

Lines of Business

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Construction Progress & Documentation Services

Structure

This is volume-based and relationship-driven.

Structure:

Service Line Lead - Construction

Owns:

- General contractor relationships
- Weekly / monthly site cadence
- Proposal templates
- Media standards

Under this role:

- Field Ops (DJI / Wingtra depending on site)
- Media / Image QA
- Progress deliverable formatting

Construction should operate on systems and subscription logic.

Mining & Aggregates Inventory Services

Mining & Aggregates Inventory Services

(Primary Profit Engine – 50%)

This should be treated as our “Core Division.”

Why?

- Recurring revenue
- Clear ROI to client
- Strong differentiation
- High barrier to entry

Structure:

Service Line Lead – Mining & Aggregates

- Owns revenue target
- Owns client retention
- Owns pricing discipline
- Oversees pilots + data processing for this vertical

Under this role:

- Field Operations (Pilots assigned to mining jobs)
- Data Processing (Volumes, LiDAR, reporting)
- Account Management (Recurring scheduling)

This line should feel operationally tight and repeatable.

Survey & Engineering Mapping Services

Structure

This is high-technical, reputation-sensitive work.

Structure:

Service Line Lead - Survey & Engineering

Owns:

- Coordination with licensed surveyors
- QA/QC workflows
- Control standards
- CAD deliverable integrity
- EPSG & geodetic discipline

Under this role:

- GeoSpatial Analyst(s)
- LiDAR processing
- CAD export compliance

This line must protect your brand technically.

Creative & Visual Media Services

Structure

(Opportunistic)

This should NOT operate like a core division.

It should be structured as:

Creative Services - Shared Resource Pool

Meaning:

- It does not get priority scheduling over revenue engine work
- It is slotted in when margin makes sense
- It is tightly scoped

If you treat Creative like a division, it will pull your best talent into low-margin work.