



PetAirways®

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

# The Pet-Only Airline

*Where Pets Fly in the Safety of the Main Cabin  
Not in the Dangerous Cargo Hold*

## Confidential Investment Summary



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## Executive Summary



- ✿ One Pet World, Inc. (the “Company”) was formed to provide pet owners an alternative to transporting their pets in the dangerous cargo holds of airplanes.
- ✿ THERE IS NO SIMILAR COMPETITION!
- ✿ Through the Company’s wholly owned subsidiary, The New Pet Airways, Inc. (“New Pet Airways”) the Company has resurrected the business model developed by the Company’s management team when they operated and owned Pet Airways (“Old Pet Airways”).
- ✿ Over 9,000 pets were transported on the original Pet Airways and the pet community raved about the service providing proof of concept.
- ✿ The Company’s operational model allows pet owners to drop off their pets at the Company’s pet lounges located at the airport, where the pets are cared for and handled by the Company’s trained personnel.
- ✿ Pets are then transported to their destination in the main cabin of one of the Company’s own airplanes under the supervision of on-board trained pet attendants.
- ✿ Company operations are supported by an executive team and advisory team with long years of experience in the airline industry.
- ✿ From drop-off to delivery, pets are handled by people who are pet professionals trained by the company, not by cargo loaders.
- ✿ The market for pet travel is very large, potentially 31M pet-flights, and there are no comparable competitors to our service.
- ✿ **Pet Airway has a revenue potential of \$1B USD.**
- ✿ Partnerships with major airlines, travel providers, pet-partners and others in the industry to increase our outreach and success potential.

**Funding Request: \$5M, minimum investment \$500,000. We will entertain any investment vehicle including convertible notes and SAFEs.**





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# “Pet Aircraft Travel is Getting More Difficult”

*Source: New York Times*



- Some small pets fly in the main cabin under the seat or as companions. Statistics are unavailable for in-cabin pets though larger pets are generally relegated to the aircraft cargo compartment. The FAA allows only two pets per flight in cabin. Of course, some people skirt the rules.
- United officially stopped flying brachycephalic breeds (more commonly known as snub-nosed dogs or cats) last June, as the dogs’ compressed facial structure can compromise their ability to breathe. United also no longer accepts dogs that require crates taller than 30 inches.
- In March, Delta Air Lines stopped transporting large dogs requiring crates taller than 24 inches, which effectively grounds large breeds like Labrador retrievers. American Airlines still ships large dogs, but much of their fleet cannot handle the larger crates.
- The only competition is from pet relocation agencies, who do not operate their aircraft but rather make all the arrangements, certification, and logistics for pet travel via commercial or chartered aircraft. Basic prices for domestic travel start at \$4,500 in most cases and thus are beyond the financial ability of many flyers. In the case of cross-country travel (NY-LA), costs can run as high as \$35,000 for a charter service.
- Animals can be sent alone as air cargo, and air cargo usually (but not always) accepts a broader range of animal breeds and sizes. This is more expensive and can run into the tens of thousands for particularly large breeds.
- Pet Airways is designed to be not only pet friendly, but also good value!



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## In-Cabin vs. In-Cargo

- 🐾 Small dogs, usually under 20 lbs., may travel in cabin with their owners
- 🐾 Quite a few airlines *do not accept dogs at all in cargo* (e.g., Southwest Airlines)
- 🐾 Medium and larger dogs must fly in the cargo hold.
- 🐾 Although one would think that all small dogs travel in the cabin with their owners, our experience is otherwise. A typical flight carries 20 or so small dogs.



### SMALL PETS

34% of dog population



### MEDIUM PETS

31% of dog population



### LARGE PETS

35% of dog population



## Market Overview

325M



PETS IN THE US

175M Cats & Dogs

6M



PETS THAT NOW FLY

Annually in the US

25M



PET THAT WOULD FLY

Estimated number of pets that would fly

31M



POTENTIAL FLIGHTS

Total number of pets that would fly

5.0%



MARKET SHARE

Long term goal of 1.55M pets

\$930M



REVENUE POTENTIAL

Based on \$600 per ticket

## Competitors

- 🐾 There is **zero** competition for the type of service provided by Pet Airways
- 🐾 We are the **only** commercial pet-centric airline available for air-travel – where pets are **safe, comfortable, and happy!**.

