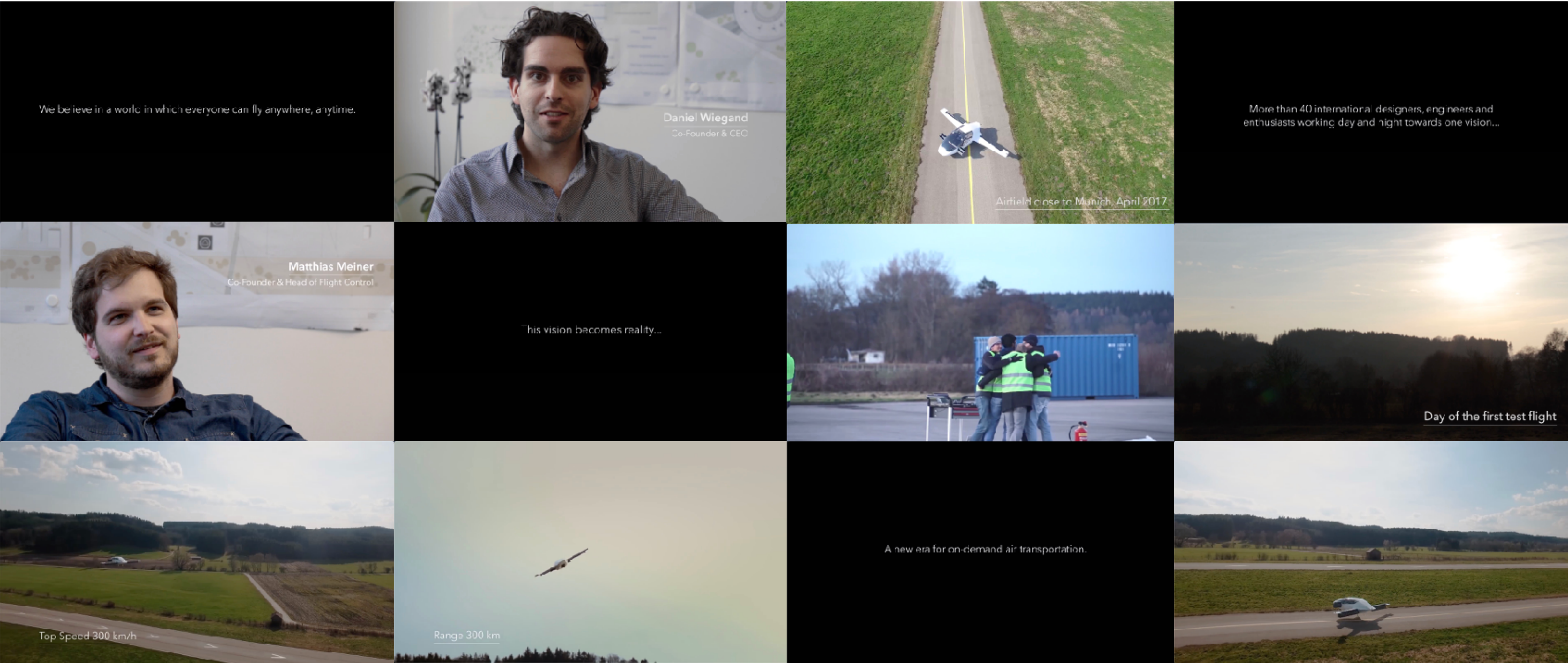


— The next big film



Weßling, Germany. June 2019



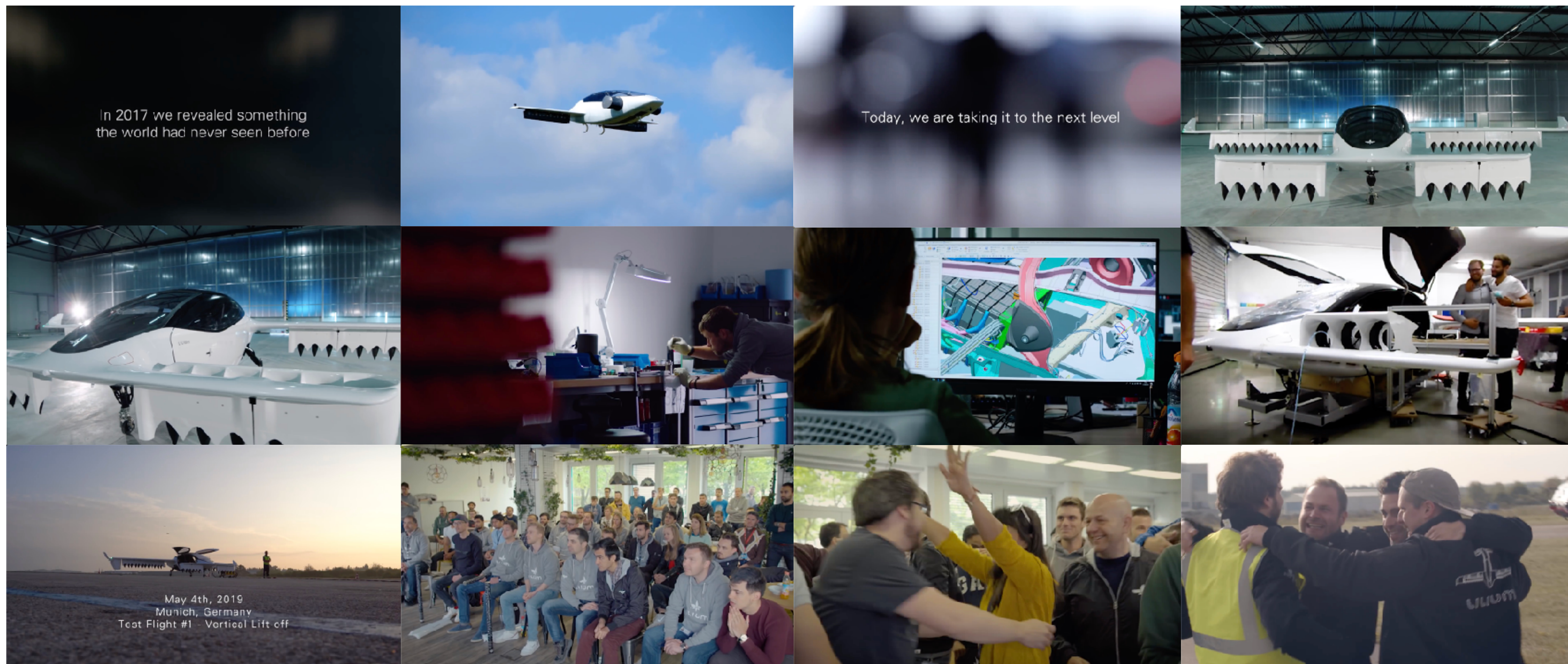
Maiden Flight, 2017

— Maiden Flight, 2017 (1'45")

We introduced our dream to the world and showed how it could become real (prototype).

We used a bit of emotion, but mostly presented some facts (wishes/goals?), talked about connectivity, trying to move away from technology/engineering towards human service.

And it was mostly about us.



Five seater presentation, 2019

— Five seater presentation, 2019 (2'48")

We celebrated our milestone accomplishment and our promise delivery. We shared our team work cohesiveness and excitement. And most of all, we shared with the world our ambition and our ambitious attitude towards the future.

The technical/engineering demonstration could have felt a bit under delivered, but it didn't because we got more dramatic, grandiose and emotional ("if they are so excited it must be a huge thing").

It was still all about us.

—What's next...





