



Nevada FFA Agricultural Sales Career Development Event

2017 Product Profile

Company Overview

All land owners and managers need to know what exists, and what's happening, on their land – now (asset management, productivity, operations, security, etc.), and for future needs (planning, development, etc.). We provide the tools to be able to do that – from the air – turning that information into information rich 2D and 3D maps with great detail.

Technically speaking – AboveNV collects, analyzes and displays, aerial acquired, geospatial data (2D and 3D imaging data that is location specific) using customized Unmanned Autonomous Vehicles (UAVs), which are commonly referred to as drones. AboveNV provides these services, equipment, and consulting to public and private sector customers – faster and for a fraction of the cost than can be done by existing means (manned aircraft, ground crews, etc.). The result is actionable information that can greatly benefit their businesses. This is a disruptive, technology based, offering being provided by AboveNV to a large and rapidly growing market.



Current geospatial data collection methods use ground crews, manned aircraft & satellites – which are inaccurate, expensive & inefficient. With the ever expanding desire to improve productivity, efficiency, and profitability – big data is more and more in demand (think Precision Agriculture). The expertise to acquire and analyze this data is rare – and is what AboveNV excels at and offers.

Industries Served:

- Survey & Construction
- Wildlife Management
- Precision Agriculture
- Geology & Mining
- Archaeology & Paleontology
- Land Management

Capabilities:

- High Resolution Aerial Photography
- 2D and 3D Mapping
- Image Processing & Volumetric Computations
- Digital Terrain Models
- Infrared/Thermography
- Normalized Differential Vegetative Indexing (NDVI)
- Multispectral/Hyperspectral Imaging (coming soon)
- Lidar (coming soon)

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Learn more about the technology and services on their website at <http://www.abovenv.com/>.

[Drone Data, Science & Precision Agriculture](#)

[2D & 3D Mapping](#)

[Habitat modeling and vegetative analysis](#)

[RGB & Near Infrared Cameras](#)

[Improving farm management with unmanned aviation](#)

Product/Service

AboveNV offers commercial drone data collection, analysis, and display services. As the company has continued to grow, leadership has expanded the company to include a sales division. Your team are AboveNV employees tasked with identifying potential customers in the food, agriculture and natural resources sector, meeting with prospective customers to educate them on use of UAVs in resource management and evaluate how best to meet the customer's needs.

AboveNV offers customers the following:

- **Data collection using drones**
Client objectives determine when and how often to collect data as well as what equipment will be used.
Example: The agriculture video example from Winnemucca Farms included three trips per crop growing cycle (before, during and after)
- **Data processing**
Image data collected during flight is then returned to the office to be downloaded and using various software systems, organized for analysis depending on the customer's objectives.
- **Data mapping**
Once data is processed, staff are able to utilize software tools to generate maps and other usable products for the client.

Pricing Information

Average of \$3,500.00 per day.

On average, 5 square miles of data can be collected in a day using a drone. For every day of flying, an addition 3-4 days is required in post processing.

Note: Scope of the potential customer's project will be provided during the team activity with the assumption that teams can calculate a fee range to share during the individual sales call.

Federal Aviation Administration (FAA) Guidelines on Unmanned Aircraft Systems

Anyone operating a UAS is responsible for flying within the FAA guidelines and regulations. The AboveNV staff are knowledgeable of FAA guidelines and have logged extensive hours in operating UAVs.

The FAA has provided a free downloadable smartphone app called B4UFLY that helps unmanned aircraft operators determine whether there are any restrictions or requirements in effect at the location where they want to fly.

Learn more at:

<https://www.faa.gov/uas/>

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https://www.faa.gov/uas/where_to_fly/b4ufly/

NOTE: Teams are not required to download the app and should not bring a cell phone to the competition. For the purpose of the competition, students can assume that the location being discussed with the customer does not have airspace restrictions. FAA Guidelines will NOT be a focus of the customer profiles, however is included here as a potential concern/inquiry raised by a judge/customer.