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# *MyJets Inc.*

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*"MyJets, Inc. has developed a new air transportation model called FSO (Fractional Seat Ownership), a new concept which redefines the future of private air travel. Today, MyJets is bringing private jet travel to all levels of management."*  
Marcel Georgi, President of *MyJets, Inc.*

## *The Company*

### **Business purpose**

The *MyJets* business model is unique and focused on saving time for executives who need to travel weekly between two locations that are within 500 miles of each other. It is based upon a new ownership concept, the "Fractional Seat Ownership" (FSO). This model has most of the cost and frequency advantages of the commercial airline, while having the comfort, security, convenience, and speed advantages of the private air charter.

### **Background**

The United States transportation system is reaching gridlock, both on the ground and in the air. Away from the 500 hub-and-spoke airports, capacity at over 5,400 public use airports is abundant. More than 98% of the U.S. population currently lives within a 30-minute drive of the 5,000+ public-use landing facilities. *MyJets* airplanes are able to land at airfields with landing strips that are less than 2,000 feet long. This represents more than 98% of the infrastructure of the U.S. and provides alternative, cost-effective choices.

*MyJets* was founded by a group of seasoned professional pilots and international businessmen to provide alternative short-range (100 to 500 miles) private travel options to executives. The FSO model eliminates the time-consuming and frustrating experience of flying on commercial aircraft out of crowded airports. *MyJets* provides all the benefits of private air travel at a fraction of the cost of chartering a whole aircraft or buying a fractional ownership of a whole aircraft. In partnership with the NASA and the SATS (Small Aircraft Transportation System) project, *MyJets* Inc. will develop a network of connections between selected pairs of the 5,000+ small airports in the U.S., taking advantage of the efficiency and low costs of operation of small planes.

### **Corporate strategy and objectives**

Our strategy is to provide private air transportation to executives who need to travel on a weekly basis between two locations that are within 500 miles of each other.

### **Products and Services**

*MyJets* is using sophisticated, state-of-the-art aircraft to fly busy corporate executives on routes between selected city pairs. The first route between Camarillo and Palo Alto, two cities in California that are 400 miles apart, will tap into an existing market of over 30,000 passengers per week. 2010 will see the development of routes throughout the US. In 2011, *MyJets* will start developing routes in Europe and South America.

## Features and Benefits

**Saves time:** Air travel is very time consuming, especially for the executive who does not live close to one of the 500 commercial airline airports. Hours are wasted driving to the airport, parking, checking in, going through security, and then waiting to board. Boarding the plane is another long process and then the plane must queue up to take off. On the other end, time is spent getting off the plane, walking through the airport and getting a rental car.

With **MyJets**, loading passengers and taking off takes less than five minutes.

**Convenience:** The owner/executive can choose from several flights per day. In addition, the short drive to a local airport, streamlined security, and free parking close-by make flying with **MyJets** very convenient.

**Comfort:** **MyJets** aircraft have lots of legroom, even for the tallest executive. While flying, pull-up table and power outlets are available for a comfortable, efficient working environment.

**Pricing:** Round trip prices are comparable to the commercial airline ticket.

## Proprietary position

While there are Fractional Ownership companies, nobody does FSO. This concept is unique and we intend to dominate the market rapidly and become the reference for this new model.

Like Starbucks did for coffee, **MyJets** will do for short-haul private air travel. **MyJets** principals have the experience of building large corporations in very short time.

## The Market and Market Strategy

### Market analysis

In the Los Angeles-San Francisco route, over 30,000 people travel every week. **MyJets** needs 45 people per plane to have a profitable route, which is only 0.15% of the total traveling population on this route. According to the ATAG organization, the total air travel in the US was \$345 billion in 2005. **MyJets** is targeting only 0.2% of this market for 2011. According to Aviation Weekly, this market is growing over 13% a year.

### History of private air transportation

Twenty years ago, private jets were reserved for a small, select group of very rich individuals. It was unthinkable to fly private jets to go to work. Ten years ago, only top executives in the largest companies could justify such an expense. Five years ago, fractional ownership opened the door to this level of corporate flying, making it possible for most companies and their top executives to utilize this incredible tool: the business aircraft. Today, **MyJets** is bringing private air travel to all levels of management, with the FSO concept.

### Market strategy

**MyJets** will promote its services to executives, travel departments of Fortune 1000 corporations, mid-sized corporations within twenty minutes of local twin cities airports, consulting offices, law firms, universities, CPA firms, and high-end residential communities shuttle and limousine services.

In addition, a referral program is in place to reward the intermediaries helping in the process. Whether they are a travel agent, hotel manager with "out of town" clients, shuttle service manager, taxi company, consultant, attorney, or any service organization with access to frequent flyers between the Los Angeles and San Francisco Area, **MyJets**'s referral program will pay \$1,000 for every new referred client signing for the Fractional Seat Ownership program.

