

# MEE Inc. Case Studies

## Mooney International (Chino)

**The Situation:** When designing a new plane, Mooney reached out to MEE Inc. to do a full scale 4-dimensional analysis of the market in order to ensure their plane was perfect prior to launch.

**Our Analysis Revealed:** By looking at the market value of the airplane Mooney was designing, as well as all of its individual features, MEE compiled a regression analysis, comparing the Mooney plane with similar airplanes in the same category. From this we derived an equation that accurately predicted the market price, as well as showing the actual price of other planes for sale. From this analysis, MEE determined that the plane needed to be bigger and have a slightly different engine to get ahead of the game.

**The Results:** They still use those calculations to this day.

"MEE Inc. provided invaluable insight into the value of some new products that we are building, which should add tens of millions of dollars to our bottom line over the next few years. They were quick to respond, thorough and compelling in their analyses, and a great addition to our team. I highly recommend them." - Tony Parker, Vice President Engineering & Product Development at Mooney International (Chino)

## International Emergency Services (IES)

**The Situation:** Needing to make improvements to a worldwide fleet of firefighting aircraft, IES hired MEE to conduct a detailed 4-Dimensional analysis of the Beriev Be-200s.

**The MEE Process:** MEE conducted a thorough and critical analysis, which is still used to this day. This gave insight to IES as to how to better the planes, prior to taking the MEE work to the floor of the US Senate to be presented for review and approval.

**The Results:** In part due to our work, IES was able to land a multi-billion dollar government contract to first build and then lease out the giant Beriev Be-200 planes, which are custom built firefighting planes that can also act as passenger planes.

The findings of our analysis were used to inform various federal and state officials that the selected aircraft could put more water on a fire for less money per hour than other aircraft that were analyzed. These findings resulted in the openness of the Senate to test the planes, of which IES now has even stronger Senate support.

With all of the horrible forest fires occurring left and right, these planes will be of huge help to the forest services and also more specifically to the state of California.

“MEE provided invaluable insight that we used to validate our market position to our client, using our client’s own data. They were quick to respond, thorough and compelling in their analyses and a fantastic addition to our team. We intend to use them again.” - Dave Baskett, President of International Emergency Services