



Key Outcomes

- Understand the drone industry and emerging innovations
- Learn about business models for drone technologies
- Collect evidence to support a new business idea
- Assess economic, social, and environmental impacts
- Professionally communicate a business idea to stakeholders

Key Activities



Value Proposition Design



Stakeholder Mapping



Regulatory Analysis



Business Model Canvas Development



Sustainability & Ecosystem Considerations

COORDINATOR



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ICAERUS
ACADEMY



OPEN LEARN
COURSE



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Open Learn Course:

Developing business ideas for drone technologies



A free 8-week Open Learn Course introducing the drone industry, emerging innovations in the sector, and practical business models for drone-based services.



Course Features

- Available in 8 languages
- Self-paced online learning
- Real-world examples from ICAERUS Use Cases



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WEEK

1 / Discover the Drone Industry

Description

Explore industry evolution, current data, and market opportunities to shape your initial business idea.

Outcome

- Understand industry growth and innovations
- Identify a drone business idea
- Map key stakeholders

WEEK

2 / Business Models and Drones in Agriculture

Description

Learn how organisations create value, compare business and revenue models, and apply them to your idea.

Outcome

- Recognise business models for drones in agriculture and rural areas
- Distinguish and select suitable models
- Consider environmental and sustainability aspects
- Communicate ideas to diverse stakeholders

WEEK

3 / Frameworks for Understanding Drone Data and Regulations

Description

Examine drone data types, analytics needs, and major regulatory consideration

Outcome

- Characterise drone-related big data
- Apply a data architecture framework
- Identify relevant regulations

WEEK

4 / From New Business Ideas to Value Propositions

Description

Introduction to the business model canvas, focusing on defining and designing a strong value proposition.

Outcome

- Understand the business and value proposition canvas
- Create key value proposition elements
- Present a value proposition

WEEK

5 / Designing a Business Model (infrastructure and sustainability areas)

Description

Consider the larger picture, including the remaining blocks of the customer area.

Outcome

- Understand customer-related blocks of the canvas
- Link the value proposition to the business model
- Design customer and offer components

WEEK

6 / Business Model Canvas - Part 2

Description

Continue building the canvas with resources, activities, partnerships, costs, revenues, and sustainability elements.

Outcome

- Build a business model for a drone-based innovation
- Apply seven key blocks of a sustainable business model: resources, activities, partners, costs, revenues, eco-social costs, eco-social benefits
- Explore the integrated Business Model Canvas for the drone-spraying use case

WEEK

7 / Ecosystems and Networks

Description

Study business and entrepreneurial ecosystems using ICAERUS examples, with a focus on networking skills

Outcome

- Understand business and entrepreneurial ecosystems
- Explore networks through the ICAERUS livestock case
- Build entrepreneurship-oriented networking skills

WEEK

8 / Presenting your Business Idea

Description

Develop a clear written summary and pitch based on your full learning journey.

Outcome

- Communicate effectively with different stakeholders
- Produce a concise business summary and pitch
- Reflect on learning and define next steps