[Click to watch video](#)

“You have the power
to change the world”

Nancy Duarte at TEDx



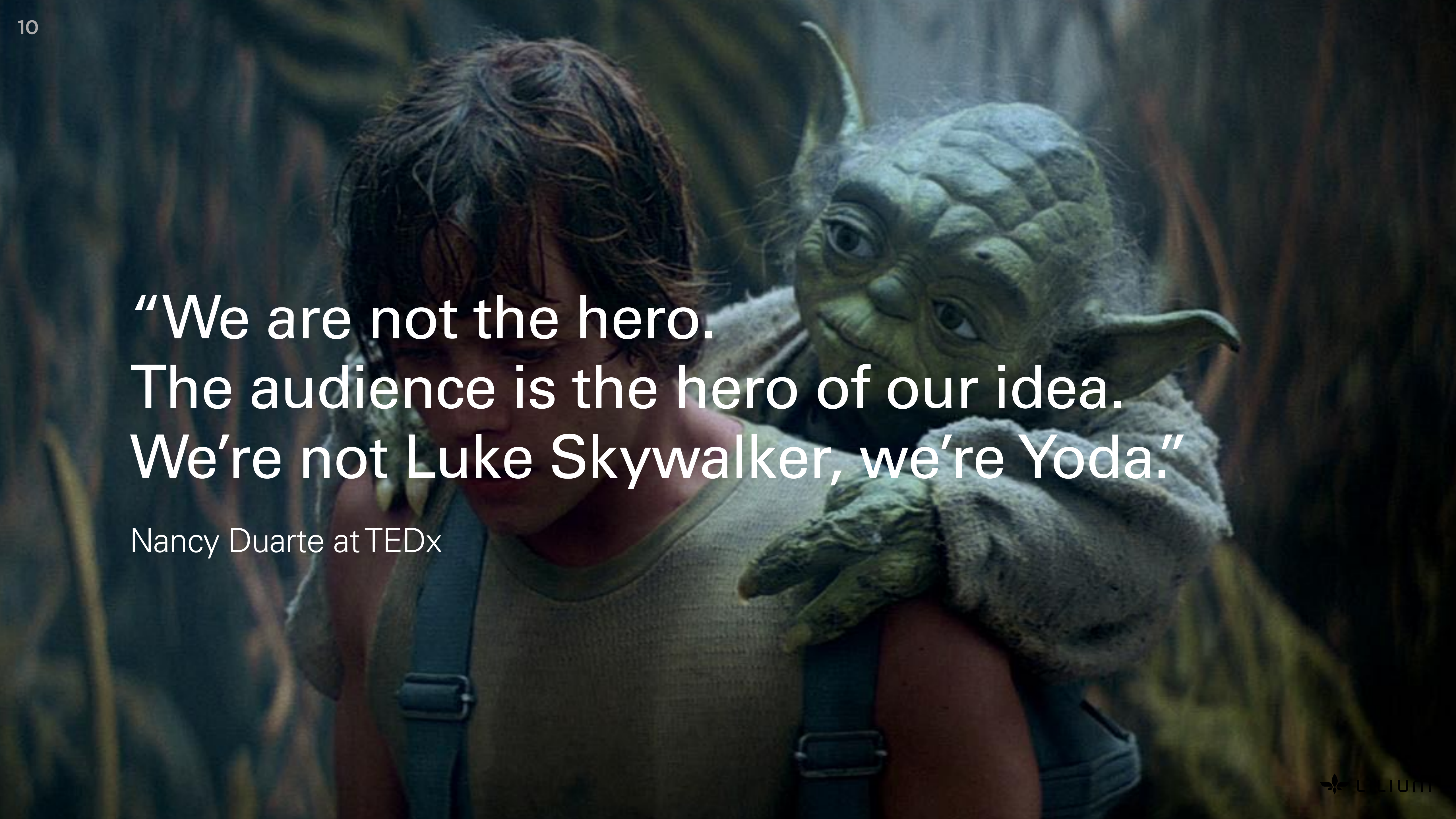
TEDx

— We have the power to change the world.

We have an amazing idea (well presented so far). We are making it a reality. And we have even more amazing dreams we want to accomplish.

It's a beautiful story to be told.

Let's keep improving the way we tell that story.



“We are not the hero.
The audience is the hero of our idea.
We’re not Luke Skywalker, we’re Yoda.”

