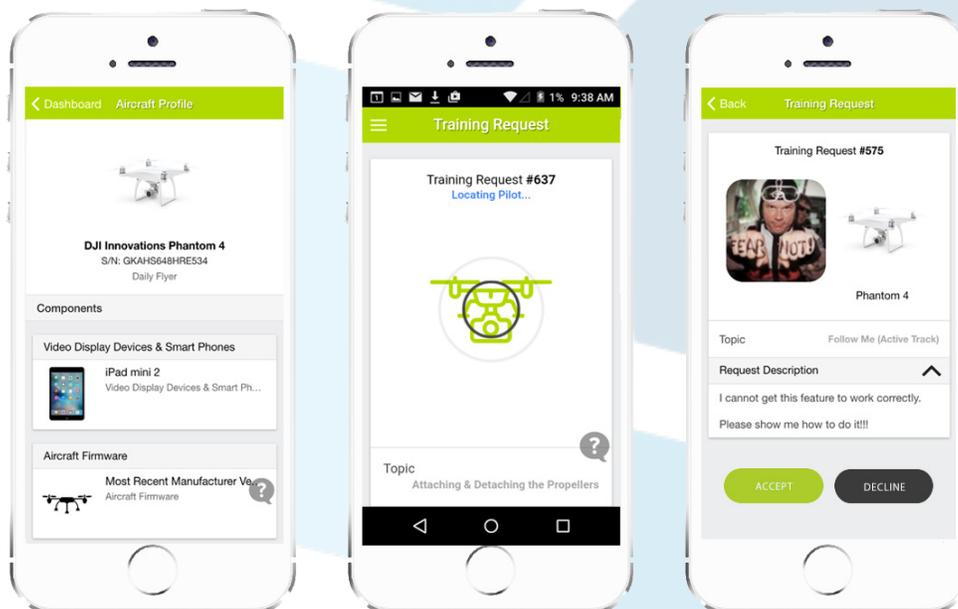


500BELOW Prototype to MVP

The Problem

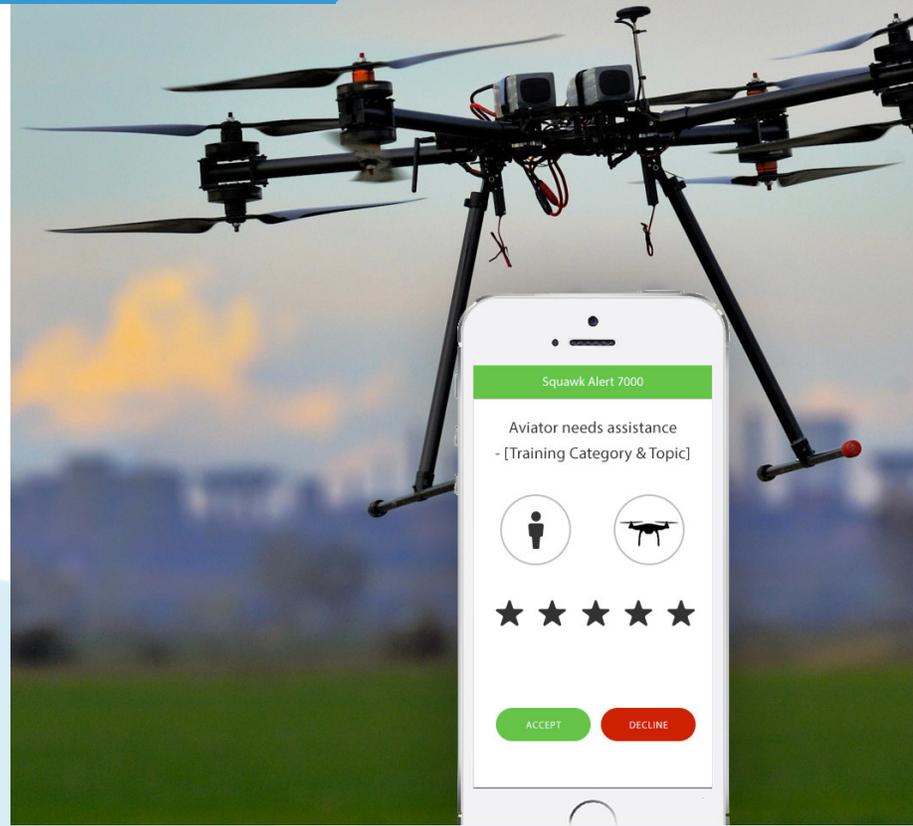
Bill Kimberlin, CEO/President at 500BELOW, recognized the fragmented drone industry support system. Being a drone enthusiast himself, Kimberlin was familiar with the difficulties repairing, upgrading, and customizing drones. Kimberlin, a self-funded entrepreneur, saw the need for self-help options as an alternative to sending it out for repair. He envisioned a unified network of information and training for drone pilots that did not yet exist. Kimberlin asked SparkNET to develop a peer-to-peer, Uber-like app that would facilitate training and support of drone pilots while also providing pilots with an avenue to earn extra money through a unique business model.

The app's impact goes even further, integrating with the drone manufacturing companies' support matrix as well. For SparkNET and 500BELOW, this impact realizes an MVP from a basic prototype, with this avant-garde app's launch potentially changing the digital landscape for application developers and investors alike.



The Solutions

Our development team at SparkNET built the 500BELOW app to leverage real-time push notifications with in-app chat and Twilio for an in-app voice communication. Our team also integrated a payment framework accessible directly through the application, allowing users to financially compensate supporting pilots for a successful mission. During the process, Kimberlin took his idea to Richard Branson on Necker Island. Branson was so impressed he began blogging about it, which led to a successful launch at one of the largest drone shows in the country in September 2016.



The Result

Through this project, SparkNET developed a comprehensive understanding of peer-to-peer business models and how best to implement them in code. We found greater strengths in using Twilio's framework on mobile devices and in apps, opening the door to future breakthroughs.

500BELOW gained understanding into the deeply involved process of building a mobile application as they got to know their community and how best to serve them. 500Below also learned how best to implement an agile development product cycle using SparkNET's standard principles of operation in combination with their internal product lead's expertise. Through this collaboration, 500BELOW can now develop internal and external resources as needed for the continued success of the company.

The successful launch of the 500BELOW app was the first step to the success of the company. Next steps may reveal additional services and partnerships with hardware providers, mobilized by SparkNET's innovative solutions and techniques. Future iterations of the 500BELOW app aspire to fully integrate Twilio's video-based messaging service with deeper integration into other drone services. This may include video tutorials with play-back and further refinement of training techniques.