

# FRANCHISE PROSPECTUS





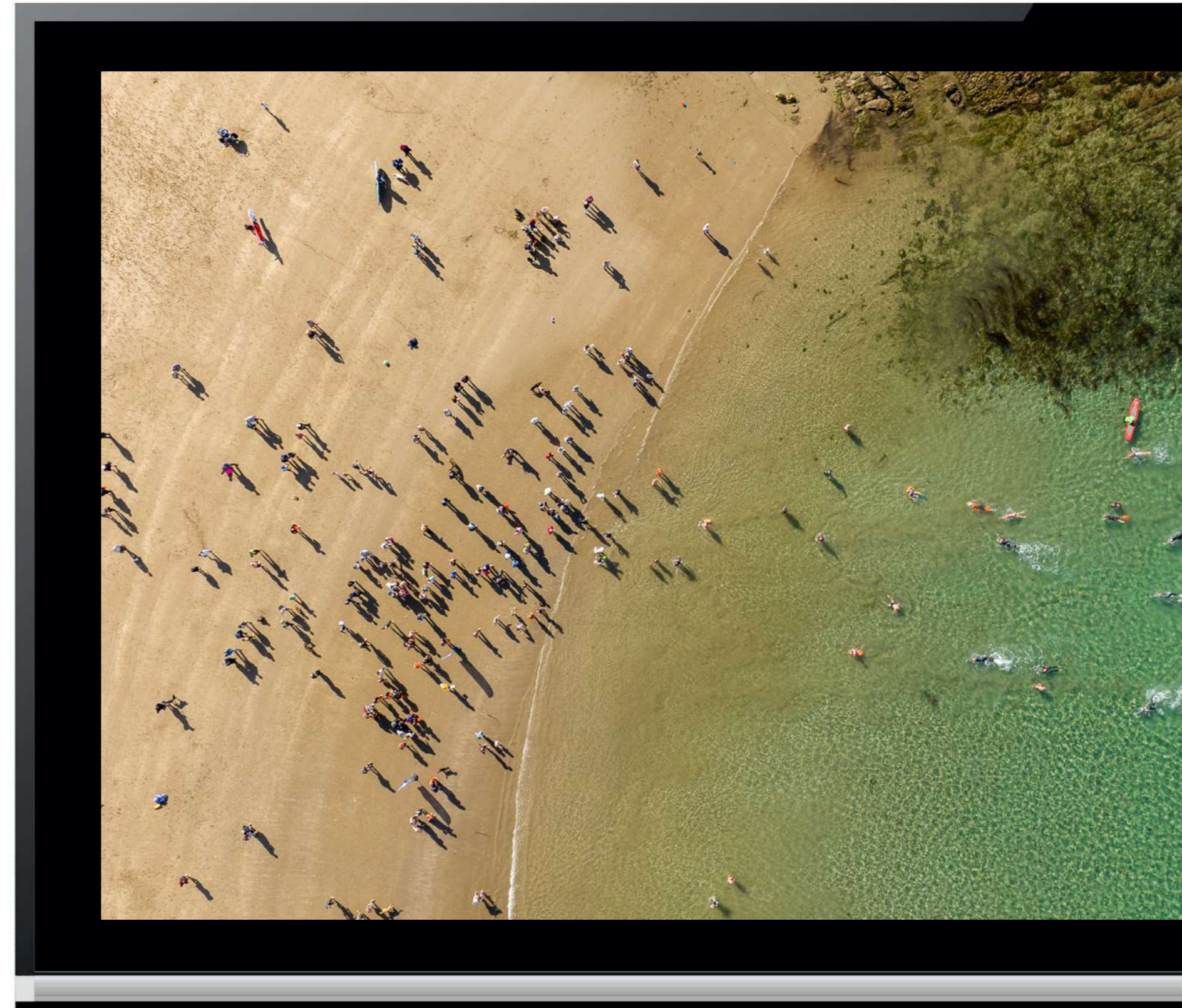
# ABOUT US

Red Air is a highly experienced drone operations company, with over 14 years flight operations experience, and are based in the Southwest.

