



FLAGSTAFF INNOVATES

Climate Resilience

Living in

WILDFIRE

Country



FireFlight

Ariel Strong

Founder & Chief Pilot

HIGH RISK ENVIRONMENT



- **Growing population**
- **Higher temperatures**
- **Reduced precipitation**
- **Strained Agency Funding**
- **Firefighter Attrition**
- **Insurance Crisis**

The Road to a Realization...

- **Longtime resident of Parks, Flagstaff**
- **Former wildland firefighter**
- **Subsequent career as a software engineer**
- **Manager, Data Analytics team**

- **June of 2021, the Rafael Fire**



The Mission

- **FAA Part 107 Certified sUAS Pilot**
- **Fire Prevention and Wildfire Mitigation Specialist**
- **Established FireFlight, LLC in February of 2023**
- **Creating machine learning model**

DRONES & RESILIENCE

- Burn scar, watershed monitoring; flood prediction; ecosystem health
- Post-fire search and rescue, supply drops, communications
- Well-paying jobs, apprenticeships
- Community values – conservation, sustainability, recreation



FIREFLIGHT GROWTH

1

- Risk Assessments
- Action Plans for Homeowners, Businesses, HOAs
- Local Area

Fire Adapted Communities



2

- Additional Services
- Network of Vetted Partners
- Certifications
- Northern Arizona

Resilient Landscapes



SCIENCE

Safe, Effective, Risk-based Wildfire Response



3

- Data Services, Pilot Network
- Environmental Monitoring & Conservation Services
- Contract Crews
- Western US, National

FINANCIALS

- Prices start at \$295, and upsell services are attractively priced when done on same flight
- A three person team can fly a neighborhood group of 20+ properties per day; a single pilot can average six properties per day
- AI tools speed up production of assessments and action plans; one analyst can complete reports and Q&A for six customers per day
- Approximately 70% of gross receipts goes to expenses; leaving 30% for cash reserves and growth

HOW MOONSHOT CAN HELP

- FireFlight so far entirely bootstrapped
- 50K invested in equipment, training, and data operations
- Prize money from this challenge and/or connections to capital would be transformative for FireFlight, allowing for a wider range of services sooner, faster growth, and earlier hiring
- Need help with marketing, growth, and protecting IP



Thank You, Team!

Debra Mocker, Business Analyst (and coach extraordinaire!)

Small Business Development Center

Jeff Baker, Retired Insurance Executive

Northern Arizona SCORE mentor

Board member, Granite Mountain Interagency Hotshot Crew Learning and
Tribute Center

Greg Goucher, Insurance Executive

Northern Arizona SCORE mentor trainee



Fire Prevention & Mitigation

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