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### OTHER MODES OF TRANSPORTATION



**BUSES**  
Pets not allowed on  
buses



**TRAINS**  
Pets not allowed on  
trains



**PRIVATE VEHICLES**  
Trips can take too long  
and are hard on pets  
and pet parents



**HUMAN AIRLINES**  
In cabin pets must be <15lbs.  
No Temp Control.  
Dark, noisy, scary.  
Stressful.



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## Pawsengers™



Dan and Alysa Binder with Zoe

[Click here for major National news network story about the origins of Pet Airways](#)

- 🐾 Pet Airways is the brainchild of Dan and Alysa Wiesel.
- 🐾 In 2001 they found themselves traveling back and forth to Florida from California with their beloved Jack Russell Terrier Zoe in cargo.
- 🐾 After a tense-filled trip, the couple realized there had to be a better way, and Pet Airways, the idea was born.
- 🐾 In 2009, after years of planning, Pet Airways took to the skies using specially equipped leased aircraft, with trained veterinary technician in each cabin to care for the “pawsengers™”.
- 🐾 Millions of pets are driven cross-country because their pet parents would not let them fly in cargo where any number of things can happen, including poor ventilation, extreme temperatures, darkness that frightens the animals and can lead to mental trauma, freezing and heat prostration. **Many die.**
- 🐾 For Pet Parents like the Wiesels, the stress and anxiety of not knowing where your pet is, whether it is on-board, how it is being treated or how it is doing, can be overwhelming
- 🐾 Pet Airways has one goal: ***the safe and comfortable transportation of their four-legged Pawsengers™.***
- 🐾 ***Pet Airways really took off and was a great success!***





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## Proof of Concept

Does not include a large number of unfulfilled reservations requests to cities we did not yet serve.

Statistics are based on actual operations from the original Company.



9,000

+

PETS FLOWN



\$3.5M



SALES



65%



AVG. OCCUPANCY



\$500+



AVG. FARE



150,000/mo



WEB TRAFFIC



10,000/mo\*



RESV. REQUESTS

## Old Pet Airways



- 🐾 The old Pet Airways was launched to serve five cities on a seed round of \$500,000.
- 🐾 \$1M of tickets sold within three months of the initial first flight, including 10,000 requests to cities not in the network.
- 🐾 Prices were kept low for the first month (\$149) to prime the pump but quickly climbed to \$250
- 🐾 In nine months, the company served 9 destinations and began working to double the network.
- 🐾 After eighteen months, the company was six months away from break-even and had achieved a positive Gross Margin.
- 🐾 Sales for the last three quarters was \$2,361,000 (audited SEC verifiable numbers).
- 🐾 During this time, the company raised an addition \$3M from private investors.
- 🐾 In an effort to raise additional funds to take us through breakeven, management took the company public through a reverse merger with the ticker symbol OTCBB:PAWS.
- 🐾 At the time of the merger, Wall Street was experiencing the worst meltdown since 1939 and the company was unable to raise adequate funding to continue operations.
- 🐾 The company shut down in Nov 2011 and the public entity was reverse merged into another unrelated business (pharmaceuticals) and shareowners were able to transfer their interest to the new entity.
- 🐾 Neither Pet Airways nor its management have any affiliation with this old entity.



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## The Secret Sauce



- 🐾 The service works much like a human airline.
- 🐾 A pet parent uses the website to input the flight date they want, and the proprietary reservations system creates a reservation for their pet.
- 🐾 The system needs to know the pet's name, breed, weight, height, health and a few other items for the animal's safety.
- 🐾 At flight time the pet parent brings their pet to the conveniently located **Pet Lounge** at the airport and checks their pet in in, presenting the standard health certificates and proof of vaccinations.
- 🐾 During the flight, the On-Board Pet Attendant monitors the pets.
- 🐾 At the destination, pets are unloaded and delivered to either the Pet Parent or an authorized person.

