



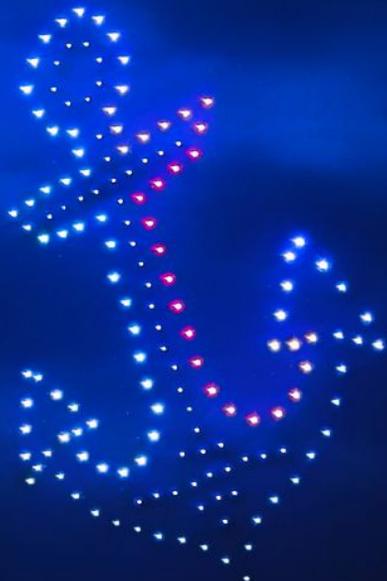
Drone Light Show Business

Quick Start Guide

verge.aero/start



Why Drone Light Shows?



The world is quickly embracing drone light shows as a modern staple of live entertainment. Drone displays are increasingly popular for festivals, corporate events, sporting venues, advertising, and public or private celebrations.

Drone show providers have the ability to captivate mass audiences and even go viral! Perks like **eco-friendly performances, fully customizable content, and fast turnarounds** continue to generate demand for drone shows across the globe.

As of 2025, relatively few drone show providers exist - creating a fantastic opportunity for new drone show businesses who're ready to enter the market.

This is your chance to start a profitable and fun venture in an industry where cutting-edge technology meets endless artistic possibilities.



Getting Started: Market Analysis

A successful drone business starts with a clear understanding of your market. Begin by assessing regional demand for drone shows, identifying where opportunities exist and analysis local trends in entertainment, events and media.

Public Celebrations

City festivals, community events, and national celebrations looking to elevate their entertainment offerings and create landmark events.

Small Private Celebrations

Individuals or groups wanting to make weddings, birthdays, anniversaries, and intimate gatherings special and memorable with a unique aerial display.

Commercial Shows

Business looking to enhance their brand messaging through logos and branded imagery that can be seen for miles.

Sporting Events

Halftime shows, pre-game ceremonies, and championship celebrations for sports teams and organizations seeking to boost entertainment value.

Country & City Projects

Government entities or urban development projects aimed to shape identity with national celebrations and significant public events.



Legal & Regulatory Requirements

Starting and operating a drone business comes with several requirements. These vary by country and region, but most follow a similar structure around aviation laws and safety practices.

Business Registration

Register your business as an LLC or Corporation

Insurance

Obtain liability coverage for accidents and property damage



FAA Certification

A Part 107 license is required for commercial drone use.

Waivers

Apply for night operations & multiple drones (107.29 a&b, and 107.35)

Local Permits

Some cities require special forms and approvals.



Equipment & Tech

Launching a successful drone business requires more than just drones. It demands purpose built equipment, advanced software, and a robust safety system to ensure professional, reliable, and legally compliant operations.



Design Studio Software & Control Systems

- Design Studio Software - Create stunning drone show animations with AI-powered design tools, artwork imports, complex light sequences, library of premade effects, and realistic 3D previsualization.
- Ground Control - Drone control and monitoring software
- GPS Capabilities - Advanced, redundant GPS and RTK systems

X7 Drones

High-quality, purpose-built drones with super-bright RGBW LED. Smart batteries allow for longer flight times and more reliable charging.



Verge Aero's Safety Advantage:

- True Navigation Redundancy
- Automatic Flight Path & Operational Validation
- Multiple, Independent Geofences with Predictive Trajectory fail-safes for emergency landings
- Reliable Long-range Drone Communication
- Fully Integrated Software/Hardware (no trade-offs!)



Suggested Timeline of Launching Your Business

Launching a drone show business is a journey that unfolds in stages:

Planning, Certification, Testing, and Promotion.

All are designed to set you up for long-term success.

