



MetJet, Inc.

CUSTOMIZED FLIGHT OFFERINGS
&
NON ASSET BASED FLIGHT OPERATIONS

**IMPLEMENTATION,
OPERATIONS & FINANCE
OVERVIEW
(Athens Business Plan)**

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Dear Sir or Madam:

I would like to thank you in advance for taking time to read this document in an effort to learn how MetJet intends to provide a revolutionary service to Athens and the surrounding areas. As a person that grew up in Gwinnett County, has family throughout the Athens/ Clarke County area and commuted daily to the Atlanta airport I understand how the traffic patterns of the city require passengers to leave their homes and offices up to four hours before their flights...as well as arrive at the airport "stressed out" from the stop and go driving in Midtown and the inner perimeter. Overall, MetJet sees a huge opportunity in providing flights to multiple destinations for every party that has to travel down the 316/ I85/78 corridor, thus eliminating the need to drive to the Atlanta airport and reducing traffic in the heavily congested market.

For this proposal, MetJet is proposing its **Non Asset Based Flight Operations**, which is catered to underserved cities that would benefit from nonstop and direct service to other markets throughout the United States. Under this product offering, MetJet will contract out scheduled services from that under serviced and/or overpriced city to select markets. MetJet's Non Asset Based Flight Operations will prevent citizens within that city from having to drive a long distance to an airport with more significant air service, or connect through over crowded hubs that are frequently stranding passengers...sometimes for days. This service is also expected to draw new businesses to that city as lack of air service is often a primary reason that companies opt to not expand operations into these markets. For Athens this service is expected to bring in approximately seventy thousand additional tourists and passengers each year.

As we designed this proposal, we attempted to provide people of Athens a service that they desperately need, and would significantly benefit from. Currently, the city has a single operator that provides feeder services to ATL, but really does not offer passengers service to multiple destinations. Implementation, and more importantly, funding of this plan will provide the city with nonstop and direct service to seven locations, significant passenger related revenue, make the area more attractive to businesses and provide the area with much needed jobs. The addition of approximately 70,000 tourists and passengers in the Athens Market is expected to bring \$10-\$20 Million to the local community. In addition to this proposed service, MetJet has developed other proposals that will expand the service offering associated with this offering.

That being said, I ask that you think of MetJet, Inc as [the next generation in travel](#). Founded by myself as both a transportation professional and an avid aviation enthusiast, MetJet intends to bring the highest level customer service and quality nonstop and direct flights to Athens, GA. For this operation, MetJet is seeking a business loan, or grant, in the amount of \$2 Million. These funds will be used to cover the costs associated with the implementation of the flights, and are expected to be paid back over the first 3-4 years of flight operations.

In addition, **MetJet has also developed a method of obtaining an entire year's worth of income in advance of the first flight, through the sale of its MetJet Travel Memberships**. Under this offering, which is explained in greater detail within this document, customers buy a package of flights from MetJet, in advance, at a rate that could be less than MetJet's individual ticket prices, but definitely gives the user complete travel flexibility. In addition to a potential cost savings, users of this program get complete flexibility when it comes to managing their reservations (cancellations, name changes, etc.), and get to do so without service fees or penalties and protecting themselves from fare increases.

Overall, MetJet's initial solutions were founded on the principle that travel, in general, has become an extremely confusing and cumbersome process... even for those people that routinely travel. In fact, somehow the airlines have convinced **YOU**, the customer, that it has to be this way, and that you should appreciate it. They also advertise low fares, in exchange for customer service, but after all of the hidden fees are added... these "cheap" fares rarely materialize. MetJet, Inc. recognizes that customer service is essentially gone, and we intend to change it.

In response, MetJet intends to offer affordable transportation (flat fares without hidden fees), and do so without having to cut out the amenities that used to be a standard (live customer service, in-flight beverage and snack service, etc.), as well as a membership option where companies can purchase up to 14 one way segments for a cost saving flat fare of \$2,000.

There is no secret recipe about how we are going to do this, other than simply manage our costs, offset several expenditures through alternate programs that are guaranteed to enhance customer service, earn revenue and fill flights. These programs have been designed with our customers in mind.

That is the MetJet Service Guarantee – "Bringing back customer service"!

- First and foremost, MetJet will not overbook its flights. Our reservation system was developed in house, and it is literally impossible for us to overbook flights.
- MetJet will commit to a minimum of a full beverage service and snack on every flight. The days of "due to the short duration of this flight...you get nothing" won't happen at MetJet. For the flights associated with this proposal, passengers will be given a full beverage and a snack while boarding the aircraft. It is also our plan to provide unlimited coffee, at no cost to our customers, at all MetJet gates.
- In the event a bag gets lost customers will be assigned a live agent, and given their phone number. They will be dedicated to them, as well as be responsible for resolving the issue!
- MetJet intends to offer a membership option with up to 14 one way flights over the period of one year. Pre-selling 11,000 packages (within 9 cities) for a cost of \$2,000 will provide MetJet with enough capital to fly a contracted aircraft for 1 year. Customers that purchase this option will receive their tickets at a rate that is equal to, or less than, the individual MetJet ticket price, and in an effort to attract business travelers/travel agencies permit the user to modify their reservations without service charges.

