



# **DayJet's Per-Seat, On-Demand Service**

**33<sup>rd</sup> Annual FAA Aviation Forecast Meeting**

**March 11th 2008**

# Our Vision



**A world where  
direct, on-demand jet air transportation  
between secondary markets  
is a commercial reality.**



## Our Mission



**To build and operate the nation's first  
"Per-Seat, On-Demand" Regional air  
service based on a new-generation  
aircraft and a proprietary, real-time  
operations system.**



# The Challenge



## **Business Today is Conducted By Car**

- 80% of all business trips are driven
- Driving has increased 25% in last 3 years alone

## **Air Transportation Options Shrinking, Not Growing**

- Service reductions are the trend
- < 500 of 5,000+ US airports in 'commercial' use

**More than half of regional business trips take 2+ days to accomplish**



# The Facts

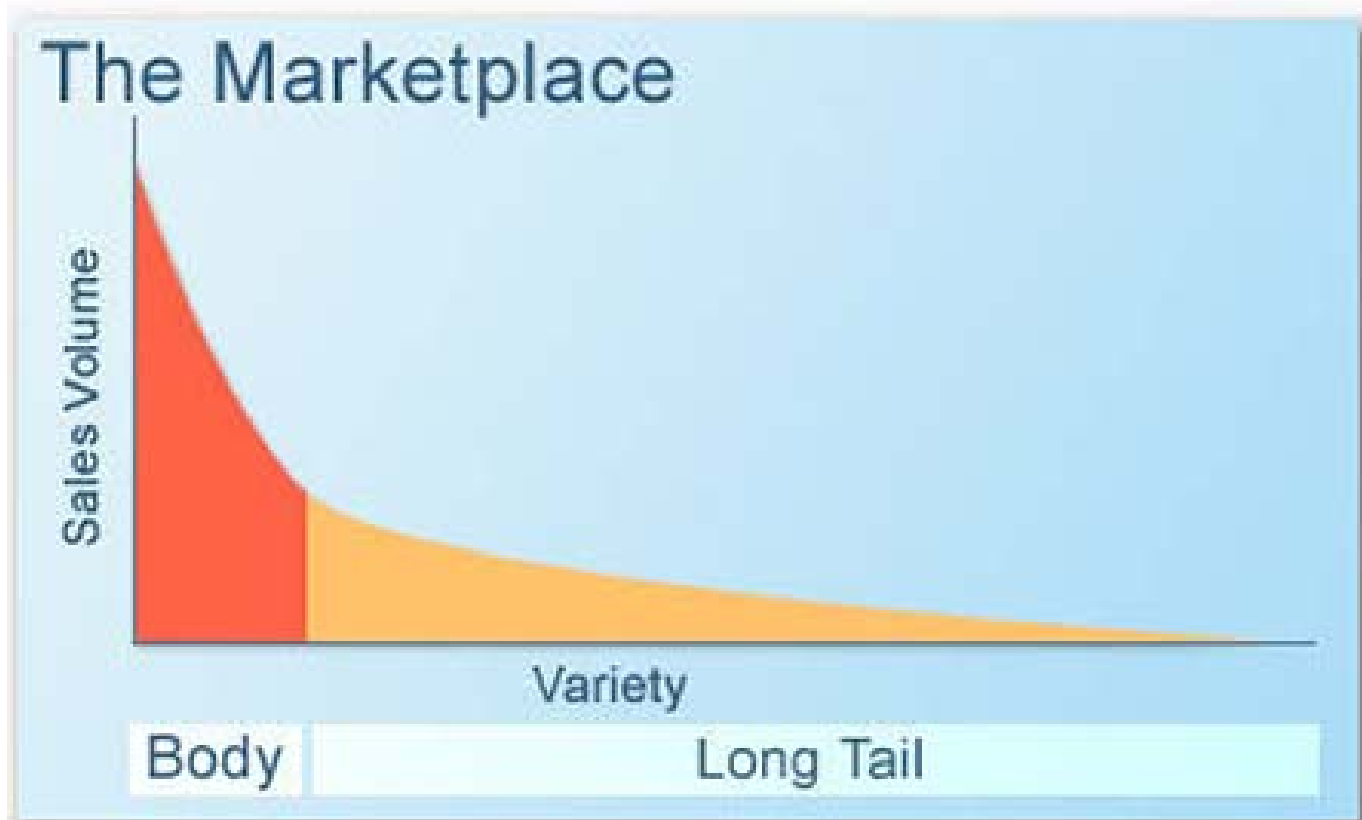


**“Today travel is a trade off between  
time and money”**

**Secretary Kopelousos, FDOT**  
June 2007



# The Theory



The "Long Tail" of the Market  
Chris Anderson



# The Service



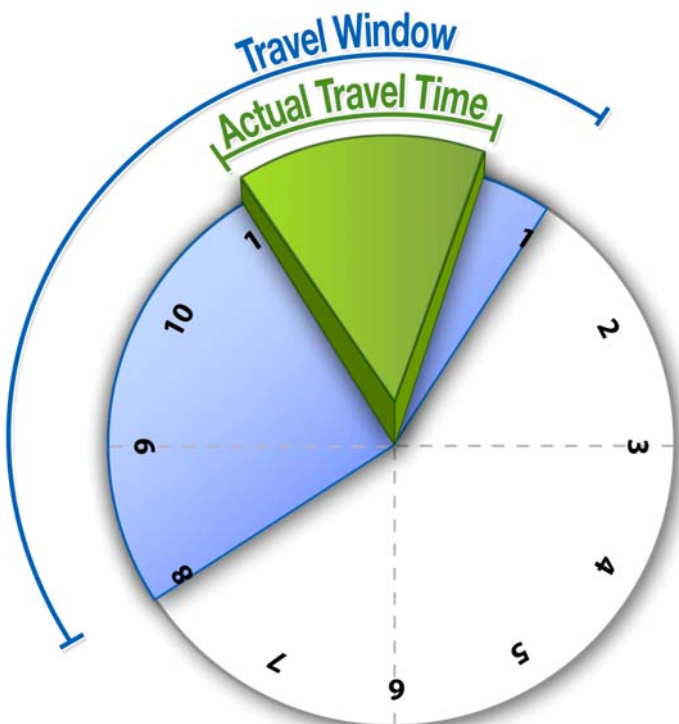
## Defining Characteristics

- **Per-Seat** A “shared ride” service sold by the individual seat, with advance reservations. Pay only for the seats required, not the whole plane.