Click [here](#) to see a video of Pet Airways in operation





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## Phenomenal Market Success & No Competition!



- 🐾 *Pet Airways is the only commercial pet-centric airline*
- 🐾 Global publicity in all media forms, including on major talk shows like Jay Leno and others.
- 🐾 Everyone loves Pet Airways. They call it “pet-care in the sky” and it really “took off”.
- 🐾 It was a learning experience, so we were breaking new ground and innovating as we flew.
- 🐾 We learned a lot from our experience and have reconfigured the new company to make it stronger and better ensuring success.
- 🐾 Our closure was a big blow to many of our clients who believed in the cause and marveled at the service.



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## Potential Airline Partners

*Former CEO's and CFO's of the major airlines have indicated that their airlines would welcome partnering with Pet Airways to relieve them of the pets-in-cargo headache.*

Former CEO Phil Bakes



"Dan, the airlines don't want to deal with pets. Build Pet Airways and they will gladly send you their pet business."

Former CEO Charles Lynch



"Dan and Alysa, this will be a great service. Pet Parents Do not want to put their pets amongst the cargo in a plane. They know how dangerous it is. How can I help you build it?"

Former CFO Jake Brace



"Alysa, For United, the pet business is a losing proposition. They would like nothing better to eliminate it and if you can get Pet Airways running, they will give you all their pet business, gladly! "

Airline Consultant, Jahan Alamzad



Lufthansa

"Dan and Alysa, I will help you build Pet Airways anyway I can, and I know that the carriers I work with will be happy to partner with you."



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## Press



[Fox News coverage on Pet Airways](#)



[Paws Up: All-pet Airline Hits Skies](#)



[CNN.com covers Thanksgiving Pet Rescue](#)



[Kathie Lee Gifford and Hoda Kotb Talk About Pet Airways](#)

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### Traveler's Check


### Pets and Air Travel

Posted by: Justin Bachman on August 9, 2010

The dangers summer weather poses for pets was highlighted on Aug. 3 when [seven puppies died](#) after being unloaded from an American Airlines flight from Tulsa to Chicago. Hot weather in Oklahoma is suspected as a factor in the animals' deaths. The airline is awaiting necropsy results, American spokeswoman Mary Frances Fagan said Monday in an email.

If air travel is part of your vacation plans and you're loath to leave a beloved pet at home, options can be limited. For larger animals, airlines set restrictions based on temperatures and breeds, with most carriers now banning short-nosed dogs in the summer. The Dept. of Transportation says 144 pets have died during transport in the five years since U.S. airlines have been required to report animal deaths. More than half the dog deaths were of "short-snout" breeds such as bulldogs and pugs, which are prone to breathing problems.

Into the pet transport field comes a Florida company, Pet Airways, that flies pets instead of people. The company celebrated its first anniversary last month, having flown more than 1,000 animals on a fleet of three Beechcraft 1900s, a 19-passenger airplane with the seats removed. The turboprops can accommodate up to 50 animal crates per flight, and nearly every flight is filled, says Alysa Binder, who started the Delray Beach, Fla., company, with her husband.



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**A new pets-only airline is betting there are a lot of people who can't bear to put Spot in the cargo hold.**

These days, many airlines allow passengers to bring small pets aboard as a carry-on. However, if a pet is large or a member of a breed restricted by the airline, or if there are more than seven other animals already on the flight, it could be consigned to the cargo hold—the third circle of hell among animal lovers.

Enter Pet Airways. Founded by Dan Wiesel, an amateur plane builder and pilot, and Alysa Binder, of Delray Beach, Fla., the pets-only airline is taking reservations now for its first flights July 14.

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## NEWS

Watch ONE-MINUTE WORLD NEWS

Page last updated at 11:24 GMT, Friday, 17 April 2009 12:24 UK

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### 'Bone voyage' as pets get airline

**A new airline scheduled to take off in the US fully expects its passengers to behave like animals.**

On Pet Airways, of Delray Beach, Florida, all pets travel in the main cabin and owners are not allowed on board - not even in the cargo hold.