1-3 Months

Acquire Equipment, Hire Team, FAA
Certification, Demo Show

4-6 Months

Website & Social Media Launch
First Bookings

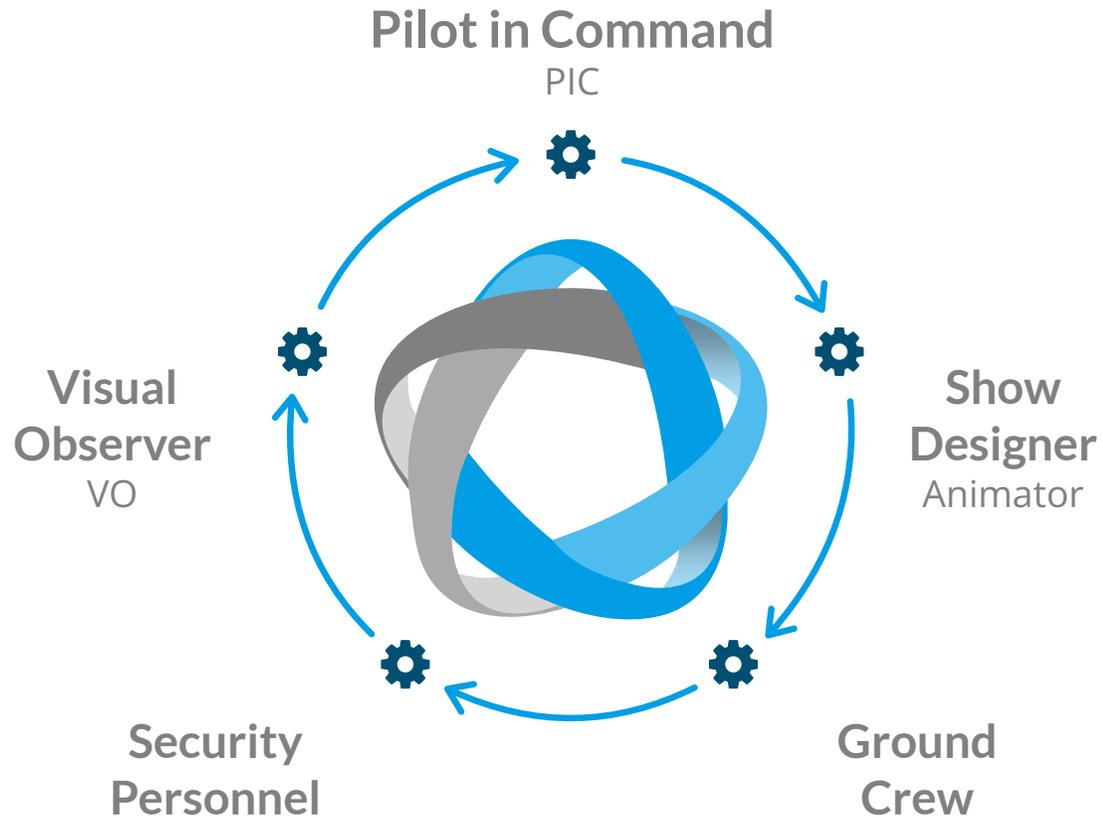
7 - 12 Months

Scale Fleet, Expand Region,
Secure Recurring Contracts



Build Your Team

Creating safe and spectacular drone shows start with assembling a skilled, coordinated team. Combine certified pilots, creative designers, support staff, and specialized training to ensure every show runs flawlessly.



Establish Your Brand

Developing and executing a solid marketing strategy is incredibly important in starting your business. Establishing and promoting your brand will help you attract potential customers.

Digital Presence

1

Company Website & Domain (i.e. vergeaero.com), Social Media (Instagram, TikTok, YouTube, Facebook, and LinkedIn for B2B outreach)

2

Show Reel

Create and record demo shows to produce reels that showcase your team's capabilities.

3

Networking

Partner with event planners, ad agencies, and tourism boards. Consider sponsorship opportunities to get your name out there.