Overall, we are excited about the potential that MetJet has to open up new markets for Athens and bring in numerous travelers to the area. For additional information, or if you have any questions, please don't hesitate to contact me at mheisman@metjet.net, or 678-517-7597.

Thank you again,

Michael Heisman

Michael Heisman,
Founder & CEO,
MetJet, Inc.

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Company Description

MetJet is best described as a non asset based firm that designs and implements air based solutions as a Public Charter Operator. What this means is you can book flights on www.metjet.net, you will interact with MetJet employees at the airport and through our customer service outlets, and even though the plane will be painted in MetJet colors...the pilots and aircraft are being chartered from another company. As a Part 380 operator, MetJet has the ability to contract out the ideal plane for the ideal flight operations, rather than having to select what cities it flies to based on the aircraft type. This flexibility allows MetJet to service a multitude of cities, as well as keep the company's operating costs significantly lower than traditional airlines. In addition, MetJet has made a cautious effort to base its operations in under serviced markets, and offer flights to the markets that are in the highest demand within that city.

Overall, this type of operation will allow MetJet to deliver the highest level of service to its passengers, while helping passengers avoid the much publicized failures that that routinely occur within networks of our nation's major carriers. For reference, nationwide, carriers are failing at on time arrivals, stranding passengers within their networks for days and have abandoned efforts of providing air service to smaller markets. The following articles are recent examples of this fact:

- - *Forbes 3/4/08 – Airline Delays Worsened in January*
- - *Associated Press 10/3/07 – Nearly 30 Percent of Flights Delayed*
- - *NY Times 8/7/07 - Airline Delays Reach a 13-Year High*
- - *Boston Globe 8/7/07 - Airline delays on the rise*
- - *The Washington Post 08/01/07 - Air Travel Delays: Bad, Getting Worse*
- - *NY Times 07/05/07 - Ugly Airline Math: Planes Late, Fliers Even Later*
- - *CNN Money 07/03/07 - Airlines hampered by delays, cancellations*
- - *USA Today 01/07 - Airline delays set record - Overall, flights late by 22.1 million minutes*

Based on these reports, MetJet vows to bring service back to the air, and we intend to do it from the first interaction people have with the company. First and foremost, MetJet's Customer Service Representatives will be available at no cost to our customers. These representatives will be available via a toll free phone numbers for callers, and via an instant online chat function for our web surfers. Passengers that are traveling on a MetJet Travel Card will have the option of modifying or changing their flights without penalty, while our corporate customers will have dedicated seats aboard our catered flights. Once in the air, passengers on the morning flights will be given complimentary newspapers, and every flight will have a minimum of a complimentary beverage and snack service...with the longer flights receiving small meals. As a company we are aware of how important customer service is to our passengers, and we intend to bring the quality of "yesterday" back to the skies.

MetJet was originally incorporated within Georgia, but is now a Wisconsin corporation based in De Pere, WI.

Management Team & Staffing

MetJet was founded by a transportation professional, and more importantly an avid aviation enthusiast, and hires the best individuals for the roles that need to be filled.

Founder & CEO – Michael Heisman

In addition of being the founder of MetJet, and developer of MetJet's unique product offerings, Michael has made a career of developing **innovative** and **cost effective** solutions within the Transportation Industry. To date, he has implemented dozens of facilities, created and managed multimillion dollar solutions, and routinely manages networks that spend in excess of \$170 Million on transportation. Among his professional roles, Michael has managed operations, engineered transportation solutions for Fortune 500 supply chains and managed operations for BAX Global (air freight and logistics) and Vanguard Airlines. Among the list of companies that Michael has developed solutions for there is Ford Motor Company, General Motors, Honeywell Aviation / Vericor Power Systems, NTE, Allied Waste, Schneider National, Honda of America and Goodyear.

Michael obtained his BBA in Logistics and Intermodal Transportation from Georgia Southern University; and upon successful publication of his thesis "Managing Indirect Costs Through Customized Air Solutions" (the basis of MetJet's offerings) was awarded an Executive Masters in Supply Chain Management / Transportation from Cranfield University. Cranfield University is a top rated logistics and airline business school located north of London, England.

Legal – Jack Merryman

Jack is expected to initially be contracted on a part time, or ad hoc basis, during start up. Following implementation, he will either be hired full time, continue to work on an ad hoc basis, or be replaced with a full time General Counsel.

Jack E Merryman has been a practicing corporate attorney for over 25 years and has served as a management committee member, senior officer, General Counsel and Corporate Secretary for three corporations. He has served as in house counsel for Roadway Express, Inc., The Sherwin-Williams Company, Reliance Electric Company, Rockwell International, Goss Graphic Systems, and the National Transportation Exchange, Inc. Mr. Merryman holds a B.B.A in Economics from Case Western Reserve University and an M.Ed in Mathematics and a Juris Doctorate from Cleveland State University. Jack also has experience launching firms, and is a successful business owner.

Flight Scheduling Methodology

MetJet has developed a routing methodology that allows the company to maximize its load factors through an intricate combination of nonstop and direct flights. Though MetJet intends to expand passenger flight options associated with hub and focus city operations, every proposal is designed to be self sufficient. Flights are generally designed with the first flight departing the base location (AHN) at 6:00 AM and “bed-down” at the base location no later than 11:00 PM.

