

Hill Helicopters



H I L L

The HX50: Revolutionising Safe, Luxurious, and Cost-Effective Aviation

The Challenge - General Aviation Helicopters

Jason Hill, owner of Dynamiq Engineering, is also a passionate helicopter pilot with a dream to transform the industry. The seeds for his vision were sown through his own experiences piloting General Aviation helicopters. He would watch fellow pilots arrive in efficient, comfortable modern cars, then climb into basic, noisy, and paradoxically expensive helicopters based on a 1973 design. There had to be a better way.



The Solution – The HX50

Using his background and business, Jason spent 10 years developing a next-generation luxury 5-seat helicopter concept – the HX-50. This revolutionary vehicle reimaged everything from the engine to the rotors, improving safety, performance and aesthetics. He even developed a unique production approach that could dramatically slash costs. All he needed was the finance to take the first steps. Investors, many of whom were pilots themselves, were excited by the vision but the risk was too great – after all, it was just a concept. So, Jason approached Neon.

The Funding

Securing funding was hugely ambitious – even for research funding bodies, backing a concept with no prototypes was a huge gamble. Neon worked extensively with Jason and the team at Dynamiq to craft the perfect story, selling the vision, the passion, and the potential of this revolutionary helicopter. It paid off – Dynamiq secured £1.4 million from the Innovate UK SMART Grants programme towards a 2-year, £2m project.

The Impact

The funding was transformational. With financial backing, Jason was able to commit to development and invest in dedicated facilities. The credibility that government backing brought also meant customers were willing to put down deposits – over 1,400 and counting. Hill Helicopters was founded in 2020 and, with first flights planned in 2026, the dream has finally become a reality.



24 months



£1.4M Grant



Hill Helicopters
(UK)

neon
innovation