- **On-Demand** Operates on no one else’s schedule but yours. Gives you the freedom to travel where you want, when you want.
- **Direct** Flies point-to-point to/from small community airports, and does not fly into major hub airports.
- **Affordable** Modest premium to equivalent regional full-fare coach airfare.

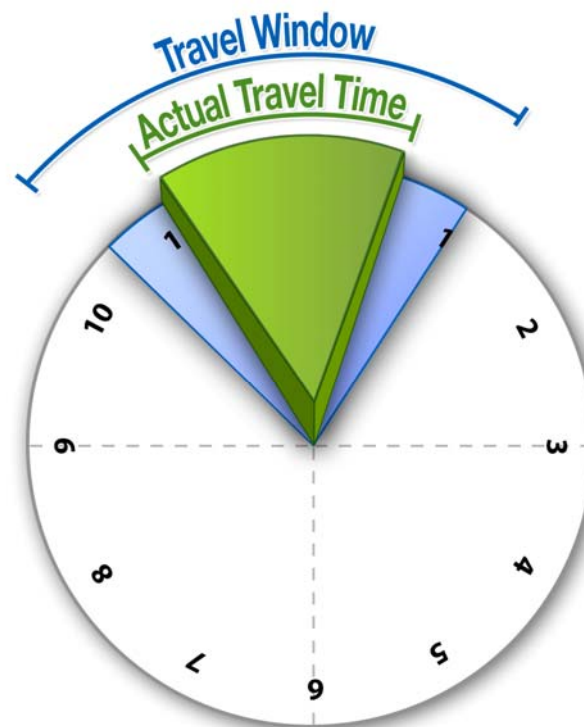
# Per-Seat travel timeline pricing



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# The enablers



**Highly  
Efficient  
Engines**



**Innovative  
Manufacturing  
Techniques**



**Integrated  
Avionics**



**Real-Time  
Operations  
System**



# The Good Neighbor



- 1ppm EPA smoke test
- Eclipse 500 is 30% quieter than Stage IV
- Quieter than:
  - All jets
  - All turbo props
  - Nearly all single engine props!



# DayJet® Levels of Operation



## DayStop®

- Per Plane DayJet service
- Pick up and drop off only

## DayPort®

- 'Per Seat On-Demand' DayJet service
- Presence in FBO/Terminal with Customer care staff on site/Contracted line services

## DayBase®

- 'Per Seat On-Demand' DayJet service
- Presence in FBO/Terminal with Customer care staff on site/Contracted line services
- Hanger and Administrative Presence/Flight Ops Crew/Maintenance Operations

