Simplycity — Master Investor & Partner Brief

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TAGLINE Urban air, made simple.

> This is the master narrative for prospective investors, care partners, operators, infrastructure partners and public stakeholders. It contains planning assumptions, not audited forecasts, regulatory approvals, contractual commitments or performance guarantees.

1. The opportunity

Cities do not need more drones in the sky. They need a way for the few flights that genuinely matter to become safe, quiet, useful and accountable.
Time-critical diagnostic samples often move across urban regions by road through variable traffic. Aircraft technology alone does not solve this: each service needs a coordinated route, authorised launch/landing sites, real-time weather and operational decisions, clinical custody, oversight and evidence that the service benefits the city.
Simplycity is the coordination and assurance layer for that service. We make an approved corridor operable as one auditable system, beginning with medical samples in Amsterdam.

2. What we are—and are not

Simplycity is a software-and-operations-infrastructure company.

We are	We are not
A neutral mission-coordination layer	An aircraft manufacturer
A trust and evidence system for urban air services	A delivery company or logistics carrier
A fleet-agnostic integration layer for operators and OEMs	The aircraft operator, unless deliberately licensed for that role
A corridor-launch partner for cities and care networks	A substitute for the authority, OEM safety case or clinical process

This boundary matters. It lets Simplycity work with the best aircraft and licensed operators available, retain city trust, and scale its software, workflow and approved-corridor playbook without taking on manufacturing inventory or fleet-operations risk.

3. The first product: a care corridor operating system

Flow — mission orchestration

Flow turns a clinical transport request into a releasable mission. It checks the route volume, aircraft/operator availability, weather, pad capacity, energy status and dispatch rules. It manages launch release, live mission progress, diversions, exceptions and closure.

Trust — shared assurance

Trust gives authorised hospitals, operators, hub owners and authorities role-appropriate visibility. It maintains an auditable event record: custody scans, launch decisions, aircraft health, route status, alerts, human interventions and handover.

Impact — evidence of public value

Impact records service reliability, elapsed time, route compliance, energy use and measured noise. It allows a city and care coalition to decide with evidence whether the corridor should continue, change or scale.

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Care provider -- request / clinical custody --> Simplycity Flow
Licensed operator -- aircraft / remote operations / maintenance --> flight execution
OEM -- aircraft product / technical data --> vehicle capability
Hub owner -- pad / access / ground safety --> site interface
City / authority -- governance / permissions --> operating constraints

Simplycity -- coordination / audit / stakeholder views / impact reporting --> trusted service
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4. The wedge: Amsterdam medical samples

Illustrative Amsterdam care-corridor operation

The initial service is intentionally narrow: moving time-critical medical samples between controlled care hubs and laboratories. It is a good first corridor because the routes can be repeatable, service value can be measured, stakeholders are identifiable, and safety/acceptance work can be concentrated rather than distributed citywide.
Reference planning scenario: an 18 km direct route, 95 km/h wing-borne cruise, 17-minute door-to-door target including launch release and receiving handover. The existing website's "62% faster" figure remains a hypothesis to validate against the actual road workflow; it is not an investment claim.
Success is not a viral drone demonstration. Success is a service that meets an agreed clinical window, is operated safely under the approved framework, is accepted by its hosts and neighbours, and has a credible cost-to-scale model.

5. SC-17 CAREWING: why a reference aircraft exists

SC-17 CAREWING reference configuration (concept render)

SC-17 is not a Simplycity product. It is a supplier-neutral reference configuration that makes the corridor requirements specific enough to evaluate OEM candidates and design the platform interface.

Reference envelope	Planning value
Configuration	Battery-electric fixed-wing quadplane
Payload	2.5 kg / 7 L target cassette
Span / MTOM	1.75 m / 13.6 kg target
Cruise / nominal range	95 km/h / 35 km planning envelope
Reference route	18 km, 17-minute door-to-door target

The configuration uses vertical lift for approved rooftop pads and wing-borne flight for the cross-city segment. Its first-order mission model is 0.170 kWh nominal aircraft energy and 0.221 kWh with 30% contingency reserve against 0.336 kWh usable planned battery energy. These are requirements-model inputs—not proven aircraft performance. The next step is to score real OEM aircraft against the OEM-neutral requirements specification (SC17-OEM-Neutral-Requirements.md). If a candidate performs better than the reference, it wins; Simplycity does not need to build SC-17.

6. Business model

Revenue stream	Buyer	Commercial basis
Corridor onboarding	Care network, operator or public-private coalition	One-time design, integration and launch fee
Mission orchestration	Operator or service sponsor	Per managed/completed mission
Platform subscription	Operator and/or city programme	Per corridor, active asset, or annual licence
Trust/Impact reporting	Authority, city programme or coalition	Annual governance and reporting licence
Integration/support	OEM, operator or hub provider	Project fee or recurring support retainer

An early corridor should be funded as a pilot consortium: the care sponsor buys a service outcome; the licensed operator is paid for flight operations; Simplycity receives setup, orchestration and platform/assurance revenue. The financial model should not assume aircraft resale, fleet margins or an unvalidated delivery-volume curve.

7. Go-to-market and defensibility

1. Land one high-trust care coalition. Secure an anchor care provider, licensed operator, hub owners and municipal working group.
2. Build one auditable corridor. Integrate the selected aircraft/operator, configure the hub workflow and show authorities measurable control.
3. Productise the launch playbook. Reuse route, hub, reporting, data-contract and acceptance templates for the next city/corridor.
4. Compound local approvals and data. Each approved operating workflow, integrated fleet and measured impact dataset makes a new entrant less useful.

