Competitor Breakdown

1️⃣ Internal Drone Programs (Biggest Competitor)

Most common threat:

- “We do this ourselves.”

Typical setup:

- Propeller
- DroneDeploy
- Dedicated employee
- Software subscriptions ($10k–$50k+)
- Vehicles, labor burden, equipment

Sales Positioning:

- They’re not drone experts.
- Inconsistency is common.
- Total labor + software + overhead is significant.
- We deliver consistent, repeatable results.

Simple framing:

> If you don’t want to change the toner in your copier, you probably don’t want to manage your own drone program.

2️⃣ Firmatek

- Long-standing industry player

- Historically truck-mounted LiDAR
- Now using drones
- Heavy in utilities now
- Strong presence with Vulcan, Martin Marietta, etc.

They:

- Offer stockpile volumes, cut/fill, ortho, methane, etc.
- Are experienced but not dominant everywhere
- Still hiring frequently (possible churn or growth)

Sales angle:

- We offer the same services.
- We can be more responsive and consistent.

3️⃣ Wingfield (Scale Companies)

Primary business:

- Truck scales
- Belt scale calibration

Secondary:

- Truck-mounted LiDAR
- Volumetric scanning

Often regional.

Sales angle:

- They are scale experts, not drone experts.
- Their volumetric methods rely on assumptions.

4️⃣ StockpileReports.com

Approach:

- Contract pilots (FlyGuys, etc.)
- App-based phone scanning

- Fixed camera systems
- DOT contracts

Issues:

- Phone scanning incomplete (can’t see backs of piles)
- Fixed infrastructure expensive and unreliable
- Reports may look polished but have blind spots

Customer feedback:

- Systems unreliable
- Trust issues

Sales angle:

- We capture full geometry.
- No infrastructure required.
- Higher data integrity.

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