

Market Access for Digital Entrepreneurs (MADE) online event

EVENT	THE SKY'S THE LIMIT – DRONE VENTURE COMMERCIALISATION		
FOCUS:	Building Drone products and services to align to market needs and niches.		
Date	31 August 2021	Time:	11h00 – 13h30 SAST
Intended for:	Managers and business support staff of technology incubators and digital hubs; technology entrepreneurs, developers, SMMEs developing drone-related primary and secondary products, solutions & services		
Key topics: AGENDA TO FOLLOW	Drone market trends • How and where the market is growing for new entrants • Success stories • Opportunities in: agriculture • safety and security • marine • facilities and maintenance • land use and planning • creative sector		



The EDSE Programme

EDSE is a 5--year R745-million (€52-m) EU-funded programme designed to support South Africa's small business ecosystem, via a team of 30 SMME technical experts working with the Department of Small Business Development (DSBD), the Small Enterprise Development Agency (seda), the Small Enterprise Finance Agency (sefa) and the Department of Agriculture, Land Reform and Rural Development (DALRRD).

Background

This year the commercial drone industry will sell more than 1,000,000 units, doubling by 2024. This means massive demand for a broad range of new products and services, from accessories to software. But to tap into this market locally and internationally, you need to understand it – where the opportunities are, and how to take advantage of them.

Our line-up of industry experts will provide practical insights, examples and advice, including:

- Insight on current drone market trends, how drones are being (and will be) used in different sectors;
- Understanding how to validate your business model or idea against real customer needs;
- How to grow your network of drone industry entrepreneurs and experts;
- Learn from how they developed and commercialised drone-related products and services.

Expert Speakers

Learn from and be inspired by a panel of drone industry experts and successful drone entrepreneurs from different sectors. Speakers include drones experts, entrepreneurs and software designers and drone developers as well as leaders from drone-using organisations who will outline their views on future demand for new solutions.

Programme:

Wednesday, August 2021 from 11h00 – 13h30			
FACILITATOR: Ms Louise Jupp, Founder of Terecco Aviation (Proposed)			
RAPPORTEUR: Mr Orapeleng Moremong, Business Development Services Expert, EDSE			
Item	Time	Topic	Participant(s)
1.	11h00 – 11h10	Welcome and introduction Setting the Scene: Drone technology trends in SA, How Seda is supporting this industry.	Mr Colin Leshou Acting Executive Manager: Seda Technology Programme (STP)
	11h10 – 11h20	Developing Market intelligence for the digital hubs (Developing an ecosystem of Drone technology partners to assist digital hub managers to benefits SMMEs.	Mr Martin Feinstein Key Expert, EDSE
2.			
2.	11h20 – 11h40	Opportunities and challenges in drone technologies. How to leverage opportunities in drone technology and developing solutions ready for the market. Understanding the drone market and overcoming legislative hurdles?	Gary Mortimer Drone Sangoma - sUAS News
3.	11h40 – 12h00	Aerobotics case study: Bringing a drone product to market What does it take to have a successful drone industry? What is the role of software in drones?	Mr Brett Agiotis Aerobotics
	12h00 – 12h20	Drone technology for skills and employment creation in South Africa Case study: Incubation for the Fourth Industrial Revolution – Drone Academy	Naomi Musi/ David Malematsa 4 th Industrial Revolution Incubator (4IRI)
4.	12h20 – 12h35	Key learnings from a successful small drone technology business Case Study: Rocketmine, Delta Drone International	Christopher Clark, CEO: Delta Drone International
	12h35 – 12h50	Key learnings from a successful small drone business Case Study: Ntsu Aviation Solutions	Sam Twala Co-founder and Managing Director: Ntsu Aviation Solution
	12h50 – 13h25	Facilitated Panel discussion What are the requirements for a successful deployment of drone technology solutions? What are the legislative challenges? Where are the growth opportunities? What are the top technology trends impacting the drone sector?	(Moderator: Louise Jupp) Panellist: Sam Twala, Christopher Clark, Victor Radebe and Dean Polley, SSASS holding.
13.	13h25 – 13h30	Vote of thanks and meeting closure	Mr. Colin Leshou Acting Executive Manager: Seda Technology Programme