



MetJet, Inc.

CUSTOMIZED FLIGHT OFFERINGS

**IMPLEMENTATION,
OPERATIONS & FINANCE
OVERVIEW**

(Baraboo / Wisconsin Dells Business Plan)

Michael Heisman

Founder & CEO

722 Kickapoo

DePere, WI 54115

Last Updated: February 19, 2009

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 Baraboo and Wisconsin Dells. As a WI resident that routinely takes my family to “the Dells”, I have seen much of what the city has to offer. In addition, I know how valuable flights to the area can be to the tourism industry. Overall, MetJet sees a huge opportunity in providing flights to “The Waterpark Capital of the World!®”, and is excited about the proposition of bringing numerous tourists to the area. Likewise, MetJet does not want to give the reader of this proposal the impression that we are bringing 747s with 400 passengers to the city. Instead, we plan on operating flights with approximately 30 passengers to/from locations throughout the Midwest, and offer connecting service to MetJet passengers from around the country through future MetJet contracts that are expected to operate into and out of the same cities as this proposal. As the flights are established, there will be a significant focus on MetJet’s growth at Baraboo/ WI Dells, but the airport’s current facilities will always drive the passenger count and aircraft size. In addition, MetJet will also connect local citizens to multiple markets, and prevent them from having to commute to Madison, Milwaukee or Chicago for service. Finally, I would like to point out that Madison was considered for this proposal, but at 50+ miles away it is not a viable option for “Wisconsin Dells’ marketing.

As you read this proposal, there are a few things that you must keep in mind. It is understood that Baraboo currently **does not** have air service and/or a traditional passenger terminal. To operate into and out of Baraboo, MetJet is proposing an FBO to FBO service, which essentially means the aircraft are expected to operate not to traditional terminals, but between the private aircraft terminals at each airport. Under this arrangement, MetJet is permitted to fly passengers as a charter operator and within the security guidelines of the FAA. In the event there are instances where passengers from Baraboo could connect to other / future MetJet flights those passengers will be transferred from the private terminals to the public airline terminals where they will go through traditional TSA screenings, etc.

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 Wisconsin Dells. For this operation, MetJet is seeking 1-10 firms or private parties willing to provide startup capital in the form of a loan to MetJet in exchange for a flat fee payout for every passenger that flies on the proposed aircraft over the first three years of flight operations. Essentially, MetJet is seeking a total of \$1 Million (1 investor for \$1 Million, or 10 for \$100,000), with an expected return of approximately \$1.5 Million.

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.

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 Wisconsin Dells & Baraboo this service is expected to bring in approximately thirty thousand additional tourists each year...particularly during the winter months.

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 26 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 26 one way flights over the period of one year. Pre-selling 3,855 packages (within 10 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.
- For passengers that utilize this service, MetJet also intends to incorporate a bus service that will transport passengers from the airport to locations throughout Baraboo and Wisconsin Dells. In the event resorts / attractions are associated with MetJet's investment they will certainly receive a stop on the proposed route network (if it is desired). This bus service will also help enhance the traffic within and between Baraboo and Wisconsin Dells.

Overall, we are excited about the potential that MetJet has to open up new markets for Wisconsin Dells and bring in numerous tourists 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 conscious 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 travelling on a MetJet Travel Card will also have the option of modifying or changing their flights without penalty. 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. 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.

For this specific plan, it is important to note that MetJet's flights will operate between FBOs (the private passenger terminals at each airport), and not into the public terminals that are traditionally associated with flights. This option has to be used as Baraboo is currently not outfitted with a public terminal and the TSA security services that go along with it. As MetJet expands its operations at other airports there are expected to be opportunities where passengers can connect between flights that operate into/out of Baraboo and flights that operate to major cities within the United States. As these opportunities arise, passengers will be shuttled between terminals and will have to go through traditional security screenings, etc. Passengers that only use the flights that go from FBO to FBO will not have to transfer to public terminals. For specific details about the security programs associated with this program, please contact FAA representative Dennis Murphy at 571-227-3510.

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 to 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.

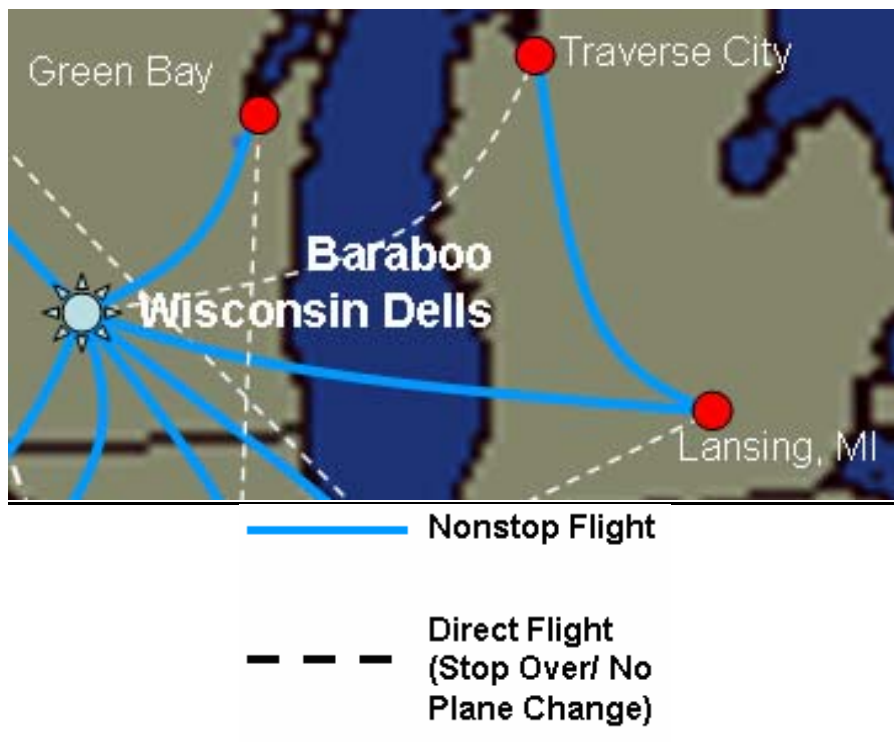
Flight Scheduling Methodology

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 (Baraboo / Wisconsin Dells) at 6:00 AM and “bed-down” at the base location no later than 10:00 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 8-11 flights per day that allow passengers to 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 Friday and Sunday flights between Baraboo and the Naperville / W. Chicago area.