Nancy Duarte at TEDx

—The power of storytelling

We must start including the audience as the hero (yes, not only the Liliu jet). But it's not just about including the audience as the protagonist.

It's also about timing, rhythm, tempo... and how crucial the music is a part of this.

And about an introduction, a set up before the flight (dawn, hangar lights being switched on)...

The road blocs, what the world is and what it could be, what it is and what could be, what it is and what could be, and making the gap as big as we can...

And of course about our dream ("our" meaning everybody's, Liliu's and the audience). And what an amazing place the world could be, and will be if the audience embraces our dream (we're taking care of the technology).

— How would Apple launch a new product?

Well, they just did.

A few weeks ago Apple presented the new “AppleTV” with this launch video (the equivalent to what use to be a TV commercial).



[Click to watch video](#)

— How would Apple launch a new product?

But they have their product almost ready. And we're not there yet. Our launch is still "too far" down the road.

Yet, in the launch presentation, before unveiling the new product, they first introduced what this product was all about, and how we all relate to it.

An impeccable storytelling demonstration...



Click to watch video

... to be continued



Weßling, Germany. June 2019



— Lilium 3rd video script (513 words):

Our dream started with a blank piece of paper and a question:

Where would you like to fly?

A simple question, that should have a simple answer, right?

Yet, in a world that's getting smaller every day,
where barriers are disappearing and
communication is the universal word we all take for granted,
that question is still not easy to answer.

And then one day you realize the question, is the answer.

Because it's really not about where you want to go.

But about how.

And most importantly why.

We would all like to be with our loved ones for dinner but then comes rush hour,
because millions of us want that same thing.

We'd like to live away from the crowd but our job is in the city.

We'd like to get home once we land at the airport after a long flight,
but home is still 1 hour away, if not more.

So it's not really about where we want to be,
but about why is it so complicated to get there.

Why isn't there an easier and more sustainable way to move around?

One that doesn't damage the planet we live in.

One that doesn't need huge infrastructures construction.

A new, secure and non-intrusive way to get us from where we are to where we want
to be.

How great would that be?

How much could people's life change if we made that dream a reality?

Suddenly our goal became to change the meaning of that question.

So the answer doesn't have to be so complicated.

And we're working on it with our hearts, sweat, blood, and tears.

Yes, it's been challenging at times, it always is.

But the feeling is just amazing.

The excitement grows every minute of every day.

Just like the team behind it.

And when you see the first prototype actually flying...

when you see it actually happen in front of you...

it's just...

indescribable.

Days, nights, weekends.

Oddly enough, engineering and time didn't understand each other.

One test. And then another. And another.

But from every failure we encountered,

we learned a lesson no theory could ever teach you.

Paper holds everything,

but until you actually test it nothing is written in stone.

We've broken many rules. Many. Except for the rules of physics.

We had to if we wanted to get somewhere different.

And then one day... you start realizing this is really happening.

We can actually help make the world a better place.

We can change our lives.

It's a big statement, but it's actually true.

And we're ready for the world to embrace that dream

because it's not a dream anymore.

The testing will go on, the refinement, the fine-tuning.

Bulletproof safety until everyone feels re-assured.

To make this even greater. Bigger. Faster. More efficient.

But there is no coming back anymore.

We've made our dream a reality and

we're just getting it ready for the world to enjoy.

Super:


"...every once in a while a revolutionary product comes along that changes everything.

Steve Jobs"

End super:

Lilium.

Coming 2025.



Where would you like

[Click to watch video.](#) Password: thenextvideo

— Lilium 3rd video script (376 words):

This dream started with a blank piece of paper and a question:

Where would you like to fly?

A simple question, that should have a simple answer.

But in a society where barriers are disappearing and communication is a word we all take for granted, that question is still not easy to answer.

Until you realize the question, is the answer.

Because it's really not about where you want to go, or how.

But about why.

We would all like to be with our loved ones for dinner but then comes rush hour, because millions of us want that same thing.

