



MASTER PITCH • PROJECT OVERVIEW

Urban air, made simple.

The coordination and evidence layer for essential urban air services — beginning with time-critical medical samples in Amsterdam.

Cities don't need more drones in the sky. They need the few flights that genuinely matter to be **safe, quiet, useful and accountable.**

Time-critical diagnostic samples move across cities by road, through variable traffic. Aircraft technology alone doesn't fix that — each service needs a coordinated route, authorised sites, real-time weather and dispatch decisions, clinical custody, oversight, and evidence that it benefits the city.

SIMPLYCITY IS

The coordination & assurance layer

that makes a medical drone corridor operable as one auditable system — beginning with medical samples in Amsterdam.

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- ✓ Neutral mission coordination
 - ✓ Trust & evidence for urban air
 - ✓ Fleet-agnostic integration layer
 - ✗ Aircraft manufacturer

A software-and-operations company — not an aircraft manufacturer.

WE ARE

- ✓ A neutral mission-coordination layer
- ✓ A trust & evidence system for urban air
- ✓ A fleet-agnostic layer for operators & OEMs
- ✓ A corridor-launch partner for cities & care

WE ARE NOT

- ✗ An aircraft manufacturer
- ✗ A delivery company or logistics carrier
- ✗ The aircraft operator, unless licensed for it
- ✗ A substitute for authority or clinical process

One calm layer. Every critical flight.

Simplycity connects operators, public authorities, landing infrastructure and customers in one shared, auditable flight environment.



Flow

Mission orchestration: route volume, availability, weather, pad capacity and energy status — turns a request into a releasable mission.



Trust

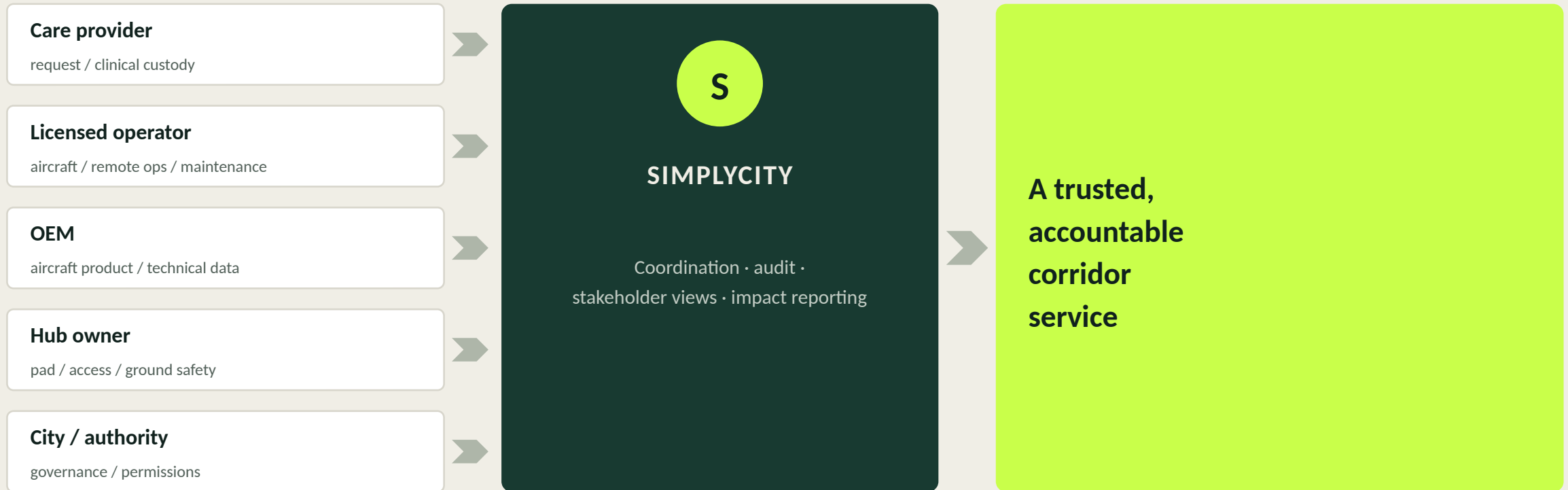
Role-appropriate visibility for hospitals, operators, hubs and authorities, backed by a tamper-evident event record.



Impact

Service reliability, elapsed time, route compliance, energy use and measured noise — the evidence base for a scale decision.

Five parties. One accountable system.



The 17-minute care corridor.

Moving time-critical medical samples between controlled care hubs and laboratories. Deliberately narrow: repeatable routes, measurable service value, identifiable stakeholders, concentrated safety and acceptance work.

