

# 41.MAKING DRONES WITH DADDY

CIP Number: CREZ-XIB-41



**2C Hook:**

*Minjae hates physics. Minjae loves his father. His father builds drones. This is not a curriculum—it's a courtship.*

**Unique Proposition:**

A 12-hour course disguised as a father-son bonding narrative. Every engineering principle is taught through a culturally specific Korean metaphor: lift explained through paratha flips, thrust through Diwali rockets, stability through the dad's failing knees.

**Creative Inception:**

Seoul, 2019. Tomar observed his Korean collaborator Jong Lee teaching his son to fly a drone in a parking lot. The boy didn't care about the drone. He cared that his father, always working, was finally present. The IP wrote itself.

**Format:**

- Courses, 12 hours total
- Reference: *Kurzgesagt – In a Nutshell* (explanatory animation)  
[citation:TOC\_CREZ2.pdf]

**Cost Projection:**

Item	Basis of Estimate	Cost (USD)
Animation production (12 hours)	Reference: Kurzgesagt cost-per-minute	1,200,000
Curriculum development (STEM educators)	Instructional design	180,000
Multilingual localization (Korean, Hindi, English)	Translation + cultural adaptation	120,000
Drone kit manufacturing partnership	Pilot production run	300,000
<b>Total</b>		<b>1,800,000</b>

**Proposed Completion:** Q2 2026 – Q4 2027

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