The airline claims to be the first designed specifically for the safe and comfortable transportation of pets.

Company founders Dan Wiesel and Alysa Binder say they got the idea while planning holidays with their pet dog.



Don Wiesel and Alysa Binder got the idea while travelling with their dog Zoe

SEE ALSO

- Airlines 'to make bigger losses' 24 Mar 09 | Business
- American Airlines 'normal again' 13 Apr 09 | Business

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## Satisfied Pet Parents

### ***ALL OF THE STAFF WERE AWESOME!***

*My dogs, Beemer (L), and Scout (R) were good pals from when I lived Denver. I moved back to Palm Springs. I insisted on using PETAIRWAYS. And, both were treated like royalty! All of the staff was awesome and I could tell that their #1 priority is the pet's safety and comfort. Days after the trip, I got notes on Facebook from the LA/Hawthorne ground crew inquiring as to Scout's well being. WOW! Love you Pet Airways!*

— Robert, Palm Springs



Brooke Shields



Anne Hathaway



Loretta Swit



Jack Hannah

[For more testimonials please click here.](#)

## Key Takeaways



- 🐾 Pet Airways is a **viable revenue model**.
- 🐾 There was **huge demand** for the service despite a deep recession.
- 🐾 The service has a very **inelastic price** because pet parents consider their pets family, and their concern is the safe and comfortable treatment of their pets in flight.
- 🐾 The New Pet Airways will be **highly profitable** as changes are made to the cost structure and basic infrastructure.



