

MOBILE

## JetSmarter's \$20M investment to ease private aviation bookings using mobile

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*JetSmarter's app logo*

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By JEN KING

Mobile application JetSmarter is helping affluent consumers hail a private jet in a matter of a few taps to simplify the booking process.

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**Luxury Daily**

JetSmarter, an Uber-like service for the sky, has three tiers of booking options to ensure that all demographics of fliers using the app have access to options that fit their plans when needed. In the past, private aviation bookings have been complicated, but through mobile apps, as with much of the purchasing process eased by these platforms, scheduling a flight has become much simpler causing more and more charter companies to emerge.

"JetSmarter has a unique business model that is unlike any other private jet venture, as our goal is to provide accessibility to flying private, to the masses and not just the 1 percent," said Sergey Petrossov, founder and CEO of **JetSmarter**, Ft. Lauderdale, FL. "We work directly with 3,000+ aircrafts around the world (not just within the United States), and also offer 2,500 free flights per month to our members, who have access to free flights daily."

"Through JetSmarter's membership program amenities include: free flights, wholesale charter pricing, 24/7 customer support, access to exclusive events and concierge service,"

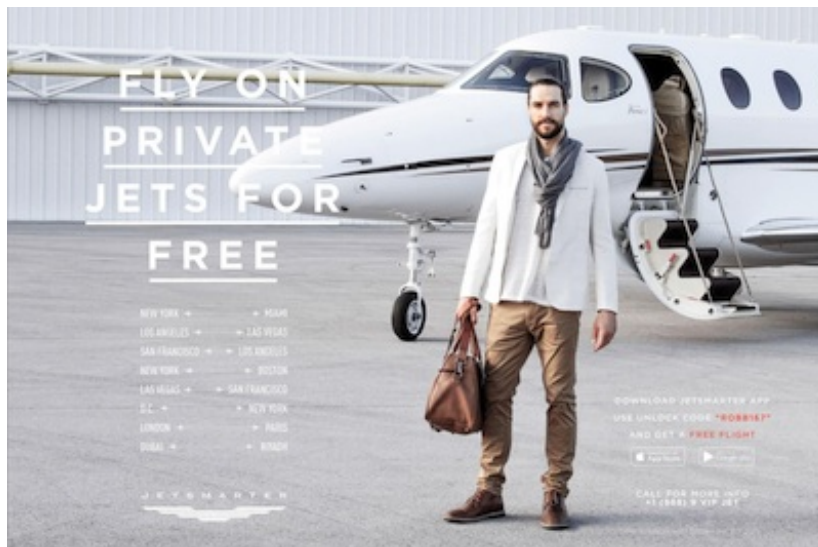
he said.

## Tap to fly

In the August issue of Robb Report, JetSmarter placed an advertisement in the inside back cover space. The ad is a full spread, showing a man standing outside a private jet.

Text informs the reader that JetSmarter has an ongoing promotion for Robb Report subscribers if the app is downloaded. For the promotion, the ad includes a code that will unlock a free flight.

Available through Sept. 7, Robb Report readers can redeem their free JetSmarter flight for trips from Miami to New York, Los Angeles to Las Vegas, London to Paris and Dubai, United Arab Emirates to Riyadh, Saudi Arabia, among other destinations.



## *JetSmarter ad effort found in Robb Report's August issue*

When the app is downloaded a menu screen loads to introduce JetSmarter to the user. Through sliding to the left, the user learns that by using the app they can search more than 3,000 charter flights at wholesale prices, set their frequent locations to be notified when empty legs are available via push notifications, access a message center for confirmation, invoices, special offers and 24/7 support and make payments.

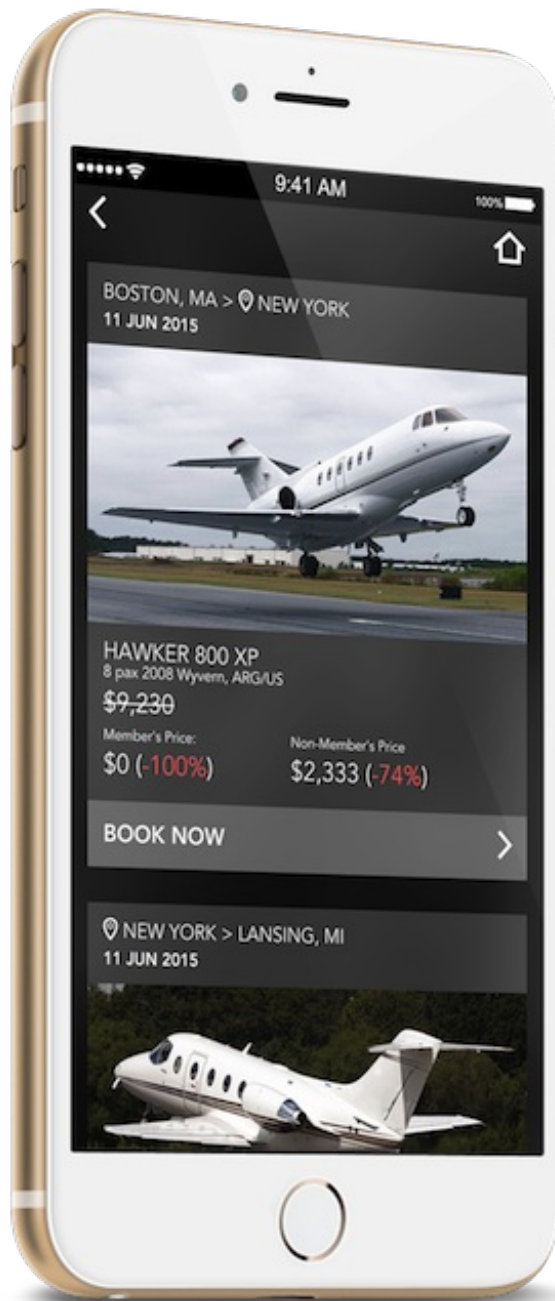
"Private aviation matching apps are a good idea in theory- clearly online and mobile are excellent ways to efficiently match supply and demand for pretty much all goods and services, and chartering private aviation services make sense too," said Simon Buckingham, CEO of [Appitalism](#), New York. "The challenge is clearly liquidity- having enough relevant flight offers for the app to be useful."