It is important to note that MetJet intends to operate as a public charter operator, under Part 380. As such, MetJet is limited to offering service between any two points to four (4) times per week.

Within each solution, MetJet develops a series of 6-10 flights per day that allow passengers to use travel to multiple markets. In the event a flight operates between two large cities the aircraft may simply fly to a major market and return. In this instance, it is assumed that there is enough passenger volume between the two cities to fill the aircraft. Within this bid an example of this routing might include flights between AHN and Washington DC.

However, in most instances MetJet will utilize the direct flight option to help ensure a high load factor. In these instances, MetJet will pair a flight that goes from a MetJet market to a city that passengers use, but may not be popular enough to fill an aircraft on a regular basis. From that second city, the flight will continue onto a prime destination that may be a large city or tourist location. In this instance the flight that departs MetJet’s focus city will have passengers bound for both cities. For example, MetJet intends to offer service from AHN to the company’s base in Green Bay / NE Wisconsin. Though this flight will be marketed to all of that area, the flight will make a brief stop in the Chicago area. In this case, the aircraft will depart AHN with passengers bound for both GRB and Chicago, (Chicago is sold as a nonstop destination, and Green Bay is sold as a Direct Destination). Upon arrival in Chicago passengers will offload, while Chicago based passengers wishing to avoid the drive through WI will board the flight bound for GRB. From Chicago, GRB is offered as a nonstop destination, (see below).



Products & Services Offered (Revenue Generators)

As discussed in my opening letter, MetJet intends to sell individual tickets, as well as offer the MetJet Travel Card that will allow the members to travel at a reduced fare as well as modify their reservations without penalty. The sale of the MetJet travel card will secure a year's worth of operating income prior to the first flight.

MetJet Travel Card

Within every city that MetJet services, it intends to offer the MetJet Travel Card. This card will give the card holder unlimited access to a dedicated web portal where the user can book flights, modify reservations, and manage their travel on board MetJet. More importantly, the MetJet Travel Card protects the holder against changes in fares. For a flat fee of \$2,000 the user will be given 14 flights on any MetJet chartered aircraft (Note: Direct Flights that require two flights will still be booked as a single flight). In fact, at least 80% of all MetJet flights will be reserved for these passengers.

This program was developed for those passengers, or groups, that routinely travel between certain locations, but need the flexibility to cancel and/or modify their reservations. For example:

- **Corporations**- Businesses located in MetJet's service cities have routine travel needs. These companies want to have the ability to book last minute travel, without severe penalties. Airlines will refer to these as "Waivers and Favors", but have to argue/negotiate with the airline to get these options. In addition, they need the ability to cancel their reservations, modify them, or change the traveler that is taking the flight. The MetJet Travel Card will give these companies the complete flexibility they need, and allow them to do so through the dedicated web portal.
- **Travel Agencies** – Travel Agencies have the need to create holiday packages, but are often limited because of the ever fluctuating air fare dilemma. Becoming a holder of a MetJet Travel Card will allow agents to create the perfect holiday package because the MetJet Travel Card protects its holders against adjustments in fares. The price that is paid upfront is the total cost for the 14 tickets.
- **Routine Travelers** - Finally, the MetJet Travel Card is ideal for individual passengers that go back and forth between destinations. Perhaps the grandparents want to see the grand kids, or meet in Florida for a vacation, or there is a group that wants to travel to a destination. With fourteen flights available, the MetJet Travel Card is sure to meet their needs.

Each MetJet Travel Card is good for one year from the purchase date.

MetJet Travel Card Portal

Annotations:

- Customized For User
- Book Flights From Portal
- View Of Passengers and Status
- View And Change Reservations From Portal
- Instantly See All Available Seats On MetJet Flights
- See Flight Statuses For All Of Current Day's Flights

Screen Shot: MetJet's Travel Card Portal

Individual Tickets

Though the MetJet Travel Card is expected to represent the majority of MetJet's income, MetJet will utilize the remaining 20% of the seats for individual ticket sales. These tickets can be booked in a traditional fashion through the company's website, or via the company's 1-800 number. Either way, MetJet's customers will receive the highest level of customer service.

MetJet's Web Site, Boarding Passes and Boarding Screens

MetJet intends to sell advertisements on its website to businesses located in, or around, the cities it will operate into. Among these advertisements are traditional banner ads located within the online travel guide for each location, as well as banner ads on the loading screens at each gate. For passengers that print out their boarding passes, MetJet will offer coupons for the city they are headed to. These advertisements will be prime methods of advertising to a customer base that is bound for a new city.

MetJet's In-flight Magazine

As part of its marketing operation, MetJet has developed a relationship with a firm that will develop and publish MetJet's in-flight magazine. Within this agreement, MetJet will receive a portion of the advertising income generated by this established marketing firm.

Athens (AHN) / NE Metro Atlanta Service Offering

As previously stated, MetJet’s overall operation is expected to be composed of multiple contracts and aircraft. Within the operation, MetJet intends to base regional aircraft within the city and offer flights to / from major markets that passengers within Athens and the surrounding area routinely fly to. This airport was selected because it is convenient for MetJet’s passengers, and most importantly not congested. Initial flights will connect to MetJet’s other proposed operations, as well as provide passengers from other cities a way into the Atlanta market.

