

ICAERUS Platform User Manual

1. Market Landscape

From the Drone Market Landscape menu, you may access the Drone Market Landscape components, including the Drone Technologies catalogue, and the Standards – Regulations – Actors catalogue.

1. Drone Technologies

What it's for: Browse the catalog of drones (platforms) and their sensors/equipment (payloads) used across the EU.

What you'll see: Two tabs, **Platforms** and **Payloads**. Above the Platforms grid is a row of clickable application-category icons (e.g. spraying, monitoring) that act as an extra filter. Each drone card shows its name; each payload card shows its name, manufacturer, type and release year.

How to use it:

1. Pick a tab (Platforms or Payloads).
2. Narrow the list using the sidebar filter checkboxes or the search box.
3. Click a card to open a pop-up with full specs: for a drone, manufacturer, weight, dimensions, payload capacity, flight time, range, speed, applications and use cases; for a payload, a fuller description loads into the pop-up.

2. Standards / Regulations / Actors

What it's for: Browse drone-industry standards, regulations, and the organisations (“actors”) active in the space.

What you'll see: Three tabs (**Regulations**, **Standards**, **Actors**), each with its own filters and search. A regulation card shows its authority and jurisdiction; a standard card shows its organisation and domain; an actor card shows a logo, type and country.

How to use it:

1. Pick a tab (Regulations, Standards, Actors)
2. Narrow the list using the sidebar filter checkboxes or the search box.
3. Click a card to open a pop-up with full specs: for a drone, manufacturer, weight, dimensions, payload capacity, flight time, range, speed, applications and use cases; for a payload, a fuller description loads into the pop-up.

2. Models & Algorithms

1. Analytics Library

What it's for: Browse the library of data-analytics algorithms and the datasets behind them.

What you'll see: Two tabs, **Algorithms** and **Datasets**, filter sidebar, search box, and application-category icons above the Algorithms grid (same catalog layout as Market Landscape). Each algorithm card shows its icon, name, creator and date.

How to use it: Filter/search as above. Unlike the Market Landscape catalogs, clicking an algorithm card takes you to its own full page (below) rather than a pop-up.

2. Algorithm Detail Page

What it's for: The full write-up for one specific algorithm.

What you'll see: The algorithm's name and creator, a date, a “Go to GitHub” button linking to its source repository, and its full documentation (README) rendered on the page.

How to use it: Read the documentation on the page, or click “Go to GitHub” to see the source code. Use your browser's back button to return to the library.

3. Use Cases

1. Use Cases Hub

What it's for: An overview of the five ICAERUS use cases, listed and plotted on a map.

What you'll see: A list on the left — one entry per use case, showing its location and lead partners — and a map on the right with a pin for each. Hovering a list entry highlights its pin, and vice versa. Below, a row of stats (total use cases, demonstration activities, engaged stakeholders, technologies & models).

How to use it: Click a use case in the list (or hover to find it on the map first) to open its detail page.

2. Use Case Detail Page

What it's for: Everything about one specific use case (Crop Monitoring, Drone Spraying, Livestock Monitoring, Forestry and Biodiversity Monitoring, or Rural Logistics).

What you'll see, top to bottom:

- An introduction and a list of the use case's objectives.
- Platform-wide stat counters (datasets, platforms, payloads, courses available) — the “Datasets” one jumps you down to the Data & Technology section.
- A row of related-resource cards.
- “Technical Requirements” — an alternating image/text walkthrough.
- A “Platforms & Payloads” summary, if the use case has one written up.
- A **Data & Technology** panel with three tabs (Drone Technologies, Standards & Regulations, Actors) showing a preview of matching catalog items, each with an “Explore more” link to the full catalog and click-to-expand detail pop-ups.
- “Methodology” and “Results” write-ups at the bottom.

How to use it: Scroll through like an article; use the Data & Technology tabs to preview related catalog entries without leaving the page, and “Explore more” to jump to the full catalog.