The defensibility is not a proprietary airframe. It is a trusted operating standard, integrated data layer, repeatable stakeholder workflow and record of delivering public value without public surprise.

8. What has been completed

- Simplycity narrative and website positioning as a coordination layer.
- Initial Flow / Trust / Impact product framing.
- Amsterdam care-corridor planning scenario and service-level hypothesis.
- SC-17 reference configuration, two original renders, three-view drawing and first-order sizing calculations.
- Safety/verification gates and an OEM-neutral requirements specification.
- Public deliverables library at /resources/deliverables for transparent partner review.

9. What must happen next

Workstream	First deliverable	Decision it unlocks
Coalition	Signed pilot memorandum / working group	Who owns each operational responsibility
Route & hubs	Survey, pad concept, contingency inventory	Whether the 18 km service is physically and socially viable
Clinical workflow	Payload, cold-chain, custody and exception requirements	What the service must protect and measure
OEM/operator selection	Weighted supplier scorecard and integration plan	Which aircraft and operator can support the corridor
Regulatory/safety	Route-specific ConOps and initial operational-risk assessment	Authority engagement and demonstration path
Platform prototype	Dispatch, Trust dashboard, custody and exception workflow	Supervised operational trial
Evidence	Flight, noise, energy and service dataset	Whether to launch limited service and how to price it

10. The EUR750k pre-seed raise

Raise: EUR750k pre-seed. Runway objective: approximately 12 months to establish the coalition, prove the corridor path, integrate the platform and enter supervised pilot operations. This is an illustrative operating plan; timing and costs depend on OEM/operator selection and regulatory scope.

Use of funds	EUR	Share	What it pays for
Product & engineering	270,000	36%	Flow/Trust/Impact MVP; APIs; security; mission, custody and reporting workflows; data architecture
Corridor launch & operations design	165,000	22%	Route/hub design, ConOps, integration, test planning, operator/OEM onboarding

Safety, regulatory & assurance	120,000	16%	Independent specialist support, operational-risk work, privacy/security and safety evidence preparation
Partnerships & clinical validation	75,000	10%	Care workflow design, stakeholder sessions, hub agreements and community engagement
Core team & company operations	75,000	10%	Lean founding-team costs, legal, finance and essential tooling
Contingency	45,000	6%	Unknown integration, site or timeline issues
Total	750,000	100%	

This funding does not assume aircraft manufacturing or fleet purchase. Aircraft access, flight-operation costs and any large hardware commitment should sit with the operator/OEM or be separately funded through the pilot coalition after route and regulatory diligence.

11. 12-month milestones

Period	Milestone	Evidence of progress
Months 0–2	Coalition and service definition	Anchor care partner, operator dialogue, initial route and payload brief
Months 2–4	Corridor feasibility	Route/hub survey, supplier scorecard, ConOps and initial risk work
Months 4–6	Platform + integration MVP	Dispatch, custody, stakeholder view and selected OEM/operator data interface
Months 6–8	Supervised demonstrations	Measured aircraft, energy, noise, workflow and exception data
Months 8–10	Limited-pilot readiness	Refined operating model, maintenance/hub processes and commercial terms
Months 10–12	Pilot decision and scale package	Service KPI review, cost-to-scale, city-launch playbook and next-corridor pipeline

12. Success metrics

- Safety: zero critical operational events; all safety-related exceptions recorded and reviewed.
- Service: target >=95% of eligible missions inside the agreed service window once operating.
- Reliability: documented cancellation, diversion and intervention rates; no cherry-picked reporting.
- Acceptance: target >=70% positive local sentiment where a valid sampling method is agreed.
- Impact: measured noise and energy ledger; route-specific comparison to the existing ground workflow.
- Economics: a documented route-level contribution model and integration cost to launch the next corridor.

13. Principal risks and mitigation

Risk	Mitigation
Approval timeline extends	Start with a narrow, controlled route; engage authority/operator early; stage investment by evidence gates.
OEM performance does not meet need	Keep SC-17 supplier-neutral; score multiple candidates; change route/payload assumptions transparently.
Hub or community resistance	Survey sites early; use measured rather than claimed noise; publish a clear operating and incident process.
Clinical workflow is harder than flight	Co-design with care partners; validate custody, temperature, packaging and exceptions before pilot launch.

Platform has insufficient differentiation	Focus on multi-party audit, corridor workflow and fleet-agnostic integration—not generic drone telemetry.
Capital intensity grows	Do not own a fleet by default; make hardware commitments only after coalition, route and operating diligence.

14. The ask

Simplycity is looking for a small founding coalition: a lead pre-seed investor, an anchor care partner, a qualified operating partner, an aircraft/OEM partner, and a municipal working group willing to design the first corridor together. The immediate decision is not “should a city fill with drones?” It is: can we prove one essential route is safer, more reliable and more accountable than the status quo—and create the operating system that lets that proof travel to the next city?

Document index

- SIMPLYCITY-Master-Pitch.md — this editable master brief.
- SIMPLYCITY-Master-Pitch.pdf — portable investor/partner briefing.
- SIMPLYCITY-Business-Model.md — role boundary and revenue model.
- SC17-OEM-Neutral-Requirements.md — supplier selection and integration specification.
- SC17-Carewing-Blueprint.pdf — aircraft concept and engineering basis.

All are published for review at /resources/deliverables.