Or maybe we'd like to live away from the crowd but our job is in the city.

So it's not really about where we want to be, but about why is it so complicated to get there.

Why isn't there an easier way to get us from where we are to where we want to be.

One that doesn't damage the planet.

One that doesn't need huge infrastructures.

How much could people's life improve if we made that dream a reality?

Suddenly our goal became to change the meaning of that question, so the answer doesn't have to be so complicated.

And we're working on it with our hearts, sweat, blood, and tears.

Yes, it's been challenging at times, it always is.

But the feeling is just amazing.

The excitement grows every minute of every day.

Just like the team behind it.

And when you see the first prototype actually flying...

when you see it actually happen in front of you...

it's just... indescribable.

Days, nights, weekends.

One test. And then another. And another.

But from every failure we encountered, we learned how to make this even greater.

Bigger. Faster. More efficient.

We've broken many rules. Many. Except the rules of physics.

But we had to if we wanted to get somewhere different.

Until one day... you start realizing this is really happening.

We can actually help improve people's life.

We can make the world a better place.

It's a big statement, but it's actually true.

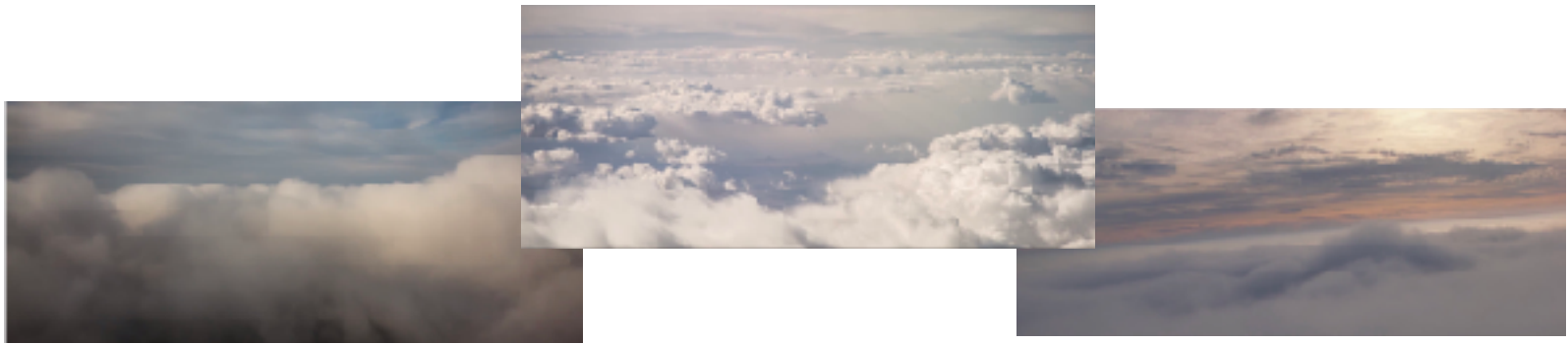
We've made our dream a reality and we're just getting it ready for the world to enjoy it because it's not a dream anymore.

End super:

