

State of the Hobby

**A DRAMA PROOF
PFV WORLD**



IMMERSE YOURSELF
A WEEKEND WITH
FINAL GLIDE AUS



THE REVERB
COST EFFECTIVENESS
AND DURABILITY



YOUTUBE VIDEOS
HOW IMPORTANT ARE
SUBS AND VIEWS?

FGA PATREON NEWS



Gone Fishing?

I returned from Los Angeles to find that, just like America, the media want you to believe that the world revolves around politics. I have witnessed politics first hand in “the land of the free” over the years but even our local Australian politics paled into insignificance on social media when the FPV world suddenly exploded with the news that TBS was trying to again strong arm retailers into submission after its very profitable product was supposedly “cloned” by FRSky.

If you have’nt seen my videocast summarising the actual facts behind the products in question (plus answering some general FPV questions) then check out the link :

<https://www.youtube.com/watch?v=9fl7tSqGU9U&t=25s>

Limited time? Don’t want to scroll through to the Q&A?

<http://www.finalglideaus.com/supporter/ewExternalFiles/Index%20Episode%20TBSFRSky%20Shooting%20the%20Shit%20copy.pdf>

The most appropriate quote about the whole halabaloo came from FRSky : “Our end goal is, and always will be, to bring better products and value to our customers, not to slander competitors on social media. One manufacturer accuses us of imitating or “cloning ” products, when the fact is we employ substantial resources to develop and produce our own hardware along with our own software. We will continue advancing towards our goal without engaging in distractions that interfere with our progress.”

The message is loud and clear. Go out and fly and leave the commercial operators to do what they do best - create and market products that members of the hobby might like to buy. Afterall we, as consumers, have nothing to lose because we always vote with our feet (money). In the long run the best products actually sell themselves.

A Weekend with FGA.

I get asked by lots of people:

1. if they could fly a few packs with me.
2. to show them how to become a better racing pilot.
3. to teach them how to better tune a quad.
4. how to make better quadcopter YouTube videos.

I live in a fabulous location with a forested valley right outside my front door. It means I can fly and test my quads any time of the day. The location is absolutely glorious - a natural environment with its own gates, dives and gaps; perfect for racing, freestyle or long range.

I have therefore decided to offer **a training program** where I host up to 3 people at my place over **a weekend**.

There will be a cost per person to cover my time for the two days. The \$450 fee includes one night's free accommodation. Food will be extra and worked out daily according to participant needs/wants. It effectively means attendees will have my undivided attention and will be able to totally immerse themselves in an **FPV quadcopter experience**. Participants only need to bring their quads and any gear they think they will need.

My aim is to ensure that each group is **made up of people with similar needs**. I will not put novices into the same group as more advanced pilots.

I am pitching the weekend as an opportunity for participants to ask questions, resolve issues, build, maintain/repair, tune, fly and talk about latest developments in the FPV quad industry.

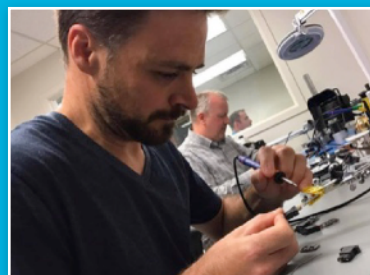
Participants will be invited to have input into the agenda - its vital that everyone gets the outcomes they seek.

The weekend will never ever focus on sales of products or pushing commercial interests but I may invite along a special guest(s) to talk about a particular topic of interest (acceptable to and only according to group needs).

Applications will open 5 Sept 2018. First in, first served. Once accepted, participants will be contacted to ensure topics covered are relevant to their requirements.

I realise that many of my Patreons don't live in Australia so making it difficult to attend but if you are intending to visit my country sometime in the future please make early contact so I can work something out especially for you.

Applications via a link on my web site early next week
www.finalglideaus.com



One hour of my
time could save
you countless
hours of
frustration and
stress.

Cut through the
hype and
misinformation -
immerse
yourself in FPV
for a whole
weekend.

Get answers
and mix with
like minded
souls.

An experience
of a lifetime with
FGA.



The State of the Hobby

Social media is rife with gossip and innuendo about the latest developments in the world of FPV. A recent poll by Rotor Riot made it clear that the bulk of quad frames out there are products from ImpulseRC and Armattan. Reworked or reverse engineered products continue to enter the market filled with hype and false excitement. The range of frames is amazing but ImpulseRC and Armattan continue to be in high demand. There are as many flight controllers, for example, as frames and motors and rebadged batteries. The hobby has, for the last 12mths, gone/still going through a shakeout process where the large online retailers/manufacturers are scratching to make ends meet and adding a wider and wider range of competing products to their offerings. Meanwhile small back yard businesses keep entering the market expecting to make their fortune but are finding it hard going. Direct copies (clones) from China with low prices and scant customer support are slowly killing the market.