Example Pricing & Profitability

Sample Show Pricing Model

EVENT SIZE #	DRONE COUNT	BASE PRICE (\$)	TOTAL COST (\$)	PROFIT PER SHOW	PROFIT MARGIN
SMALL	100	\$ 10,000	\$ 5,000	\$ 5,000	50%
MEDIUM	250	\$ 25,000	\$ 8,800	\$16,200	65%
LARGE	500	\$ 60,000	\$ 14,700	\$45,300	75%

What this table shows:

Base Price: What you would charge the client

Total Cost: Equipment, staff, permits, and other event specific costs

Profit per Show: Your net profit after covering all costs

Profit Margin (%): Profit as a percentage of revenue

* Per drone pricing averages \$75.00 - \$350.00* per drone, per show (pending complexity and qty).

* Holidays with high demand like 4th of July fetch significantly higher per/drone revenue.

Additional Pricing:

Offer premium services such as video production and media to increase revenue and enhance client value.



Example Pricing & Profitability

Sample Yearly Revenue Projections

SCENARIO	TOTAL REVENUE (\$)	TOTAL PROFIT (\$)	AVERAGE MARGIN (%)
Low Bookings	\$345,000	\$221,600	64.2 %
Medium Bookings	\$750,000	\$488,500	65.1 %
LARGE Bookings	\$1,500,000	\$ 977,000	65.1 %

What this table shows:

Low Bookings: 10 small / 5 medium / 2 large shows a year

Medium Bookings: 20 small / 10 medium / 5 large shows per year

Large Bookings: 40 small / 20 medium / 10 large shows per year



Show Scalability

Here's what artwork for **75, 200, and 400 drones** might look like across different shows.

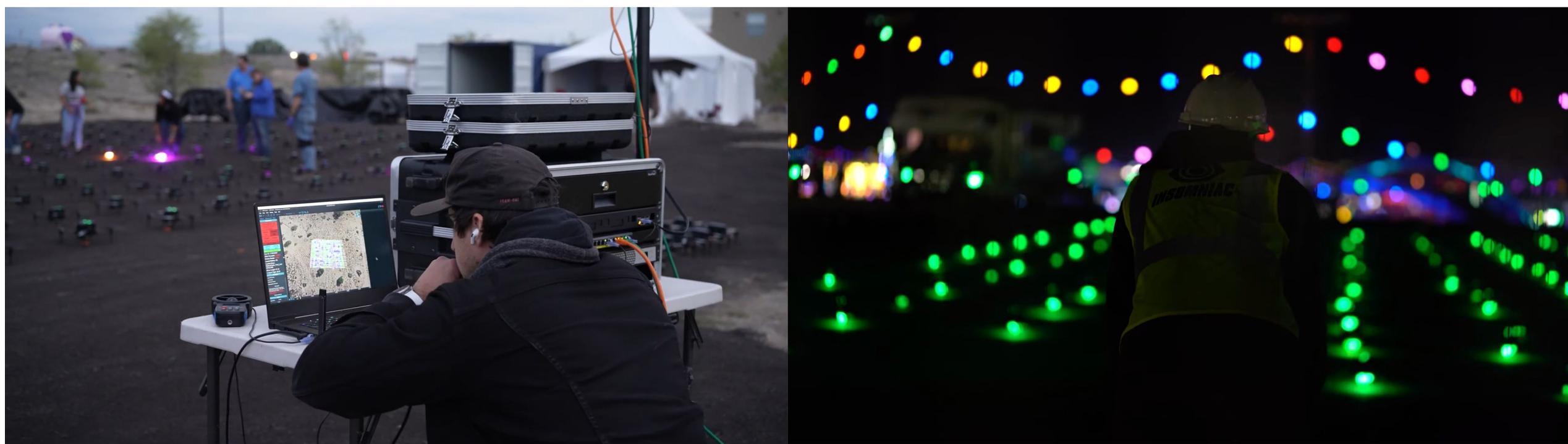


Pro tip: Clients love visualizations of differently sized fleets to understand scale, formation potential, and show impact at a glance. This is why Verge Aero's Design Studio software can produce shareable show renders and realistic, adjustable 3D previsualization of shows in any location on Earth!