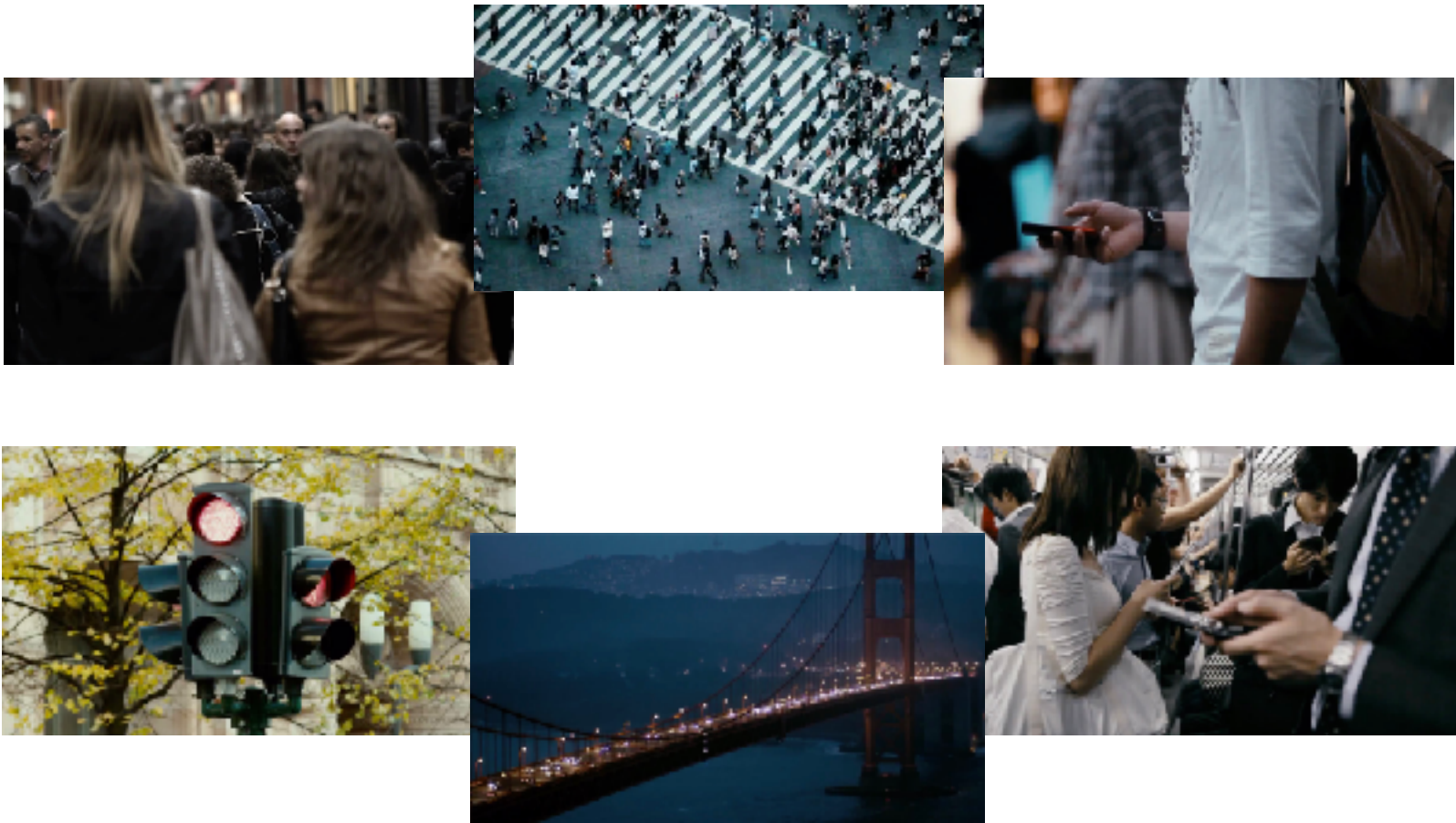
Lilium. Coming 2025.

