

any•whair

WILLIAM MCCORMICK

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any-where

William McCormick

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Executive Summary

Anywhair is a charter flight company that offers cheaper charter flights aimed at a new market of users who are not currently targeted by anyone. Under the Trump administration, we expect to see tax cuts for wealthy people. As a result, they will have more money to spend on services, like charter flights. An entire group of people will begin looking into chartering planes, and we will take advantage of that situation through offering cheaper charter services than our competitors.

Anywhair will also offer services to owners of private jets in order to convince them to let us use their aircraft. Anywhair is able to offer cheap prices as a result of not purchasing its own jets. Rather, we use planes that other people own, and connect them to customers. As a result, we get an asset light corporate system, and give a share of the profits to the owners as compensation for their aircraft. In addition, in order to incentivize owners to join the anywhair network, we will provide a website where owners can go to manage hangars, purchase or sell aircraft, and manage maintenance for their airplane. In exchange for these services, owners allow anywhair to use their planes for a minimum of 20 hours per year.

We will utilize a marketing campaign in select publications, and online using Google AdWords. We will also use a unique management system to encourage communication. There is about to be a large market of new customers for the charter flight world, and no other company is preparing to take advantage of it. Anywhair will fill this market before anyone else will be able to compete. Anywhair plans to offer wonderful services at extremely competitive prices, allowing more customers and owners to use the charter system than ever before.

Company Description

Anywhair is an unconventional airline. We have recently become an airline dedicated to using as many underused assets available to us, including not only aircraft, but also airports. We plan to utilize pieces of a system pioneered by corporations like NetJets Inc. We will create a mobile application, and website, that that will allow users to book planes at a moments notice. However, unlike NetJets, anywhair will operate off the principle that the more planes we have available to us, then the more freedom we will have to operate, and the more routes we will be able to provide. Anywhair will provide better services to owners than any other corporation currently running a similar system, attracting more aircraft, allowing for this freedom. We plan to incentivize owners to use our system through providing not only funds towards the use of jets, but also maintenance, hangar brokerage, aircraft purchasing, and selling support, as well as a guarantee of availability.

We will provide systems designed to aid the owner of these aircraft with maintenance. Anywhair will operate maintenance teams in various locations around the country, as well as contracting with maintenance providers in various locations, so as to have consistent availability should something go wrong with the aircraft pre-departure. In addition, anywhair plans to have at least one additional aircraft available at all departure locations should maintenance prove unable to rectify the situation over the course of a reasonable time frame, thus eliminating as many delays as possible. We believe that the anywhair network will be large enough to support this availability.

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In addition to maintenance, anywhair will also provide hangar brokerage. We will negotiate, on behalf of the owner, hangar leases, or outright purchase agreements with various airports, and FBO's, then return to the owner with a variety of options. The owner will then make a decision, and we handle the purchase agreements, as well as review the documentation's legal aspects. If the owner purchased the hangar, then anywhair will provide a hangar maintenance system similar to anywhair's aircraft maintenance system. Anywhair will contract with hangar repair companies, get quotes, and send a team to fix the issue with the hangar, then bill the owner directly. If the owner decides to lease a hangar, the anywhair commits to reviewing materials, and providing reminders when the funds are due. All in all, this becomes a seamless process for the owner.

Anywhair also plans to offer aircraft purchasing support. Aircraft purchasing is similar to hangar purchasing, but with a few key differences. When an owner would like to purchase a new aircraft, then they will be connected with an anywhair sales representative who will guide them through the process. First, the sales representative will compile a list of compatible aircraft that are currently being sold by other anywhair owners, and discuss these options with the purchaser. If none of these aircraft meet the needs of the owner, then the sales representative will begin researching other options outside of the anywhair network, and will compile a new list for the purchaser. This process can repeat as many times as necessary for the purchaser to decide on a new aircraft.

