

Huey Platoon and Drone Deploy

Remember, I mentioned at the Che Fico Alimentari dinner my idea that Drone Deploy may host a Golf Event + Field Marketing?

Such a natural set of concepts going together. I'm adding scaffolding of my novice observations in the drone ecosystem. Your suggestion had rich fertility for me.

Here's is the progression of my research and insights journey, all from my curiosity about answering your question.



Correlation for Drone Deploy and Golf:

Thinking there's a golf tournament for your guests. What would be a novel way to showcase the impact of drones, their data and software platform coupled with golf?

Exhibit One: Tom Brady

Use case #1

Here's a perfect use case, Tom Brady drone captures his hole in one shot. All golfers would want this videography of their hole in one.

- <https://twitter.com/Bet9jaOfficial/status/1530198398762098689/video/1>

Use case #2

A Cal alumnus professional, Colin Morikawa at Kapalua and the "drone showed it all", the official early use case. Video footage could be shared live on displays in the clubhouse or shared later from a recording on company or public social media networks. A resource that may inform your audience about the logistical dynamics of getting permission to fly drones with professional golfers at tournaments is jack.hirsh@golf.com.

- <https://golf.com/news/new-nbc-drone/>

Persons of Interest:

- Joanne Hall
 - LinkedIn Sacramento- "Redefining Golf Tournaments one swing at a time"
 - Ping pong ball drops on the golf course with drones.
 - sUAS Commercial Drone Pilot | joanne@golftourneypros.com | P: 916-548-4390
 - <https://www.linkedin.com/in/joannephall/>
 - <https://www.golftourneypros.com/>
- Chris Phillips
 - CompTIA Community Expert and Drone Pilot Laguna Niguel
 - <https://www.linkedin.com/in/christophermarkphillips/>
- Vinh Nguyen
 - Sr. Program Mgr UAS Operations PG&E Oakland
 - <https://www.linkedin.com/in/vinh-sol-nguyen/>
- I found 17 on LinkedIn with search, ""drone deploy" AND golf"
- Ross on Instagram
 - <https://www.instagram.com/rosshasadrone/>
 - <https://www.instagram.com/p/Cncd5sDDt0C/>
 - https://www.instagram.com/p/Ck054axJe_B/
 - https://www.instagram.com/p/Ce33Rxcl_YM/
 - <https://www.instagram.com/p/CL9jVYzgO2u/>
 - <https://www.instagram.com/p/B9R1Zb7n65h/>

Exhibit two:

I'm thinking of MLB partnership with AWS, featuring Statcast. Drone Deploy experts could use drones to scan the golf course and build the data model. Then, when the golfer guests play in the tournament, collect, and use drone data from the course, coupled with data from each guest's swing, examining the trajectory of their ball action and give them swing prediction metrics from their habits and unique patterns at the tee box on the fairways or the green.

Business Partnership Model and the tech stack

AWS and MLB with Statcast, featuring advanced statistics, ML, AI and Deep Learning Workloads.

<https://www.mlb.com/news/mlb-amazon-web-services-continue-partnership-c286242678>

These data could also be mapped to contests, like longest drive, closest to the pin, best GIR, worst hook or shank, precision and accuracy ratings of ball flight, ball speed and distance off the tee. Not to mention putting next up with exhibit three.

AWS and MLB with Statcast

- Advanced statistics, ML, AI and Deep Learning Workloads.
<https://www.mlb.com/news/mlb-amazon-web-services-continue-partnership-c286242678>
- AWS Sagemaker Studio Jumpstart Developer Guide
<https://docs.aws.amazon.com/sagemaker/latest/dg/studio-jumpstart.html>
- Jumpstart Solution Templates
<https://docs.aws.amazon.com/sagemaker/latest/dg/jumpstart-solutions.html>
- Computer Vision Object detection for bird species Model – MXNet
<https://docs.aws.amazon.com/sagemaker/latest/dg/object-detection.html>
- How an object detection works <https://docs.aws.amazon.com/sagemaker/latest/dg/algo-object-detection-tech-notes.html>
- Tune an image classification- TensorFlow model- Tunable Hyperparameters
<https://docs.aws.amazon.com/sagemaker/latest/dg/IC-TF-tuning.html>

Exhibit three: Put from the Sky

Using a drone to make a slope map of the greens- photogrammetry:

- An undergraduate engineering science group project features a proof of concept called 'Putt from the Sky'. Highfly technologies proposal to engineering professor.
 - <https://summit.sfu.ca/item/35902>
- Video demo
 - <https://summit.sfu.ca/item/35928>

In case the local golf course superintendent gives the drone deploy experts any resistance to letting outsiders scan their course, you could pitch them on the value of turfgrass management data and maybe they'd agree to a trade?

- Abstract:
 - <https://conservancy.umn.edu/handle/11299/214344>
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Exhibit four:

Drone racing and golf are separately mentioned in this book.

- “21st Century Sports: How Technologies Will Change Sports in the Digital Age” edited by Sascha L. Schmidt
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