Image —

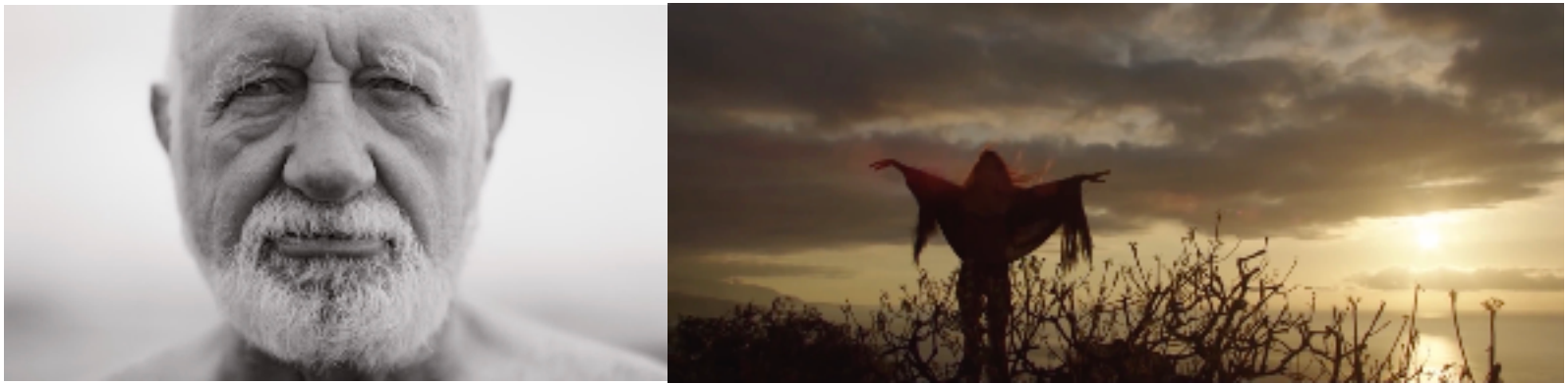
We start with a beautiful sky landscape images,
with clouds unveiling the question
“Where would you like to fly?”



We fade to images of crowded city streets
with people interacting with their phones.
Waiting for a bus, a train. Walking in a crowded street,
or in the loneliness of their homes, backyard, living room
or bed before going to sleep.



Cut to an old man looking at camera.
His face is the most beautiful portrait of wisdom.
And cut to a beauty portrait of a woman in a cliff
opening her arms (as to flying) with a sunset in the horizon.



We fade to day and night aerial shots
of big cities modern life,
combined with aerial shots
of country scenes
and coast scenes.



— Voice over

Our dream started with a blank piece of paper and a question:

Where would you like to fly?

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Yet, in a world that’s getting smaller every day,
where barriers are disappearing and
communication is the universal word we all take for granted,
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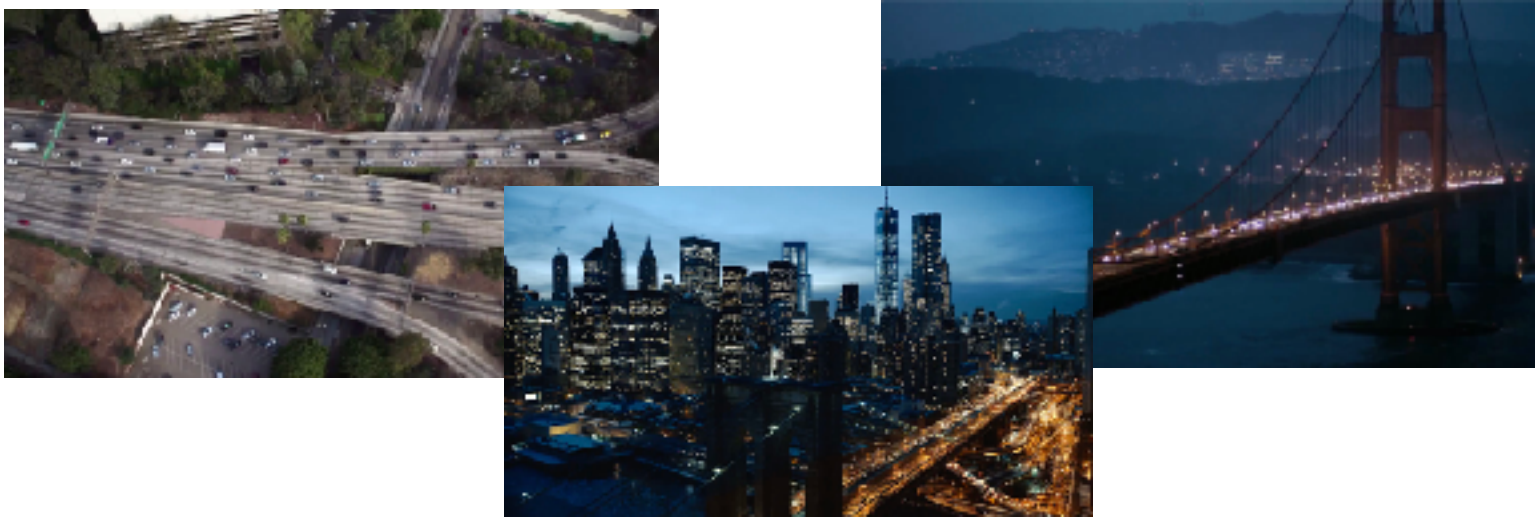
And then one day you realize the question, is the answer.
Because it’s really not about where you want to go.
But about how.
And most importantly why.

