



**FLYDOG**

**PERSPECTIVE FROM AN SME**



# HOW IT BEGINS

A photograph showing two individuals in a workshop setting. One person is seated at a desk, operating an oscilloscope and a laptop. The other person is leaning over a workbench, working on a complex electronic circuit board. The environment is cluttered with various tools, components, and equipment, suggesting a hands-on engineering or prototyping process.

**THE ENTRY BARRIER FOR A NEW COMPANY IS HIGH**

**IT IS DIFFICULT TO INCLUDE VC INVESTMENTS  
(GROWTH IS SLOW AND ORGANIC)**

**SALES CYCLE IS VERY LONG**

**HOW TO ENABLE YOUNG COMPANIES TO GET INVOLVED?**

**PHOTO: BUILDING THE FIRST PROTOTYPE**

# HOW FLYDOG HAS INTRODUCED NEW PRODUCTS TO THE MARKET:

**CUSTOMER NEEDS A NEW/CUSTOM SOLUTION**



**TENDER IS PUBLISHED FOR BUYING A READY-MADE PRODUCT NOT DEVELOPMENT**



**RESULT: PROTOTYPE**



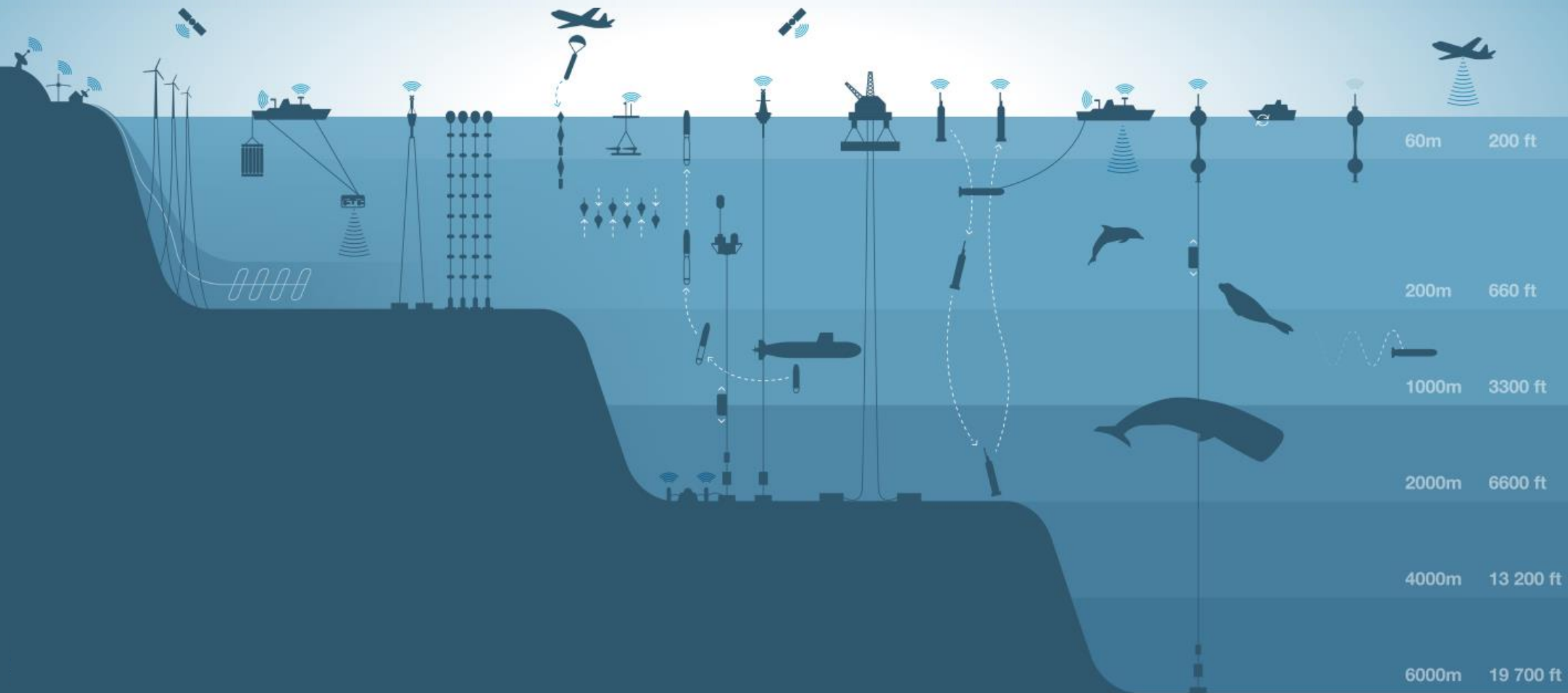
**MATURING IS DONE DURING THE FOLLOWING YEARS**

## WHAT WE NEED TO KNOW:

WHAT ARE THE NEW PRODUCTS THAT THE MARKET NEEDS?

CAN THEY BE SOLD AT A BIGGER SCALE?

CAN THEY BE SOLD AT A LONGER SCALE?



**IN-SITU MONITORING HAS NEVER BEEN AS AFFORDABLE AS NOW  
YET IT IS NOT USED TO ITS FULL POTENTIAL**

**WE SEE THAT SCIENTISTS ALONE DO NOT HAVE ENOUGH RESOURCES TO MAKE  
MORE MONITORING**

**INVOLVING PRIVATE COMPANIES AND THE COMMUNITY MIGHT HELP**