New technology is allowing fast progress in this industry and is quickly growing into new consumer areas. Director of Red Air, Jim Bishop, has recognised this and has acted quickly to stay ahead of the game.

Jim says, 'We have established links into a variety of industries that are now using drone technology and software to their advantage'. These new drones along with smart operating procedures initiated by Red Air are allowing fast and efficient methods of data capture and processing.

The key to success has been in understanding the changing marketplace and reacting to it.







# OUR CLIENTS

Many of our Clients are repeat customers as attention to detail and well-practised client management gives them no reason to look elsewhere for the service.

Red Air pride themselves on reacting to customers' needs and requirements by always being on the end of a phone and turning around urgent requests quickly has always been key. Communication between clients is always kept professional but relaxed, allowing them to feel stress-free in the work environment.

**\* JOIN RED AIR AND BE PART OF THE FASTEST GROWING INDUSTRY IN THE WORLD**

Our eye is focused on the detail! Focusing on customers' needs and requirements allows us to deliver exactly what is needed. Regular planning meetings and team coordination creates a super-efficient team.



# OUR SERVICES

## WE SPECIALISE IN:

- SURVEY – INSPECT - MODEL
- DATA CAPTURE AND REPORT GENERATION - THERMAL IMAGING
- FILM AND PHOTOGRAPHY

Working closely with housing associations, major building contractors and architects the Red Air team are leading the industry forward.

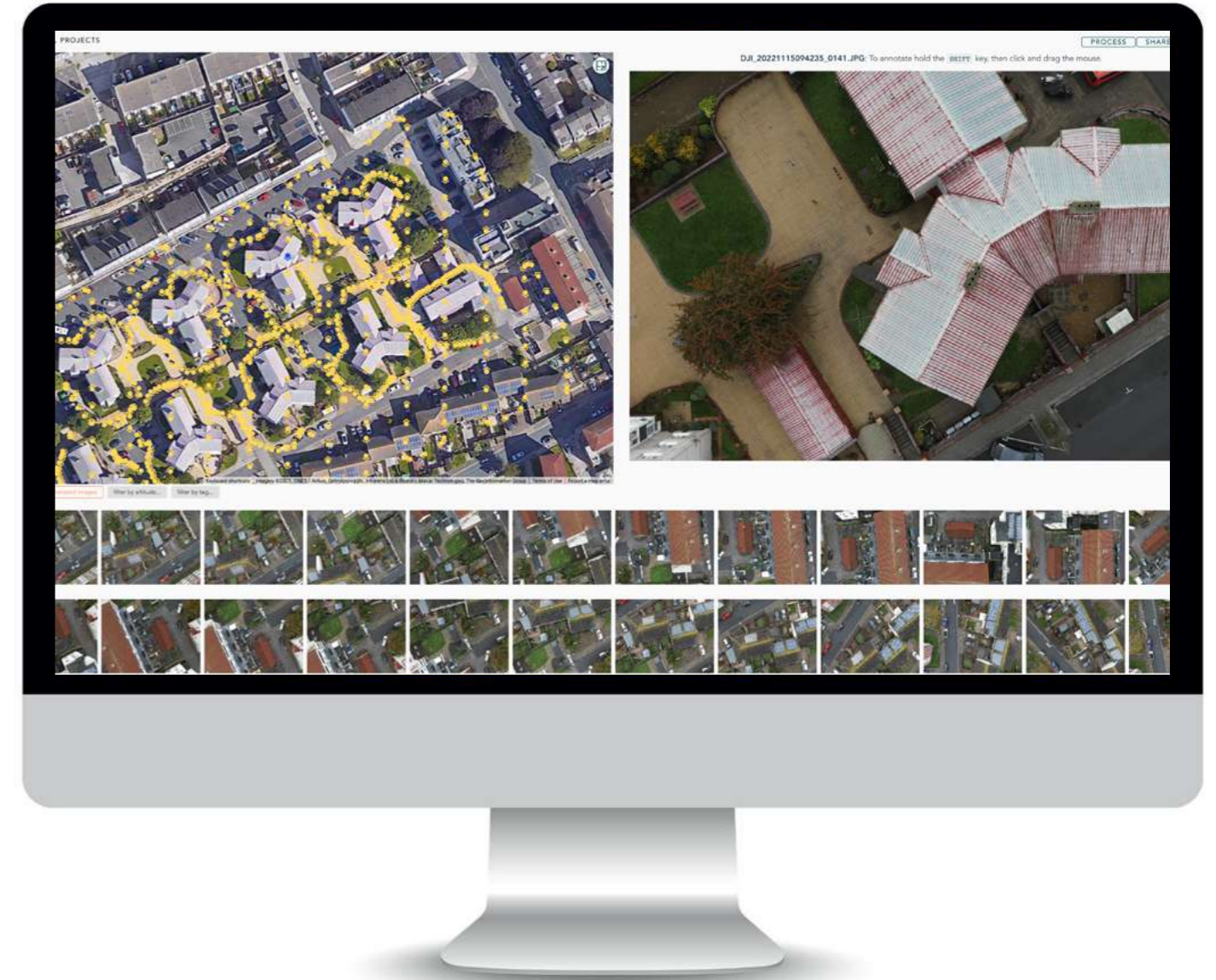
With efficient asset management capture, 3D Modelling, Mapping, Topography surveys and Thermal imaging we help the clients save both time and money. From a simple roof inspection to a centimetre accurate survey, Drone data collection allows fast and accurate turnarounds.

