



IRONWOOD GROUND TRUTH

What your record already knows

Ironwood Ground Truth reads the records you already keep, and shows what they are worth.

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Every player in the aviation value chain already holds the evidence it needs: the tower log, the parking sheet, the invoices, the aircraft register. Most of it is never read. Ground Truth reads it, matches every movement to its aircraft, its people and its route, and turns it into numbers a council, a board, a minister or a regulator can act on.

The record is already there

Every movement in your airspace and on your airfields is written down somewhere. The tower logs the time, the aircraft and how many people were on board. The airport writes down who parked and for how many nights, and an invoice goes out, or should. The authority keeps the register of every aircraft. Each of these holds a piece of the truth, and none of them is read as a whole. And none of it is used as a platform for long-term strategic planning.

So the questions that matter most go unanswered. How many people did our airports move this year, and where did they go? What are the aircraft that use them worth? How much of the traffic is training, and what is that worth to the town and the country? When are the towers really busy? Which aircraft stayed overnight and were never charged for it? The answers are not missing. They are sitting in the files, unread.

What one tower's log showed

We ran Ground Truth on two years of one busy regional airport's tower log. Nothing was installed and nobody changed the way they work. The log was simply read properly, every movement matched to its aircraft, its passengers and the next movement of the same aircraft.

The aircraft were worth an airline. The general aviation aircraft active there over the two years were worth about as much as an airline's entire fleet of 36 Boeing 737-800s. The airline fleet serves a few major hubs. The general aviation fleet serves an entire country.

The passengers reached the whole country. Thousands of passengers flew on from that one airport to more than 180 smaller airports, in every other province. Each of those airports recorded an arrival. Nobody added them up.

Training was half the traffic, and an industry. Fifty-eight training flights a day, worth more each year than most people would guess for one airfield.

One aircraft flew one route more than a hundred times. A single aircraft carried hundreds of passengers between the airport and a town at the edge of a national park: a tourism corridor that appears on no official list.

And the record had gaps worth knowing. One aircraft in five was logged as more than one type, which matters when charges go by weight. Where the registration was written as unknown, the real one was typed in the remarks almost every time. The information was there at the moment of the movement. It was written in the wrong place.

None of this is in a monthly movement count. All of it was already in the log.

From counts to value

A count tells you how busy you were. Ground Truth tells you what that activity is worth, and to whom.

- **The economic footprint:** passengers flown in and what they spend in the city, passengers flown out and what they bring to the places they reach, and the value of flight training. - **The value of the fleet:** what the aircraft that use an airport, a region or a

country are worth, against an airline's fleet. - **The corridors:** where traffic comes from and goes to, and the routes one aircraft flies again and again. - **Parking:** how full the apron is night by night, who stays and for how long, which visitors park and where they come from, and the aircraft that stayed overnight with no parking on record. - **Traffic by the hour:** when each tower and each airport is really busy, so staffing and capacity follow the traffic. - **The quality of the record:** where the data is incomplete or inconsistent, and what would fix it at the source.

It is AI, not reporting. Reporting sums what it is told to sum. Ground Truth resolves messy entries to one aircraft and one operator, finds the patterns across years of movements, and surfaces the relationships nobody thought to ask about.

One record, three views

For an airport, Ground Truth is the evidence behind the next budget request: how many people the airport moves, what its traffic is worth to the city, who its regulars are, and the revenue that never reached an invoice.

For an air navigation service provider, it is every tower's traffic, hour by hour and season by season, so staffing and capacity follow the traffic; the quality of the national log, tower by tower; and a data product it can offer the airports it serves, built from the logs it already holds.

For a civil aviation authority, it is the national picture of general aviation, built from the movements themselves rather than collected on forms: what the national fleet is worth, which airfields it really uses, including the ones no official list knows, and the evidence policy and investment need.

The same record answers all three. Each sees its own view, and nothing leaves an organisation's own record except by its consent.

Your numbers, your assumptions

A value is only as good as the assumption behind it, so every assumption is yours. What does a visitor spend in the town? What does a lesson cost at the local flight schools? What is that particular aircraft worth? Ground Truth starts with sensible defaults, and you

accept them or replace them with your own figures. Every change is dated and kept, so every number on the page can say where it came from.

That is also what makes it a planning tool. Change an assumption and see the effect. Move training out of the busiest hours and see the peak fall. Ask what a new route, a longer opening day or a new class of aircraft would mean before you commit to it. Scenarios and what-if questions, answered from your own record rather than a consultant's guess.

From fourteen days to every day

Ground Truth starts as a short, fixed-price engagement. You point us at the data you already keep, and within fourteen days you have your record organised, what it shows, and the road ahead. Nothing to install and nothing switched off.

It does not have to stop there. As a module of the Ironwood Aero platform, Ground Truth reads every movement as it happens. The picture is current every morning instead of at year end, and the evidence for the next plan builds itself.

The same works at every scale: one airport, a group of airports, a province, an air navigation service provider with every tower it runs, or an authority looking at the whole country.

In summary

Your record already knows more than you think. The tower log, the parking sheet, the invoices and the register hold the answers to the questions that win budgets and shape national plans: how many people move through your airports, what the traffic is worth, when the towers are busy, who stays, and what is about to change. Ironwood Ground Truth reads that record, puts a value on it with assumptions you own, and lets you ask what happens next. For an airport, an air navigation service provider or a civil aviation authority, it starts with fourteen days and the files you already have.

See Ironwood Ground Truth

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