In addition to purchasing support, anywhair also plans to offer support for owners selling aircraft. Though not as extensive as anywhair's purchasing support, anywhair's selling support

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will still enable the seller to dismiss their well used aircraft with a proper send off. Anywhair would prioritize the selling of anywhair network jets to other owners of anywhair network jets, not only since it provides another incentive for aircraft owners to use anywhair, but also because it is beneficial to anywhair to keep the same aircraft in the network, mainly for consistency and maintenance purposes. Once an owner wants to sell their jet, then they get in contact with an anywhair sales representative. This sales representative adds the aircraft to a database of all anywhair sales aircraft. The sales representatives will then prioritize selling aircraft on this database to other anywhair owners.

Finally, anywhair plans to offer a guarantee of aircraft availability to its owners. Part of what's special about owning a private jet is the freedom to travel at a moments notice. Because anywhair already has a backup plane available in the case of extraneous maintenance, we can also make the primary plane available to its owners, in case they need to take it. In the case the owners of either plane require the use of their aircraft, than the other plane will be made the primary plane, and will no longer be available for owner re-acquirement. Then, once the primary aircraft takes off, the secondary aircraft will be made available to the owners who required its use in the first place. They must wait until after the aircraft departs, because of possible maintenance malfunctions with the primary aircraft. However, flight plans can still be filed, and the necessary preparations to the secondary aircraft can still take place while it is on the ground.

All in all, anywhair provides a seamless platform for owners to interact with their aircraft. Now what about the customers? Anywhair will create a website, and then an app later on, that will allow customers to charter aircraft, based off of availability. Essentially, they will be able to

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view photos of the aircraft, select their aircraft, and only pay how much the plane costs, no more, no less. Gone are the days of the up-front \$100,000 fees for the privilege of joining our organization. Now, you only have to pay how much one flight costs.

In the case of cancellation, there will still be a fee. This fee is in place because the scheduled aircraft was no longer made available to other people who would have happily paid, in full, for the use of this airplane. The fee is mainly to compensate the owners of the airplane, the crew of the aircraft for lost time, and to minimize anywhair's sunk cost. Customers would not pay the up-front charter price in full. Instead they would pay this fee. The fee amounts to 50% of the original charter price, making it a no-brainer for customers to cancel if they cannot fly, but still granting anywhair enough funds to minimize revenue loss.

In short, anywhair is a charter airline that brings together the customer and the aircraft, allowing for cheaper charter flights from more locations. Anywhair will be the best private jet owner platform, as well as the best customer based charter flight platform. As a result, we will attract the most jets, as well as the most customers to fly on them. This could change the entire charter flight business.

Market Analysis

Because of recent elections in the United States, taxes for the wealthy are expected to decline over the course of the next 2-4 years. As a result, luxury goods and services are expected to see an increase in growth, and revenue. In addition, more people will begin wondering about chartering aircraft, because of their newfound wealth. As a result, these new customers will begin looking for the cheap option of charter flights, while still providing high quality customer service. Anywhair will take advantage of this new market through providing cheaper prices for flights than competitors.



As you can see from this chart, no other charter company is taking advantage of this new market. People will be willing to charter a cheaper flight, and will be more interested in doing so with their newfound wealth.

Market Analysis

Sample Charter: SFO - DEN

Factors in Ticket Price:

Distance(Nm):	Cruise Speed (Nm/hr):	Time (hr):	Amount of Fuel Burned(g):	Fuel Burn Rate (g/hr):	Price of Fuel(/g):
526.7	526.7	1.500	328.500	219	\$7.60
Pilot Wage:	Price of Pilot:	Time of Pilot Work:	Total Pilot Fee (x2):		Total price of fuel (\$)
\$150.00	\$375.00	2.500	\$750.00		\$2,496.60
Airport Fees:	Owner Profit:	anywhair Profit:		Grand Total:	
\$100.00	\$500.35	\$500.35		\$5549.37	

The price of \$5,549.37 is quite reasonable in the private jet world. In fact, according to privatefly.com, a slightly smaller aircraft costs \$9050 for the same flight. Now, this is only a quote, and may not be completely accurate, but anywhair still blows their price out of the water. Anywhair, of course, does not have a flight attendant, but people are becoming more and more willing to get themselves a soda out of the readily available refrigerator, than not get up at all. In addition, it is becoming apparent that people will feel less awkward if a flight attendant isn't on the aircraft. People actually prefer to get themselves something to drink, and we can take advantage of that through not hiring a flight attendant.

