



Technology and Business Incubator for the Urban Air Taxi: Executive Summary

1 McFly Token is equal to 1 minute of flight, and is a unit of reward within the ecosystem of vehicles, infrastructure and service providers. This emerging industry requires an incubator to propel research, adoption and growth while reducing risk via a classic portfolio strategy. We unite companies to bundle technologies and we incubate entrepreneurs to use them and sooner provide affordable flights in more cities.

Problem

Last year urban air taxi infrastructure was tested in Dubai, while automakers invested hundreds of million dollars into the passenger electric VTOL manufacturers. Emergence of air taxi infrastructures in the world's largest cities is a matter of months. However, a whole new market of mass urban air taxi worth over 1 Trillion USD has only a handful of places for entrepreneurs to acquire support, investors to get guidance, experts to sync-up, or regulators to receive feedback. Specifically, technology developers need to develop standards and products that will be mass-deployable as a tightly-knit bundle, interchangeably, to comprise the grid that serves flight-per-order in a multitude of local environments and regulatory requirements.

Solution

McFly.aero is a technology and business incubator. It offers the benefits of a global expert and entrepreneurial community, as well as portfolio investment strategy. It aims to incubate businesses that will sell and operate passenger transportation, as well as related products, technologies and services along the end-to-end value chain that spans from R&D for aerial vehicles to landing pads, mobile apps and additional services, which can be sold by the grid.

Token Implementation

The McFly token is a reward for human and machine services within commonly shared marketplaces — the business and technology incubator (now) and the air taxi marketplace and management system (later). The McFly token is a unit of value, which reflects development of the concept, participants, the Incubator and the industry as a whole. The McFly token is also, technically, a measurement of, and a right to, 1 minute served by a grid-connected aerial vehicle developed by Consortium participants. Thus, it has intrinsic value as a unit of measurement for device use, record of rights to use, a ticket to ride, an ignition key, and a unit of billing for any service available on the incubators' marketplace from humans or machines.

People

The incubator includes corporate partners (who want to see where the industry is going), consortium members (who want to make their products integrate into a unified air taxi infrastructure), entrepreneurial community, organised in city-focused chapters (who want to use that technology to earn revenues, i.e. sell that technology as a service, as well as develop other business models). Therefore:

1. a growing board of industry executives and their respective engineering teams are involved in decisions related to technology architecture and device bundling.
2. a governing council makes decisions on which incubator development tasks are offered at established reward levels
3. The advisory board comprises senior, experienced and known individuals to oversee and guide specific lines of work according to an established advisory agenda
4. The growing community of regional evangelists looking to become entrepreneurs along the supply chain offers regional expertise and recommends localisation strategies for all participants of the incubator.

Roadmap

The goal is to incubate technologies and businesses, incentivised by McFly tokens as the core value for the air taxi management system and its users: entrepreneurs and passengers. The more leverage in terms of attention, contribution, participation, the project attains, the more cities that will be included, the more participants in the consortium, the more depth and overall inclusion in each line of work.

The Consortium has grown from 0 to 10 companies in half a year, of which 3 are aircraft developers. The Community has grown into more than a thousand participants with more than 10,000 goal-oriented tasks having been fulfilled through the McFly token-enabled incentive marketplace.

The nearest milestones on the roadmap for 2018 are:

- 1) perform a public awareness campaign and McFly token distribution
- 2) showcase emerging aircraft prototypes from Consortium members operated through a blockchain-based software, and test mobile app.
- 3) grow the number of Consortium participants, McFly chapters in cities, participants in chapters.

Tokenomics

1.8 Bn McFly tokens are issued during the Token Launch Phase 1 at roughly 0.2 ETH per 1000 McFlies according to a Pre-Flight tokenisation program. 30% of which is for team, advisors, bounty and reserves. 70% is for Token Launch backers. This amount of McFly tokens is largely based on the commitment of Bartini (one of Consortium participants) to contribute the total available flight resource from 3000 vehicles into the system. Tokens may be issued on various platforms to raise awareness among communities and test blockchain protocols, one or several of which will ultimately serve as the core technology. All McFly tokens are 1:1 fungible.

The total number of tokens shall be capped by the amount of total flight committed to the grid by aircraft manufacturers. **1 McFly token averages to 1 minute of technical flight to be provided by the vehicles only.** Such commitments establish the intrinsic value of the token. When mass manufacturing starts and infrastructure is deployed in one city, the total number of McFly tokens shall be capped with relation to the factual amount of flight-minutes available in the system from all connected vehicles. The token is used to reward both humans and devices for their contribution to orchestrated flight.

A token is therefore an incentive mechanism in what may be categorised as a marketplace, where people and devices sell their services to people and devices. The market incentive motivates building, adoption, use and expanse of the system (at MVP stage, the introduced human-2-human dimension of the marketplace has already incentivised rapid growth of the McFly.aero Incubator corporate partners and entrepreneurs.)

