

# Korum Ellis

Korum Ellis (Born February 11, 1983)

is a business man and investor.

He is the founder, chairman, product architect and CEO of FlyOnE;  
Owner/operator and fleet manager of RideOnE and  
former owner/operator of Audiocom Mobile Electronics



Born in Shepparton, Victoria, Australia, to fruit-picking parents he was raised in various location in Victoria and NSW before attending high school on the Mid-North Coast of NSW, graduating the Higher School Certificate in 2000.

In 2001 Korum started his first business, providing services and installation of television Antenna solutions in regional NSW and basic upgrades to vehicle entertainment lighting and electronics safety systems.

This evolved to encompass online reselling of various vehicle electronics solutions under the retail brand UniversalFuze.

In 2006, he moved to Sydney to work with Lifestyle store, as the workshop foreman in the vehicle upgrade section of the business, overseeing and managing the installation of high-end vehicle electronics and entertainment solutions in the Parramatta region.

In 2008, Korum moved to Perth, Western Australia to work with the dominant vehicle electronics retailer, Alberts Car Stereo, a Business with 8 retail locations. Working closely with that company Korum opened new sites, managed existing sites, refining and optimising the businesses. Ultimately growing out of this role, Korum separated from the Alberts Car Stereo business to return focus to the still operating UniversalFuze online retail business, growing the DIY vehicle electronics retailer to a youtube Audience of 30K views per month and selling DIY vehicle upgrade packages specifically for popular Australian vehicle models.

In 2016 Korum purchased the last 'Audiocom' branded retail store (a former retail giant in Western Australia that had collapsed) with a business partner for a mere five figure sum.

After buying out his partner in 2019, Korum grew the business, merging it with UniversalFuze to 3 strong retail locations in Western Australia and a growing online retail presence.

Using the cashflow from the Audiocom business and lessons learned in 20 years of business operation, Korum founded FlyOnE and RideOnE in 2021.

After 12 months of market research and product architecture planning, FlyOnE acquired its first electric aircraft in 2022 and begun integrating electric aircraft operations into the Australian Aerospace industry.

Ultimately seeing a bigger opportunity in aerospace, Korum sold the Audiocom and UniversalFuze brand in 2023 to the Moore Family in Western Australia for the humble amount of \$496 thousand dollars, to focus his energy and attention on the integration of renewable energy sources and usage in the Aerospace industry.

Korum now leads FlyOnE in the transition of legacy aviation to renewable energy aircraft in Australia, having integrated electric Pilot training to two states, Decarboinsing Air-Taxi services in Western Australia, beginning the rollout of electric aircraft charge infrastructure Australia-wide and securing the supply of the most economically viable next-generation of electric air transport aircraft for use in Australian Airspace.