

## The Most Powerful Name in Corporate News

### Drone Service Provider



**Brian Stroom**  
CEO & Co-Founder  
AeroCine

**CEOCFO:** *Mr. Stroom, would you tell us about AeroCine?*

**Mr. Stroom:** AeroCine is predicated on the notion that in the next two to five years, drones are going to change all of our lives and we are going to use them for many applications from agriculture to cell tower inspections to film and television and commercial production. However, you will need somebody to operate the drones. They are still going to be advanced complex pieces of technology and you are going to require professionals who know how to deal with that and operate the craft as well as deal with the liability, insurance and regulation. That is where we come in. We are a drone service provider and we show up with the team and with the equipment and we take care of your aerial drone needs.

**CEOCFO:** *What are the most common misconceptions about drones?*

**Mr. Stroom:** I think one of the biggest misconceptions about drones right now is that they are dangerous. They are dangerous if not dealt with in the right way but when you just look at statistics there is no report anywhere of anybody getting killed by a drone. There are reports every day of car accidents occurring and nobody is really arguing that we should stop using motor vehicles to get from point a to point b. There is a lot of hysteria around pilots at 5000 or 8000 ft. seeing drones in the sky as they are flying. The drones cannot fly that high and a pilot flying that high and fast would never be able to see it to begin with.

**CEOCFO:** *What is involved in the management of drones that you understand and are able to provide to clients?*

**Mr. Stroom:** One of the big things is that we work very closely with our clients. Some of our clients are the major TV networks. We work with them to understand the pains of the customer. If they are doing aerial video, what kind of drone can we make for them that is going to suit their specific needs. If we are working on a cell tower, an off-the-shelf consumer drone often is not going to fulfill the customers' needs to see very close-up on the rivets that **MUST BE** inspected. Therefore, it is a thorough understanding of what the mission entails and then often times designing a custom drone platform that could achieve it. What is involved is you have to have experience with camera or imaging systems. You have to have experience with piloting. You have to experience with getting equipment and people from one location to the next. One of the things is moving batteries around. Sometimes you have to deal with dangerous and hazardous materials. That is also a challenge.

**CEOCFO:** *Are there many companies that work with drones?*

**Mr. Stroom:** We are one of the largest companies in the country that are doing it. We have a couple different teams in different places around the country that were establishing and doing the news acquisition because all of the news companies are requesting that sort of stuff. I know that there are people specifically looking into one thing or the other. We are more broad-scoped in that we want to be your go-to when you have a drone mission.

**CEOCFO:** *How did you get involved, I know you personally have more of an arts and theatre background?*

**Mr. Stroom:** I went to NYU and studied film production. I produced movies and commercials for a couple years outside of school. About three years ago before drone fever really hit the mainstream I saw one flying around on a video on YouTube and I thought it was the coolest thing I ever saw in my life. Initially I thought it was a massive application for Hollywood movies, if you attached a camera underneath a drone you could do all sorts of crazy shots that you were not able to achieve before. That was my gateway into the industry and then I realized there was a larger market in servicing all sorts of different applications.

**CEOCFO:** *How do you know which drone is right for a certain job?*

**Mr. Stroom:** Right now with the things that we are doing it is like there is no correct drone. Much of the time we are not using off-the-shelf drones because they simply do not have what we need. It is really starting backwards starting with what

is required to do a certain thing that the client requests. The client wants to do this, so is there something we can buy. If there is not, then how do we design something that works? That is how we go about it. We have a different model drone for different levels of film production but different cameras and a different model of drone for news acquisitions and a different model for inspecting cell phone towers.

**CEOCFO: *Where also might drones be effective?***

**Mr. Stroom:** I am interested in live broadcasts and sports broadcasts.

**CEOCFO: *Why would a sports event be better being filmed with a drone?***

**Mr. Stroom:** There is more flexibility. What initially captured my imagination three years ago was not the fact that it was a drone but the fact that you could take a camera in any point in three-dimensional space and move it to any other point in three-dimensional space. You were not bound to being wired, having cable, or tripods or any other land-based system. It was about the ability to move the cameras. If it was on a magic carpet so be it but it happens to be on this thing we call drones now. It is the ability to move the camera around a unique and interesting way to get a unique perspective to an event. I think that is exciting and innovative. It breathes new life into what was once old.

**CEOCFO: *Do potential customers resist at all because of the negative news of how people use drones?***

**Mr. Stroom:** Any sort of technology can be used for nefarious purposes. Cars can be used to kill people. When the internet-came out senators were saying it was going to be a hotbed for child pornography and terrorist attacks, yes it is used for that but it is also used for a lot of great good and one would argue that the good outweighs the bad. My intentions and our intentions with drones are for ethical and noble causes.

**“We were one of the very first companies to get approval by the FAA to fly commercially in America. We did not operate in America before we had the exemption, however we were operational abroad. In just a couple of months operating in the U.S., we have been able to win very large clients, generate healthy revenue and now we are expanding.” - Brian Stroom**

**CEOCFO: *How do you meet the upcoming traffic for your services?***

**Mr. Stroom:** Sometimes we have a lot of demand and it is hard to fulfill the demand but we have our ways and have never come up short. We are a growing company right now and plan on growing into even more of locations. Even in the suburbs of Jersey where my parents are from if there is an aero team there that is doing gutter inspections there is obviously a service there. We utilize what we knowhow and the knowledge we have learned from already doing this for three years.

**CEOCFO: *Is it difficult to find people or are people excited because it is a relatively new concept?***

**Mr. Stroom:** I get more unsolicited submissions for employment than I know what to do with right now. There are so many people interested in getting into this field, everybody from engineers, roboticists, to people in the military who are flying \$5 million. There is no shortage of people looking to get into the industry.

**CEOCFO: *Do your creative people get along well with your tech people?***

**Mr. Stroom:** Different people have different ways of making movies. I am interested in the intersection of art and technology. I love a Woody Allen movie but I also like flying robots. I do not think technology is necessarily cold or distant but I think there is just as much genius, creativity and invention in creating some of these drones as there is in telling a story.

**CEOCFO: *Do you have the funding necessary to grow the business or are you looking at partnerships?***

**Mr. Stroom:** We raised a friends and family round initially. We have some VCs that are very interested that like our model and see our vision.

**CEOCFO: *Why pay attention to AeroCine?***

**Mr. Stroom:** We have been operational since we got our FAA exemption. We were one of the very first companies to get approval by the FAA to fly commercially in America. We did not operate in America before we had the exemption, however we were operational abroad. In just a couple of months operating in the U.S., we have been able to win very large clients, generate healthy revenue and now we are expanding.