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 Baraboo to Lansing and Traverse City. Though this flight will be marketed to all of Central Michigan, the flight will continue onto Traverse City. In this case, the aircraft will depart Baraboo with passengers bound for both Lansing and Traverse City, (Lansing is sold as a nonstop destination, and Traverse City is sold as a Direct Destination). Upon arrival at Lansing passengers will offload, while Michigan based passengers wishing to avoid the drive through the state will board the flight bound for Traverse City. From Lansing, Traverse City 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 is expected to secure a year's worth of operating income prior to the first flight.

MetJet Travel Card

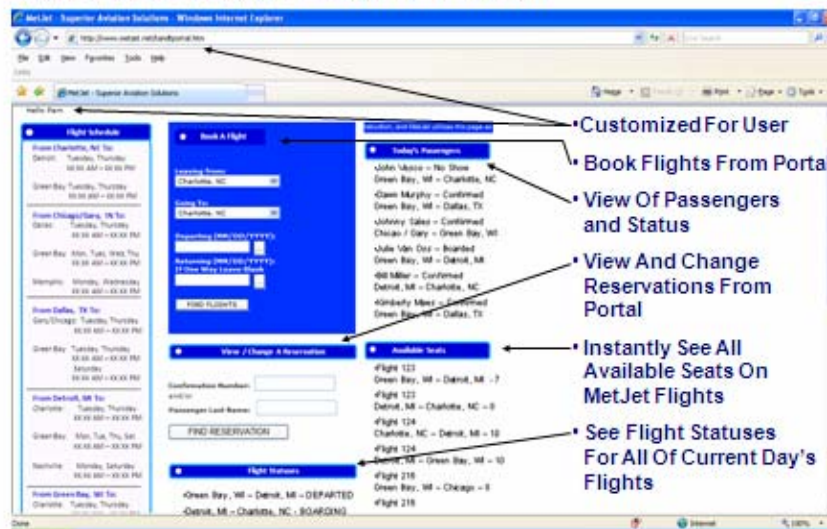
Within every city that MetJet services, it intends to offer the MetJet Travel Card. This card will give the card holder unlimited access to a dedicated web portal where the user can book flights, modify reservations, and manage their travel on board MetJet. More importantly, the MetJet Travel Card protects the holder against changes in fares. For a flat fee of \$2,000 the user will be given up to 26 flights on any MetJet chartered aircraft (Note: Normally MetJet offers 14 flights under this promotion, but has determined that flights offered on a propeller aircraft will be offered at a lower price than those flights offered on jets). In fact, at least 80% of the seats on all MetJet flights will be reserved for these passengers. If when connecting options become available these card holders will be permitted to book flights on those MetJet operations too.

Overall, 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, or our live customer service agents.
- **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 26 tickets. This offering could play a huge role in this proposal as the hotels in Wisconsin Dells could offer vacation packages, while travel agencies in our service cities could create holiday packages for their customers bound for "the Dells".
- **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 "the Dells" for a vacation, or there is a group that wants to travel to a destination. With 26 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. Each year, MetJet intends to sell 3,855 tickets for this operation, which will cover the total operating costs for that next year.

MetJet Travel Card Portal



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.

Baraboo/ Wisconsin Dells Service Offering

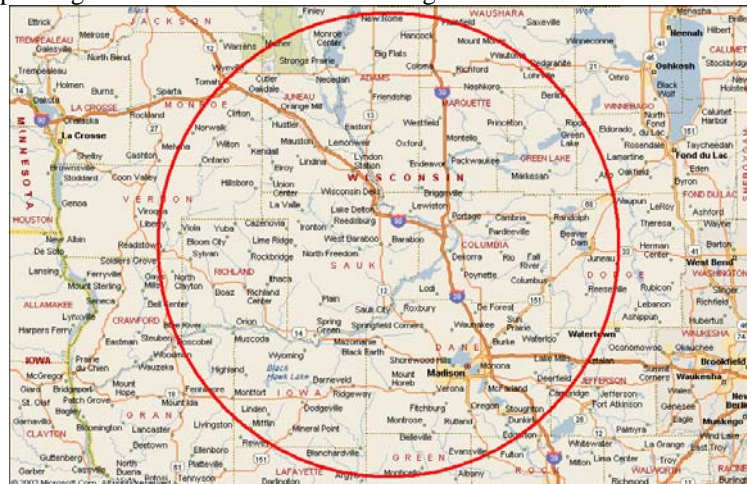
As previously stated, MetJet’s overall operation is expected to be composed of multiple contracts and aircraft. As that network gets established, MetJet would like to include Wisconsin Dells as a prime tourist destination, and continue to promote it as “The Waterpark Capital of the World!®”. Note, MetJet is still promoting solutions, but has also designed this proposal to be self sustaining, or able to operate as a “stand alone” operation, if needed.

Though “the Dells” has a significant drawing power in the summer, MetJet’s service is expected to counteract the tourist short fall during the winter months, as well as open new markets for the city. In addition, air service will prevent passengers from having to drive to Baraboo in hazardous winter conditions. For these passengers, MetJet also intends to implement a bus service, which is outlined within this proposal, that would operate between the airport and points within Baraboo and Wisconsin Dells. Finally, the key to this proposal is the fact that MetJet intends to offer flights at approximately \$59 and unlimited bus service for as little as \$10.

For the initial operation, MetJet would like to base a single 30-37 passenger turboprop aircraft at Baraboo, and offer flights to multiple (10) locations across the Midwest. In addition, MetJet would like to offer direct flights between other points where the passenger flies through Baraboo or other markets en route to their final destination. This proposal outlines the specific operation.

