



**BizSmart** **VIRTUAL** BUSINESS INNOVATION CASE

# ***Bell Flight***





BUSINESS INNOVATION CASE

# Help Bell Flight Design an Autonomous Air Vehicle transportation system of the future.

## *What is the Bell Flight Nexus?*

Hopefully many of you attending the BizSmart Workshop have seen the amazing new world of Air Taxi designs which have been showing up in the news and popular technical magazines over the past several years. We also hope that you have heard of the company called Bell Helicopter, which now is simply called Bell, because we are designing way more than just helicopters. One of the new designs we have created is called the Nexus Air Taxi, and we are excited to think that all of you who are aspiring young entrepreneurs and design engineers are going to be the first generation to experience the thrill and convenience of owning an AAV (Autonomous Air Vehicle) to take you where you need to go.



**Rohn Olson**  
Director of Aircraft



## ***The Opportunity !***

The Autonomous Air Vehicles that Bell Flight are working on have some amazing capabilities. One notable advantage is that they are fully autonomous, which means there is no need for a pilot! Another advantage is their ability to take-off vertically. Bell calls them VTOL's (Vertical Take Off and Landing) air vehicles. Think of a helicopter, but the propeller blades can also rotate to propel the vehicle forward through the air as fast as a plane! This creates a very versatile vehicle that can transport things very quickly but also land very precisely.

With all of these capabilities, there are a lot of potential opportunities for Autonomous Air Vehicles in the near future. Personal and public transportation, cargo transportation, and emergency operations such as fire fighting and medical evacuations all can be greatly improved with the capabilities of an AAV.

**Bell flight wants your help to identify possible target markets (people or companies that could use an AAV), design the interior cabin space for the target market you identify, and decide what the human interaction should look like for the next generation of fully Autonomous Air Vehicles.**





## ***Identify a Target Market for the AAV***

### **Who could benefit from AAV's?**

What companies, institutions, organizations, or people would benefit from being able to use this new mode of transportation? The first challenge is to find a target market that has a particular use and the infrastructure to get these AAV's to the people that need them most. Possible partners include Uber, Red Cross, Forest Services, Children's Hospitals, Remote Medical Supply Delivery services, School Bus Co., UPS, the sky's the limit!

## ***Design the Interior of the Cabin***

### **What does the inside of the cabin look like and how does it work?**

Design what the cabin should look like for the target market you have identified. Your design should include everything from how you enter the AAV, what the seating or storage looks like, what method of communication is used to control the take off, destination, and landing of your AAV, as well as other features that add to the AAV experience.



## Final Deliverables

- Product Design
- Marketing Strategy
- Competitive Analysis
- Sales Strategy
- Pricing and Finance

## PORTFOLIO PIECES

*Product Rendering  
& Business Plan*

