

# The "Air Force One" concept design challenge



---

## A new growth path for you

- Help to develop new concepts to improve;-

- The safety of;-  
"Air Force One" & air travel

- The only standard;-

***"Will the President be safe?"***

- More than airplane safety

- 
- It is a personal challenge:-  
**Make 2017 your year**

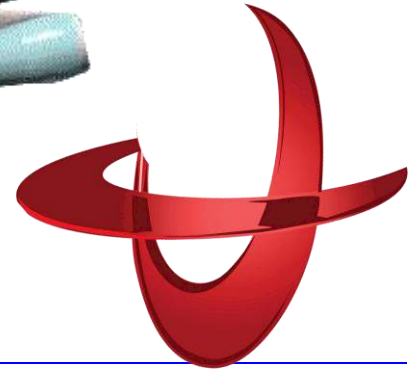
- Become Future Directed &

- **Win a lifetime holiday for 2017**



*Global leadership through  
world leading designs*

*“Air Force One” is the air industry’s flagship*



---

1) When the protection of the President is paramount

---

**President Trump:-**

- Touched more than price, the core is serviceability and safety.

**This competition is about:-**

- The safety of the President in “Air Force One” including the safety of the air travel industry.

**And**

- Personal development.

“Air Force One” from a future perspective scores only 45%  
It’s assessment is below average:-

- **Safety 55%**
- **Defense and operational efficiency 78%**
- **Future Directed purpose assessment 45%**

---

2) The objectives of the competition:-

---

1. The safety of Air Force One;
2. To develop new thinking and concepts for:-
  - The design of airplanes;
  - Infrastructure development and for the;
3. Air service industry;
  - To develop and encourage the next generation of airplane designers, engineers, management and companies..
4. Personal development.

It is an industry Future Directed concept design challenge:-

- Air transport is the safest of all forms of transport, but:-
- The industry is moving towards a tipping point:-Where demand & safety will implode
- The industry has to become Future Directed;- **Air Force One can lead the way**

*The concept design competition is structured to:-*

- *unlock a future directed inventive culture & mindset across the USA.*

### 3) Personal development

## *Why a concept design competition & personal development?*

*Think for a moment about this:-*

We live in a time period where there are more opportunities than ever in history.

Yet:-

- 15 million people do not find jobs. (And that is just in the USA);
- Thousands of graduate young people do not get work, working two jobs to repay their student loans?
- Millions have seen their take home pay level off or decline?

This raises a question?

- ***Just how smart are you?***
- ***Can you shape the future?***
- ***Do you know what are “Future Directed” skills?***



**Robotics**

*The time for new thinking has come;-*

- ***Are you ready?***



**Automation**

**Just as important: -How do you meet the challenges of tomorrow?**

- Automation
- Robotics
- High tech developments
- Global competition will double
- When you lose your job, can you manage?



**Increased global competition**

4) How smart are you?

It is time to shape the world

**1.1) When safety is paramount**



**1.2) Become a pioneer**



**2.1) Put your ideas into action**



**2.2) Change an industry**



**3.1) Be smart & future directed with  
real take to the bank income**



**3.2) Enjoy a once in a lifetime  
holiday**



## More than the safety of Air Force One

1. Learn future directed skills
2. Change the airline industry
3. Change your life



*From a home maker*



*and amateur*



*To professional*

***Only one standard:-***

***"Will the President be safely?"***

***Be smart, be proud***

### 5) Who can enter?

- From amateurs to professional

1. This is firstly about personal development for the future.
2. How to turn the tables on automation, robotics, trade agreements and international competition.

### 6) Become future directed

- Enter the competition and learn the skills of the future.
- **Shape your future.**

### Think you are not smart?

- Surprise your self;
- Unlock you opportunities;
- Unlock jobs;
- Become the champion of tomorrow.

### 7) The next step

Want to learn more?

Register and become part of the Future Directed team that will shape the safety of air travel and protect the President.

**For registration.** Please visit the website:-

[www.win.thefireflyinnovations.com](http://www.win.thefireflyinnovations.com) menu / **US Business**

Or email us;- [airforceone@thefireflyinnovations.com](mailto:airforceone@thefireflyinnovations.com)

Phone: +27 73 386 2910



*The Firefly Innovations*