As MetJet developed this proposal, there were multiple functions / solutions that the company based the route design around:

1. First, MetJet intends to connect Baraboo/ Wisconsin Dells with markets that would expand the overall tourism reach of the city. The cities selected would have to be within the Midwest, as the current airport can only handle flights operated by a mid sized turbo prop aircraft. That being said, the cities that were selected for this proposal meet one or some of the following criteria:
 - a. Large markets that would draw enough passengers to fill the aircraft
 - b. Markets that have higher income levels and/ or are made up of current customers
 - c. Markets that are located on the east side of Lake Michigan and contain tourists that would save significant time flying to the area... instead of having to drive around the lake.
 - d. Cities that are far enough away from Baraboo that a family may opt to stay home... instead of drive.
2. Second, MetJet wanted to connect the citizens of Baraboo and Wisconsin Dells with markets that they would have a need, or interest, in flying to. Direct and nonstop service to these markets is also expected to draw passengers from Madison, La Crosse, Waupun, Wautoma and Tomah. The following map outlines the projected passenger market for these outbound flights.



According to the most recent census data, there are approximately 675,000 potential passengers within Sauk and the surrounding counties.

Sauk County = 58,261 / Dane= 463,826 / Iowa=23,756/ Richland 18,341 / Juneau 26,855 / Columbia 55,440 / Vernon = 29,188

- Flights that were constructed as “direct service” offer additional opportunities for Baraboo, as Direct flights can continue onto points that are further away than those cities located in the nonstop market.

Potential Markets

As previously stated, the current airport limits MetJet’s operations to 30-37 passenger sized propeller aircraft. Though the distance may be perceived as a limiting factor, the fact that MetJet intends to operate these flights between FBOs, the company can virtually select any airport within a 250 mile range as a potential market. For this particular proposal, the following cities were considered for service:

- | | | |
|----------------------|----------------------|---------------------|
| 1. Chicago/ Gary | 8. Grand Rapids, MI | 15. Des Moines, IA |
| 2. Milwaukee, WI | 9. Lansing, MI | 16. Rochester, MN |
| 3. Green Bay, WI | 10. South Bend, IN | 17. Minneapolis, MN |
| 4. Appleton, WI | 11. Springfield, IL | 18. Marquette, MI |
| 5. Duluth, MN | 12. Peoria, IL | 19. Sheboygan, WI |
| 6. Rhinelander, WI | 13. Moline, IL | |
| 7. Traverse City, MI | 14. Cedar Rapids, IA | |

Proposed Flights/ Services

Based on these flight constraints, MetJet has applied the previously mentioned routing methodology to develop the following flight operations between Baraboo and eight (10) destinations. This is a comprehensive list of the cities MetJet intends to serve through its initial Baraboo operation (note that some markets are both nonstop and direct destinations):

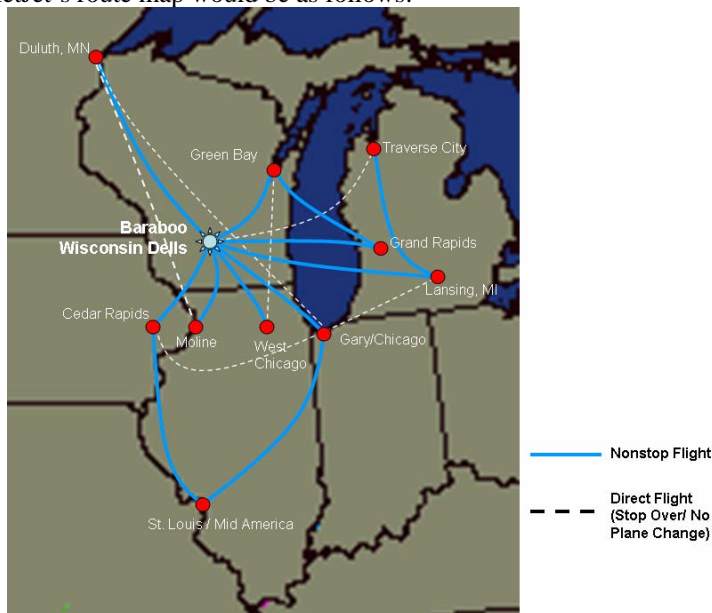
Nonstop Service from Baraboo/ Wisconsin Dells

- Gary/ Chicago (4x weekly)
- Duluth, MN (4x weekly)
- Moline / Quad Cities (4x weekly)
- Cedar Rapids, IA (3x weekly)
- West Chicago/ Naperville, IL (3x weekly)
- Lansing / Central MI (3x weekly)
- Green Bay, WI (2x weekly)
- Grand Rapids, MI (1x weekly)

Direct Service from Baraboo/ Wisconsin Dells

- St. Louis/ Mid America -BLV (4x weekly)
- Traverse City, MI (3x weekly)
- Grand Rapids, MI (2x weekly)
- Green Bay, WI (1x weekly)

Under this proposal, MetJet’s route map would be as follows:





- Nonstop Flight
- - - Direct Flight (Stop Over/ No Plane Change)

Chicago/Gary

Chicago is one of the largest markets for flights in the World, and the city is largest population base within the proposed service area. Within the city, the bulk of the air traffic flies into and out of O'Hare with the remainder of the flights operating into Midway...with a few flights operating into and out of Rockford. Gary/ Chicago was primarily selected because it is on the side of the city that is furthest from Baraboo. By operating into and out of Gary, MetJet will not experience any congestion that is associated with the other airports, and is expected to draw passengers from northern Indiana, as well as Chicago. Gary airport is also connected to Downtown Chicago via train service. Overall, service to Chicago is expected to be a big service offering for people that live within Sauk and the surrounding counties, while having the population base to attract people bound for "the Dells". MetJet also has an existing relationship with this airport.

In addition to offering service between Baraboo and Chicago, MetJet also intends to connect Gary to St. Louis MidAmerica via nonstop service, as well as to Cedar Rapids (via St. Louis) and Duluth, MN (via Baraboo). This additional service will be used to boost load factors on additional MetJet flights.

Flights from Baraboo/ Wisconsin Dells to Chicago/ Gary are expected to be approximately \$49.

St. Louis/ MidAmerica

St. Louis was selected as a destination that is truly expected to enhance the tourism market of WI Dells, as it does not appear to be a market that generates a large number of visitors to the area. MetJet's presence wont only generate interest in what "the Dells" has to offer, but will open up a new market for those passengers that live in close proximity to Baraboo and La Crosse. MetJet also has an existing relationship with this airport.

