



IRONWOOD GROUND TRUTH

Your airport already knows more than you think.

We show you. Point us at your data: in ten days, at a fixed price, you get your data organised, what it shows, and the road ahead.

CORRECT, ACCURATE AND IN TIME

Commercial airports count every passenger and plan on it. Most regional airports cannot.

The record of a regional airport lives in a radio log, a fuel slip, a spreadsheet and an invoice. Each holds a piece, and the picture arrives at month end, if at all. Yet the traffic is real, and it is bigger than most people assume.

WHAT ONE AIRPORT'S RECORD SHOWED

Same asset value.

GA aircraft active at one busy regional airport, over 2.5 years

1,900 aircraft

US\$ 800 million

One airline's entire fleet of Boeing 737-800s

36 aircraft

US\$ 800 million

**The airline fleet serves a few major hubs.
The GA fleet serves an entire country.**

Estimated at typical used market values.

WHAT EVERY AIRPORT MANAGER WANTS

Easier days, more budget, time back.

EASIER

Make my life easier

One record instead of three.
No month-end reconciling of files, spreadsheet and invoice.

BUDGET

Help me get more budget

The people your airport moves and the trend, where they come from, and what the traffic is worth: the evidence behind your next budget request.

TIME

Give me time back

Movements captured once, invoices out the same day, the statistics built for you, not typed up.

HOW IT WORKS

Point us at your data. Ten days. Three things back.

NOTHING TO REPLACE

Point us at your data

Files, spreadsheets, tower logs and invoices: whatever your airport already keeps. Nothing is switched off and nothing changes on day one.

FIXED PRICE

Ten days

A fixed price, agreed before we start. How deep the insights go depends on your data, and we tell you what we see in it first.

YOURS TO KEEP

Three things back

Your data organised in your own warehouse. What it shows. The road ahead: what to capture, in what order, and what it costs.

DAYS	WHAT HAPPENS
1 to 2	Collect and map: what you have, and how clean it is.
3 to 6	Load and organise it into your own warehouse.
7 to 8	Analyse: traffic, people, trends, revenue and value.
9	The road ahead, written for your airport.
10	The findings presented to you and, ideally, whoever holds your budget.

WHAT YOU SEE

Insights you did not know you had.

- **The people your airport moves**, by month and year, and the trend.
- **What your traffic is worth**: the asset value of the aircraft that use your airport.
- **Who your regulars are**, how often they come, and your busiest days and hours.
- **The evidence for your next budget**, in the terms a council or a board understands.
- **Where your traffic comes from** and where it goes next.
- **Revenue that slipped** between the files and the invoice.
- **What your airport carries for the region**: training, medevac, firefighting, charter and tourism.
- **Your readiness for what is coming**: electric aircraft, air taxis and drones.

FOR REGIONS AND AIRPORT GROUPS

Ground Truth for many airports at once

One engagement for a province, an association or a group. Each airport gets its own picture; the region sees the patterns across them, by consent, never one airport's figures beside another's.

YOUR DATA STAYS YOURS

Owned by you, kept in your country

You own your data. We organise it for you. Nothing leaves your own record except by your consent, and then only as patterns, never as your figures. Hosted in your region, under your country's privacy law.

**Ten days shows you what your data already knows.
The platform keeps it correct, accurate and in time,
every day after.**

When you are ready, the record moves from month end to the moment each aircraft lands, on the Ironwood Aero platform, and your warehouse keeps growing.