

DarkHive
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On the first day of our entrepreneur study tour, the UTD's 2022 cohort of the Executive MBA program had the opportunity to meet with John Goodson. John is a U.S. veteran, and through his time in the military, he realized the need for a low-cost, disposable, secure, and reliable drone system. About a year ago, to fill that need and gap, Darkhive was founded. John's goal is to create a trustworthy human-machine partnership in the drone industry. He has a minimum viable product (MVP) ready that has gained traction through several letters of support and early commitments. While he considered all the insights and feedback provided, John stuck to his conviction of developing both hardware and software together as part of his product development.

John shared that DarkHive's Redqueen operating system supports voice commands and machine learning. The system supports a modular deployment, and the software can be operated on a mobile phone or on the drone itself. The product uses 802.11 Wifi communication technology, but satellite communication is available for long-range applications. He stated that his drone would cost a fraction of the current drone products available for military use. The lower cost of the drone addresses the scalability, integrates seamlessly with existing military systems, and offers a trustworthy solution through reliable and secure communications. John showed us a demo of his voice-controlled drone, and we were amazed at the excellent user experience on a palm-size drone that can be activated with ease.

John stated that his product offerings have tactical and strategic military applications. His market size projection for the software is \$1.6B in annual recurring revenue and \$9.3B for hardware. We are looking forward to seeing John's product come to life and making an amazing impact in military operations! All the very best to John and Dark Hive!!