The new market of cheaper charter flights is something that anywhair will take advantage of. We will operate cheaper flights while still maintaining a high level of customer service, something that will attract new customers to the charter field. Anywhair's asset-light model will change the way charter service corporations do business. Now is the perfect time to enter this industry, because of the probable tax breaks, and the large number of available aircraft that anywhair can take advantage of.

Organization and Management

Anywhair will utilize a new style of management. It will take into account the value of human connection, and will try to minimize bureaucracy between layers of management, as well as minimize the risk of one person being responsible for multiple other people's projects. This involves a circular system where everyone reports to somebody else. In order to maximize production, however, no position will report to more than two other people. However, managers, and other executives can have many people reporting to each other. Instead of a pyramid, this system begins to look more like a circle, as detailed below. For example, we will have an executive team, instead of a single executive. The big three will each be responsible for different aspects of the management process, but will be considered equally important.

anywhair executive team:

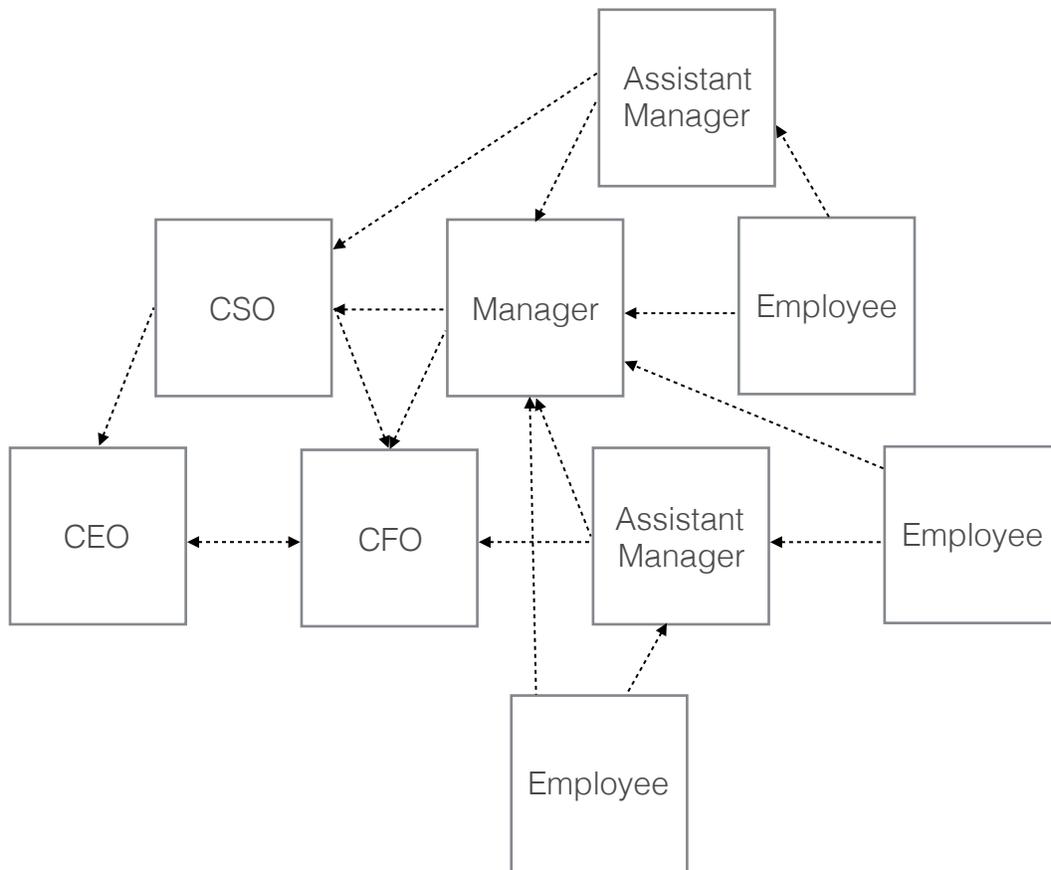


Anywhair's executive team will consist of a CAO (Chief Aeronautical Officer), a CEO (Chief Executive Officer), and a CFO (Chief Financial Officer). The CAO will be responsible for overseeing aircraft scheduling, systems, crew, and maintenance. The CEO will be responsible for P.R., making fast, necessary decisions, reporting to the board, and eventually shareholders, on the state of the company. The CFO is responsible for accounting, and reporting to the board

Organization and Management

on the financial state of the company. All three of these people will report to each other on the state of their divisions.

