



# Keeping Florida Moving with "Per-Seat, On-Demand" Air Services



**FBT Leadership Retreat**  
**Ritz-Carlton, Sarasota**  
**June 29<sup>th</sup> 2007**

# The Business Travel Challenge



**“We are a nation that  
is slowing down, not speeding  
up, during an age when time  
is the scarce commodity for all  
of us.”**

— NASA, 2001

# Regional Travel Trends



## **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

## **The Hub & Spoke System Will Not Scale**

- 2001 (pre 9/11) was most congested year in history
- 70% of US air traffic is routed through 30 major hubs
- Adding capacity at hubs is difficult

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



## Our Vision



**A world where direct,  
on-demand 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 Message



**DayJet™ is about flexibility,  
convenience and control.**

**But most of all, DayJet is about time.**



# DayJet/Customer Relationship:



**What you do during the day is your business**

**Putting more time in your day is our business**



# The Enablers



**A new market enabled by new technologies...**



+



**(1)** Large fleets of new-generation, cost-effective, easy-to-operate, ecologically friendly VLJ aircraft

**(2)** A new generation of proprietary, fully integrated, real-time logistics, optimization & operations systems



# First Aircraft Deliveries



## Eclipse 500 VLJ Fleet

1st fleet operator to take delivery of VLJ



# Upcoming Aircraft Deliveries

p20, p21, p22, p23



**Launch fleet – 8 aircraft**

# “Per-Seat, On-Demand”



## 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.

# DayPort Welcome Desk



# Why the Southeast?



## Southeast US (7 states)

- 346,000 Square Miles
- 52.9M People

## Population Distribution

- 51% Major Markets
- 49% Secondary Markets

## Rapid Growth

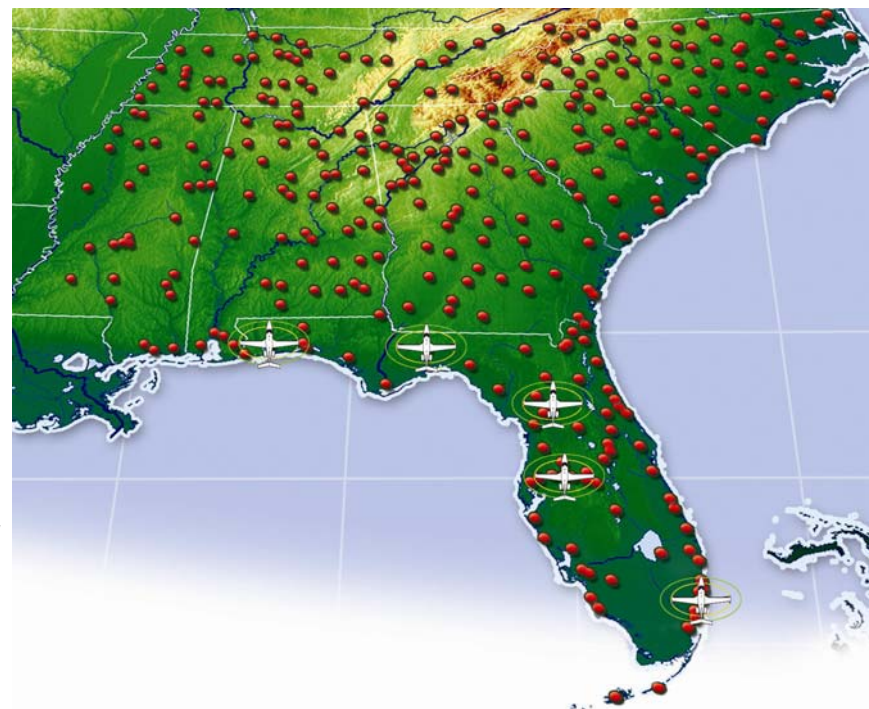
- 2nd Fastest in US

## 52M Intra-regional business trips/year

- 40M Driven, 12M Flown

## Poor Intra-regional Air service

- Poorest "direct connections" in country
- Average Flight/Connection is 6+ Hours
- 16% reduction in services in 2000-2005



# Florida is 1<sup>st</sup> in 'Per Seat On-Demand' VLJ Air Transportation Services



## Initial DayPort® Cities:

BCT (Boca Raton)

LAL (Lakeland)

GNV (Gainesville)

TLH (Tallahassee)

PNS (Pensacola)



# Partnering for Success



## Federal

- Agencies – DOT, FAA, JPDO, NASA
- Industry Orgs – NATA, NBAA, PATA

## State

- Florida DOT
- Florida Legislature created a level playing field for VLJ operators that build fleets and create jobs in FL
- Industry Orgs – CASA, FATA

## Local

- Airport authorities
- County and City Commissions
- Economic Development Councils

# Economic Impact



## New Job Creation

- 800 high-skill, high-wage jobs created in Florida in first year
- 2,000 additional Florida jobs created by year 4
  - 5-10 per DayPort
  - 100-200 per DayBase

## Economic Impact

- \$10-\$25M/yr for DayPorts
- \$25M+/yr for DayBases

## VLJ Center of Excellence

- Prepare students for careers at on-demand service providers

# It's About Time



Introducing DayJet.  
Quite possibly the most essential  
**productivity  
tool of our time.**



dayjet™  
It's About Time.

The central graphic is a rectangular frame containing a red Swiss Army knife with various tools extended. To the right of the knife is the introductory text. At the bottom right of the frame is the dayjet logo and tagline. The background of the frame features wavy lines in blue, orange, and white.

# Funding



Delray Beach, Fla. – March 6, 2007

## **“DayJet Receives \$50 Million in Private Equity Financing”**

**“This funding is the keystone to the operational launch of our ‘Per-Seat, On-Demand’ jet service.”**

**Ed Iacobucci, president and CEO DayJet**

[www.dayjet.com](http://www.dayjet.com)



## **“Per-Seat, On-Demand” Jet Services**

**How to Keep Air Transport Moving at the  
speed of Business**



**It's Time**



# The next VLJ ?



# Questions



**Thank you**

