

## “Aviation and VTOL: career perspectives in 2021”

Providing added-value expertise as independent contractor

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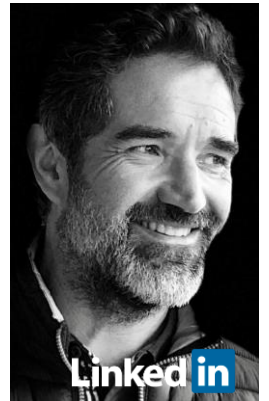
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## WHO are you listening ?

### ✓ **Frederic MALLERET**, 54

Founder of **AeroWestDevelopment** in 2017

- BSEE Electric Engineering and Master SME’s business administration
- 10 years in heavy industry, naval electric propulsion : synchronous motors and generators
- Last 20 years in Aerospace & Defense, Technical Sales, Prg. Mgt. and Business Developer  
Leadership position with # equpt. suppliers : Kollmorgen, Pacific Scientific, Meggitt, Circor ..  
**Expertise and added-value** : Broad network of qualified contacts in the industry, while having clear engineering understanding



### ✓ **Sylvain ABRAHAM**, 41

Founder of **SLM** in 2018

- Engineering degree, school of “Arts et Métiers”
- 19 years in Aerospace as Design Engineer, Project/Program Engineer, Principal Engineer
- Design and Integration of Embedded **Electromechanical Actuators** and **Sensors** and **Magnetic devices** for critical functions for Fixed/Rotary-Wing Aircraft and others...  
**Expertise and added-value** : Joining Innovation, Safety and Industrial Relevance  
☞ Inventor of several patents of equipments in flight for years



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## RATIONALES / ENVIES to create an independent service provider

### ✓ Frederic MALLERET

**AeroWestDevelopment** in 2017

- Provide ‘smaller’ but agile, innovative SMEs and Mid Cap Companies a typical business development resources
  - Enlarging their audience toward new customers (and also identifying new businesses, R&T pgs etc ...)
  - Providing customers an added-value, already ‘pre-qualified’ supplier
- Support specific initiatives (clusters, conferences ...) in providing them visibility and networking
- Assist C-Levels in some sensitive business developpt strategies : Roadmap, M&A, diversification

### ✓ Sylvain ABRAHAM, together with Mathieu PERIDY

**SLM** in 2018

- To create new machines and bring innovative solutions to customers, understanding that solving efficiently technical issues is primordial for achievements and long-term business
- To take a step aside from corporate organization, and provide agility in engineering and project management
- ... while offering pragmatic solutions with our partners for manufacturing

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## ENVISION the MOVE from corporate associate or employee to self-made ENTREPRENEUR

Readiness ?

- ✓ Ready to say goodbye to a kind of routine, but also security ?

**You don't get your monthly salary anymore, your really earn it !**

- ✓ Are your relatives / family also ready ... and supportive ? As it necessary impact your (their) personal life

Working scheme (agenda, hours ...) may and WILL be different

Right balance to be found (vice-versa, being your boss you can really organize your time and get them some extra time or even envision long breaks ...)

- ✓ To be successful, this move should be done proactively, as a true desire ... not in an ‘emergency reaction’  
However, it may also be a mean to “breath” for some time (*burn-out prevention!*) or to bridge a professional career gap while waiting (and/or creating / initiating ) other opportunities.

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## PRE-REQUISITES to be “successful”

**Provide** a true added-value, ie an **undisputable EXPERTISE** ..... Something that your client may not have, or insufficiently

- ✓ Business Development, networking etc for Fred Malleret
- ✓ Engineering, Project management, etc for Sylvain Abraham

## Without any differentiating expertise, why should anyone engage you ??

Look at your real differentiating expertise, and ask others to help you (you may not be the best to assess it)

ex. a good friend of Fred have been dealing with India for 20 years ....

For him it's just normal ... for me (and the market !) it's an incredible strength !

