



Confidential — Lead OEM Invitation

# Cristina, this is the African showroom that flies.

To: Cristina Rocca, CEO, ELA Aviación · Cape Town · April 2026

Dear Cristina,

We'd like to invite ELA Aviación to take the launch OEM seat in MySky.africa — Africa's first private gyrocopter club — and the lead role in the series and the media company we are building around it. This letter explains why we believe an OEM in this category cannot afford to sit this one out.

## The dream sold vs. the reality lived

Owners buy a gyrocopter for the dream — coastlines, deserts, deltas, the world from 500 feet. That is the brochure, the YouTube edit, the reason the cheque gets signed. The reality, almost everywhere on earth, is the opposite. Owners are locked into their own region, their own home strip, the same 50nm of weekend airspace, the same regulatory bubble. The product is sold as freedom and lived as a fence. Every OEM in this category quietly knows it.

**MySky closes that gap.** When an owner buys the gyro they also get access to the club that finally uses the machine for what it was built for — Africa, end-to-end. Seven curated circuits, lodge stays, pilot support, ground ops, hospitality, the whole continent opened up. That is what makes the product worth buying in the first place — and that is what an ELA-led club can offer every European, North American and Middle Eastern owner who has ever asked themselves: *now what?*

The OEM that walks gives that story to its competitors. The OEM that leads it defines the category for the next decade.

## What ELA gets as launch OEM

- **Title billing** on the series — linear, streaming, in-flight, owned channels.
- **African showroom that flies** — lead aircraft in the fleet, every trip, every episode.
- **Dealer-network rights** — co-branded pack for Spain, Germany, Italy, Switzerland, France, ME.
- **AERO Friedrichshafen 2027** — stand-share, branded fly-overs, episode 1 premiere.
- **Owner pipeline** — members fly real ELA hours; every member is a future buyer and evangelist.
- **Founding OEM voice in MySky** — the channel, not just one production.

## MySky — a media company, not a single show

The 8-part series with Nico Panagio as on-screen lead is the springboard. From day one MySky is structured as a media company — capable of originating its own productions, co-producing with established broadcasters and streamers, and entering media partnerships across Africa and the EU. We start with adventure, aviation, conservation and hospitality, and scale into scripted, factual, advertiser-funded and partner-funded formats as the audience grows.



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ELA, as launch OEM, is the founding brand voice of that vehicle. Title billing is just the start. The real value is sitting at the table while a new media platform is being built around your category.

## **The ask**

One 60-minute working session — Sevilla, Friedrichshafen, or video — to walk you through fleet plan, episode arc, dealer activation, AERO 2027, and the Production Co. structure. Then a two-page Letter of Intent reserving the launch OEM seat for ELA.

With respect —

**Heron Africa & MySky.africa**