

Moore Comparison Metric Ranking

2025-2028 Rankings	Company	Joby	Archer	Wisk	Vertical	Airbus	Beta	Volocopter	Supernal	Aerofugia	Eve	Lilium	Overair	Autoflight	eHang
Country	US	US	US	UK	EU	US	Germany	Korea	China	Brazil	Germany	US/Korea	China	China	
Feasible/competitive eVTOL concept	2	1	4	3	10	12	14	7	5	8	11	6	9	13	
Team talent and experience	1	2	4	7	12	5	13	11	6	9	10	8	3	14	
Sufficient funding	1	2	3	10	5	6	7	4	11	8	14	9	12	13	
Regulatory approvals	1	2	14	6	3	8	4	11	13	10	7	9	12	5	
Supply chain	1	2	4	8	3	9	6	10	12	11	7	14	13	5	
Manufacturing partners	1	2	13	11	5	8	10	3	4	9	6	12	7	14	
Operations partners	1	2	7	4	5	3	8	10	12	6	9	11	13	14	
Market adoption pathways	1	2	7	9	8	3	4	13	11	12	6	14	10	5	
Compelling economics to scale	2	1	3	5	11	10	13	6	4	8	12	9	7	14	
Noise community acceptance	1	3	7	5	9	12	2	10	8	13	14	4	11	6	
Total Score	12	19	66	68	71	76	81	85	86	94	96	96	97	103	
Moore Comparison Metric Ranking	1	2	3	4	5	6	7	8	9	10	11	12	13	14	
Aviation Week Ranking	1	2	10	8	9	5	3	13	-	6	7	12	11	4	
SMG Ranking	1	3	7	8	9	5	2	10	14	6	11	12	13	4	

Source: Mark Moore