## Current Status

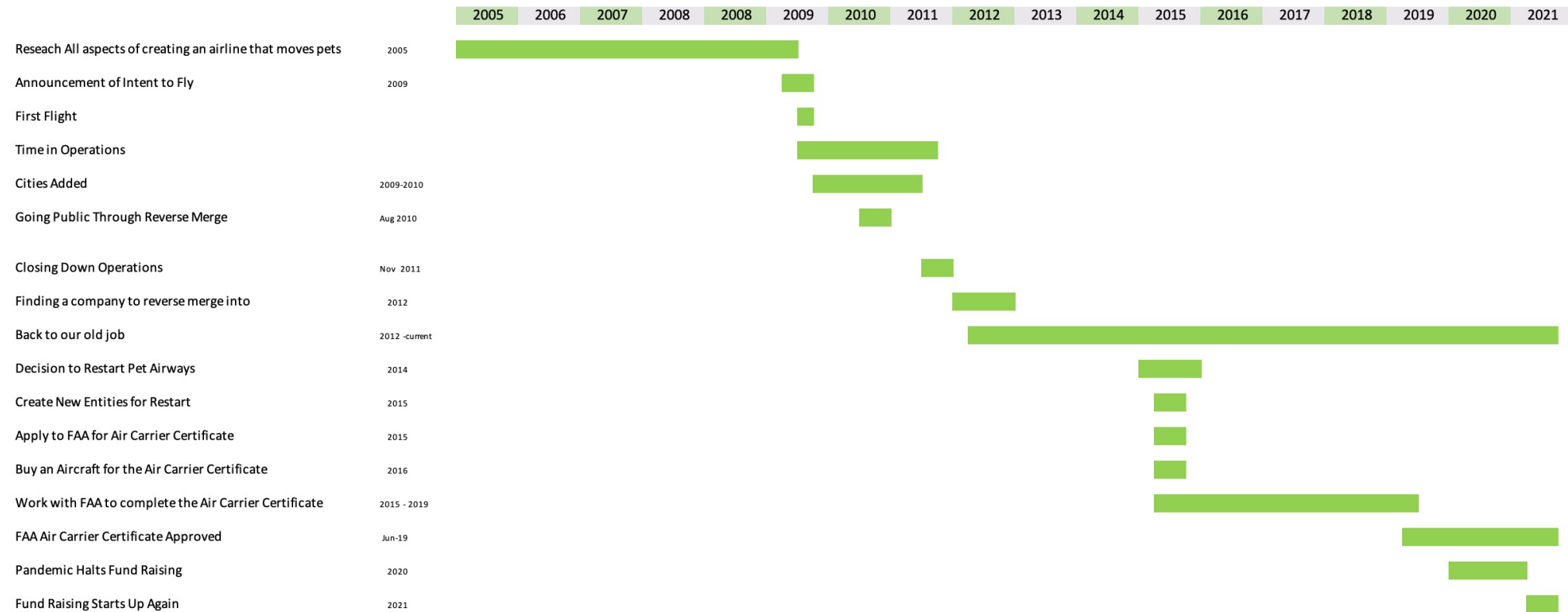


- 🐾 During the period since operations were ceased, management has worked with the FAA for multiple years to obtain a new clean Air Carrier Certificate to enable Pet Airways to fly its own aircraft as opposed to leasing.
- 🐾 *Flying company owned aircraft as opposed to contracting flights to a third party, **will save 45% of the flight costs**, thus lowering the barrier to profitability, and allow more flexibility in scheduling, allowing the company to serve more cities and leading to an **exponential increase in bookings**.*
- 🐾 Three new companies have been formed: **One Pet World, Inc.** (the holding company), **The New Pet Airways, Inc.** (the revenue generating company), and **Blackhawk Aviation, LLC** (the flight operations company).
- 🐾 All three entities are debt free.
- 🐾 The founders own 100% of the three companies.



# Historical Timeline

## Historical and Projected Timeline For Restarting





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## New Routes



# Flight Path





# Marketing & Promotion



## Social Media

Establish our presence online through social media and pet-related websites and blogs.



## Pet Rescues

Work with rescues to connect shelter-pets with forever-homes.



## Pet Companies

Secure partnerships with key pet companies.



## Breeders

Identify breeders and build partnerships.



## Travel Sites and Travel Agencies

Establish tie-in's to travel websites.



## Airlines

Airlines do not want to carry pets. It's a losing proposition for them.

## Strategic Partners






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# Financials/ Projections

Business Plan Available Upon Request

# Historical Statistics

The Old PetAirways

	Sales Revenues 2011 (audited for SEC)	\$2,361,000
	Avg. Fare	\$500+
	Pets Flown	9,000+
	Avg. Occupancy	65%
	Number of Cities Served	9
	Requests for reservation to cities not served	10,000 per month





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# Projections

Based on full detailed projections

	PHASE 1	PHASE 2	LONG TERM
PETS FLOWN	24,000	200,000	1.5M* <sup>1</sup>
COST / PET	\$391	\$475	\$554
AVG. TICKET	\$500	\$600	\$700
REVENUE* <sup>2</sup>	\$11.9M	\$120M	\$1.05B
PROFIT	\$2.5M	\$25M	\$219M

## No Accounts Receivables

Payment for flights are made in advance of the flights, sometimes months in advance  
Therefore, no Accounts Receivables, putting the company in a very lucrative, ongoing cash position.

Typical ticket sales occur:

30%	3 months in advance
30%	2 – 4 weeks before flight
30%	0 -2 weeks prior to the flight



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## Funding Needs

### Phase 1 – Aircraft, Reservations and Corporate Setup

FAA Air Carrier Certificate Upgrades	\$100,000
Aircraft Purchases	\$1,500,000
Aircraft Livery	\$75,000
Reservations System	\$100,000
Corporate Set Up	\$25,000
Working Capital	\$100,000
Miscellaneous	\$50,000

Total	<u>\$1,950,000</u>
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### Phase 2: Preparations for Launch and First Flight

Aircraft Purchases	\$1,500,000
Aircraft Pet Confinement Equipment	\$75,000
Aircraft Livery	\$75,000
City Ground Equipment	\$500,000
Hub-City Ground Equipment	\$50,000
Marketing	\$400,000
Working Capital (including salaries)	\$400,000
Miscellaneous	\$50,000