Exporting data for use in Revit or through our software system Hammer Missions to allow easy inspection of a digital twin of their assets.

**Client Deliverables** – High Resolution Photography, Digital Twin Model, Point Cloud, Orthomosaic, Thermal Imaging and reports.

With over 35 years of network broadcast film and feature production experience.

We have been using drones from the very beginning to create strong and immersive visuals for our clients from marketing through social media and Television.



# INDUSTRY BACKGROUND

Drones are becoming an increasingly familiar aspect of life and work in the UK today and playing a growing role in areas ranging from emergency services to construction, to the gas and oil industry but this is just the start.

£42BN

INCREASE IN UK GROSS DOMESTIC PRODUCT (GDP)

Taken From the PWC: 'Skys Without Limits' Study: This study outlines the financial, employment, productivity and quality of life impact that drones will have on the UK economy and provides examples of current and future commercial drone applications.

76,000

DRONES OPERATING IN THE UK'S SKIES

During a time when organisations are under pressure to be more efficient, innovative and ambitious in how they deliver services, drones offer a unique lens on the world below. Gathering data quickly and accurately from hard to reach places, they can create a 'golden record' in real time. A 'golden record' is defined as the single source of truth; one data point that captures all the necessary information we need to know and is assumed to be 100% accurate. This can make a crucial difference in managing costs, controlling risks, increasing safety and influencing outcomes.

£16BN

IN NET COST SAVINGS TO THE UK ECONOMY

The rising use of drones in business and public services will be highly impactful and deliver significant benefits for the UK economy and society. Our study into the impact of drones shows that by 2030, there could be:

628,000

JOBS IN THE DRONES ECONOMY





# YOUR OPPORTUNITY

We will provide you with everything you need to start your business. You will not need previous experience in flying drones or capturing data and images. Our courses will cover everything you need.

We will get you through your GVC drone training course, supply you with a drone, assist in marketing and provide ongoing additional training programmes.

This is an ideal opportunity for people who are motivated and interested in technology, have a passion to grow their own business, and a wish to be part of an industry which is still developing and expanding.