4. Value Added Services

Four standalone interactive tools, reached from the **Value Added Services** menu. None require an account.

1. Market Concentration Calculator

What it's for: Work out how concentrated a market is, is it dominated by a few organizations, or genuinely competitive?

How to use it:

1. Enter each company's name and its market share (%). Use “Add company” for more rows.
2. Click **Calculate**.

3. Read the results: CR4/CR5 (combined share of the top firms), the H index and HHI (standard concentration indices), and a plain-language classification — Perfect Competition, Oligopoly, or Monopoly.
4. Click **Restart** to clear and start over.

2. Business Model Wizard

What it's for: Build a full sustainability-aware business model for your project, step by step, using the Triple-Layered Business Model Canvas framework (Economic, Environmental, Social).

How to use it:

1. From the landing page, click **Start now**.
2. Work through the Economic layer first — 9 short steps (Customer Segments, Value Propositions, Customer Relationships, Channels, Key Activities, Key Resources, Key Partners, Cost Structure, Revenue Streams). Each step shows example answers (some tagged to a specific ICAERUS use case) you can select, plus a box to type your own. Pick at least one answer to move on; a progress bar tracks you across all 27 steps.
3. Repeat for the Environmental layer (9 steps) and the Social layer (9 steps).
4. After each layer, a summary screen lets you review your answers as a list or as a filled-in 3×3 canvas grid, or restart just that layer.
5. Once all three layers are done, click **View every canvas** to see all three canvases side by side.

3. Market Structure App

What it's for: A more advanced competitive-analysis tool than the Concentration Calculator that lets you build out Porter's Five Forces analysis and concentration metrics for several market segments and compare them.

How to use it:

1. **Configure a segment:** name it, set its unit (€, users, hectares...), total market size, estimated number of firms, and (optionally) a residual-distribution model for the firms you don't list individually.
2. **Enter the main firms** and sales/volume for each.
3. **Rate the Five Forces inputs**, supplier power, buyer power, threat of substitutes (Low/Medium/High).
4. Click **Calculate** to get CR4/CR8, HHI, a concentration classification, and a written Five Forces narrative, plus optional charts. Click **Save segment** to add it to your comparison set.
5. Repeat for more segments, a comparison table and charts build up automatically once you have more than one saved.
6. Use the **Export** buttons to download everything as JSON, CSV, or a Markdown narrative document.

4. IP Navigator

What it's for: A short, guided questionnaire to help you figure out which IP-protection or openness strategy (patent, copyright, trade secret, trademark, database rights, open licensing) fits your project result.

How to use it: Answer six questions in turn:

1. Is your result meaningfully unique?

2. Do you want to control usage, or maximise visibility and reuse?
3. What kind of result is it (technical solution, software/data, dataset/model, training material, brand, or business concept)?
4. Is there important know-how not visible from outside?
5. Could someone recreate it just by observing/using it?
6. Does it include other people's software/data/content?

As you answer, a panel on the right updates live with suggested IP-protection tools and short explanations, plus a running log of your answers. Click **Download your answers** to export everything as a CSV.

5. Spray Drift Calculator

What it's for: A decision-support tool for drone spraying operators which tells you whether it's currently safe to spray, and if so, what settings to use.

How to use it:

1. Enter wind speed (m/s), temperature (°C), and humidity (%).
2. Flag whether a sensitive area (water, homes, schools, hospitals, neighbouring fields) is downwind.
3. Choose the product type — Fungicide, Herbicide, or Insecticide, each as Contact or Systemic.
4. Click **Generate Recommendation**.

What you'll see: A green “Safe to proceed” result with recommended travel speed, droplet size, flight height and spray volume for your conditions, or a red “Do not spray” result listing exactly which safety threshold was breached (too hot, too humid, wind too low/high, or a sensitive area downwind).

