



SBS / DRONELIFE BUSINESS DEVELOPMENT AND ANALYSIS

Helping to Build Partnerships in the Drone Marketplace
to Grow Your Business

Harry McNabb
harry@dronelife.com

SBS / DRONELIFE Business Development Services

Building Partnerships in the Drone Marketplace to Grow Your Business

The commercial and prosumer drone marketplace is one of the major worldwide growth segments today. Over the last five years, drones have changed media and moviemaking, agriculture, inspections, and real estate. Drones have increasing importance to verticals including surveying, surveillance, fire and policing, search and rescue, insurance and delivery both in the US and Worldwide.

Drones are touching every industry, proving faster, cheaper and safer to use in hundreds of different applications.

If your company provides a component, service or compelling solution for drone manufacturers or solution, we'd like to meet you. We've helped companies meet thought leaders and future partners in the industry, and helped them to navigate this new and changing landscape.

In addition, we can help your company:

- Determine what components should be included in such an offering both initially and in the future offerings
- Identify the targeted client for such service
- Evaluate the competitive landscape
- Estimate the market potential now and going forward
- Identify and begin to evaluate potential partners in the space
- Identify and begin to evaluate potential integration strategies
- Gather other data points for a go/no-go decision as determined by the team
- Determine how to grow the business

About us

Spalding Barker Strategies is an established consulting firm offering a range of go to market, market expansion, or new market development strategies. Working with new companies striving to establish themselves as disruptive technologies, or established companies looking to accelerate growth, Spalding Barker works closely with existing marketing and sales teams to accomplish accelerated revenue goals. Our clients have included consumer product companies such as FootJoy Golf, cloud-based technology companies such as Aframe, big-data companies such as Qubole, commercial drone companies such as MMC, FireCam, FLIR, DroneDeploy, and DroneLaw, as well as online news and information site DRONELIFE, JobForDrones, and DroneRacingLife.

Spalding Barker Strategies is a new model consulting firm, employing an elastic team of experts depending upon the specific needs of the project. All of our consultants are experienced professionals with extensive sales and marketing backgrounds and client facing skills.

SBS DroneLife Business Development and Analysis

DRONELIFE is a four-year-old on-line magazine that focused on the commercial applications of drones. We had a global readership of over 1.5 million in 2016, and have a worldwide audience of drone solutions buyers, influencers and industry people. We put together solutions to help to get the word out in the drone space by providing a three-legged stool of branding, lead generation, and sponsored / native content. The principles in Spalding Barker Strategies are also principles in DRONELIFE.

Contact us

Email: harry@DRONELIFE.com Web: www.DRONELIFE.com