## FRANCHISE BENEFITS:

- DJI Enterprise drone
- GVC drone qualification
- Email signature pack and logo
- POPL digital business card
- Google PPC campaign (optional)
- Facebook PPC campaign (optional)
- 0800 number to divert to mobile or landline
- Leads from head office and from other operators
- Marketing and guidance advice
- Account support manager
- Access to drone and public liability insurance
- Access to software systems
- Red Air uniform
- And so much more!



# YOUR OPPORTUNITY



## YOUR ROLE

Your responsibilities will be to promote, network and provide drone operation services on behalf of Red Air within your specified territory. Vital to your success will be liaising with potential clients, local marketing, building relationships and networking within your local community. Although you will have assistance with marketing and lead generation, you will also be responsible for finding new leads and for the promotion of your franchise territory.

The earning potential in this growing industry is vast. There is a huge spectrum of work out there which is drone specific:

- Surveys
- Inspections
- Aerial photography
- Film and TV
- Security
- Search and Rescue
- Advertising
- Property Management

These types of jobs when planned properly can be highly profitable!



## OUR ROLE

Right from the start we will provide you with all the knowledge and support needed to make your business a success. Initial training is extensive and all aspects of running a successful franchise will be explained to you. We will endeavour through our marketing processes and sales techniques to ensure the growth of your franchise business. With an ever-changing marketing environment we will adapt the business model to the needs of our clients making sure our franchisees have the best possible chance of converting leads into customers.

Red Air will give you guidance for the costing of your projects so you can understand the value of what you do. It is easy to fall into the trap of “doing a job cheap” so we will explain in a Masterclass the values of each of the types of work and what you should expect to quote for.

# TRAINING AND SUPPORT



Throughout the life of your Franchise Agreement we will provide you with all the necessary training and support needed to run a successful business. The initial training programme will ensure that you are entirely capable of running your franchise territory successfully. Our head office team are always on hand to provide you with guidance and support in all aspects of the business.

## BEGINNERS COURSE

The beginner's introduction and confidence course will give you the ability to understand all your needs from the Operations Manual to flying safely. This will cover essential skills to understand how your drone works and understanding its task requirements.

## ADDITIONAL TRAINING

As part of the additional training programme you will receive absolutely everything you need including a full day on site with one of our team which will cover all aspects from unboxing your drone to how to edit your photographs. This is in addition to your GVC training course.

## POST TRAINING COURSE

This course shows you how to run your business in the real world and we will show you how to troubleshoot most issues that arise daily.

- Pricing, quoting & invoicing
- More flight skills
- Presentation to clients
- Photography and film skills
- Hazard awareness training
- Pre-work checklist

## ONLINE TRAINING VIA ZOOM

We will organise a monthly get together to discuss your business and your feedback. We will also work through drone tutorials, developing tech specs and help bring you up to date on what is new and happening in the industry.



# MARKETING YOUR TERRITORY



Red Air will assist you in your marketing needs, whether you're looking to create an advertising campaign or understand LinkedIn to connect better with those in your industry, our team will be able to give you the knowledge that you need.

We will help you understand the need for regular networking and contact with new and existing clients through different social media and traditional platforms.

One of the most important marketing strategies for Red Air over the last three years has been interpreting, understanding and using LinkedIn to its full potential. We would be able to provide you with a masterclass on how to understand the statistics you receive from it and how to convert that into a lead.

You will be responsible for marketing your business on a local level and you will also need to generate your own leads to ensure that your business is a success. Our initial training will make certain that you have the tools and techniques needed to market your business and generate leads.





# MEET THE TEAM



**JIM BISHOP**  
**DIRECTOR**

Jim's thirst for technology and development has now led him to become a highly regarded industry innovator experienced across multi-disciplines of drone technology and drone integration within the construction and property industries. Jim very quickly saw the potential for using commercial drones as a data gathering tool within his areas of expertise and started to develop new ways to analyse this data more efficiently saving clients time and money.