Show Operations & Execution

Great drone shows start long before takeoff. From client consultation and creative designs to 3D modeling, simulations, and storyboarding, every visual is planned with precision. Regulatory approvals, airspace coordination, and site surveys ensure the show is safe, legal, and flawless.



Show Operations & Execution

Pre-Show Planning & Design

Client Consultation & Vision Definition: Engage with clients to understand their objectives.

Creative Design & Animation: Develop the visual concept and translation into drone choreography.

- Storyboarding – Creating a visual sequence of the drone formations.
- 3D Modeling & Animation – Using special software (Verge’s Design Studio) to design the precise flight paths and light patterns for each drone.
- Simulation & Testing – Running virtual simulations to check for collisions, optimize flight paths, and ensure animation flows smoothly.

Regulatory & Permitting: A critical step working with authorities for flight and show authorizations

FAA Waivers / Local Permits: Obtaining necessary approvals for operating multiple drones night flights, and flights over people or specific areas. This often requires detailed operational plans and safety assessments.

Airspace Coordination: Collaborating with local aviation authorities to ensure the designated airspace is clear and safe.

Site Surveys: Conducting detailed assessments of the show location to identify potential hazards, GPS interference, and suitable take-off/landing zones.



Show Operations & Execution

Logistics & Site Preparation

Drone Preparation: Each drone undergoes thorough checks

- Hardware Inspection - Verifying the integrity of the frame, propellers, motors, and LED Lights.
- Software Updates - Ensuring all drones are running the latest, synchronized firmware and flight control software.
- Battery Management - Charging and testing all battery packs to ensure optimal performance and sufficient capacity for the show duration.

Equipment Transportation: Safely transporting all drones, control equipment, charging stations, and safety gear to the event site.

On-Site Setup: Establishing the ground control station, setting up charging areas, and marking the take off and landing zones, This also includes deploying safety barriers and signage to secure the show area.

Pre-Flight Checks: Performing individual drone checks, calibrating GPS, and verifying communication links between the ground control station and each drone.

Execution & Safety Protocols: The live operational phase, where safety and provisions are paramount.

Weather Monitoring: Continuous monitoring of weather conditions (Wind speeds precipitation, temperature) to ensure safe flight parameters are met. Shows are typically weather-dependent and may be postponed or canceled due to adverse conditions.



Show Operations & Execution

Logistics & Site Preparation (cont.)

Crowd Management: Implementing measures to keep spectators at a safe distance from the flight zone.

Flight Crew Roles: Assigning clear roles to the flight crew, including:

- Chief Pilot: Oversees the entire flight operations
- Drone Pilots / Visual Observers : Monitoring drone performance and flight
- Safety Officers: Ensuring adherence to safety protocols and managing any potential incidents.

Show Launch: Executing the pre-programmed choreography, with drones taking off in a synchronized manner and forming the designed patterns.

Real- time Monitoring:Continuously tracking each drone's position, battery level, and flight status through the ground control software. Multiple geo-fences are often used as a safety redundancy.

Emergency Protocols: Having clear procedures in place for unexpected events, such as a drone malfunction (e.g., emergency landing, return-to-home, or controlled descent).



Show Operations & Execution

Post-Show Procedures

Drone Recovery: Safely landing and collecting all drones from the designated landing zones.

Equipment Breakdown: Disassembling the ground control station and packing all equipment for transport.

Data Analysis: Reviewing flight data and performance logs to assess the show's execution, identify any anomalies, and gather insights for future improvements.

Maintenance & Storage: Performing routine maintenance on drones and equipment, replacing any worn parts, and storing them securely until the next event.

This structured approach ensures that every aspect of a drone light show, from the initial creative conversation to the final drone landing is managed with precision, professionalism, and an unwavering commitment to safety.



Success Metrics



These metrics guide strategic choices - such as whether to invest in additional drones, recruit more personnel, or pursue new market opportunities.