For the initial operation, MetJet would like to base a single “regional” aircraft at AHN, and offer flights to multiple (7) locations across the United States. In addition, MetJet would like to offer direct flights between other points where the passenger flies through Athens en route to their final destination, and this proposal outlines the specific operation.

As previously mentioned, it is important to note that the flights offered into and out of Athens will be identically priced to the tickets into and out of Atlanta, and significantly less expensive than the tickets passengers have traditionally paid for flights out of AHN.

Potential Markets

It can be assumed that the traffic volume into/out of Atlanta (ATL) would be similar to the needs of passengers originating at Athens. Utilizing data from the Department of Transportation, the following cities are currently the most popular final destinations for passengers originating at ATL, along with their average one-way fares:

- | | | |
|----------------------------|---------------------------|-------------------------|
| 1. N. York (LGA) - \$191 | 10. Orlando - \$157 | 19. Wash (IAD) - \$170 |
| 2. Newark, NJ - \$189 | 11. Las Vegas - \$195 | 20. Chicago MDW - \$150 |
| 3. Dallas - \$199 | 12. Baltimore - \$156 | 21. Raleigh = \$153 |
| 4. Boston - \$196 | 13. Denver - \$210 | 22. Seattle - \$276 |
| 5. Los Angeles -\$244 | 14. Tampa \$162 | 23. Houston - \$185 |
| 6. Wash. (DCA) - \$187 | 15. Miami - \$172 | 24. Kansas City - \$152 |
| 7. Chicago (ORD) - \$201 | 16. Detroit - \$158 | 25. Phoenix - \$249 |
| 8. Philadelphia - \$183 | 17. San Francisco - \$263 | |
| 9. Fort Lauderdale - \$156 | 18. Minneapolis - \$183 | |

The particular traffic into and out of Athens has been evaluated, but as demonstrated in leakage studies a significant number of passengers travel to Atlanta and Greenville ...in order to obtain lower airfares. However, passengers willing to pay higher airfares likely represent a true need within the marketplace. The top destinations out of Athens (when serviced by US Airways Express) were as follows:

- | | | |
|-------------------------|--------------------------|-------------------------|
| 1. Philadelphia - \$296 | 5. Wash (DCA) - \$249 | 9. Charlotte - \$103 |
| 2. Baltimore - \$229 | 6. Chicago (ORD) - \$272 | 10. Wash. (IAD) - \$336 |
| 3. Boston - \$279 | 7. N. York (LGA) - \$244 | |
| 4. Newark, NJ - \$246 | 8. Detroit - \$166 | |

Proposed Flights/ Service

Based on these flight patterns, MetJet has applied the previously mentioned routing methodology to develop the following flight operations between Athens, GA and seven (7) destinations. This is a comprehensive list of the cities MetJet intends to serve through its initial operation:

Nonstop Service from Athens, (AHN)

- Nashville, TN (4x Weekly)
- Washington Area (4x weekly)
- Chicago Area (4x weekly)
- Columbus OH (3x weekly)
- Tampa / Clearwater (3x weekly)

Direct Service from Athens (AHN)

- Green Bay (NE Wisconsin) – (4x weekly)
- Lansing or Detroit (3x weekly)

Under this proposal, MetJet's flight map would be as follows:



Washington D.C.

For passengers originating in Atlanta, all three Washington area airports were in the top 25 destinations. In particular, Washington National was 6th, Baltimore was 12th and Dulles was 19th. However, Washington National and Dulles were also 2 of the top 10 destinations for passengers originating in Athens, which leads MetJet to believe that this city must be a service point of Athens. For this plan, MetJet intends to offer flights to Washington, likely Dulles (IAD). Though there is no direct rail link to downtown D.C., "A rail line to Dulles Airport is currently in the design phase. At present, the nearest Metrorail station is the West Falls Church Station on the Orange Line. Direct transportation to this station is available from the Washington Flyer Coach Service", (Dulles Airport Website). It is important to note that MetJet has not had any preliminary discussions with airport representatives within Washington DC.

As a secondary option, MetJet would use BWI, even though it could be viewed as direct competition with Southwest and its resources. BWI is a great link for passengers heading north of Washington DC, and also provides a fantastic opportunity for international connections at a later date.

For this proposal, MetJet also intends to offer direct service (via AHN) between Nashville and Washington.

One Way service between AHN and IAD is expected to cost approximately \$150.

Chicago Area

For passengers originating in Athens, Chicago was the 6th most popular destination. Likewise, the passengers originating in Atlanta made Chicago O'Hare the 7th most popular destination, and Chicago Midway the 20th most popular destination. These proposed flight operations are expected to fill the aircraft as a primary destination, and a particular airport will be identified upon funding. The choices include O'Hare, Midway, Chicago/Gary and Rockford.

From Athens, the Chicago bound flight will continue onto Green Bay. In addition, Chicago passengers bound for Athens will also have the option of continuing onto Tampa/Clearwater. MetJet also intends to utilize Chicago as a future connecting point to cities throughout the Midwest.

One Way service between AHN and Chicago is expected to cost approximately \$140.

Tampa / Clearwater

Tampa is currently the 14th most popular destination for passengers originating in Atlanta. MetJet has selected the Tampa area, as it is believed by MetJet's management that having a beach destination for passengers is a key factor. MetJet has existing relationships with personnel at PIE (Clearwater) and intends to operate into and out of this airport. Secondary options include flights to TPA and other points throughout Florida.