In addition to offering service between Baraboo and St. Louis, significant revenue is expected to be generated through the nonstop flights between St. Louis and Cedar Rapids, and flights between Chicago/ Gary and St. Louis. Both markets are expected to generate significant load factors for MetJet.

Flights from Baraboo/ Wisconsin Dells to St. Louis/ MidAmerica are expected to be approximately \$99.

West Chicago/ DuPage/ Naperville

Of the tourists that originate from the Chicago area, the bulk likely comes from the western suburbs and the Naperville area. As MetJet developed its flight operations it was decided that flights on Friday and Sunday to this airport would accommodate weekend tourists from this area. In addition, MetJet has developed a schedule that will permit passengers to travel between West Chicago and Green Bay (via Baraboo).

Flights from Baraboo/ Wisconsin Dells to West Chicago/ DuPage/ Naperville are expected to be approximately \$45.

Moline/ Quad Cities

Moline was selected as it has a significant population base associated with the quad cities, and though it is in close proximity to Baraboo there is not a convenient highway connecting the two points. In the event Moline does not generate the needed load factors the city can be replaced with a market that is located in a similar proximity to Baraboo. In addition to flights between Moline and Baraboo, direct flights will be offered between Duluth and Moline (via Baraboo).

Flights from Baraboo/ Wisconsin Dells to Moline/ Quad Cities are expected to be approximately \$49.

Cedar Rapids, IA

Cedar Rapids is a small metropolis located within the proposed service area of this plan. In fact, Cedar Rapids is expected to generate a new tourism market of for the city of Baraboo. In addition to nonstop flights between Baraboo and Cedar Rapids, MetJet is also proposing nonstop service between Cedar Rapids and St. Louis, and direct service between Cedar Rapids and Gary/ Chicago (via St. Louis) and between Cedar Rapids and Lansing (via Baraboo).

Flights from Baraboo/ Wisconsin Dells to Cedar Rapids, IA are expected to be approximately \$49.

Lansing, MI

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 did 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 also intends to offer nonstop service between Lansing Traverse City, as well as Direct Service (via Baraboo) between Lansing and Moline/ Quad Cities.

Flights from Baraboo/ Wisconsin Dells to Lansing, MI are expected to be approximately \$69.

Grand Rapids, MI

Grand Rapids is a fast growing market within this plan’s service area. For that reason, MetJet has opted to offer flights in an effort to attract new passengers. In addition, an inexpensive service that connects cities where passengers would have had to drive around Lake Michigan is expected to generate a significant amount of interest within the area around Baraboo and around Grand Rapids. MetJet also intends to connect Grand Rapids with Green Bay via nonstop service.

Flights from Baraboo/ Wisconsin Dells to Grand Rapids, MI are expected to be approximately \$69.

Traverse City, MI

Traverse City is a city that would benefit a great deal by service to Lansing, and is also expected to open up a new market for Wisconsin Dells tourism. Within this proposal, flights are expected to be offered between Traverse City and Lansing via nonstop service and between Traverse City and Baraboo via direct service through Lansing. In the event a high enough load factor is not obtained from Traverse City, MetJet has identified many markets within 250 miles of Lansing.

Flights from Baraboo/ Wisconsin Dells to Traverse City, MI are expected to be approximately \$99.

Green Bay, WI

Green Bay is a market that Wisconsin Dells spends a great deal of money advertising to potential tourists. In addition, it is the home to MetJet and expected to be a link to a significant number of flights to further destinations. As MetJet obtains additional contracts, Green Bay is expected to be connected to multiple cities, which in turn will permit connections between Baraboo and these other cities.

In addition to offering nonstop flights to Baraboo, Green Bay is expected to be connected to Grand Rapids through nonstop service, and to West Chicago via Baraboo.

Flights from Baraboo/ Wisconsin Dells to Green Bay, WI are expected to be approximately \$49.

Duluth, MN

Duluth, MN is a city that is significantly underserved. Flights between Baraboo and Duluth are expected to generate significant interest in Duluth, as these flights will also connect Duluth with Gary/ Chicago and Moline via direct service through Baraboo. Duluth is expected to become a prime tourist lane for visitors that do not want to make the drive to Baraboo during winter months. In the event that Duluth does not generate a high enough load factor, MetJet has identified several cities that service could be transferred to.

Flights from Baraboo/ Wisconsin Dells to Duluth are expected to be approximately \$59.

Weekly Schedule

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

Monday

- Baraboo/ WI Dells to Gary/ Chicago (nonstop)
- Baraboo/ WI Dells to St. Louis/ Mid America (direct via Gary)
- Baraboo/ WI Dells to Duluth, MN (nonstop)
- Baraboo/ WI Dells to Moline / Quad Cities (nonstop)
- Duluth, MN to Baraboo/ WI Dells (nonstop)
- Duluth, MN to Moline/ Quad Cities (direct via Baraboo)
- Gary/ Chicago to St. Louis/ MidAmerica (nonstop)
- Gary/Chicago to Cedar Rapids, IA (direct via MidAmerica)
- Gary/ Chicago to Baraboo/ WI Dells (nonstop)
- Gary/ Chicago to Duluth, MN (direct via Baraboo)
- Moline/ Quad Cities to Baraboo (nonstop)
- St. Louis/ MidAmerica to Cedar Rapids, IA (nonstop)
- St. Louis/ MidAmerica to Gary/Chicago (nonstop)
- St. Louis/MidAmerica to Baraboo/ WI Dells (direct via Gary)