- **Booked Shows Per Quarter:** How many shows you're landing every 3 months. More bookings + growing demand and revenue
- **Average Revenue Per Event:** How much money you make from each show. Helps you assess pricing and profitability.
- **Social Media Engagement & ROI:** Likes, shares, comments, and views on your content means your brand is gaining visibility and attracting interest, which will help drive DMs (direct messages) and website history from those interested in employing your services
- **Client Retention & Referrals:** How many clients come back or recommend you to others. Loyal customers are a sign of strong service and satisfaction.
- **ROI (Return on Investment):** How quickly you're earning back your startup cost. A healthy ROI means your business is financially sustainable.

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Verge Powered Network

Verge Powered Partners operate all across the globe. With cutting-edge technology and world-class support, Verge empowers drone show providers to captivate audiences everywhere.

“Verge has really been a big part of bringing [the Network] together. We all consider each other partners and friends. We call and lean on each other all the time.”

– **Blake Stoltz, FlyLight Drones**

“The help that we’ve been given over the first year of our business from the Partner Network has really been amazing...It is a huge benefit as you’re launching a new business, to be able to have some people to draw off of that experience and to ask questions.”

– **Keith McCarthy, Vegas Drones**

“[Verge’s Partner Network] is unique across the industry. You don’t feel like you’re the only company, and you also don’t feel like you’re fighting the other companies... If we ever need more drones for something or maybe we need some help with something, we’ll call up one of these other Partners and we’ll work together on something.”

– **Zac Phillips, Fantasy Drone Shows**

“At any time, if I have a big event and I need more drones, I can pick up the phone and call a partner and work a deal. We helped our partners Fantasy Drones with an event in St. Louis under the arch. They needed more drones, and we needed more drones in Columbus, Ohio for ‘Red, White & BOOM!’, our biggest event we’ve ever done.”

– **Rick Steenburgh, NiteBrite Drone Shows**

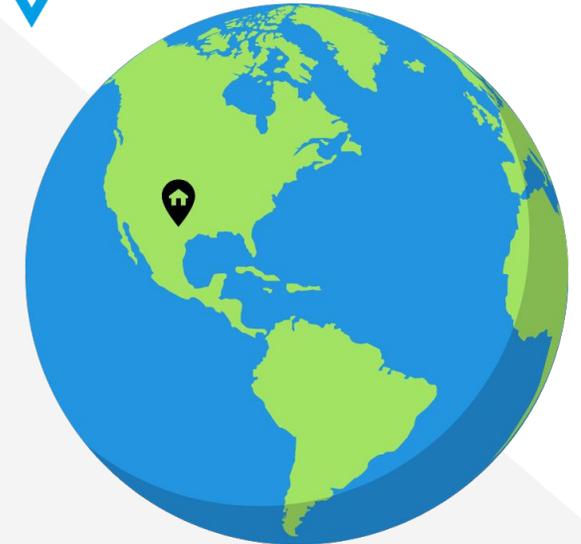
“It’s right on our trailer: ‘Powered By Verge.’ That really means something in our world.”

– **Don “Wiz” Wisnieski, Fantasy Drone Shows**



USA-Based. Globally Operated.

Headquarters: Manchaca, TX



About Verge Aero

Verge Aero is a global leader in drone show technology, developing the systems that power the world's most spectacular aerial displays. Founded in 2016, Verge is officially recognized by major airspace authorities—including the Federal Aviation Administration (FAA) and the European Union Aviation Safety Agency (EASA)—for its commitment to safety, precision, and innovation. Our fully integrated hardware and software ecosystem is trusted by professional production teams worldwide to design and deliver flawless drone shows.

Learn more at verge.aero/about



Vision

We envision a future where drone shows are a defining feature of outdoor entertainment—accessible, creative, and awe-inspiring for audiences everywhere. With our all-in-one system, we make it possible for anyone to take flight with confidence.

Mission

To make drone shows ubiquitous, safe, and simple to produce. We achieve this through cutting-edge technology, rigorous standards, and exceptional global support—empowering our partners to bring bold, beautiful stories to the sky.



VERGE AERO

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