18 KM

DIRECT REFERENCE ROUTE

95 KM/H

WING-BORNE CRUISE

17 MIN

DOOR-TO-DOOR TARGET

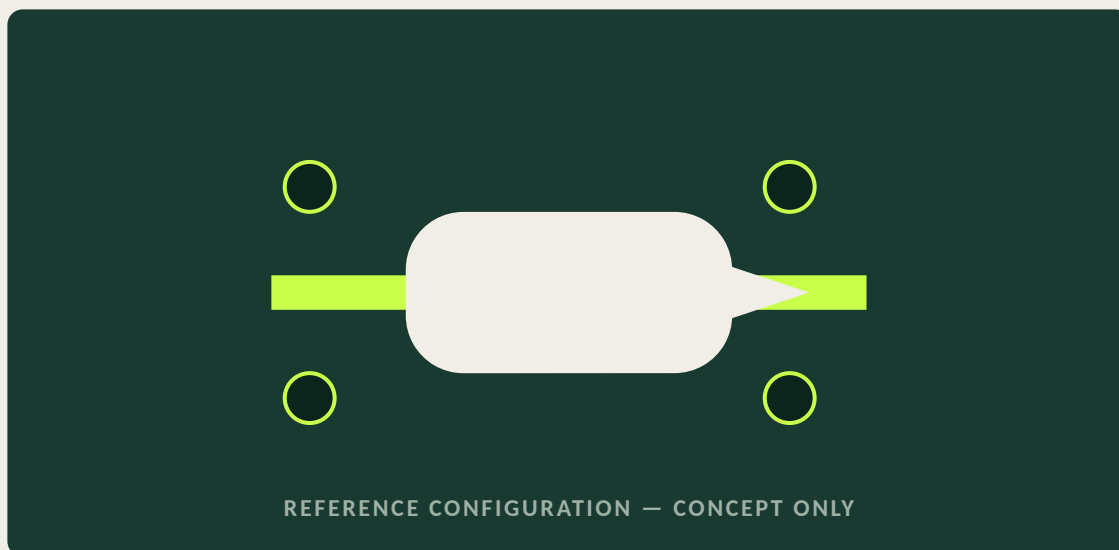
Success isn't a viral demonstration. It's a service that meets its clinical window, operates safely within its authorisation, is accepted by its hosts and neighbours, and has a credible cost-to-scale model.

Reference planning scenario — not a delivered service. The '62% faster than road' figure on the public site is a hypothesis to validate, not an investment claim.

SC-17 CAREWING — not a Simplycity product.

A supplier-neutral reference configuration that makes the corridor requirements specific enough to evaluate real OEM candidates and design the platform interface. If a candidate beats the reference, it wins — Simplycity doesn't need to build SC-17.

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



Infrastructure that compounds.

Launch with service revenue; scale with software; win with the corridor network.

Revenue stream	Buyer	Commercial basis
Corridor onboarding	Care network / operator / coalition	One-time design, integration & 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 or coalition	Annual governance & reporting licence
Integration & support	OEM, operator or hub provider	Project fee or recurring retainer

An early corridor is funded as a pilot consortium: the care sponsor buys a service outcome, the licensed operator is paid for flight operations, Simplycity earns setup, orchestration and platform/assurance revenue. No aircraft resale, fleet margin, or unvalidated volume curve assumed.

Land. Build. Productise. Compound.

1

Land one high-trust coalition

Anchor care provider, licensed operator, hub owners and a municipal working group.

2

Build one auditable corridor

Integrate the aircraft/operator, configure the hub workflow, show authorities measurable control.

3

Productise the playbook

Reuse route, hub, reporting, data-contract and acceptance templates for the next corridor.

4

Compound evidence & data

Each proven workflow, integrated fleet and measured dataset makes the next corridor cheaper to launch.

The intended moat isn't a proprietary airframe — it's a trusted operating standard, integrated data layer, repeatable stakeholder workflow, and a record of delivering public value without public surprise.

Not a slide. A working platform.

Flow, Trust and Impact already run end to end against a simulated SC-17 — live at simplycity.nl.



Working platform live at simplycity.nl, real TLS, real domain



12 release gates on live data — stale data fails closed, not open



SHA-256 hash-chained, tamper-evident trust ledger



Real sign-up, email verification and admin review — not only a sandbox



36 automated backend tests covering safety, security and custody



SC-17 reference config, OEM-neutral requirements, 10-document public library

From coalition to a pilot decision.

M0-M2

Coalition & service definition

Anchor care partner, operator dialogue, route/payload brief

M2-M4

Corridor feasibility

Route/hub survey, supplier scorecard, ConOps, initial risk work

M4-M6

Platform + integration MVP

Dispatch, custody, stakeholder view, OEM/operator data interface

M6-M8

Supervised demonstrations

Measured aircraft, energy, noise, workflow and exception data

M8-M10

Limited-pilot readiness

Refined operating model, maintenance/hub processes, commercial terms

M10-M12

Pilot decision & scale package

KPI review, cost-to-scale, city-launch playbook, next-corridor pipeline

Can we deliver a critical sample more reliably than a road courier — while earning public trust?