Anywhair financial division:



This complicated organization chart shows the distribution of one sample division of anywhair's current plan for employment. You may notice another c-level title, entitled CSO. This is the Chief Strategy Officer. He mainly reports to the CFO, but occasionally to the CEO, as well. He is in charge of identifying weaknesses, and opportunities for the company, as well as taking data to create plans to navigate a corporate system.

Organization and Management

Anywhair has decided not to use a standard corporate pyramid system. Instead, we will replicate our connected system of aircraft flights with our management structure. Our flight model requires a deep understanding of connection. How would we be able to replicate this system in our flight model without first embracing it in our corporate governance? Finally, in normal management structures, there's a stigma against going over your manager's head. However, anywhair wants to embrace that urge, and promote it. If an employee has an idea, then, by all means, they should take it up with multiple people, since even managers can be wrong. This structure gives them a tool to connect and share ideas between different layers of management, thus sowing the seeds of innovation.

In addition, occasionally managers don't listen to their employees. It is probable that, at some point anywhair will hire a bad manager, and these checks and balances will ensure that they cannot do too much damage before they are dismissed.

All in all, though anywhair's management system is complicated, the benefits are extraordinary. This unconventional system will allow communication across divisions, as well as allow executives to get a meaningful understanding of what their employees are thinking. Anywhair is an innovative company, and this structure supports this.

Management Team:

Currently, we only have one employee. Anywhair will look to hire more executives once we achieve funding. In the meantime, William McCormick, the founder of anywhair, will act as CEO, CAO, and CFO.

Services and Product Line

Anywhair will create two products: a website for charter flight booking, and management, as well as a website where owners can manage their aircraft's maintenance, hangar, upgrades, schedule, and ability to be booked.

When a customer logs onto the booking website, they will enter various details, like departure airport, arrival airport, date of departure, date of return flight, and number of seats required. Then, a variety of options will appear, in grid order, with a picture of the plane, and a few key details listed in bullet points underneath the picture and name of the aircraft. Finally, there will be a “Book” button underneath the grid, with an estimated price next to it for your specific flight. One grid square might look something like this:



Gulfstream G550

Seats: 8

Distance: 6750 nm

High Speed: Mach 0.85

Book: \$8,000.00

Services and Product Line

After a customer selects a plane, they will be asked to either sign in, or enter credit card information. Then they will be asked to confirm the date, location, and time of the departure flight. Finally they will be asked to confirm the destination. After that, they can choose to review all the materials once more, or book the flight. Once the flight is booked, then the owner of the aircraft receives a notification that their aircraft is now no longer available during that given time period. The customer then selects another plane for the return voyage.

Our second product is that of the owner website. We plan to create a website that will allow owners to manage maintenance for their aircraft, begin the process of changing hangars, view other aircraft for sale, and adjust the profile of their current aircraft. In essence, anywhair will now be responsible for all the annoying parts that come with owning a private jet. In exchange, the owners will set up a minimum of 20 hours per year when their plane is available, and anywhair can use it. That's less than a day, and very reasonable. Then, during those 20 or more hours, when anywhair is using the aircraft, a significant portion of the proceeds goes to the owner of the aircraft, depending on the flight.

Both of these systems are not available across any other platforms. Bits and pieces of the owner platform are available from NetJets inc., and most charter companies allow you to book one flight at a time, however none have a website that lets the customer see guaranteed prices immediately. Our websites will both be very well designed, creating a perception of trust, and competence. These services are not available from any other company, allowing anywhair to fill a gaping hole through making life easier for both customers and owners.