Tuesday

- Baraboo/ WI Dells to Moline/ Quad Cities (nonstop)
- Baraboo/ WI Dells to Duluth, MN (nonstop)
- Baraboo/ WI Dells to Gary/ Chicago (nonstop)
- Baraboo/ WI Dells to St. Louis/ MidAmerica (direct via Gary)
- Cedar Rapids, IA to St. Louis/ MidAmerica (nonstop)
- Cedar Rapids, IA to Gary/ Chicago (direct via St. Louis)
- Duluth, MN to Baraboo/ WI Dells (nonstop)
- Duluth, MN to Gary/ Chicago (direct via Baraboo)
- Gary/ Chicago to St. Louis/ MidAmerica (nonstop)
- Gary/ Chicago to Cedar Rapids, IA (direct via St. Louis/ Mid America)
- Gary/ Chicago to Baraboo/ WI Dells (nonstop)
- Moline/ Quad Cities to Baraboo/ WI Dells (nonstop)
- Moline/ Quad Cities to Duluth, MN (direct via Baraboo)
- St. Louis/ MidAmerica to Cedar Rapids, IA (nonstop)
- St. Louis/ MidAmerica to Gary/ Chicago (nonstop)
- St. Louis/ Mid America to Baraboo/ WI Dells (direct via Gary)

Wednesday

- Baraboo/ WI Dells to Lansing, MI (nonstop)
- Baraboo/ WI Dells to Traverse City, MI (direct via Lansing)
- Baraboo/ WI Dells to Dupage/ Naperville/ W. Chicago (nonstop)
- Baraboo/ WI Dells to Cedar Rapids, IA (nonstop)
- Baraboo/ WI Dells to Green Bay, WI (nonstop)
- Baraboo/ WI Dells to Grand Rapids, MI (direct via Green Bay)
- Cedar Rapids, IA to Baraboo/ WI Dells (nonstop)
- Dupage/ Naperville/ W. Chicago to Baraboo/ WI Dells (nonstop)
- Dupage/ Naperville/ W. Chicago to Green Bay, WI (direct via Baraboo)
- Grand Rapids, MI to Baraboo/ WI Dells (nonstop)
- Green Bay, WI to Grand Rapids, MI (nonstop)
- Green Bay, WI to Baraboo/ WI Dells (direct via Grand Rapids)
- Lansing, MI to Traverse City, MI (nonstop)
- Lansing, MI to Baraboo/ WI Dells (nonstop)
- Lansing, MI to Cedar Rapids, IA (direct via Baraboo)
- Traverse City, MI to Lansing, MI (nonstop)
- Traverse City, MI to Baraboo/ WI Dells (direct via Lansing)

Thursday

- Baraboo/ WI Dells to Gary/ Chicago (nonstop)
- Baraboo/ WI Dells to St. Louis/ Mid America (direct via Gary)
- Baraboo/ WI Dells to Duluth, MN (nonstop)
- Baraboo/ WI Dells to Moline / Quad Cities (nonstop)
- Duluth, MN to Baraboo/ WI Dells (nonstop)
- Duluth, MN to Moline/ Quad Cities (direct via Baraboo)
- Gary/ Chicago to St. Louis/ MidAmerica (nonstop)
- Gary/Chicago to Cedar Rapids, IA (direct via MidAmerica)
- Gary/ Chicago to Baraboo/ WI Dells (nonstop)
- Gary/ Chicago to Duluth, MN (direct via Baraboo)
- Moline/ Quad Cities to Baraboo (nonstop)
- St. Louis/ MidAmerica to Cedar Rapids, IA (nonstop)
- St. Louis/ MidAmerica to Gary/Chicago (nonstop)
- St. Louis/MidAmerica to Baraboo/ WI Dells (direct via Gary)

Friday

- Baraboo/ WI Dells to Cedar Rapids, IA (nonstop)
- Baraboo/ WI Dells to Lansing, MI (nonstop)
- Baraboo/ WI Dells to Traverse City, MI (direct via Lansing)
- Baraboo/ WI Dells to Grand Rapids (nonstop)
- Baraboo/ WI Dells to Green Bay, WI (direct via Grand Rapids)
- Cedar Rapids, IA to Baraboo/ WI Dells (nonstop)
- Cedar Rapids, IA to Lansing, MI (direct via Baraboo)
- Dupage/ Naperville/ W. Chicago to Baraboo/ WI Dells (nonstop)
- Grand Rapids, MI to Green Bay, WI (nonstop)
- Grand Rapids, MI to Baraboo/ WI Dells (direct via Green Bay)
- Green Bay, WI to Baraboo/ WI Dells (nonstop)
- Green Bay, WI to Dupage/ Naperville/ W. Chicago (direct via Baraboo)
- Lansing, MI to Traverse City, MI (nonstop)
- Lansing, MI to Baraboo/ WI Dells (nonstop)
- Traverse City, MI to Lansing, MI (nonstop)
- Traverse City, MI to Baraboo/ WI Dells (direct via Lansing)

Saturday

- Baraboo/ WI Dells to Moline/ Quad Cities (nonstop)
- Baraboo/ WI Dells to Duluth, MN (nonstop)
- Baraboo/ WI Dells to Gary/ Chicago (nonstop)
- Baraboo/ WI Dells to St. Louis/ MidAmerica (direct via Gary)
- Cedar Rapids, IA to St. Louis/ MidAmerica (nonstop)
- Cedar Rapids, IA to Gary/ Chicago (direct via St. Louis)
- Duluth, MN to Baraboo/ WI Dells (nonstop)
- Duluth, MN to Gary/ Chicago (direct via Baraboo)
- Gary/ Chicago to St. Louis/ MidAmerica (nonstop)
- Gary/ Chicago to Cedar Rapids, IA (direct via St. Louis/ Mid America)
- Gary/ Chicago to Baraboo/ WI Dells (nonstop)
- Moline/ Quad Cities to Baraboo/ WI Dells (nonstop)
- Moline/ Quad Cities to Duluth, MN (direct via Baraboo)
- St. Louis/ MidAmerica to Cedar Rapids, IA (nonstop)
- St. Louis/ MidAmerica to Gary/ Chicago (nonstop)
- St. Louis/ Mid America to Baraboo/ WI Dells (direct via Gary)

Sunday

- Baraboo/ WI Dells to Lansing, MI (nonstop)
- Baraboo/ WI Dells to Traverse City, MI (direct via Lansing)
- Baraboo/ WI Dells to Dupage/ Naperville/ W. Chicago (nonstop)