MetJet also intends to offer nonstop service between Tampa and Savannah, as well as direct service (via AHN) between Chicago and Tampa. These services will connect Tampa/Clearwater with three cities.

One Way service between AHN and PIE is expected to cost approximately \$140.

Columbus, OH

Columbus, OH is considered to be an emerging market and is a prime destination for logistics related travel. Columbus will be offered as nonstop service out of Athens, as well as Lansing and the Detroit area. One Way service between AHN and CMH is expected to cost approximately \$120.

Nashville, TN

Nashville is a destination that routinely shows up as a preferred destination on surveys conducted about service into and out of Athens. In particular, the city is a prime location for connections to Southwest's westbound flights, as well as a popular business destination.

Under this proposal, nonstop service is being proposed between Athens and Nashville, as well as direct service (via AHN) to Washington and Columbus OH. In addition, MetJet intends to utilize Nashville as a connecting point to St. Louis.

One Way service between AHN and CMH is expected to cost approximately \$100.

Lansing/ Central Michigan

Detroit is the 8th most popular destination out of Athens and 16th most popular destination out of Atlanta. For this plan, MetJet intends to offer service to Lansing, as an alternate to the Detroit market, and to attract passengers from central Michigan. As the plan was being developed, MetJet does not feel confident about the DTW market as the auto industry is restructuring, as well as the "hometown" airline (Northwest) is being assimilated into Delta. As a startup operation, Detroit is extremely speculative.

MetJet has spoken with the manager's at LAN multiple times. In fact, they are very supportive of our operation and would welcome MetJet's service. Within this plan, MetJet intends to offer direct service from LAN to AHN (via Columbus), as well as non stop service to Columbus, OH.

One Way service between AHN and LAN is expected to cost approximately \$200.

Green Bay

Green Bay is currently an under serviced market within a growing population. In addition, it is the home to MetJet. Within this plan, MetJet intends to offer nonstop service between GRB and Chicago, as well as direct service between Green Bay and AHN.

One Way service between AHN and GRB is expected to cost approximately \$200.

Weekly Schedule

In particular, the following schedule is expected to be implemented under this proposal:

Monday

- Athens to Chicago
- Athens to Green Bay (Direct)
- Athens to Nashville
- Athens to Washington

- Chicago to Green Bay
- Chicago to Athens
- Green Bay to Chicago
- Green Bay to Athens (Direct)
- Nashville to Athens
- Nashville to Washington (Direct)
- Washington to Athens

Tuesday

- Athens to Washington
- Athens to Nashville
- Athens to Columbus
- Athens to Lansing (Detroit Area) (Direct)
- Columbus to Lansing (Detroit Area)
- Lansing (Detroit Area) to Columbus
- Lansing (Detroit Area) to Athens (Direct)
- Nashville to Athens
- Nashville to Columbus (Direct)
- Washington to Athens
- Washington to Nashville (Direct)

Wednesday

- Athens to Columbus
- Athens to Lansing (Detroit Area) (Direct)
- Athens to Nashville
- Athens to Washington
- Columbus to Lansing (Detroit Area)
- Columbus to Athens
- Columbus to Nashville
- Lansing (Detroit Area) to Columbus
- Lansing (Detroit Area) to Athens (Direct)
- Nashville to Athens
- Nashville to Washington (Direct)
- Washington to Athens

Thursday

- Athens to Tampa/ Clearwater
- Athens to Chicago
- Athens to Green Bay (Direct)
- Chicago to Green Bay
- Chicago to Athens
- Green Bay to Chicago
- Green Bay to Athens (Direct)
- Tampa/ Clearwater to Savannah
- Tampa/ Clearwater to Athens
- Tampa/ Clearwater to Chicago (Direct)
- Savannah to Tampa / Clearwater

Friday

- Athens to Chicago
- Athens to Green Bay (Direct)
- Athens to Tampa/ Clearwater
- Chicago to Green Bay
- Chicago to Athens
- Chicago to Tampa / Clearwater (Direct)
- Green Bay to Chicago

- Green Bay to Athens (Direct)
- Savannah to Tampa/ Clearwater
- Tampa/ Clearwater to Savannah
- Tampa / Clearwater to Athens

Saturday

- Athens to Washington
- Athens to Nashville
- Athens to Columbus
- Athens to Lansing (Detroit Area) (Direct)
- Columbus to Lansing (Detroit Area) (Direct)
- Columbus to Athens
- Lansing (Detroit Area) to Columbus
- Lansing (Detroit Area) to Athens
- Nashville to Athens
- Nashville to Columbus
- Washington to Athens
- Washington to Nashville

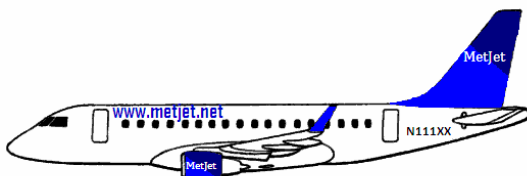
Sunday

- Athens to Tampa/ Clearwater
- Athens to Chicago
- Athens to Green Bay (Direct)
- Chicago to Green Bay
- Chicago to Athens
- Green Bay to Chicago
- Green Bay to Athens (Direct)
- Savannah to Tampa/ Clearwater
- Tampa/ Clearwater to Savannah
- Tampa / Clearwater to Athens
- Tampa / Clearwater to Chicago (Direct)

Aircraft

The following aircraft have been selected for MetJet's operations into/out of BLV:

- **First Choice Aircraft Type** – The first choice in aircraft for our initial AHN operations is the Embraer 170. The E170 is capable of handling the expected passenger volumes within this plan, and has the range to provide service within all the selected lanes. It is MetJet's intention to contract out an aircraft that has at least 70 seats, and has identified several providers for these flights. The E170 was selected over the CRJ 700 because of its operating costs and overall passenger comfort.