Total	<u>\$3,050,000</u>
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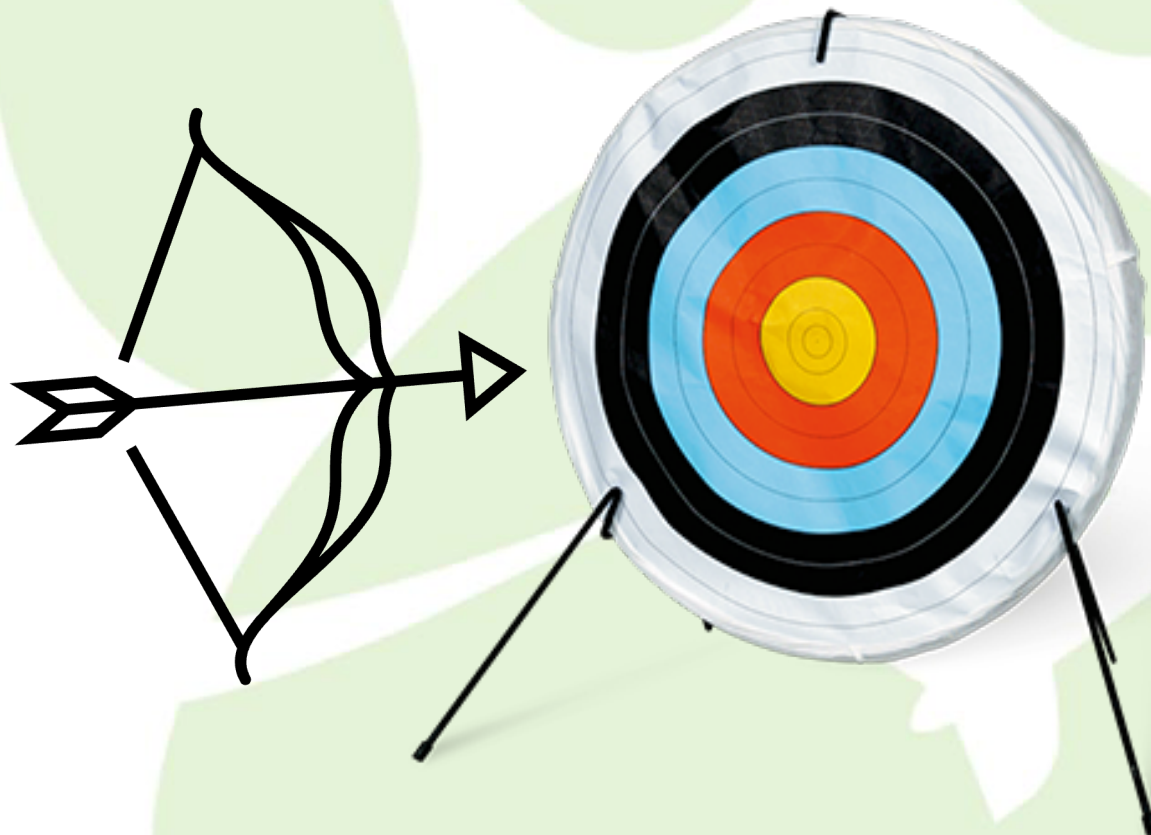
**Total ASK: \$5,000,000, minimum investment \$500,000. We will entertain any investment vehicle including convertible notes and SAFEs.**