The use of push notifications may serve as a deterrent to some users who are bothered by the constant stream of pings from their mobile device.

"I downloaded the Jetsmarter App and declined upon registering to allow the app to send me Push Notifications as they generally annoy me when I am receiving a lot of them from a lot of apps," Mr. Buckingham said. "When I next went into the app, it wouldn't load and kept crashing and then when it finally loaded I got a strict and stern Attention! warning

message saying that 'For the app to work properly you MUST TURN ON Push notifications. If Push Notifications are OFF you will NOT be able to send Charter Requests, receive Flight Messages, Invoices and Empty Legs.'

Through the app, users can find a flight or create their own itinerary using JetSmarter's three products. The first two options are free of charge for app users with JetDeals allowing travelers to book a one-way private jet flight and JetShuttle used to schedule flights between key cities. The top tier, JetCharter, enables users to create a custom charter flight, but there is a booking fee.



All three booking options are available to non-members, but members receive discounts. Annual membership costs \$8,999, but gives users unlimited access to private flights along with additional perks.

Membership benefits include more than 2,500 monthly JetDeals at no cost, free seats of

JetShuttle flights, discounted JetCharter pricing with savings up to 70 percent, complimentary helicopter transfers to and from New York area airports, a 24-carat gold plated membership card and access to private member events.

JetSmarter flies to all parts of the world besides war zones and destinations too dangerous for small craft air travel.

The JetSmarter app can be downloaded for free from the Apple [App store](#) and from [Google Play](#).

#### Pop-up flights

According to [Business Insider](#), JetSmarter closed Series B investments totaling \$20 million. Investors include members of the Saudi royal family, rapper Jay Z and executives from Goldman Sachs and Twitter. Funds were also invested by a number of unnamed entertainment figures and high-net-worth individuals.

"All of the people involved in this round of funding are all JetSmarter users, and had come to us with interest in being involved," Mr. Petrossov said. "I wanted brand ambassadors involved since the earliest stages of the company. The investors are familiar with JetSmarter's remarkable services from a user perspective, which is why they wanted to become involved.

"We are looking to continue to expand our services, including the JetDeals and JetShuttle offerings," he said. "We will focus on enhancing our offerings in countries including: China, Japan, Taiwan, Korea, Singapore, Indonesia, Thailand, and Asia Pacific like Australia and New Zealand."

JetSmarter is not the only app of its kind. Recently, a number of similar apps have emerged as mobile has eased bookings and made something once reserved for the top of affluence to be much more accessible.

For example, global on-demand jet charter service Victor is expanding within the United States with the assistance of its new mobile application.

The application provides real time charter pricing, aircraft and crew specifications, jet comparisons, instant booking and more. Expanding into the U.S. market will increase demand for Victor, but with the addition of its app, interest will peak even higher among private flyers intrigued by the ease and convenience ([see story](#)).

Also, Fly Blade, a high-end transportation service, is taking the stress out of traveling to the Hamptons by chartering helicopters from New York to Long Island's east end.

With congested roadways and limited train seats available, affluent consumers looking for a quick weekend getaway do not want to sit in Friday afternoon traffic. Fly Blade is designed to save consumers time and aggravation by creating an easy way to book travel plans to and from the Hamptons ([see story](#)).

Even with the investment from industry moguls and wealthy individuals, the crowded market place may be an issue for JetSmarter.

"Promotions like Robb Report and celebrity endorsements are good ways to build awareness and stimulate interest in the service," Appitalism's Mr. Buckingham said. "As the music service Tidal knows, having Jay Z as an endorser certainly doesn't guarantee success.

"This is very much a jet starter service, but let's see if they have get funds and flights and features to be the jet finisher in the sector," he said.

Final Take

*Jen King, lead reporter on Luxury Daily, New York*

Embedded Video: [https://www.youtube.com/embed/\\_6y8MuT1cJo](https://www.youtube.com/embed/_6y8MuT1cJo)

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