One of MetJet's Proposed E170 Liveries



Embraer 170

- **Second Choice Aircraft Type** – In the event an E170 agreement could not be obtained, or a more cost effective option was available, MetJet would consider utilizing the CRJ 700. As a variant of the most popular regional jet, they have proven to be both reliable and effective. Not all models of the CRJ can handle the desired passenger count of 70 passengers, but several models are viable options for this plan.



CRJ 700

Strategy & Implementation

For AHN, MetJet has developed a six-eight month implementation plan. This implementation period would start as soon as the initial funds are received by MetJet, and is considered complete when the first flight takes place. During this implementation period, MetJet will:

- Customizes its Web Based Operating System in order to handle the new operations
- Conduct a bid process for the flight operations, as well as negotiate aircraft types
- Develop contracts with the airports associated with the new services
- Determine the staff needed at each location, and hire those individuals
- Submit a CFR 14 Part 380 application and obtain certification for new service
- Conduct a bid process for ground operations at all new MetJet locations
- Sell initial MetJet Travel Card Memberships (secure year’s worth of operating income)
- Develop additional marketing campaigns for individual ticket sales
- Initiate individual ticket sales within new MetJet lanes

MetJet Travel Card Memberships

Within this scenario, the following numbers of MetJet Travel Card Memberships are expected to be sold within each city:

• Athens / Metro ATL	3,437 Memberships	Preflight Revenue - \$6,874,000
• Chicago, IL	1,238 Memberships	Preflight Revenue - \$2,476,000
• Nashville, TN	1,100 Memberships	Preflight Revenue - \$2,200,000
• Tampa, FL	1,100 Memberships	Preflight Revenue - \$2,200,000
• Green Bay, WI	1,100 Memberships	Preflight Revenue - \$2,200,000
• Columbus, OH	962 Memberships	Preflight Revenue - \$1,924,000
• Washington DC	825 Memberships	Preflight Revenue - \$1,650,000
• Lansing (Detroit)	825 Memberships	Preflight Revenue - \$1,650,000
• Savannah, GA	413 Memberships	Preflight Revenue - \$ 826,,000
		\$22,000,000

Note, that these cards are expected to cover the first year of MetJet’s operating costs into/out of Athens, with the majority of individual ticket sales classified as profit.

Benefits to Athens and Surrounding Cities

Through the implementation of this proposal, AHN and the surrounding areas are expected to see a great deal of economic and growth benefits.

- First and foremost, AHN will be immediately connected to seven cities via nonstop and direct service offered by MetJet. Service to the markets of Tampa, Chicago, Washington DC, Green Bay, Lansing/Detroit Area, Columbus and Nashville are expected to open a wealth of travel opportunities.
- Additional flights often generate significant business opportunities for the area. New businesses often cite a lack of air service as a reason for not relocating operations into an area. **It can be argued that this is the reason the Navy school was not kept in the area, and the fact that the biotech corridor has failed to materialize in the area.**
- Direct Revenue will also be generated in the form of fees for enplaned passengers. This proposal assumes a total of 1,000 – 1,200 passengers each week (~65,000 annually) that will board flights the flights within this proposal ... originating at AHN. Passenger counts will increase as additional flights are added. This is revenue that the city is currently losing to passengers in Atlanta and Lansing.
- Throughput of passengers will also generate revenue associated with potential parking fees, rental cars and other business. Within the community passengers will also bring revenue to hotels, restaurants and other venues.
- As an operator, MetJet will offer jobs within the community. For this specific plan, MetJet will hire Athens based staff associated with the check in and management of flights, while FBOs will be contracted to conduct ground operations. In addition, MetJet will operate a catering operation within the vicinity of the airport, and potentially base a small call center within the city.
- MetJet will also bring significant marketing potential to the city. MetJet will advertise its flights into and out of AHN, while the local chambers and tourism groups can advertise convenient air service into/out of the area.
- MetJet will spend significant marketing related funds within the AHN market.

Overall, air service brings significant income to an area, and often revitalizes communities, and this proposed service to major markets is bound to do that for Athens.

Growth & Expansion

As previously stated, MetJet has selected Athens as an alternate to serving the Atlanta airport. In addition to this proposal, MetJet intends to utilize the proceeds from this initial operation to expand operations at AHN. Future growth (flights) will be scheduled in a fashion that will allow MetJet's passengers to connect through AHN to key markets. These connections will not only bring additional markets to AHN, but will help increase the load factor of the existing markets. Overall, MetJet has classified its future operations into two categories, major markets and feeder markets.