- Baraboo/ WI Dells to Cedar Rapids, IA (nonstop)
- Baraboo/ WI Dells to Green Bay, WI (nonstop)
- Baraboo/ WI Dells to Grand Rapids, MI (direct via Green Bay)
- Cedar Rapids, IA to Baraboo/ WI Dells (nonstop)
- Cedar Rapids, IA to Lansing, MI (direct via Baraboo)
- Dupage/ Naperville/ W. Chicago to Baraboo/ WI Dells (nonstop)
- Dupage/ Naperville/ W. Chicago to Green Bay, WI (direct via Baraboo)
- Grand Rapids, MI to Baraboo/ WI Dells (nonstop)
- Green Bay, WI to Grand Rapids, MI (nonstop)
- Green Bay, WI to Baraboo/ WI Dells (direct via Grand Rapids)
- Lansing, MI to Traverse City, MI (nonstop)
- Lansing, MI to Baraboo/ WI Dells (nonstop)
- Traverse City, MI to Lansing, MI (nonstop)
- Traverse City, MI to Baraboo/ WI Dells (direct via Lansing)

Aircraft

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

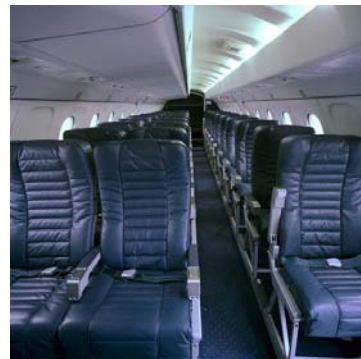
- **First Choice Aircraft Type** – The first choice in aircraft for our initial Baraboo operation is the Saab 340. This aircraft has a history of operating in the conditions associated with the winters throughout the Midwest, and is exactly the maximum size that can operate into and out of Baraboo. This aircraft holds approximately 34 passengers in a single configuration, and has a range that is significantly longer than any of MetJet’s proposed flights.

Additional information about the Saab 340 can be found at

<http://www.saabaircraft.com/GeneralWebServices/GeneralInformation.aspx?serviceid=1&nodeid=47&Pageid=30>



Saab 340



Saab 340 - Interior

- **Second Choice Aircraft Type** – The second aircraft choice for this solution is the Dash 8-300. The specific model that MetJet has selected for this operation is the 300 Series, which is configured in a 37 passenger configuration. The fuel consumption for the DHC 8 is expected to be higher than the Saab 340.



DHC 8-300



DHC Interior

Strategy & Implementation

For Baraboo, 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 and FBOs 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 (if not conducted by FBO) 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

As previously stated, MetJet intends to sell enough MetJet Travel Cards to cover all operating costs for the first year of operations. The sale of these cards will allow MetJet to have funds in an escrow account, and draw 1/365, or the value associated with membership travel, of the value of the account each day. Within this scenario, a total of 3,855 MetJet Travel Card Memberships are expected to be sold with the following numbers sold within each city:

• Baraboo/ WI Dells	850 Memberships	Preflight Revenue - \$1,700,000
• St. Louis (BLV)	550 Memberships	Preflight Revenue - \$1,100,000
• Gary/ Chicago	550 Memberships	Preflight Revenue - \$1,100,000
• Green Bay, WI	280 Memberships	Preflight Revenue - \$ 560,000
• DuPage/ W. Chicago	75 Memberships	Preflight Revenue - \$ 150,000
• Cedar Rapids, IA	350 Memberships	Preflight Revenue - \$ 700,000
• Traverse City, MI	150 Memberships	Preflight Revenue - \$ 300,000
• Lansing, MI	250 Memberships	Preflight Revenue - \$ 500,000
• Grand Rapids, MI	250 Memberships	Preflight Revenue - \$ 500,000
• Moline/ Quad Cities	150 Memberships	Preflight Revenue - \$ 300,000
• Duluth, MN	400 Memberships	Preflight Revenue - \$ 800,000
		\$ 7,710,000

Benefits to Baraboo / Wisconsin Dells and the Surrounding Areas

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

- First and foremost, Baraboo will immediately be connected to ten (10) cities via nonstop and direct service offered by MetJet. This service will provide the people that live in and around Baraboo with incredible travel flexibility, while providing tourists an incredible option for traveling to “the Dells”.
- Within the proposed flight schedule, there are three daily departures and arrivals at Baraboo. These flights are expected to bring in between 30,000 – 37,000 passengers to Baraboo each year. The passengers associated with tourist travel will bring significant additional revenue to the city.
 - If half of the inbound passengers, 15,000 tourists, each spending \$500, the area will generate an additional \$7.5 in revenues, each year
 - Passengers that utilize MetJet in the winter will bring in much needed tourists for the area
- MetJet will generate direct revenue for Baraboo and Wisconsin Dells through fees associated with enplaned passengers.
- 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.

- As an operator, MetJet will offer jobs within the community. For this specific plan, MetJet will hire Baraboo 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.
- MetJet will also bring significant marketing potential to the city. MetJet will advertise its flights into and out of Baraboo/ WI Dells, 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 Baraboo market.
- With convenient flights, companies may consider holding conferences and meetings within the area.

Overall, the implementation of this business plan will bring significant additional revenue/ business to the area. In addition, this revenue will be associated with multiple facets of the economy, including tourism, new and general business within the local economy and services related to MetJet's flights.

Growth & Expansion

As previously stated, MetJet intends to utilize proceeds from this operation to expand service between Baraboo and additional cities, as well as link Baraboo to other MetJet cities (as they become available) via connections throughout the Midwest. Examples of both are as follows:

- Expansion markets will continue to be limited to the Midwest, as the airport's current facilities limit passenger throughput and aircraft types. Immediate opportunities for expansion include service to:
 - Detroit or Flint, MI
 - South Bend, IN
 - Springfield, IL
 - Louisville, KY
 - Columbus, OH
 - Indianapolis, IN
- Likewise, as MetJet obtains new contracts, opportunities to connect to the Baraboo service will be come available. Services to these cities will significantly expand the tourism reach of "the Dells". The cities that are likely candidates for connecting service to Baraboo, include:
 - Tampa/ Clearwater
 - Athens/ Metro Atlanta
 - Los Angeles Area
 - Washington D.C.

