

Management:

Andy Nardone, Founder & President

Industry: Travel/Leisure

Stage of Dev.: Seed/Early Stage

Employees: 1

Founded: 2007

Monthly Net Burn:

- Current: <\$500.00
- Proposed: \$8,000.00

Breakeven Date: January 2008

Financing Sought: \$200,000.00

Pre-Money Valuation: \$1,000,000.00

Use of Funds: Market entry activity, sales, advertising, technology upgrades, prepaid charter hours.

Capital Raised to Date: None

Current Investors: Founder

Law Firm: Gibbons P.C.

Accountant: Bernstein & Co.

Business Description:

Jetworx is like the ride board from college, all grown up. As an industry CEO commented, "Air transport is just a glorified bus operation."

Products/Services:

We offer "**Networked Charter**," a service that allows people to notify and discover others in close geographic proximity who share a similar flight itinerary. Once networked, the group can more effectively and efficiently take advantage of the tremendous convenience of executive jet charter flying. In addition, Jetworx provides an open **publishing platform** ("**Empty Legs**") for industry participants to disseminate available flight data. Jetworx also handles **traditional private air charter** services and **charter management** for businesses and family offices. Finally, we offer **Jet Set Go**, our division creating custom luxury travel packages for a variety of sports and entertainment destinations.

Target Markets:

Jetworx is focused on the high net worth leisure traveler and the time constrained high income professional.

Strategy/Barriers to Entry:

The "network effect" will provide us with a defensible barrier to entry.

Customers:

Jetworx will actively pursue several unsolicited leads along with our existing sales plan that focuses on our target markets.

Competition:

Competitors are fractional jet providers (e.g. NetJets, Flight Options), jet membership providers (e.g. Sentient, Marquis Jets) and individual charter operators. Fledgling air taxi upstarts such as DayJet also present a competitive threat. Jetworx will distinguish itself from these competitors primarily through the use of its networking platform. It goes without saying that Jetworx will also distinguish itself from all competitors through its refined business processes coupled with hustle, resiliency and passion.

Business Model(s):

Network effects (Networked Charter)

Disintermediation (Empty Legs)

Loyalty (traditional charters & charter management)

Premium service (Jet Set Go)

Distribution/Sales Model:

Jetworx will utilize a combination of direct and online sales. It will also establish a referral program with qualified "centers of influence" to foster a healthy referral base.

Financial:

Financials:	2007a	2008e	2009e	2010e	2011e
Revenue	\$0	\$300,000	\$2,00,000	\$8,000,000	\$16,000,000
Net Income	(\$10,000)	\$10,000	\$80,000	\$400,000	\$960,000
Capital To Be Raised	\$200,000				

Key Problem Solved for Customers:

Today, executive jet air charter is underutilized because of inherent logistical inefficiencies. Jetworx provides a networking platform that dramatically improves efficiency and greatly reduces costs.