6. Academy

The **Academy** menu covers four distinct things — worth reading their names carefully, since a couple sound similar:

1. Course Detail Page

What it's for: The full description of one course, and the way to enrol.

What you'll see: The course title, an “Enrol now” button, a description, outcomes, level (Beginner/Intermediate/Advanced) and duration in hours.

How to use it: Click **Enrol now** to be redirected to the course on the external OpenLearn (Open University) platform, where the actual course material lives.

2. Demo Events

What it's for: Recaps of the five in-person ICAERUS demonstration events, one per use case.

What you'll see: A hub listing all five events with their location and date, plus a map (same list+map pattern as the Use Cases hub). Opening one takes you to an interactive flipbook recap of that event.

How to use it: Click an event from the list or map, browse the flipbook (page-turn controls inside the embed), and watch the video where available.

3. Strategy Tools

What it's for: A short self-guided course introducing four strategy-analysis tools used across the ICAERUS project.

What you'll see: An overview page linking to five parts: (1) an introduction to the toolkit, (2) the Concentration Index Calculator, (3) Six Forces Analysis, (4) SWOT Analysis, and (5) the Triple Layered Business Model Canvas. Each part explains the tool, works through a real worked example, and links onward to the matching interactive tool (e.g. the Market Concentration Calculator) where relevant.

How to use it: Start from the overview and read through the parts in order using the “Next”/“Previous” links at the bottom of each page, or jump straight to whichever tool you want from the overview.

4. On Site Learning

What it's for: A collection of concrete materials — videos, presentations, transcripts and a strategic analysis — from the on-site demonstration events, organised by use case.

What you'll see: An overview page with a card for each of nine materials, spanning all five use cases: an event report and video from the Crop Monitoring festival demo; a PESTEL/SWOT/risk-assessment write-up for Crop Monitoring; a combined video, photo gallery and presentation from the Drone Spraying event; a video and a presentation on Livestock Monitoring; an overview video plus a set-up video and a full demonstration video (with transcript) for Forestry and Biodiversity Monitoring; and a delivery-demonstration video for Rural Logistics.

How to use it: Browse the overview as a scrollable carousel, or switch to grid view to see all nine at once. Open any card to view that material's video, photos, or downloadable presentation/transcript; use the “Previous”/“Next” links at the bottom to move through the collection in order.

7. More

1. Impact Assessment

What it's for: The socio-economic and environmental impact-assessment findings for each of the five use cases.

How to use it:

1. Click a use case tile.
2. A summary appears with three tabs: **Economic**, **Environmental**, **Social**. Economic and Environmental show findings specific to that use case (cost savings, break-even points, etc.) alongside an infographic; Social shows a shared infographic common to all use cases.
3. Click the infographic to view it full-screen.

The page remembers which use case you had open in the page URL, so you can bookmark or share a direct link to it.

2. Business & Governance Models

What it's for: The finalised business and governance model for each use case, built with the Triple Layered Business Model Canvas and validated through the Open Call trials.

How to use it:

1. Click a use case tile (same five as Impact Assessment).
2. Three tabs show the Economic, Environmental, and Governance & Social layers of that use case's canvas, each with an explanation and a canvas image you can view full-screen.
3. Click **Download Report** to get a PDF write-up for that use case.

The page remembers which use case you had open in the page URL, so you can bookmark or share a direct link to it.

3. Open Call Trials

What it's for: Details of the trials run under ICAERUS's Open Call funding rounds.

What you'll see: The **More** menu lists each funding round by name; choosing one opens that round's hub page, listing every trial funded in it alongside a description of the round itself. Opening a trial shows its objectives, the platforms/payloads and technologies it used, its outcomes, the challenges the team faced, its socio-economic and environmental impact, and its replicability for other users.

How to use it: Pick a round from the **More** menu, then click through to any trial that interests you.

8. Contact

What it's for: A simple contact form to reach the ICAERUS team and suggest improvements or updates to the materials.

How to use it: Fill in the form and submit it.