SAFETY

Zero critical operational events; every exception reviewed

SERVICE

≥95% of eligible missions inside the agreed window

RELIABILITY

Documented cancellation/diversion rates — no cherry-picking

ACCEPTANCE

≥70% positive local sentiment, valid sampling method

IMPACT

Measured noise & energy ledger vs. the ground workflow

ECONOMICS

Documented contribution model & next-corridor cost

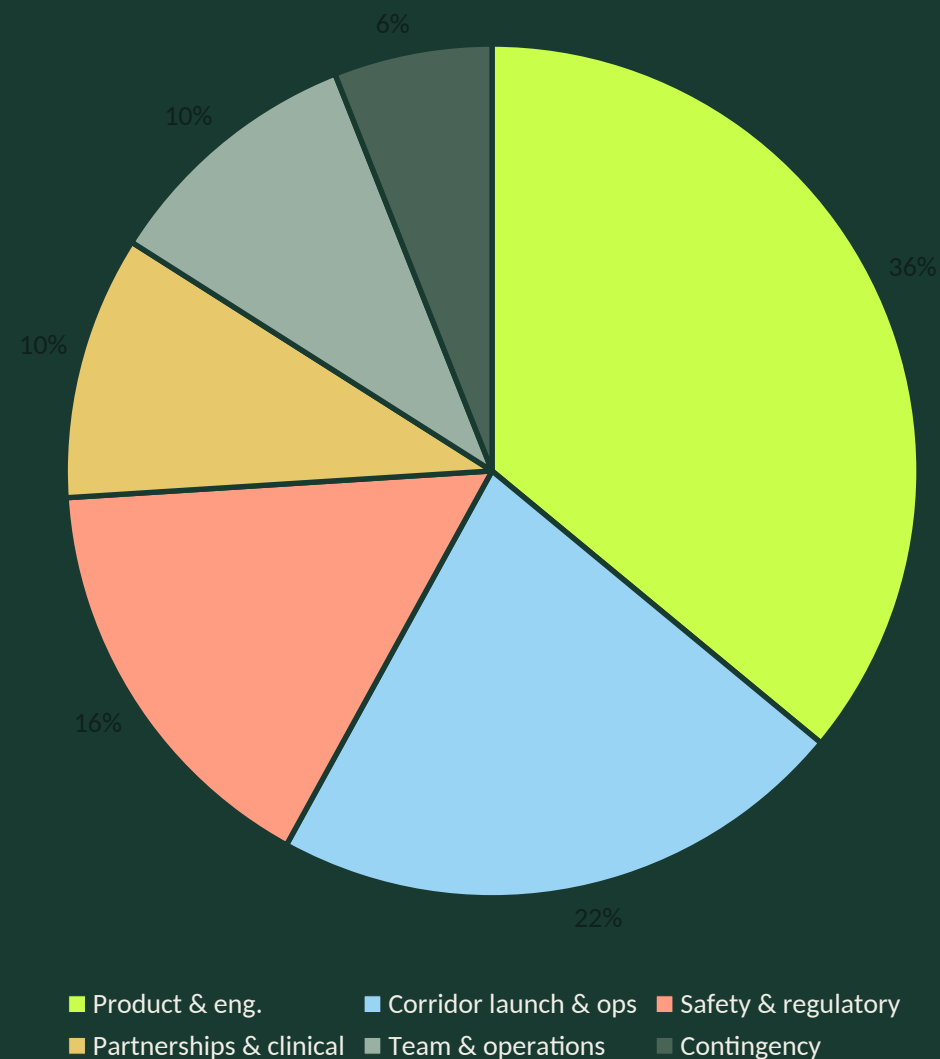
Named risks, named mitigations.

Risk	Mitigation
Approval timeline extends	Narrow, controlled route; early authority/operator engagement; stage investment by evidence gates.
OEM performance falls short	Keep SC-17 supplier-neutral; score multiple candidates; change assumptions transparently.
Hub or community resistance	Survey sites early; use measured (not claimed) noise; publish a clear incident process.
Clinical workflow harder than flight	Co-design with care partners; validate custody, temperature and exceptions pre-pilot.
Platform insufficiently differentiated	Focus on multi-party audit and fleet-agnostic integration — not generic telemetry.
Capital intensity grows	No fleet ownership by default; hardware commitments only after coalition/route diligence.

€750,000

PRE-SEED TARGET • ~12 MONTHS RUNWAY

To establish the coalition, prove the corridor path, integrate the platform and enter supervised pilot operations. Illustrative plan — timing and cost depend on OEM/operator selection and regulatory scope. Assumes no aircraft manufacturing or fleet purchase.





Let's make the first city feel inevitable.

We're assembling a small founding coalition to design and launch the Amsterdam care-corridor pilot:

- A lead pre-seed investor
- An anchor care partner
- A qualified operating partner
- An aircraft / OEM partner
- A municipal working group

The question isn't "should a city fill with drones?" It's: can we prove one essential route is safer, more reliable and more accountable than the status quo — and build the operating system that lets that proof travel to the next city?