# Official Launch, October 3<sup>rd</sup> 2007



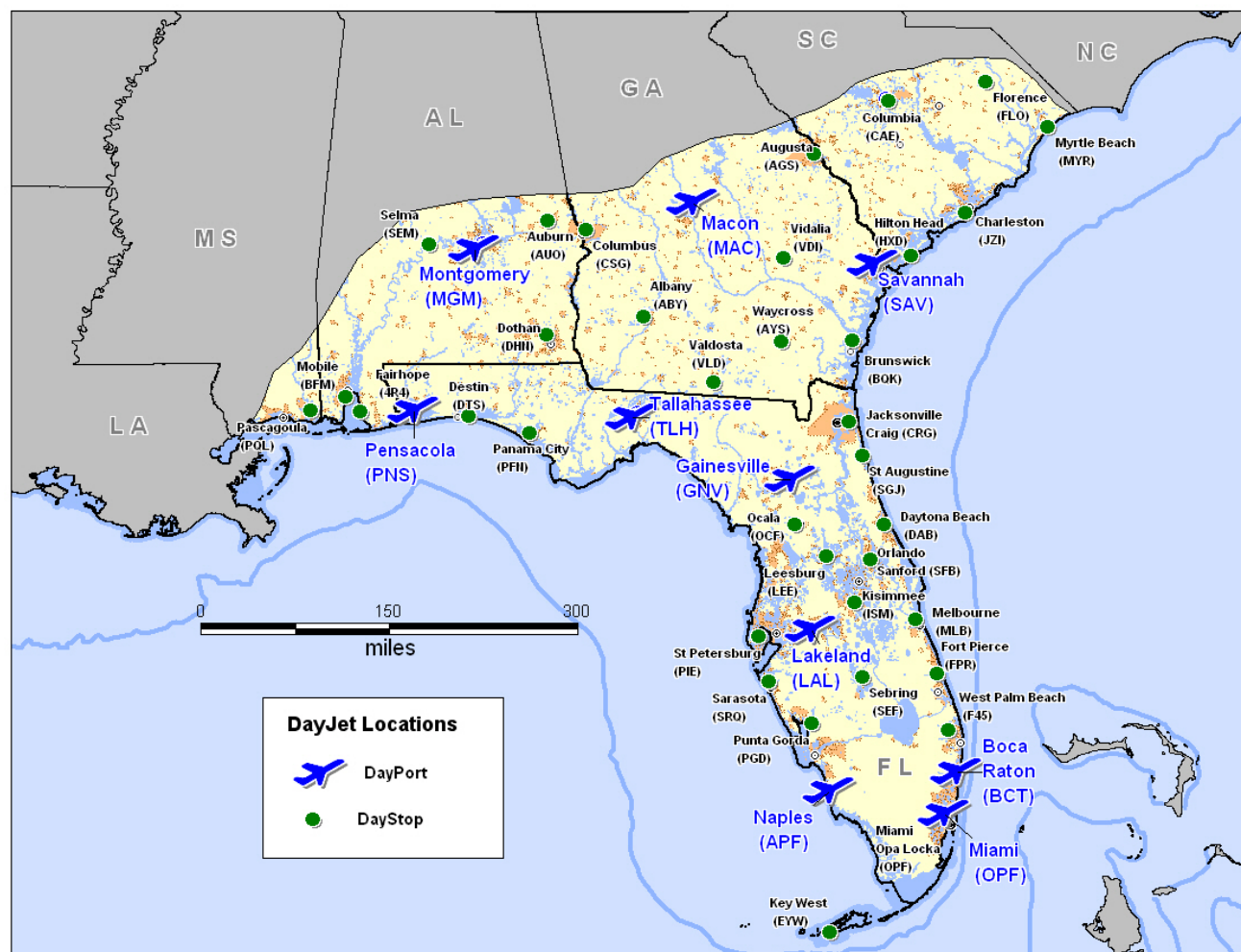
# DayJet Network – Oct '07



BCT (Boca Raton)  
LAL (Lakeland)  
GNV (Gainesville)  
TLH (Tallahassee)  
PNS (Pensacola)



# DayJet Network – March '08



# NextGen Now



**Strategy:** Acceleration is facilitated through implementation of NextGen technologies outside of the OEP 35+250.

**Partnership:** The emerging on-demand air transport operators are positioned to support acceleration by virtue of their aircraft, business models, airports, and airspace used.

**Implementation:** Engage State and local support by integrating NextGen requirements into State Aviation System Plans and Airport Master Plans, based on NextGen implementation plans.

# Accelerating Growth



## NextGen Technologies

- Required Navigation Performance (RNP)
- ADS-B
- Digital Communications

## Operating Capabilities

- RNP Routes & Procedures
- LPV Precision Approaches
- Merging and Spacing

## Benefits

- Footprint (Energy, Carbon, Noise)
- Airspace expansion
- Economic Development Opportunities



# 1<sup>st</sup> Customer Testimonial

Friday, September 14, 2007: BCT-TLH



"I'm tall. 6'3"! Usually when I travel by air my knees are in direct contact with the seat in front of me.

Not so with DayJet. I had plenty of personal space. The seat actually reclines! What a great experience."

*Eric Romano, Romano Law Group, West Palm Beach, FL*



Thank you!  
[www.dayjet.com](http://www.dayjet.com)

