



HAPS Alliance

HIGH ALTITUDE PLATFORM STATION

SUMMIT

Marketing & Communications Working Group

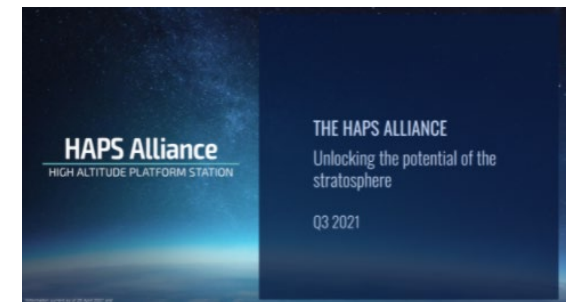
Chair: Matthew Nicholson (HAPSMobile/SoftBank Corp.)

Mission

- Increase HAPS commercial adoption by:
 - Driving awareness of the HAPS industry
 - Promoting regulatory alignment
 - Facilitating cross-industry partnerships
- Advance goals of the HAPS Alliance by:
 - Educating and inspiring
 - Building credibility
 - Creating an ecosystem

2021 Achievements

- Helped drive membership
 - Feb 2020: 12 companies at launch announcement
 - Nov 2021: 44 companies/organizations now
- Apr 27-28: First member meeting
- Aug 5: Published 2nd HAPS Alliance White Paper
- Promoted and supported 3rd party event presence:
 - Aug 17: AUVSI Xponential
 - Oct 27: World ATM Congress
- Nov 15: First public conference
- Expanded social media presence
- Published 9 blog posts on member cos. and executives
- Promoted member activity on website/social platforms



Looking Ahead: 2022 Initiatives

- Continued promotion of industry event presence
 - Further build media and social reach
 - Publish 3rd White Paper
 - Hold first in-person conference (?)
 - Member networking activities
- Increase membership and awareness

New members and ideas welcome!