## FAQ's

Questions	Answers
Human Airlines don't make money, why will you?	First, Human Airlines do make money otherwise there would be no airlines. Second, Pet Airways is actually a cargo airline. Cargo airlines make a lot of money, mainly because packages are not as finicky as people.
If you didn't succeed last time, what makes you think you will this time?	Several reasons: <ol style="list-style-type: none"> <li>1. Last time, the company was establishing the business model in the public's eye and priced the tickets way too low. Towards the end, the company had a reservation system that could maximize revenues, management was much smarter about pricing, and the revenues shot up to over \$500 per ticket.</li> <li>2. Labor costs were too high for the amount of business the company was conducting. The company was still experimenting with how ground operations personnel should be employed.</li> <li>3. The company was establishing a reliable service for their customers and flew each week despite times of low occupancy.</li> <li>4. The greatest reason is that last time the company contracted the flights to a 3<sup>rd</sup> party. They charged the company full retail for the flights, a number that management now know was unsustainable.</li> </ol>
What will be different this time?	<ol style="list-style-type: none"> <li>1. The Founders are much smarter now. The learning curve has been paid for by the last company. The Founders know a lot more about what and how to do things that they did not know then.</li> <li>2. The company will have a very sophisticated Proprietary Reservations System from the beginning that they did not have, in the beginning, last time. This system is on par with the features of the Human Airlines so that the company can manipulate the pricing based on supply and demand, just as the Human Airlines do. This will mean that the per-flight revenues will be maximized from day 1.</li> <li>3. The company will be monitoring labor costs more closely and has some methods to minimize them.</li> <li>4. The company will be monitoring occupancy very closely and change the frequency of flights to fill all the space on the plane.</li> <li>5. The greatest change is that the company now has the ability to fly our own planes. Management estimates that there will be a savings of over 40% in operating costs compared to using the 3<sup>rd</sup> party to fly the planes.</li> </ol>
What took you all this time to start up again?	First, for the Founders, the emotional pain of disappointing so many pet parents took some time to heal and they had to go back to their "day jobs" to recover from the financial investment they made. Once they said they would resurrect the service, the Founders knew that a huge part of the success was getting their own Air Carrier Certificate from the FAA. That process took over 6 years alone to accomplish.



## Exit Strategy



A: Good Acquisition Target for:

- Pet Industry
- Travel Industry
- Air Cargo Companies

B: Public Offering

Ultimately, the exit would be predicated on what is in the best interest of the shareholders.

## Advisory Panel and Management



### **Charles Lynch – Corporate Advisor**

has been chairman and/or chief executive officer of a number of major corporations including DHL Airways, Inc., W.R. Grace & Co., Saga Corporation, Levelor Corporation, Mauna Loa Macadamia Nuts Corporation and has also served as a director of over 20 major public corporations.



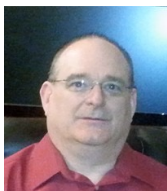
### **Dr. Jack Torobin – Communications Advisor**

is CEO of COMsciences, Inc. a 30-year-old management consulting firm. Jack is a visionary who has handled marketing, communications and strategic planning for many Fortune 500 corporations including Mazda, Microsoft, eBay, Hitachi, and Mitsubishi among others. He also served as interim CEO for several start-ups.



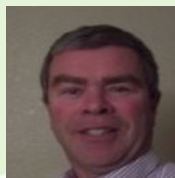
### **Larry Litowitz – Corporate Advisor**

His vast experience includes over 35 years focusing on entrepreneurial and middle-market companies in a broad range of businesses. he has been the CFO of 3 public companies, he has participated or led 11 IPO transactions. His clients include several venture-backed companies.



### **David Crane – Technology Advisor**

David has held multiple senior roles related to the technical infrastructure of companies. His technical knowledge, software design experience, customer support knowledge and internet connectivity and security knowledge is broad and valuable in today's environment.



### **David Leadbetter – Revenue Management Advisor**

David has had the responsibility for developing and implementing the strategy for 2 of the most important airlines in the industry, Frontier Airlines, and US Airways. Doc has led large teams of analysts and reservationists to mine historical data, analyze current configurations, determine passenger-purchasing patterns, and predict demand, in an effort to drive maximum revenues per flight.



### **Dr. Jeff Werber – Director of Pet Health**

Dr. Jeff is a well-recognized TV personality, winning an Emmy Award for his TV shows and is a sought-after lecturer amongst his peers. He has taped over 100 Pet Education Videos that play in over 4,000 veterinarian offices nationwide.



### **Jahan Alamzad – Airline Operations Advisor**

Jahan has held senior airline leadership positions for more than two decades. With companies such as The Boeing Company, Korean Air, Lufthansa Group, Southwest Airlines, United Airlines, American Airlines, Qantas Airways, KLM and others.

## Management Team



### **Daniel Wiesel – Founder/CEO**

Dan has more than 25 years of experience growing companies from the ground up in a variety of industries including REIT's, real estate development, clothing manufacturing and co-founding Interlink Recruiting and Consulting that advises start-up companies.