Jim has over 700 hours of drone flight time under his belt and is now also using his knowledge of drone data capture to help in the development of new analytical software for use within the construction and property development industries.

Jim is recognised as a leading consultant in commercial drone development and for his positive 'a quitter never wins' attitude into any challenge he is faced with.



**GAVIN CROWTHER**  
**DIRECTOR**

Gavin is a highly experienced Emmy award-winning camera operator with over 30 years' experience in TV and broadcast. He has eight years' experience in drone operations, with hundreds of hours flying experience, working for both broadcast TV and commercial clients across the country.

Gavin's wealth of experience and attention to detail always allows us to deliver high quality products to our clients. His knowledge has helped all the other team members involved in Red Air to develop their skills in media production.

Gavin is always looking at innovating ways to develop new shots to create the masterpieces. His favourite quote is "Every Frame a Rembrandt".



# MEET THE TEAM



**CLAIRE BISHOP**  
**OPERATIONS MANAGER**

With 10 years' experience as an operations manager in a large restaurant chain and subsequently starting her own successful food outlets in 2012, Claire has profound knowledge in running a customer service-related business.

Her role is to assess and assist potential franchisees at the beginning of their journey and help them set up a strong foundation for growth.

With an eye for business growth Claire is a strong asset to the team.



**CLAIRE ROBINSON**  
**FRANCHISE CONSULTANT**

Since 1997 Claire has been involved with the inception and running of several franchise-related businesses. With an ongoing passion for helping people, in 2010, Claire established Extra Help the home-help and domestic cleaning franchise network which now has an extensive network of successful franchises running across the UK.

Claire was the CEO of the Approved Franchise Association (AFA) from 2015 to 2021 this then led to Claire becoming a Lifestyle Ambassador for the British Franchise Association (BFA) after the BFA acquired the AFA in 2021.





# OUR REVIEWS

“I absolutely love working with these guys! Earlier in the year I was looking for a media company to help me with some content for my social media detailing some fundraising that I was doing when I came across Red Air. I’d never even considered using drone footage before but Jim & Gav talked me through a range of options without overloading me in ‘techy’ talk so we started working together and it’s been fantastic. Both very down to earth and professional men but also fun to work with. Thank you Gents” - **Mark Ormrod**

“Pushed have used Red Air for several projects over the years. They will always try and accommodate, only recently they managed to fit us in for a last minute National Trust project we were working on. Great quality stable footage you can always rely on. Would always recommend them.” – **Dave Meadows**

“Gavin has helped us at Voyager Boatyard with some excellent service with Time-Lapse photography of the conversion of the UK’s first seagoing passenger vessel from Diesel to fully electric. The pictures captured the conversion really well and when edited to a short film enabled others to see how the conversion progressed. I recommend his service as it was, responsive, professional and very effective. Thank you.” – **Andy Hurley**

# WHY FRANCHISE?

## BE YOUR OWN BOSS

Few opportunities offer the flexibility of running your own business. The Red Air franchise allows you to build the life you deserve!

## BENEFIT FROM FINANCIAL SUPPORT

We have built some excellent relationships with the major lenders who will support potential franchisees with their initial franchise fee, subject to their normal lending criteria. We are more than happy to put you in touch with our contacts at the banks who can answer any of your questions.

## NO EXPERIENCE NEEDED

Our initial training is comprehensive and time will be spent ensuring that you will be able to manage and operate your own Red Air franchise territory successfully.

## FINANCIAL FREEDOM

You will be given the tools to operate your business from the outset which means you have the freedom to reach your potential when you start your business.