The simple fact is that FPV (particularly where people build and fly their own products) is an extremely small niche market. Within this market there are a substantial number of pilots who buy and build multiples of products to add to their quad stable. Within this hobby market the quad racing scene has plateaued as a bevy of new pilots who fancy their chances of being a celebrity have flooded the scene and the established pilots have rationally gravitated towards the small number of high profile racing events such as DRL, DCL and DR1 - events that promise not just shiny trophies but cash prizes (and travel and accommodation plus in some cases even appearance money). Meanwhile the consumer ready-to-fly product market exemplified by large companies such as DJI, continued to expand. But the trajectory of innovation has slowed down in comparison with 3 years ago when quadcopters were first introduced.

Today there is not much difference between competing components. The motor market, for example, has T-Motor in one corner and all the rest of the motor companies in the other corner. And batteries, as another example, are still the same technically speaking as 3 years ago, but the number of brands on offer is in the hundreds - all rebranded. In this shrinking market pool entrepreneurs are desperately trying to anticipate what the “next big thing” will be.

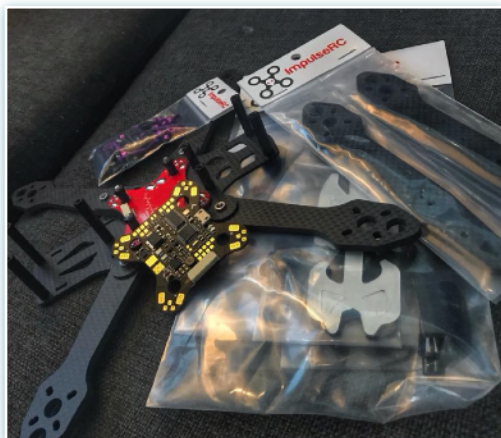


Should they jump on the long range cinematic trend and buy lots of stock to sell? Is the larger X class quadcopter racing going to bring in the dollars? Will it be quad based flying wings or maybe tri or even bi coptors that people will be swayed to invest in? The market already has miniaturization in its sights - quads weighing less than 250g or even 100g? People can afford a Tiny Whoop yes but this is not yet an obvious saviour of the quadcopter hobby.

In the meantime the true innovators (and there are precious few of these) are quietly going about their R&D business because they know that if they stay still and rest on their past laurels they will die a certain death. And going spastic and complaining about unfair competition will get you nowhere. I have had the privilege of working closely with some amazing technical people such as ImmersionRC (Tramp and RapidFire), ImpulseRC (Alien/Helix/Reverb) and Flyduino (KISS FCs and ESCs). I now realise a major part of business success comes from narrowing your focus and applying your unique skills to solving very specific technical issues before someone else does. Then there is only a small window of opportunity before your ideas get copied and duplicated.

The Reverb

Apart from running some commercial pilot training sessions and Patreon donations, the Reverb is my main income source at the moment. My frame has been remarkably well received by hobbyists around the world and I thank everyone for making an investment in my efforts to develop a better quad. I smile when I see people being very picky about designs by others yet when they get around to developing and marketing their own solutions they conveniently forget how their “design improvements” in one particular area have caused other issues by weakening other areas.



I have always said that a quad frame design ends up to be a compromise between durability, weight, wind resistance and cost. Nothing is totally indestructible and sometimes the quality of the material makes all the difference. All I know is that the Reverb is the frame that suits my purposes beautifully and it seems that many people agree with me. But then what would I know?

YouTube?

I have been lucky enough to have been part of the early quad scene. As a result of my early adoption people noticed the videos I put up so they subscribed to my YouTube channel. If you are entering the scene today it's so much harder to be noticed. So many pilots are uploading desperate “look at me, look at me” videos and pleading for views and subscribers.

With the avalanche of videos being released each day its become impossible to keep up and watch them all. So for all the wannabies out there here again is my advice if you are desperately wanting to get noticed. Remember the only people who make any income from YouTube monetisation itself are those that have a minimum of an average 250k views each time they post - assuming of course that YouTube leave their algorithms the same (they change them regularly so even if you are up there with the best of them you can drop like a stone when things suddenly and without warning get changed).

1. the number of subscriptions is not a good indicator of your success. The important metric is how many views you get when you release each video. It means that asking for “subs for subs” is pointless.
2. When you hear about celebrities making a fortune from YT videos make sure you check the facts. High exposure is usually associated with an online store such as Amazon. Yes you can make a small commission on these links but as soon as you set up a personal Amazon store there is a cost involved.
3. I have found to my changrin that posting videos can backfire on you. One of my most stirring videos was “Removing Oneself From the Equation.” Because of my high profile my haters took their complaints to CASA and I was hauled before their investigative committee and asked to “explain.” Not a nice experience.
4. My message to anyone is to capture your moments in time and put them up for you and others to enjoy both today and in the future but if you want to use this method to get noticed - forget about it. Go and do something more profitable with your time. I make videos for me and my Patreons.

If you wish to contact me please use the finalglideaus.com or the Patron website or you can message me via FB.