Major markets would be serviced with additional regional jets, and would be similar to the operation outlined in this proposal. Among the markets that MetJet would consider for future AHN operations, there are:

- New York – Not selected for this proposal as current slot auctions may limit all flights into the city.
- Philadelphia
- Orlando
- Memphis
- St. Louis
- Indianapolis

Likewise, feeder markets would be serviced with turbo prop aircraft and would largely consist of under serviced cities. Among these markets, there are:

- Columbus, GA
- Brunswick / St. Simons Island
- Mobile
- Chattanooga

In addition to expanding flight operations, MetJet has also developed over 80 additional service offerings. Many of these services will likely be offered at AHN, and include:

MetJet Autobus

Worried about parking, lugging the stroller and kiddie supplies through the airport, long check in lines, etc? Why worry about that when MetJet can take care of everything? What if there was an affordable bus/van service that would come to your location, and the driver could check your bags in for the flight, as well as issue your boarding pass? Then, when the bus arrives at the terminal you can go directly to the gate, and your bags will be handled by our staff. Essentially, you can check in for your flight from your driveway. Nice, huh? Well, MetJet intends to offer it to our passengers.

MetJet Sand Rental (not AHN)

Going to the beach, and you don't want to pack sand toys, rafts, umbrellas and more. No problem! When you arrive at a beach destination serviced by MetJet, you can rent all these items from the airport and simply return them when you come back to the airport. Renting them is less hassle, and far less expensive than buying things you may not get to use on a regular basis.

MetJet Travel

Don't know where to start planning your vacation? No sweat! MetJet Travel will have numerous packages that are sure to meet your needs. In addition, when it comes to a trip between two MetJet service cities...you are sure to get the best rate. After all, who can negotiate a better rate than the company that is taking you there?

As MetJet expands its operations, it makes sense that there will be opportunities to start up, or acquire, new companies. This will help us better serve our customers, or help MetJet reduce costs that would have otherwise been passed onto them. Ultimately, this will help MetJet ensure our customers experience, as well as reduce our operating costs. As a note, MetJet has a list of over 80 customer service enhancing initiatives in mind

Use of Funds

For this operation, MetJet is seeking either a business loan, loan from a private party or a grant. The amount being requested is **\$2 Million**. Any loans would have a payback period of at least three to five years. Ideally, the first payment deferred until the end of the six-eight month implementation period. This loan is required to conduct the activities associated with successfully implementing these operations. Ideally, MetJet would like to assign a flat fee of \$4 to each of its approximate 200,000 annual passengers. This value (~\$700,000-800,000 annually) would be paid to the financier over the first three years of flight operations.

MetJet intends to utilize the startup funds in the following way:

- \$306,000 Human Resources – Payroll
- \$200,000 Home Office Related (cubicles, IT, phones, etc)
- \$200,000 Initial Catering Fees (Initial supplies, delivery trucks at locations, etc.)
- \$100,000 Setup At New Airports
- \$200,000 Marketing of MetJet Travel Cards
- \$200,000 Customization of MetJet's Web Based Operating System
- \$594,000 Securing of Aircraft Lease / Aircraft Customization
- \$200,000 Retained Funds / Initial Loan Payments

Human Resources – Payroll

Preflight payroll relates to the hiring and training of new employees within the MetJet network.

Home Office Related

Home office related costs apply to the expansion of office space for employees, the purchasing of IT hardware, cubicles, rent and supplies.

Initial Catering Fees

For each city that MetJet intends to serve at least one vehicle and supplies will be required, as well as a storage location. In addition, catering material will have to be purchased.

Setup at New Airports

These costs apply to the customization of new check in desks and gate areas. In particular, the acquisition of IT related hardware determines the amount spent.

Marketing of MetJet Travel Cards

As MetJet's annual operating costs are paid for through the sale of 19,000 MetJet Travel Cards, any initial marketing efforts will be spent selling these cards. Individual tickets will be sold through additional marketing efforts after the start of flights or through publicity related channels.

Customization of Web Based System

In order to sell tickets to new cities, as well as ensure new flights are properly being booked, MetJet will require a modification and testing period for its operating system. These costs are generally overstated, but allows for "worst case scenarios".

Securing Aircraft Lease / Customization

As an aircraft lease is secured, service providers require deposits, as well as funds to paint the aircraft and making slight customizations to the equipment. The costs of filing these flights with the Department of Transportation are also included in these costs.

Marketing (Promotion)

MetJet intends to outsource all of its Marketing activities to two firms located within Tampa and Green Bay.

MetJet's primary income source will be the sale of the MetJet Travel Card Memberships. Successful placement of these cards will secure the company's operating costs for one year, in advance of the first flight of a contract. For this reason, MetJet will spend the majority of its marketing budget on selling these memberships. Upon completion of the sale, MetJet will conduct additional promotions related to the sale of individual tickets.

For every individual ticket sold (outside the tickets used by Travel Club Members), MetJet will spend approximately \$50 advertising additional tickets, as well as promote its **Catered Flight Solutions** service offering to larger corporations.

Finally, MetJet will continue its promotion campaign with the larger newspapers and magazines. To date, MetJet has had promotional articles published within the USA TODAY, The Chicago Tribune, The Athens Banner Herald, The Northeast Indiana Times and within numerous television news broadcasts.

