



Simplycity — Business Model and SC-17's Role

DATE
STATUS

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operating-model hypothesis for partner validation

Positioning

Simplycity is not a drone manufacturer and not a delivery company. It is the neutral coordination and assurance layer that enables approved operators, care providers, infrastructure owners and public authorities to run reliable drone services in a city. Its product is the shared operational system—rules, data, workflow and proof—not the aircraft or the parcel movement itself.

The business model

Simplycity solves the coordination gap that remains after an aircraft and a customer exist: route permissions, pads, weather, operator readiness, public visibility, chain-of-custody and evidence of public benefit.

Product layer	Customer value	Revenue basis
Flow — mission orchestration	Converts a care request into an eligible mission; checks route, weather, pad, aircraft, operator and energy constraints; manages exceptions.	Corridor onboarding fee; per managed/completed mission; operator platform subscription.
Trust — shared assurance	Role-based dashboards and auditable records for hospitals, operators, hub owners and authorities.	Annual platform / assurance licence; integration and support retainer.
Impact — public-value evidence	Reports reliability, delay, route compliance, energy and measured noise at route level.	Reporting/governance module paid by city programme, authority or consortium.

For an early care corridor, the commercial construct is a funded pilot consortium: an onboarding fee for integration and route setup, a per-mission orchestration fee, and a fixed monthly platform/assurance fee. The care provider buys a transport outcome; the licensed operator bills for aircraft, remote operations and maintenance; Simplycity bills for coordination, visibility and evidence.

Responsibility boundary

Party	Owns
Care provider	Clinical request, samples and clinical chain of custody
Licensed operator	Flight execution, operational safety, maintenance and crew/remote operations
OEM	Aircraft design, product support and technical data
Hub owner	Pad, site access and ground safety
City / authority	Policy, permissions and oversight
Simplycity	Mission coordination, data integration, audit trail, stakeholder views and impact reporting

Simplycity does not design, manufacture, certify, sell or warrant aircraft; become a logistics carrier; make OEM performance claims; or replace the operator's safety-management system or the authority.

Competitive landscape

Medical drone logistics is no longer hypothetical in the Netherlands or Europe, and Simplycity should say so plainly rather than pitch into an apparent vacuum.

Who	What they have done	How Simplycity differs
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ANWB Medical Drone Service (NL)	A consortium of ANWB Medical Air Assistance, PostNL Health and healthcare partners including Erasmus MC, Isala, Sanquin, Amsterdam UMC and UMCG, with Avy (aircraft) and KPN (connectivity). Over 800 BVLOS flights on the Meppel–Zwolle corridor since September 2025, 92–95% operational availability, extended to mid-2027.	A single-vendor, single-corridor operating consortium, not a reusable coordination platform. It does not offer a fleet-agnostic release-policy engine, a tamper-evident cross-organisation ledger, or a repeatable playbook for a second or third corridor.
Avy	Amsterdam-based electric VTOL aircraft OEM/operator; holds a BVLOS operating certificate; is the aircraft inside the ANWB corridor.	An aircraft and operator — a candidate integration partner for Simplycity, not a competing coordination layer.
Apian (UK)	Flew 6,000+ pathology samples for Synnovis/SYNLAB between London hospitals, now expanding with Matternet aircraft into a 20,000-sample/day lab hub. Integrates multiple aircraft platforms into hospital systems.	The closest existing analogue to Simplycity's model, and evidence that a coordination/integration layer is a fundable, operable business. Not present in the Netherlands or wider EU mainland market as far as public information shows.
EASA / U-space service providers (e.g. ANRA, first certified May 2025)	Certified airspace-level services: geo-awareness, flight authorisation, network identification, traffic information.	Infrastructure Simplycity sits above and consumes, not a substitute for it — the release policy's route _available and weather_within_limits gates are exactly where a U-space/UTM provider's data plugs in.

The honest reading: Amsterdam UMC already having a drone relationship through the ANWB consortium is evidence of validated demand at the exact hospital network this plan is built around, not evidence that the opportunity is closed. What ANWB/Avy have built is one operator flying one fixed route; what Apian has proven in the UK is that a reusable multi-stakeholder coordination and evidence layer is a real, fundable business. Nobody has built that layer for the Dutch or wider EU market yet. Simplycity's opening is to interoperate with existing operators — potentially including Avy — rather than compete with the aircraft, and to become the coordination and evidence layer a second, third and tenth corridor can reuse. Amsterdam UMC's specific current relationship with the ANWB consortium should be confirmed directly with the hospital before this claim is used in front of investors.

Why SC-17 was designed

SC-17 is a reference configuration, not a Simplycity product line. It is a disciplined design brief for the first corridor: compact rooftop operations, 2.5 kg medical payload, wing-borne cruise, and transparent energy/service data.

1. It makes the operating envelope concrete. A route, pad and safety procedure cannot be designed around the word “drone.”
2. It creates a supplier-neutral requirements aid. Several OEMs can show how their existing aircraft meet the same corridor needs.
3. It exposes the data contracts Simplycity needs: state of charge, health, payload state, ETA, route compliance, noise and contingency status.
4. It makes the complete partner narrative visible without claiming Simplycity manufactures or flies a vehicle.

If an existing OEM aircraft fits the verified requirements better than SC-17, Simplycity should select it. The recommended next artifact is an OEM-neutral aircraft requirements specification based on the reference envelope—not a plan to build SC-17.

Guardrail

Unless the founders explicitly decide to become a regulated OEM or operator, label all SC-17 material “reference configuration / supplier-neutral requirement aid.” Do not market it as a Simplycity aircraft, add aircraft sales to the model, or promise its performance as a Simplycity capability.