Singapore Airlines: In Talks to Invest in Jeju Air
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What is Amazon Prime Air?

Amazon Prime Air is a conceptual drone-based delivery system currently in development by Amazon.com.
Our remit:
To assess whether Amazon Prime Air is a worthwhile investment for the company given the federal and public concerns of the endeavor.

Caseism.com

From Amazon’s standpoint:
Caseism.com
'A future delivery system from Amazon designed to safely get packages into customers’ hands in 30 minutes or less using small unmanned aerial vehicles.'
Potential Issue: Cutting out the middle man (postal service), Amazon increases their liability of lost or stolen packages.

Our values:
Caseism.com
• Safety
• Privacy
• Reliability
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**Potential Issue**

Cutting out the middle man (postal service), **Amazon** increases their liability of lost or stolen packages.
Current Delivery System

No longer liable for product delivery/reliability

New Prime Air System

Responsible for the whole delivery system (including product safety and prompt delivery)
What is a drone?

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- Drones are Unmanned Aerial Vehicles (UAV)
- 2 kinds of drones: Autonomous and Remotely-piloted aircrafts
  - Autonomous: controlled by onboard computer
  - Remotely-piloted: controlled by a pilot on the ground or elsewhere
Europe and Commercial Drones

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• UAVs are becoming a business sector with the greatest potential.
• In recent years, Europe has experienced an increase in the amount of new businesses utilizing drones to provide either B2C or B2B services for countless industries.
• In France the number of approved drone operators has increased from 86 (2012) to 431 (2014).
• Europe has over 1,000 operators.
• The drone industry will generate an economic growth of $90 billion in the next five years, and 30K drones will soar in the sky by 2020.