

# REALMONT CASE

**WORKSHOP ON THE APPLICATION AND DEVELOPMENT OF THE VOL. III  
OF THE CAR / SAM E-ANP INCLUDING KPI FORMULATION FOR THE SAM  
REGION**

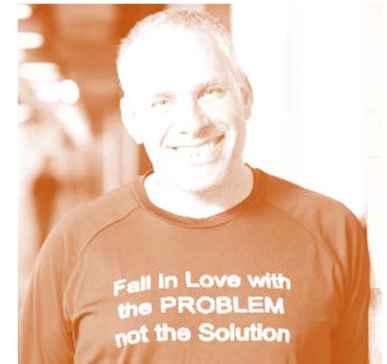
**Virtual Meeting, September, 15-17, 2020**

- The objective of this analysis is for participants to distinguish between ...a *problem* approach vs. a *solution* approach....

“As a startup, figure out the problem you are addressing, and the users,” says Waze cofounder Uri Levine.

**“Fall in love with the problem not the solution, and the rest will follow.”**

Speaking at Techcrunch Disrupt in London, the entrepreneur – who left Waze after it was [acquired by Google in 2013 for \\$1.1 billion](#) — urged budding startups to know their problem inside and out, before even dreaming about tackling a particular market. **“If you are consistent and consistent at solving the problem, you will become successful,”** he said.



# Realmont, Democratic Republic

## Capital: Silverado City.



- Imaginary Island in ABCD Ocean. 180,000 km<sup>2</sup>. Temperate climate, sunny all year, paradise of beaches and natural parks.
- Population 3 Mlls. English/French/Chinese languages.
- GDP per capita, USD 7,000 per year. Ecological Tourism, Hotels, Parks, Gastronomy, Silver Mines, Oil/Gas, Flower Export, Fish and Jewelry.
- Annual visitors to the island; 4 Million tourists. Annual tourist growth 3% since 2015. Silverado International Airport (SARD code).
- Objective 2030; Economy, Mining and Tourism 100% "green" and sustainable.

# Airport



# Data

- The SRAD international airport built 1988, has an IFR runway (Key 4 E) that was repaired 100% in 2005.
- ILS CAT I, IFP VOR and RNP APCH.
- 6 parking positions in good condition. Platform services, AV fuel, cargo area, RFF, etc.
- SRAD is presenting congestion in the morning hours since 2017. In 2019 congestion was aggravated by increased cargo flights and passengers. The TMA has a full PBN design.
- There are ATFM measures, but IATA expressed concern about high fuel consumption in 2018 and 2019.
- The airport's private manager thinks the ATC is responsible.
- The 4 airlines operating to/from the US, Asia and Europe explain that they opt for morning schedules because tourists want to arrive "*before lunch*" in order to try the Realmont *ceviche*.
- Another 3 airlines are waiting for permits to enter the market.

## Planners' "Solutions"

- Congestion should be eliminated. SRAD has land to expand ground side and air side. But only 11 gates could be completed and a second runway cannot be allocated.
- Planners have defined to build between 2025 and 2030 a new airport with 20 gates, which would have a Phase II that includes a parallel runway. They will use land close to the protected natural swamp and strong environmental opposition has sprung up in society.

## The "solution" of the Minister of Tourism



*"Free Realmont breakfast on the 1st day, for all tourists"*

- WHAT'S THE PROBLEM?
- WHAT'S THE SOLUTION?
- IF THE PROBLEM CHANGES (EVOLVES)  
OVER TIME, WHAT DO WE DO?