We also expect to aggressively leverage partnerships with major corporations that have their own travel departments and that have demonstrated interest in the FSO business model. We are developing strategic partnerships with aircraft manufacturers, airlines, and Fortune 500 corporations.

### **Competition**

Commercial airlines, charters, Fractional Ownership programs have been the only choices that executives have had for flying. The concept of FSO makes **MyJets** business unique and opens a new alternative mode of transportation.

### **Management**

The key Individuals composing the management team have a combined experience spanning more than 130 years.

**Marcel Georgi, President & CEO, MyJets Inc.** has enjoyed exceptional success around the world in acquiring and quickly developing a variety of companies into multi-million dollar, multi-national industry leaders over the last 30 years. He credits his success to building and directing high-performance teams and to successfully developing world-renowned R&D groups. His business activities span EMEA (Europe, Middle East, and Africa), North America, and Asia. Mr. Georgi earned an MBA and a master's degree in Electronic Engineering. He holds a commercial pilot license with jet ratings.

**Janice Carter, Executive VP**, has held senior management positions with Nordstrom, Hewlett-Packard, 20th Century Fox, and AT&T over the last 20 years. She has developed and directed teams of executives in the US, Europe, and Asia/Pacific. Ms. Carter has earned an MBA and a degree in Mathematics.

**Philippe Dubois, COO**, is the past president of a 2,000-employee company, leader in the smart card industry. Previously president of the US subsidiary of Thomson-CSF, the European giant, Mr. Dubois has a strong global technology background and has demonstrated a successful track record in entering emerging industries with new technologies in large-scale, complex systems. Mr. Dubois has earned an MBA and a Master's degree in fuels and engines.

**Pierre Vavasseur, CFO**, has enjoyed success in turn-arounds, ownership and management of various companies across many industries. He has extensive experience in mergers and acquisitions, equity raisings, debt placements, and business valuations. He earned his degree in Economics from the University of Paris in France.

**Arthur Hanks, SVP, Business Development**, has worked in corporate, military and government environments in all aspects of the corporate life cycle: from the entrepreneurial start-up and business conception phase to mature corporate re-organization and exit stratagems. He is an effective results-producing executive that knows how to build and enhance shareholder value. He brings to MyJets a wealth of marketing and business experience.

**Ashton Williams, VP, Operations**, is a former pilot for the US Air Force (top graduate/lead-in fighter training from the US Air Force Academy). He has spent the last five years developing new business ventures in operations consulting, freelance financial brokering and arbitration. He earned an MBA and a degree in finance, economics and engineering.

A **Board of Directors**, of senior highly qualified business and industry experts, will assist the management team in setting strategic direction for the Company. It includes: **Brooke Knapp**, a world-renowned pilot holder of over 100-world aviation speed records in jets. Ms Knapp, who owned an air charter company, served as chair of the California Commission on Aviation and Airports and is now the president of the trusteeship chapter of Southern California and a leading real estate broker for Sotheby's International Realty Beverly Hills. **Didier Klisz**, the president of MyJets Europe, **Jean-Claude Perry**, a former US Air Force pilot, retired captain from United Airlines and is currently a practicing aviation attorney in the State of California.

## Investor's information

The table below summarizes the expected growth and profitability of the company. The current and future environment for executive travel presents an excellent opportunity for a highly qualified management team to produce significant growth in an adequately capitalized and properly focused technology and service company.

### Projections

Year	# Planes	Routes Developed In
2009	4	CA & FL
2010	32	US Major Metro Areas
2011	110	More US + Europe
2012	400	More US + more Europe + South America
2013	1000	World

### Revenues

Management intends to promote its program actively and pre-sell, whenever possible, the Fractional Seat Ownership for the planes. By this method of advanced promotion and selling, Management estimates that cash flow breakeven will occur within the first year of operations. This quick breakeven point is also based upon the initial investment that each fractional seat owner will pay, plus the monthly fees for ongoing maintenance and management.

### Profitability

The planes used by **MyJets** have a cost of operation per seat of less than \$55.00 per hour or 16 cents per mile (less than an economy automobile).

The **MyJets** concept of selling the seat offsets the cost of the airplane, and the management fee paid monthly by the Fractional Seat Owners covers the expenses associated with the management of the plane. This principle of operation generates almost immediate positive cash flow. In addition, every flight taken by the Fractional Seat Owners during evenings and weekends brings an instant increase to the bottom line.

### Exit strategy

**MyJets** management believes that in line with industry past performances, within a period of three to five years, **MyJets** will become a suitable candidate for a takeover or joint-venture with a major player in the air transport industry. If for any reason that is not possible, The Company will then consider a merger or sale of its operations. **MyJets** management believes that investors should receive 10 times their investment after three years of operations.

### More information

To receive a copy of the **MyJets** business plan, please contact Marcel R. Georgi at: 310-301-8299 or e-mail him at [marcel@myjets.net](mailto:marcel@myjets.net)

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