Financial Documents / Outlook

Note: This information only represents the activities associated with this proposal and does not include any other potential business opportunities received by MetJet, or operations into/out of other cities.

Key Statistics

Flights per Week = 56
Flights per Year = 2,920

Max Passengers per Flight = 70
Seats for Travel Card Members (per flight) = ~56
Seats for Individual Tickets (per flight) = ~14

MetJet Travel Cards Available For Sale = ~11,000
Cost Per Travel Card Membership = \$2,000
MetJet Travel Card Average Cost per Flight = \$142 (includes both long haul and short flights)

Note: Year 1 starts after a six to eight month implementation.

Forecasted Profit & Loss Account At End of Year 1	(Thousands)	(Thousands)
Income		\$26,380
Bulk Ticket Sales	\$22,000	
Individual Ticket Sales	\$4,100	
Retained Earnings	\$100	
Internet Ads	\$120	
Inflight Magazine Ad Revenue	\$40	
General Ad Sales	\$100	
Interest Income	\$20	
		\$24,706
Less Cost of Sales		
Labor	\$1,468	
Fuel	\$11,488	
Aircraft Fees	\$5,000	
Loan Payment	\$600	
Credit Processing	\$442	
Passengers Taxes / Fees	\$3,140	
Ground Services	\$450	
Catering Fees	\$569	
Home Office Related	\$500	
Employee Benefits	\$249	
Operating System Maintenance	\$300	
Marketing	\$500	
Profit Before Taxation		\$1,674
Taxation @ 30%		\$502
Retained Profit		\$1,172

MetJet Profit Loss Statement – Athens Operations Year 1

Cash Flow Statement	Flight Proposal												
	Year 1												
	January	February	March	April	May	June	July	August	September	October	November	December	Total
Receipts (thousands)													
Starting Capital	\$0												\$0
Bulk Ticket Sales	\$1,833	\$1,833	\$1,833	\$1,833	\$1,833	\$1,833	\$1,833	\$1,833	\$1,833	\$1,833	\$1,833	\$1,833	\$22,000
Individual Ticket Sales	\$342	\$342	\$342	\$342	\$342	\$342	\$342	\$342	\$342	\$342	\$342	\$342	\$4,100
Internet Ads	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$120
Inflight Magazine Revenue	\$3	\$3	\$3	\$3	\$3	\$3	\$3	\$3	\$3	\$3	\$3	\$3	\$40
General Ad Sales	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$100
Interest Income	\$2	\$2	\$2	\$2	\$2	\$2	\$2	\$2	\$2	\$2	\$2	\$2	\$20
Total	\$2,198	\$2,198	\$2,198	\$2,198	\$2,198	\$2,198	\$2,198	\$2,198	\$2,198	\$2,198	\$2,198	\$2,198	\$26,380
Payments (thousands)													
Labor	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$122	\$1,468
Fuel	\$957	\$957	\$957	\$957	\$957	\$957	\$957	\$957	\$957	\$957	\$957	\$957	\$11,488
Aircraft & Terminal Fees	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$417	\$5,000
Loan Payment	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$50	\$600
Credit Processing	\$37	\$37	\$37	\$37	\$37	\$37	\$37	\$37	\$37	\$37	\$37	\$37	\$442
Passengers' Taxes / Fees	\$262	\$262	\$262	\$262	\$262	\$262	\$262	\$262	\$262	\$262	\$262	\$262	\$3,140
Ground Services	\$38	\$38	\$38	\$38	\$38	\$38	\$38	\$38	\$38	\$38	\$38	\$38	\$450
Catering Fees	\$47	\$47	\$47	\$47	\$47	\$47	\$47	\$47	\$47	\$47	\$47	\$47	\$569
Home Office Related	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$500
Employee Benefits	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$249
Operating System Maintenance	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$300
Marketing	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$42	\$500
Total	\$2,059	\$2,059	\$2,059	\$2,059	\$2,059	\$2,059	\$2,059	\$2,059	\$2,059	\$2,059	\$2,059	\$2,059	\$24,706
Net Cash Flow (thousands)	\$140	\$140	\$140	\$140	\$140	\$140	\$140	\$140	\$140	\$140	\$140	\$140	\$1,674
Balance Before	\$0	\$140	\$279	\$419	\$558	\$698	\$837	\$977	\$1,116	\$1,256	\$1,395	\$1,535	\$1,674
Balance After	\$140	\$279	\$419	\$558	\$698	\$837	\$977	\$1,116	\$1,256	\$1,395	\$1,535	\$1,674	\$1,674

MetJet Cash Flow Statement – Athens Operations (Year 1)

Forecasted			
Balance Sheet At The End of Year 1	(Thousands)	(Thousands)	(Thousands)
ASSETS			
Cash	\$1,674		\$1,674
Supplies & Furniture	\$100		
less depreciation	\$10		\$90
IT Related Assets	\$50		
less depreciation	\$17		\$33
TOTAL ASSETS			<u>\$1,797</u>
LIABILITIES			
Bank Loan		\$0	\$0
Tax		\$502	\$502
TOTAL LIABILITIES			<u>\$502</u>
Equity			\$1,295

MetJet Balance Sheet – Athens Operations (End of Year 1)