## THE UK FRANCHISE INDUSTRY IS IN FANTASTIC SHAPE!

- The franchise industry contributes £17 billion to the UK economy – an increase of 46% over the past 10 years
- Over half of franchisees are now declaring an average turnover that exceeds £250,000
- Employment has continued to increase with one-third of franchisees employing 10 or more staff
- An incredible 97% of franchisees are running in profitability
- An impressive 91% of franchisees have declared satisfaction with their franchisor
- 80% of franchised brands are UK-owned and developed

*Sourced from the BFA/NatWest Franchise Survey*

Franchising is a fantastic way to boost your income whilst being your own boss. With Red Air you can be sure that we will be with you every step of the way helping you to build a profitable business alongside our already established and successful brand.



# FREQUENTLY ASKED QUESTIONS

## HOW QUICKLY CAN I GET STARTED WITH MY RED AIR FRANCHISE?

Every franchise launch is unique. We will work with you to get you up and running as quickly as possible. All our initial training is done on a one-to-one basis and this enables you to get your Red Air business off the ground.

## HOW MUCH CAN I EARN IN MY RED AIR FRANCHISE?

As soon as we have met you, you will be provided with a confidential Franchise Information Memorandum amongst many other important pieces of information. The FIM comprises of a detailed three-year franchise business plan that provides full revenue, expenditure and profit & loss information.

## CAN I TAKE TRADE AND PROFESSIONAL REFERENCES ON THE COMPANY?

Of course! We would expect nothing less. The FIM provided at our first face-to-face meeting contains much of our reference material but we are happy to provide further information that you may require so you can make an informed decision.

## CAN I RESELL IN THE FUTURE?

Yes you can (on the terms set out in our Franchise Agreement including our approval of the purchaser as a new franchisee). This is generally why most of us start a business in the first place. Should you decide at some point to retire or move on our franchise agreement is for five years so you therefore have an asset that is resaleable at a premium price.

## HOW CAN I FINANCE MY RED AIR FRANCHISE?

We have built some excellent relationships with the major lenders who will support potential franchisees with their initial franchise fee, subject to their normal lending criteria. We are more than happy to put you in touch with our contacts at the banks who will be happy to answer any of your questions.

Of particular importance to those establishing a Red Air franchise, we have a loan facility in place with The Start Up Loans Company. This is a UK government lending initiative where new start franchisees can borrow unsecured and at a low rate of interest up to £25,000 for the purchase and establishment of the business. Additional funding is available as required.



# ARE YOU **RIGHT FOR US?**

Red Air is looking for self-motivated individuals who are friendly and approachable.

Ideal franchise partners are motivated, interested in technology and have a passion to grow their own business. This is an opportunity to be a part of an industry which is still developing and expanding.