List your specific skills ... and make them visible and known !

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## CREATING the COMPANY

## SASu, GmbH, Srl, ... ?

While this is obviously very dependent of any country, you should envision the # forms of juridic and legal structures, from tax but also from possible impacts into your aggregated benefits while being employee

- ✓ Seek expertise (from third parties you envision to become !!) such as lawyers, accountants, etc ...
- ✓ Liaise with “colleagues” having made the same choice to learn from their past issues, eventually mistakes ...
- ✓ Consolidate your project and those formal considerations with local business creation institutional agencies, such as Chambers of Commerce, but also Business creation groups sharing best practices and tips, ...)
- ✓ Don’t mix up your level of net salary with your targeted business revenue .... Just from a pure equivalent salary, in France the business income should be about 1,7 x your envisioned net (revenue taxes, pension scheme, social insurance etc ... )
- ✓ Be ready , also from financial background, to possibly start “slowly” and consider few years to establish your business at the level you are envisioning. Ideally this may / should be an ideation being matured over time.

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## LAUNCH YOUR COMPANY ...

## How to be successful

While working on your business case, you should already ‘taste’ the market and ideally have some ‘customers’ already identified which may support you from day 1

**VISIBILITY is KEY** ... you should be **known** and **recognized** as an **expert in your domain**

- ✓ Your best business card is your **NETWORK** ... do not hesitate to mobilize it ... to get some testimonials, recommendations ...
- ✓ A **WEBSITE may be a MUST** .... (oupps, I don’t have any ... I should !)
- ✓ Professional **SOCIALs are VERY EFFICIENT** to
  - ✓ Be visible
  - ✓ Interact with your community / ecosystems and so acquire / develop a « personal brand »
  - ✓ Identify proactively and engage with customers and / or partners



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## SELL YOUR VALUE ... and PROPOSAL

Probably the most difficult 😊

Estimate your daily rate ? (Daily, Monthly, long-term mission-rate ... you may work many scheme)

Be prepared to “defend it” ; You will be facing people who would, possibly unconsciously, compare your proposal with their own ‘conditions’, but forgiving (ignoring?) to take into all inherent charges mentioned earlier

Intrinsically, long-term engagement is also # from sporadic time-limited mission

Incertitude and risks related to inter-mission periods have also to be estimated and considered

Prepare an or # argument(s) to show your customer as **HOW ENGAGING YOU will make HIM SUCCESSFUL !**

- undisputable **HIGH-SKILLED RESSOURCE** that he doesn’t have ... **SUPPORTING** his team, but also **MENTORING / COACHING** his team (above and beyond the only envisioned project task)
- gaining in **CREDIBILITY** while interfacing / talking to customer
- **SAVING TIME** since you’re an **EXPERT** who know tricks, tips ... and traps as well as ecosystem’s partners



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## MARKET PERSPECTIVES

While industry is already used to employ – sometime at very high cost ! – business “gurus” (Lean, Production Systems, Quality Management ... ), many other more “confidential” or non-obvious EXPERT domains are key :

- ✓ **System and design engineering** having a **clear manufacturing vision**, ie TRLs vs MRLs to design-to-cost an affordable products .... How many Golden Units have been costly re-designed, over months to cope with serial expectation
- ✓ **Certification / RAMS (Reliability, Maintainability, Safety) engineers** ... Same remark as above !
- ✓ **Scrum master, ‘agile’ development**
- ✓ **Out-of-the-box business developers**, complementing customers Sales team

YOU ?

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## SOME COMPLEMENTS REGARDING ENGINEERING ACTIVITIES

Challenging situation in 2020-2021 especially for outsourced engineering activities in aerospace  
Customer decision, purchase orders, projects, can be postponed or cancelled...

