DRON ASSISTANCE SRL

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OWNERSHIP: private

PRODUCTS/SERVICES:
DRON ASSISTANCE S.R.L. is a leading company in the Republic of Moldova, specializing in drone-powered agricultural solutions. As the first company in the country to receive authorization from the Civil Aviation Authority for agricultural flights, we have been at the forefront of this innovative field since 2020.
We are the official partners of DJI Agriculture and TTAviation in Moldova. We offer drone sales, spare parts, maintenance services, and training. We provide agricultural enterprises with a wide range of services, including plant spraying with drones, mapping, monitoring, and analysis of crop conditions. We are dedicated to revolutionizing Moldovan agriculture through the integration of drone technology.
We are developing a network of agricultural drones in Moldova and implementing integrated programs that utilize drones for chemical and biological plant protection. These programs rely on field data analysis and Internet of Things (IoT) technologies. We work closely with UNDP, USAID, the Laboratory of Agricultural Innovations, colleges, universities, and research centers.

COMPETITIVE ADVANTAGES AND INNOVATION:
DRON ASSISTANCE S.R.L. stands out as a pioneer in Moldovan agriculture, we are leading the creation of a Moldova Agri Drone network for transition to a more sustainable agriculture through the usage of drones for mapping, monitoring and servicing plantations. We offer a unique blend of sustainable agriculture, precision pest control, and data-driven solutions. Enabling the best choice of methods to combat pests using smart objective monitoring instruments in the field for pest detection and prediction of population evolution. Supply of complex programs of chemical and biological plant protection based on analysis of field sourced data.

STAGE OF DEVELOPMENT:
DRON ASSISTANCE S.R.L. is a start-up with a strong presence in the market and a proven track record of delivering innovative drone-based solutions.

BUSINESS OFFER/BUSINESS REQUEST FOR THE NETWORKING EVENT:
We are interested in partnering with agricultural businesses and other SMEs to provide our drone-based services and solutions, including training modules, we are open to collaborations with technology companies that can enhance our drone capabilities or develop complementary solutions. We are also interested in exploring opportunities for joint research and development projects.

TYPE OF PARTNER SEARCHED AND COUNTRIES:
Strategic partnerships and collaborations within the European Union (EU) and the Western Balkans region.

Context (PESTLE)
The political landscape in Moldova and the wider European region influences the operating environment for DRON ASSISTANCE S.R.L. Government policies, regulations, trade agreements, and the increasing emphasis on food security all play a pivotal role in shaping the company's opportunities and challenges.
Business Model Canvas, main components.

- **Customer Segments** – 1) Farmers, 2) Drone-owners
- **Value Propositions** – 1) Evidence based, Precision, Data driven Plant [bio]protection service;
  2) Empowering drone owners to make a higher return on their drone assets through Leads, service, training and certification
- **Channels** – Direct sales, Area agents, Distributors of plant protection products, Distributors of agricultural equipment, Consultants of agritech solutions, Governmental contracts
- **Customer Relations** – Regular information about up to date plant protection methods, training and workshops on drone technology and data analysis.
- **Revenue Streams** – 1) Plant protection: Service fees, Consulting fees; 2) Agri Drone Network: Service Leads, Training Fees, Certification Support Fees, Membership fees
- **Key Resources** – 1) Pilots, Plant bioprotection specialist/ entomologist, Agri Drones, Hyper and multi-spectral drones, SW. Required specialists: for activities under para 1: imaging, data science, ML/AI specialists. 2) Training Officer (educator), Sales and Marketing, Regulatory affairs specialist.
- **Key Activities** – Sales, solution identification and customization (field survey and mapping, data analysis), delivery of solution (spraying fields with chemicals/ trichogramma), monitoring (field survey)
- **Key Partnerships** – identifying suppliers/partners which allow the business model to function and operate successfully. Suppliers of Drones, chemicals, plant protection materials, IT solutions providers, influencers (agronomists, journalists, agri technology consultants) of business decisions to use drones and biological methods of plant protection.
- **Cost Structure** – recording all the costs which the business model incurs in order to operate successfully. Fixed - drones, supplies (batteries, spare parts), S&A, rent (training centers), staff, Setup and maintenance of IT solutions (CRM, Image Processing, Data warehousing, Variable - field travel, mapping, monitoring, chemicals, entomophags, pheromones.