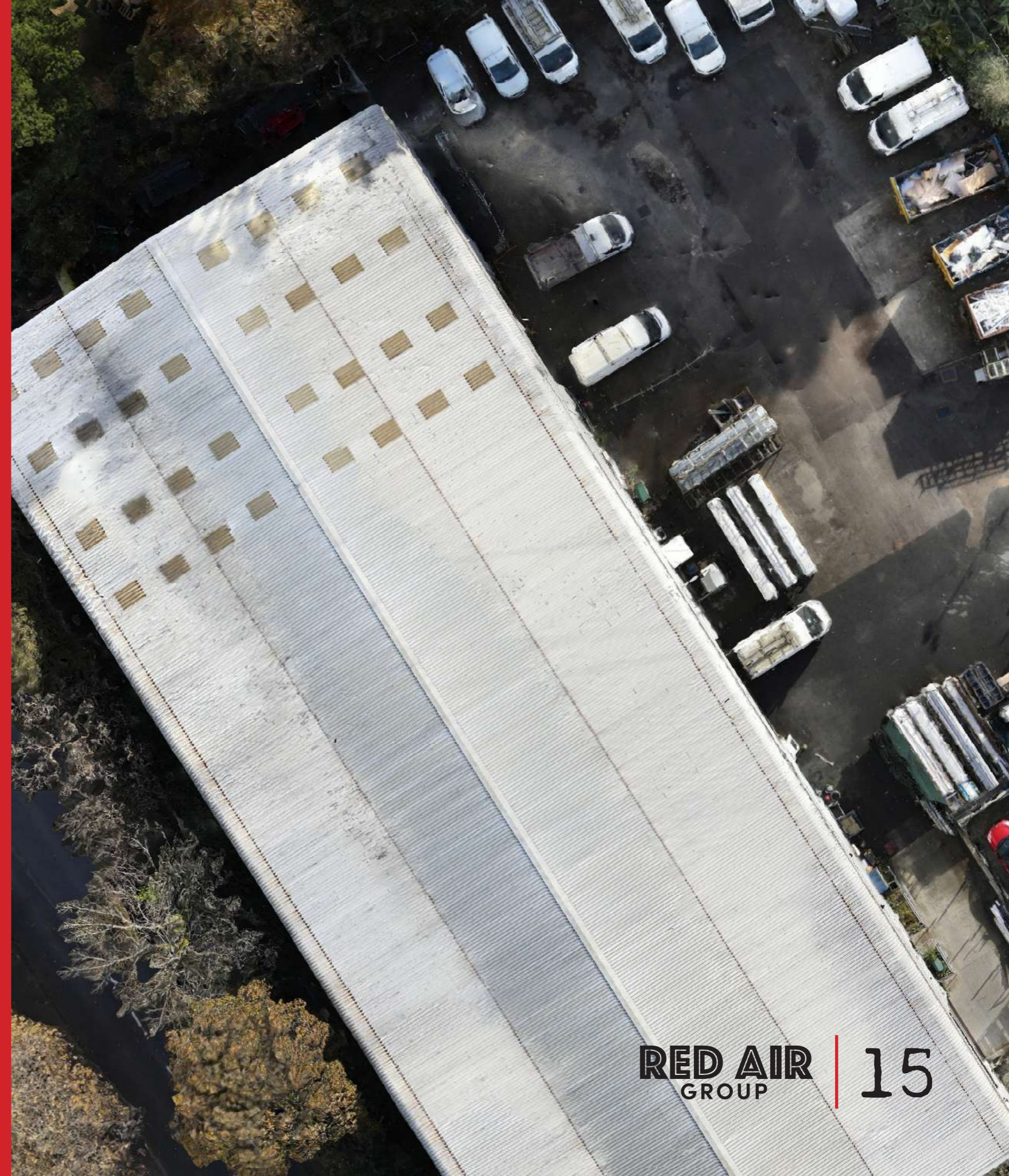
You do not need previous experience in operating drones to join our franchise as you will receive all the training you need in order to get setup and running your Red Air business successfully.

## OUR PARTNERSHIP

As a franchisor we will be entering into a partnership with you which involves significant levels of trust and confidence from both sides. The recruitment process involves a significant investment in time, money and effort with any new franchisee.

Whilst we encourage ideas and innovation, for brand protection it is essential that our system and proven business model is followed by all franchisees.

As a franchisee, not only will you be expected to adhere to our system but you will also be expected to be able to work well with the rest of the team.







# WHAT IS NEXT?

OWN YOUR OWN DRONE OPERATIONS BUSINESS  
ALONGSIDE AN ESTABLISHED BRAND!

ENJOY GOING ABOVE AND BEYOND TO MAKE  
CUSTOMERS HAPPY?

LOOKING TO WORK FLEXIBLY AND TAKE CONTROL  
OF YOUR LIFESTYLE?

If having read through the prospectus you believe you have the necessary skills and desire to become a Red Air franchisee then you are ready to take your application further!

The next step is to provide you with answers to your questions regarding the franchise and then arrange for you to come and meet the team.

You will also be provided with a confidential Franchise Information Memorandum (FIM) that explains at length the unique operating methods of Red Air complete with a projected profit & loss forecast for the first three years of the franchise.



IN PARTNERSHIP WITH:



the franchise  
consultant™

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