Marketing and Sales

Since anywhair will target current charter flight customers, like those of NetJets, or FlexJet, we will need to market toward that demographic. We will take out ads in publications like the Ritz Carlton Magazine, the New York Times, JWM Magazine, and Afar Magazine. We will also utilize Google AdWords to create videos ads, as well as website banners targeting the websites mentioned above, as well as others. We will also attempt to get news stories written about us through contacting news organizations about our unique situation as a small business created by a teenager. Tech blogs, as well as more legitimate news organizations, seem to enjoy stories like this. In the case that we can't get a normal story published, then anywhair will purchase sponsored content stories in those same publications.

We will also need to market to pilots, since we will need to fill those positions quickly once anywhair reaches a critical mass of flights. As a result, we will need to advertise jobs in publications such as the AOPA Magazine, Flying Magazine, and get a booth at EAA's AirVenture Oshkosh event, one of the most attended air shows in the world. There we will be able to meet pilots, and explain the way our system works. Our recruiting team will be able to market directly into our target pilot market, and get the best pilots in the world.

Finally, we also need to advertise to jet owners. Jet owners commonly read publications such as the Wall Street Journal, the New York Times, the New Yorker, as well as the Atlantic. We will begin taking out advertisements in the Travel and Leisure sections of all these publications with ads that specifically target owners of private jets looking to have their jet make them money.

Financial Projections

Anywhair is entering an industry that already has small profit margins, and a small growth rate. According to the International Air Transport Association (IATA), airline traffic is expected to grow 5.1% over the course of 2017. Industry Capacity is expected to grow 5.6%, 0.5% higher than traffic growth. This means more empty seats on airlines. This loss in revenue will be mostly accounted for by cargo demand, which is expected to increase 3.5% over the same period of time. The airlines are projected to have a Passenger Load Factor of 79.8%, which is not terrible, but not great.

In 2016, there were about 7,513,991 air taxi flights across the United States. These include not only charter flights, but also very small regional airlines, and any small turboprop or light-jet. In fact, private flights account for only a fifteenth of that, at 500,932 flights per year. That's 26.36 flights per plane, which is not very many. These planes are still sitting assets, despite NetJets attempts to make them otherwise. Because anywhair will take care of so many services for owners, we expect to be able to coax more owners to let us use their aircraft. As a result, we expect to increase the number of flights per year for an anyway aircraft to at least 100, if not more, creating an extra source of income for owners of jets.

Under the Trump Administration, taxes for wealthy people are expected to decline. This means more wealthy people will have enough money for a charter service, allowing anywhair to take advantage of this new market. The charter flight industry grew 1.8% per year from 2011 till 2016. Because of tax breaks, it is expected to grow significantly more than that over the next four years. All in all, the future market looks very good for a new charter company.

Corporate Strategy

Our corporate strategy is based on the assumption that connection is key to communication, and communication is the most valuable corporate asset. In addition, our management structure is such we foster both communication, and connection. Over the course of the next five years, we expect rapid growth. In order to maintain realistic priorities, and goals, we will not spend our entire budget. Start ups which move into big offices with lots of funding and add things like rock climbing walls, and catered food, often fail. Anywhair will never overspend.

Anywhair will hire the best pilots, not necessarily those with the most flight time. In order to ensure that our customers are the safest they can possibly be. The best pilots are very important to ensure rapid growth, for a disaster is the last thing a fledgling airline needs on its resumé. Anywhair will hire the best pilots through a strategy of high paychecks, even for inexperienced pilots. We will then evaluate their performance in a simulator, and decide who to keep, and who to let go. We will also give preference to owner's private pilots, in order to provide even more of an incentive to join the anywhair network.

Anywhair's true strategy is to create a network so vital that, at least for a few years, anywhair will have a practical monopoly on the charter flight market, while other companies try to catch up. During this time period, we will also invest funds in air taxi technologies, which, when completed, will allow anywhair to create a true door to door aviation experience. This we plan to accomplish by 2022, and will be allocating significant funds for this investment. We want to have this technology available to us when we can use it.

Corporate Strategy

The anywhair network will allow business travelers from around the world to connect and communicate. We will have the best pilots, the best customer service, and the best experience. Anywhair will then create a culture of innovation, and creativity using the funds we acquire from our initial success in order to continue our rapid initial growth rate. We have the ability to take this company to great heights. Let's take off.

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