In addition to expanding flight operations, MetJet has also developed over 80 additional service offerings. Many of these services will likely be offered at BLV, 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. This service can be tied into the proposed bus service that MetJet will implement for this plan.

MetJet Sand Rental (not Baraboo)

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

Baraboo/ WI Dells Bus Service

In order to enhance the success of this proposal, MetJet has determined that it should incorporate a bus service from the airport to points throughout Baraboo and Wisconsin Dells. This service will also be made available to the public.

The need for this service is driven by the following factors:

1. Wisconsin Dells and Baraboo currently do not have a bus service, excluding the individual shuttles that operate within the resorts. In order to convince passengers to leave their cars at home and utilize MetJet there will have to be a convenient, and affordable, service that they can utilize during their stay.
2. According to the Airport Manager, the current terminal at Baraboo airport could comfortably handle approximately 15 passengers. For this reason, MetJet intends to schedule the bus service in a fashion where passengers arrive at the terminal as close to the boarding time as possible. This will help alleviate the congestion within the terminal.

Overview

For this operation, MetJet intends to operate two city style buses that are equipped with luggage racks. These buses would be similar to the larger buses operated at airports by car rental agencies. Upon arrival passengers are expected to be greeted by both buses...essentially a southbound bus and a northbound bus (note that both buses will operate on the same route). From the airport, the southbound bus will proceed to south to points within Baraboo and then proceed north back to the airport and onto Wisconsin Dells...essentially becoming the north bound bus. Likewise, the northbound bus will depart for Wisconsin Dells and make stops along highway 12. At highway 23, the bus will continue towards downtown Wisconsin Dells, and after a couple stops downtown the bus will then proceed back down highway 23 to highway 12 and back to the airport where it will become the southbound bus.

For passengers that utilize MetJet, the service is expected to cost \$10 per person for their entire stay, while for non MetJet passengers the ride is expected to cost \$1 per use, \$5 per weekend or \$10 per week. In addition, on routes that operate 1.5 hours prior to next MetJet flight, passengers will find a MetJet agent on board. Through wireless technology, that agent will be able to check passengers in for their flights, as well as check their luggage in. This service will allow the passenger to make a seamless transition from the bus directly to the aircraft, upon arrival at the airport. Buses would likely operate between the hours of 5am and midnight, with an altered schedule during the winter months. This schedule would also be customized to help the summer labor get from where they are staying to the resorts and water parks.

The bus operation is expected to be independent of the air operation, in the sense that it will operate as a subsidiary of MetJet. If it is assumed that ½ of all Baraboo bound passengers utilize the bus service, the operation will receive approximately \$185,000 in revenue, which is expected to cover the majority of the costs associated with the bus operation. In addition, this figure does not include the individual passengers that utilize the service within the cities.

Upon financing, this service is going to be dependent upon approval from both Wisconsin Dells and the city of Baraboo. In addition, individual stops will be determined as investors are identified, and likewise approved by the land owner associated with the stop. In the event a resort or local business is involved with the financing of this operation, their location will receive priority in the development of a route schedule.

Benefits To Investors

As previously stated this business proposal has been developed with the intention of not only bringing convenient air service to Baraboo and Wisconsin Dells, but to also generate a return for those parties that invest in the operation. For this operation, MetJet is seeking between 1-10 investors that are willing to invest up to \$1 Million (1 investor of \$1 Million or 10 investors of \$100,000), in exchange for a flat fee paid to the investors for every passenger that utilizes MetJet's services. Overall, the benefits to investing in this proposal are as follows:

- **Expected ROI** - For this operation it is the intention of MetJet to pay the investors \$3 for every passenger (.30 cents to every investor...if 10 investors) that utilizes this aircraft, for the first 500,000 passengers (period of 3-4 years). This return is expected to generate a total of \$500,000 profit on the total initial investment.

In the event the investor is a local business, there are additional benefits that will be received. They are as follows:

- **Placement on Bus Route** - As previously stated, MetJet intends to incorporate a bus route with the flight offerings. In the event an investor happens to be associated with one of the attractions, resorts, stores or potential points along a route their business and customers will be given priority on the bus route.
- **Visibility of the Operation** - Through a dedicated portal, investors of this plan will be able to see real time information relating to the operation. This information will also be shared in monthly meetings that is designed for the investors. However, the biggest benefit of visibility to the organization comes with the selection of service cities. In the event the service cities of this plan are modified, or new service cities are selected for additional aircraft, investors in this plan will play a key role in selecting these markets. In the event they have a specific need for service to a specific city, being a part of this advisory council will help form the decisions that make up this operation. **Note, MetJet is not selling ownership in the company, rather than working to develop a local operation where those parties that invest funds get to provide feedback. This investment is purely a loan with an established payback.**
- **Promotion of Company** - MetJet intends to offer companies in Baraboo and Wisconsin Dells several options to promote their companies. In particular, these options include, but are not limited to:
 - Banners / Coupons on Boarding Pass – At the base of every printed boarding pass, MetJet intends to promote companies through banner ads and coupons for the destination. In the event a company and/or attraction are one of the investors...they will be given one of these banner locations at no charge for the period of one year.
 - Travel Guide Listing – As part of its online functionality, MetJet will operate an online travel guide where local businesses will have the option of listing their company within the guide, (each listing will have location info, contact info, website info and a brief explanation of the company), as well as purchase banner advertisements. Investors will be given free listings for the period of five years, as well as a free banner location for one year.

Some investors would be weary of the current economy. This actually works to the benefit of MetJet as multiple aircraft are available, and the decline in air travel helps with the negotiation of aircraft providers and rent within the cities/ FBOs we intend to operate into.

Finally, as is the case with any investment there is a risk associated with this venture. However, it is important to note that at the time of implementation, MetJet will be a debt free company and will utilize all of the invested funds in this venture. Without investment, the Baraboo solution will not be implemented, and our intended use of the invested funds can be found on the following page.