☞ We must take into account this situation to adapt continuously our business plan, and consolidate our resilience

### Mitigations:

- ✓ **Always looking for new customers** – To be a good engineer is not enough!
- ✓ **Finding long-term missions**
- ✓ **Diversification**, to be able to stay strong enough until aerospace activities fully recovers
- ✓ **Developing internal projects**

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**And ... WHAT IF it doesn't work out ?**

Don't worry ...

You'll have LEARNED a lot, about (y)our ecosystems, building trusted network, ...  
Also developing intra- and inter-personal skills aside your engineering (or any other) capabilities.

Those continuously further developed skills will allow you much better to eventually get back to larger companies offering them a much-broader perimeter of talents ...

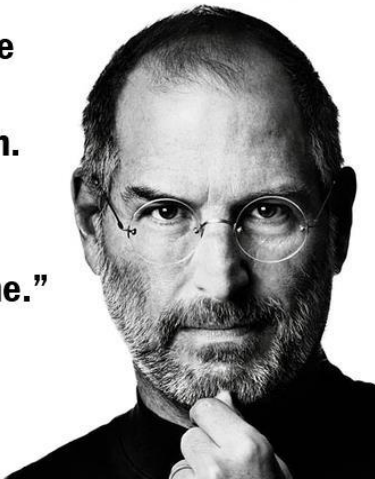
AGILITY is key in our fast-moving world, ADAPTABILITY too !

**Thanks for your attention !**

Happy to take some questions, or to answer them later on  
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**“Have the courage  
to follow your  
heart and intuition.  
They somehow  
know what you  
truly want to become.”**

- Steve Jobs



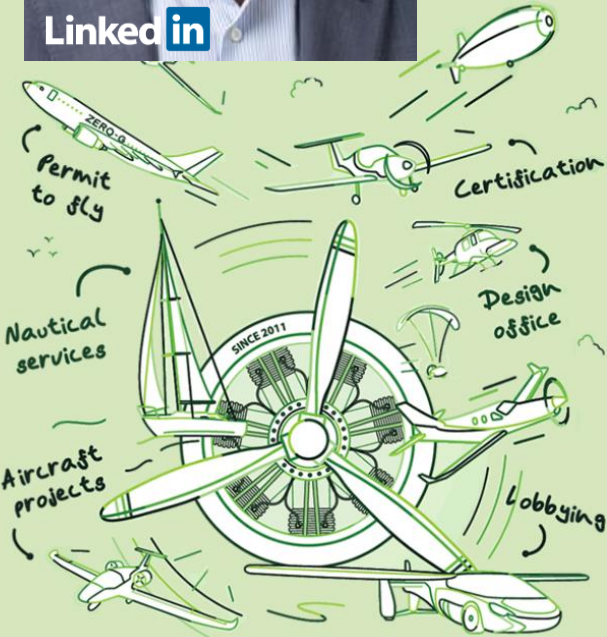
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## Few other examples ... supporting the rotorcraft and VTOL environment

Hugues LE CARDINAL (MILANO)  
VELICA



## Experts and consultants in aeronautics and nautics

Offering common services for aviation and yachting may be considered as a mix of two very different subjects.

One on air, the other on water. At VELICA, we think the opposite. Passion and experience in these two worlds have shown that solution can be proposed in those two fields using synergy and similarities.

VELICA insures assistance, expertise and technical advices in aeronautics and nautics.



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Dynalya est un **bureau d'études mécaniques** situé dans les Alpes Maritimes (06) près de Nice, créé en 2008 par Thomas Manfredotti (LinkedIn) ancien ingénieur d'Airbus Helicopters possédant plus de **30 ans d'expérience** dans le domaine de l'innovation en ingénierie mécanique et des **'moutons à cinq pattes'** en mode "Skunk Works".  
Nous nous définissons comme des **INGEMAKERS**, fusion entre l'ingénieur et le maker.  
Nos deux principaux domaines de compétence sont les suivants :

Développement d'ensembles mécaniques innovants de haute technologie

Développement de systèmes antivibratoires innovants et spéciaux



Thomas MANFREDOTTI  
Dynalia