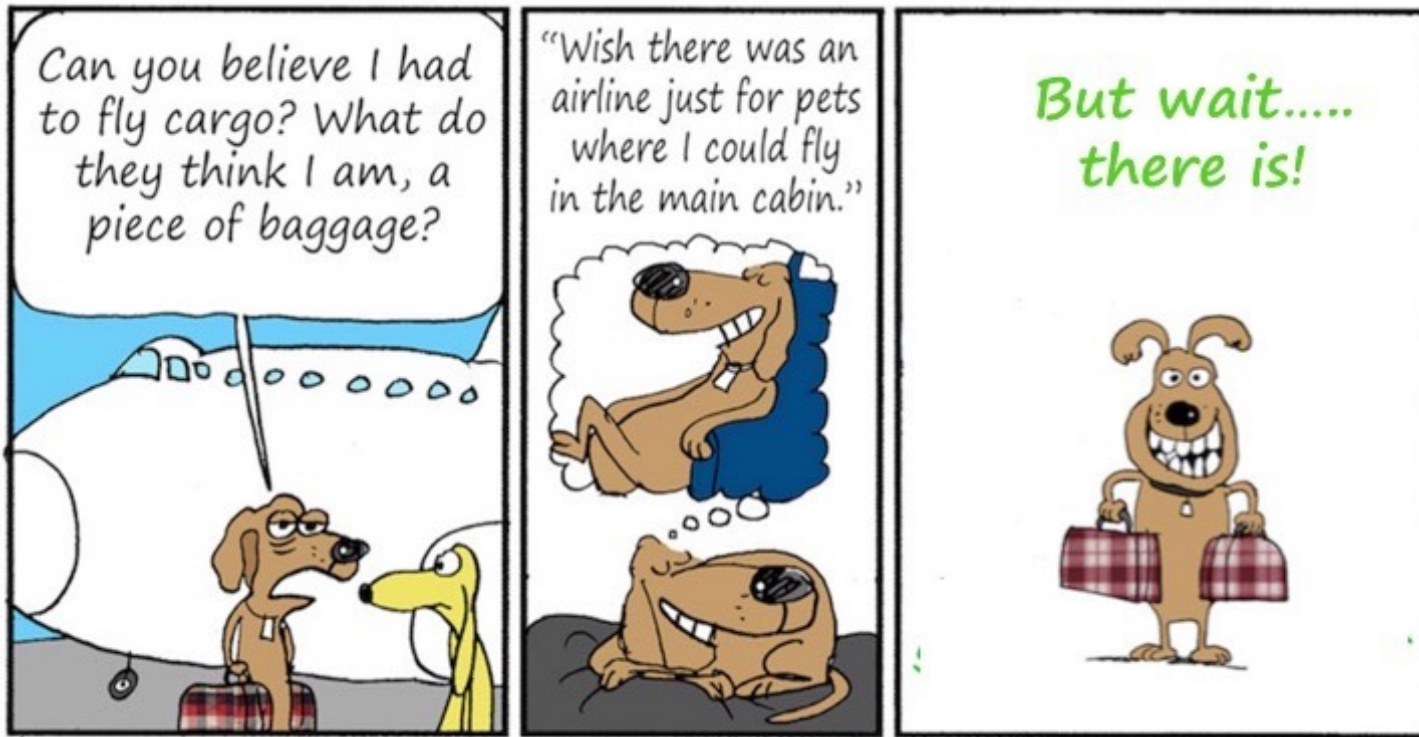


### **Alysa Binder – Founder/Chief Marketing Officer**

Alysa works closely with top tier venture capital firms providing early strategic marketing advice to their startups. She worked closely with the founders of eBay, Pierre and Jeff, as they went from 1 employee to IPO. For Pet Airways, she drove the unbelievable successful marketing and PR campaign that drove millions of pet parents to our site.



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Thank you for considering  
an investment in  
Pet Airways.

Dr. Jack Torobin  
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