Use of Funds

For this operation, MetJet is seeking either a business loan, from either a single source or multiple private parties. The total amount being requested is **\$1 Million**, and is required to conduct the activities associated with successfully implementing these operations.. Any loans would have a payback period of at least three-four years, with the first payment deferred until the end of the six-eight month implementation period. Ideally, MetJet would like to assign a flat fee of \$3 to each of its 113,000-129,000 expected annual passengers, which will be used for loan payments. This value (~\$400,000 annually) would be paid to the financier for the first 500,000 passengers into/ out of Baraboo, on MetJet. In total there is expected to be a payout of \$1.5 Million (**\$500,000 profit**) paid to investors. These payouts are expected to be made on a monthly basis.

For this operation, MetJet intends to utilize the funds in the following way:

- \$206,000 Human Resources – Payroll
- \$100,000 Home Office Related (cubicles, IT, phones, etc)
- \$ 50,000 Initial Catering Fees (Initial supplies, delivery trucks at locations, etc.)
- \$ 50,000 Establishment of a Baraboo/ WI Dells Shuttle Bus Operation
- \$ 50,000 Setup At New Airports
- \$100,000 Marketing of MetJet Travel Cards
- \$ 50,000 Customization of MetJet’s Web Based Operating System
- \$394,000 Securing of Aircraft Lease / Aircraft Customization

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.

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 \$10 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 = 73
Flights per Year = 3,796

Max Passengers per Flight = 34
Seats for Travel Card Members (per flight) = ~27
Seats for Individual Tickets (per flight) = ~7 (assumes 4-5 are sold)

MetJet Travel Cards Available For Sale = 3,855
Cost Per Travel Card Membership = \$2,000
MetJet Travel Card Average Cost per Flight = \$74 (includes both long haul and short flights)

Note: Year 1 is the 12 month period following a six month implementation.

Forecasted			
Balance Sheet At The End of Year 1	(Thousands)	(Thousands)	(Thousands)
ASSETS			
Cash	\$669		\$669
Supplies & Furniture	\$100		
less depreciation	\$10		\$90
IT Related Assets	\$50		
less depreciation	\$17		\$33
TOTAL ASSETS			\$792
LIABILITIES			
Bank Loan		\$0	\$0
Tax		\$201	\$201
TOTAL LIABILITIES			\$201
Equity			\$592

Balance Sheet End of Year 1 Flight Operations

Cash Flow Statement	Year 1	Flight Proposal												Total				
		January	February	March	April	May	June	July	August	September	October	November	December					
Receipts (thousands)																		
Starting Capital	\$0																	\$0
Bulk Ticket Sales	\$643	\$643	\$643	\$643	\$643	\$643	\$643	\$643	\$643	\$643	\$643	\$643	\$643	\$643	\$643	\$643	\$643	\$17,710
Individual Ticket Sales	\$87	\$87	\$87	\$87	\$87	\$87	\$87	\$87	\$87	\$87	\$87	\$87	\$87	\$87	\$87	\$87	\$87	\$1,044
Internet Ads	\$10	\$10	\$10	\$10	\$10	\$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	\$3	\$3	\$3	\$3	\$3	\$40
General Ad Sales	\$8	\$8	\$8	\$8	\$8	\$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	\$2	\$2	\$2	\$2	\$2	\$20
Total	\$753	\$753	\$753	\$753	\$753	\$753	\$753	\$753	\$753	\$753	\$753	\$753	\$753	\$753	\$753	\$753	\$753	\$9,034
Payments (thousands)																		
Labor	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$93	\$1,120
Fuel	\$198	\$198	\$198	\$198	\$198	\$198	\$198	\$198	\$198	\$198	\$198	\$198	\$198	\$198	\$198	\$198	\$198	\$2,371
Aircraft & Terminal Fees	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$150	\$1,800
Investor Payout	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$35	\$417
Credit Processing	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$10	\$116
Passengers Taxes / Fees	\$96	\$96	\$96	\$96	\$96	\$96	\$96	\$96	\$96	\$96	\$96	\$96	\$96	\$96	\$96	\$96	\$96	\$1,157
Ground Services	\$24	\$24	\$24	\$24	\$24	\$24	\$24	\$24	\$24	\$24	\$24	\$24	\$24	\$24	\$24	\$24	\$24	\$285
Catering Fees	\$17	\$17	\$17	\$17	\$17	\$17	\$17	\$17	\$17	\$17	\$17	\$17	\$17	\$17	\$17	\$17	\$17	\$200
Home Office Related	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$250
Employee Benefits	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$21	\$249
Operating System Maintenance	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$8	\$100
Marketing	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$25	\$300
Total	\$697	\$697	\$697	\$697	\$697	\$697	\$697	\$697	\$697	\$697	\$697	\$697	\$697	\$697	\$697	\$697	\$697	\$8,365
Net Cash Flow (thousands)	\$56	\$56	\$56	\$56	\$56	\$56	\$56	\$56	\$56	\$56	\$56	\$56	\$56	\$56	\$56	\$56	\$56	\$669
Balance Before	\$0	\$56	\$112	\$167	\$223	\$279	\$335	\$390	\$446	\$502	\$558	\$613	\$669	\$725	\$781	\$837	\$893	\$950
Balance After	\$56	\$112	\$167	\$223	\$279	\$335	\$390	\$446	\$502	\$558	\$613	\$669	\$725	\$781	\$837	\$893	\$950	\$1,006

Cash Flow Statement – Year 1 Flight Operations

Forecasted Profit & Loss Account At End of Year 1	(Thousands)	(Thousands)
Income		\$9,034
Bulk Ticket Sales	\$7,710	
Individual Ticket Sales	\$1,044	
Retained Earnings	\$100	
Internet Ads	\$120	
Inflight Magazine Ad Revenue	\$40	
General Ad Sales	\$100	
Interest Income	\$20	
		\$8,365
Less Cost of Sales		
Labor	\$1,120	
Fuel	\$2,371	
Aircraft Fees	\$1,800	
Loan Payment	\$417	
Credit Processing	\$116	
Passengers Taxes / Fees	\$1,157	
Ground Services	\$285	
Catering Fees	\$200	
Home Office Related	\$250	
Employee Benefits	\$249	
Operating System Maintenance	\$100	
Marketing	\$300	
Profit Before Taxation		\$669
Taxation @ 30%		\$201
Retained Profit		\$468

Profit & Loss Statement of Year 1 Flight Operations