We would all like to be with our loved ones for dinner but then
comes rush hour, because millions of us want that same thing.
We’d like to live away from the crowd but our job is in the city.
We’d like to get home once we land at the airport after a long flight,
but home is still 1 hour away, if not more.

Image —

And finally,
big traffic jams in highways
and city streets.
Airports with flights taking off and landing.
Crowded train and subway stations.

Cut to a series of beautiful close up faces portrait
As the portrait series goes by the expression
in their faces keeps growing in happiness.



Cut to old footage of Sebastian?
running with the maquette of the first jet
...followed by a series of shots of Lilium.

People coming into the office,
working in the design studio, the engineering lab.
Faces of frustration and excitement, of late hours.

Engineering plans
in paper and computer screens,
flight simulation software...

And a wall clock ticking.



— Voice over

So it's not really about where we want to be,
but about why is it so complicated to get there.
Why isn't there an easier and more sustainable way to move
around?
One that doesn't damage the planet we live in.
One that doesn't need huge infrastructures construction.
A new, secure and non-intrusive way to get us
from where we are to where we want to be.
How great would that be?
How much could people's life change if we made that dream a
reality?

Suddenly our goal became to change the meaning of that
question.
So the answer doesn't have to be so complicated.
And we're working on it with our hearts, sweat, blood, and
tears.
Yes, it's been challenging at times, it always is.

But the feeling is just amazing.
The excitement grows every minute of every day.
Just like the team behind it.
And when you see the first prototype actually flying...
when you see it actually happen in front of you...
it's just...
indescribable.

Days, nights, weekends.
Oddly enough, engineering and time didn't understand each
other.

Image —

And the test flights.
The sunrise in the hangar and runway
the tension moments of preparation and
the final moments of taking off and cheering...

Until we finally get
to the most beautiful shots yet
of Phoenix
cruising the sky.
Turning right and left...

It's an epic edit of the jet
made of aerial drone shots
and ground shots
starting with sunrise skies
and onward.

Cut to beauty shots
close ups and extreme close ups
of Phoenix in the hangar...

Finally, we make a slow fade out
to Steve Jobs quote

And from there to the final Lilium logo animation
and our promise to deliver on 2025.



New images of Phoenix



— Voice over

One test. And then another. And another.
But from every failure we encountered,
we learned a lesson no theory could ever teach you.
Paper holds everything,
but until you actually test it nothing is written in stone.

The testing will go on, the refinement, the fine-tuning.
Bulle We've broken many rules. Many. Except for the rules of
physics.
We had to if we wanted to get somewhere different.
And then one day... you start realizing this is really happening.
We can help make this world a better place.
We can actually make our lives better.
It's a big statement, but it's actually true.
And we're ready for the world to embrace that dream
because it's not a dream anymore.

The testing will go on, the refinement, the fine-tuning.
Bulletproof safety until everyone feels re-assured.
To make this even greater. Bigger. Faster. More efficient.
But there is no coming back anymore.
We've made our dream a reality and
we're just getting it ready for the world to enjoy.

Super:
"...every once in a while a revolutionary product comes along
that changes everything.
Steve Jobs"

End super:
Lilium.
Coming 2025.



Coming 2025

— Thank you

for watching this presentation
with the same passion it was created with)



Weßling, Germany. June 2019

