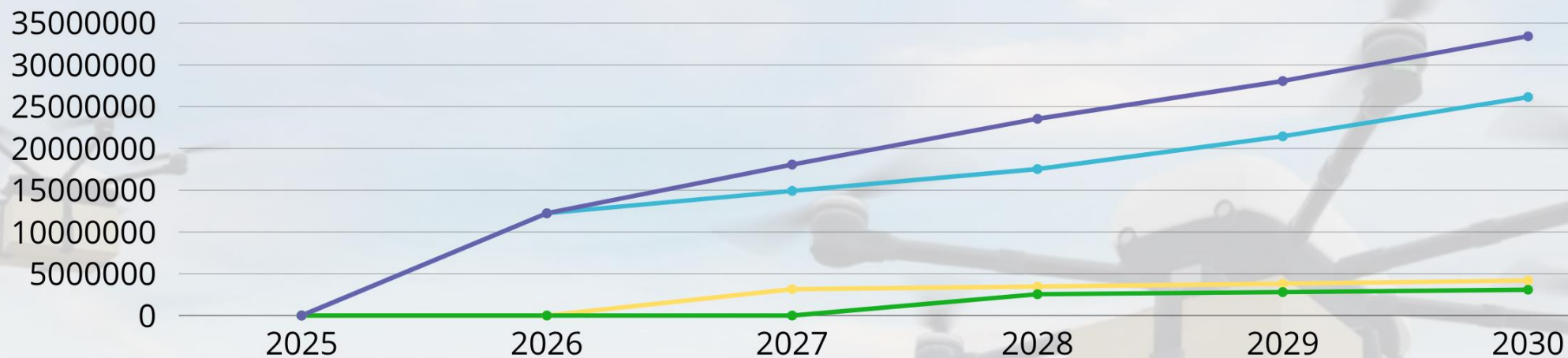
| <b>Metrics</b>                                    | <b>Meaning</b> |
|---------------------------------------------------|----------------|
| Equity rate, Re                                   | 28,00%         |
| Rate for borrowed capital, Rd                     | 23,00%         |
| Calculation of the weighted average rate:         |                |
| Income tax rate, T                                | 7,00%          |
| Share of debt capital in rate calculation, Wd     | 59,00%         |
| Share of equity in rate calculation, We           | 41,00%         |
| WACC = $Re * We + Rd * Wd * (1-T) =$              | 24,10%         |
| Earnings Reinvestment Rate (for MIRR calculation) | 18,00%         |
| Discount rate for budget efficiency               | 24,00%         |

| Year | Revenue, rub | EBITDA, rub | D&A, rub  | NOPAT, 7 % | CAPEX, rub  | FCFF, rub   |
|------|--------------|-------------|-----------|------------|-------------|-------------|
| 2025 | 0            | 0           | 0         | - 46 279   | - 2 200 000 | - 2 575 000 |
| 2026 | 12 237 251   | 547 552     | 1 471 227 | - 610 035  | - 1 653 703 | - 2 046 984 |
| 2027 | 18 066 156   | 3 159 885   | 1 471 227 | 1 688 658  | - 927 151   | 1 095 399   |
| 2028 | 23 543 247   | 5 804 549   | 601 665   | 5 202 884  | - 789 527   | 3 621 700   |
| 2029 | 28 062 606   | 7 499 013   | 601 665   | 6 897 348  | - 812 932   | 5 044 834   |
| 2030 | 33 423 087   | 11 138 229  | 601 665   | 10 536 565 | 0           | 9 446 100   |

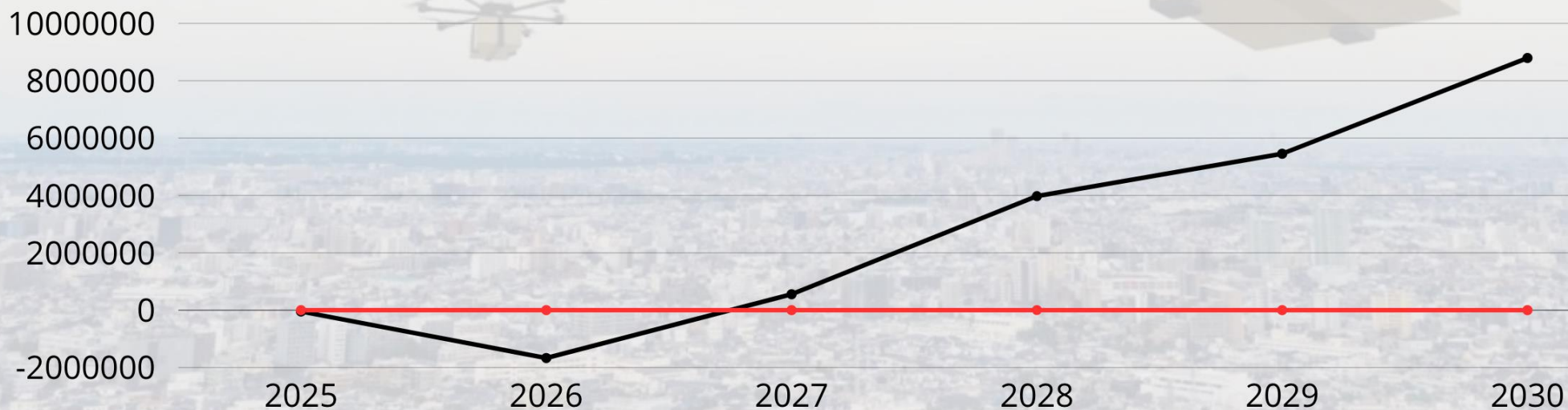


## Revenue of Easy Fly courses, rub

● Core Course ● Photogrammetry Course ● Agro-drone Course ● Total



## Net profit of Easy Fly courses, rub



| Metrics              | Meaning        |
|----------------------|----------------|
| NPV (FCFF)           | 3 766 204 ₺    |
| IRR                  | 56,10%         |
| Discounted Payback   | 4,4 years      |
| Easy payback         | 3,7 years      |
| PI (NPV / Invest)    | 1,7×           |
| MIRR (Reinvest 18 %) | 33,40%         |
| Terminal Value (PV)  | 14 586 049 Rub |

### Change of sales volume

| NPV  | 85%    | 90%   | 95%   | 100%  | 105%  | 110%  | 115%  |
|------|--------|-------|-------|-------|-------|-------|-------|
| 85%  | -10,89 | -8,44 | -6    | -3,56 | -1,12 | 1,32  | 3,77  |
| 90%  | -8,44  | -6    | -3,56 | -1,12 | 1,32  | 3,77  | 6,21  |
| 95%  | -6     | -3,56 | -1,12 | 1,32  | 3,77  | 6,21  | 8,65  |
| 100% | -3,56  | -1,12 | 1,32  | 3,77  | 6,21  | 8,65  | 11,09 |
| 105% | -1,12  | 1,32  | 3,77  | 6,21  | 8,65  | 11,09 | 13,53 |
| 110% | 1,32   | 3,77  | 6,21  | 8,65  | 11,09 | 13,53 | 15,98 |
| 115% | 3,77   | 6,21  | 8,65  | 11,09 | 13,53 | 15,98 | 18,42 |

Change of the price



ARND

ALT  
m 70

SPD  
km/h 0



● Rec.

Thank you for attention!

