

Our **pawsengers** fly in  
**safety & comfort** in the  
**main cabin** of our  
**own aircraft.**



**Investor Information**

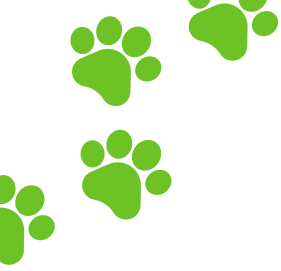


 **Welcome**

Introducing the pet-only  
airline where pets fly in the  
main cabin, NOT in cargo.

Dan Wiesel and Alysa Binder  
Founders





In 2001, Dan Wiesel and Alysa Binder faced a common problem: the lack of suitable pet travel options on airplanes.

The Federal Aviation Administration (FAA) categorizes pets as "baggage," restricting them to under-seat space or cargo hold.

Unable to bring their Jack Russell, Zoe, in-cabin during flights between Florida and California, the Wiesels experienced stress and uncertainty when Zoe had to fly in cargo.

Determined to find a solution, they founded Pet Airways after realizing many pet owners shared similar concerns about putting their pets in the cargo hold.



# Challenges Faced by Zoe



Ground temperatures can reach 125°F; while in flight, air temperature can drop to -45°F



Lack of clean, fresh circulating air



Complete darkness, causing pets distress



Exposure to unfamiliar and frightening noises



Lack of supervision and monitoring for pet well-being



Pets at risk of mental trauma, freezing, and heat exhaustion with many unreported deaths



Some airlines, recognizing risks, have ceased allowing pets to fly in cargo.

# Launching Pet Airways 1.0 into the Skies of 2009!

-  Pet Airways, the pioneering pet-exclusive airline, launched operations initially to five cities across the U.S.
-  Secured a \$500,000 seed round to ensure pets traveled in the main cabin, not cargo
-  Flights accommodated over 40 Pawsengers continuously monitored by an onboard Pet Attendant, eventually serving nine U.S. cities
-  Ticket sales, starting three months ahead of the inaugural flight, reached over \$1 million at \$149 incentive prices
-  Despite economic challenges during the Great Recession of 2009, the company peaked at \$3.1 million in annual revenues before closing in October 2011, yet still receives daily inquiries and flight requests nearly 15 years later without active marketing.



# Evaluating Our Milestones: Achievement Dashboard



9,000+



PETS  
FLOWN



\$3.1M



SALES



65%



AVG.  
OCCUPANCY



\$500+



AVG.  
FARE



150,000/mo



WEB  
TRAFFIC



10,000/mo\*



RESV.  
REQUESTS

\* Number of unfulfilled reservation requests to cities we did not yet serve.

# There is **Zero Competition** for the Type of Service Provided by Pet Airways



Pets Are Not Allowed  
on Buses



Pets Are Not Allowed  
on Trains







Trips Can Be Long and Hard  
On Pets and Pet Parents



Human Airlines -  
No Temperature Control,  
Noisy, Dark, Scary and Stressful

## Further Milestones Attained

-  Developed an advanced online reservation system, mirroring those of human airlines, with a flexible backend allowing for dynamic pricing on each flight leg.
-  Garnered global PR awareness, maintaining ongoing media interest through sustained efforts.
-  Implemented tracking systems for Pet Owners, offering real-time updates on their pets' well-being and location throughout the trip.
-  Secured worldwide PR and press coverage across TV, radio, internet, and print media, accumulating over 5,000 spots and mentions within two years of operations.





# Why Now? The Case for Relaunching Pet Airways 2.0

## Pet Market Expansion and Trends

- 🐾 The pet market has witnessed significant growth, with annual spending reaching \$136.8 billion in 2022.
- 🐾 Within the U.S., the Pet Travel Market amounted to \$527.1 million in 2022, showing a steady annual growth rate of 9.5%.

## Rising Pet Ownership

- 🐾 In 2022, 87 million households owned pets, a figure expected to rise to 92 million by 2024.
- 🐾 Pet ownership spans across generations, with 25% of Gen Z, 33% of Millennials, and 24% of Baby Boomers owning pets, totaling 66% of all households.

## Increasing Time Spent with Pets

- 🐾 The dependency on spending time with pets has reached an all-time high, evident in the 11% of companies allowing dogs at work.
- 🐾 This trend correlates with the rising demand for pet travel, reflecting the desire to include pets in various life activities.



# Why Now? The Case for Relaunching Pet Airways 2.0



## Growing Pet-Friendly Accommodations

- 🐾 Hotels have become more accommodating to pets, recognizing the potential loss of travelers by not allowing pets.
- 🐾 Many hotels offer special amenities for guests' pets, facilitating ease of travel with pets and alleviating concerns about finding suitable accommodations.

## Airlines' Shift in Pet Policies

- 🐾 Airlines are increasingly hesitant to accept pets due to the disruptions and risks associated with in-cabin and cargo transport.
- 🐾 Restrictions on support animals have tightened, with airlines requiring a DOT-filed declaration for trained service animals to prevent abuse of the system.

## Enhanced Operational Efficiency

- 🐾 Obtaining our own FAA Air Carrier Certificate after seven years of collaboration with the FAA enables significant reduction in flight operating costs by 45% compared to previous third-party contracts.



## Pets Fly in the Main Cabin, Not Cargo

- 🐾 Pets travel in-cabin, situated behind the pilot and Pet Attendant, breathing the same clean, conditioned air.

## Dedicated to "Pawsengers"

- 🐾 Only pets and essential crew, the pilot and Pet Attendant, are onboard, ensuring a pet-centric experience.

## Transparent Pet Parent Communication

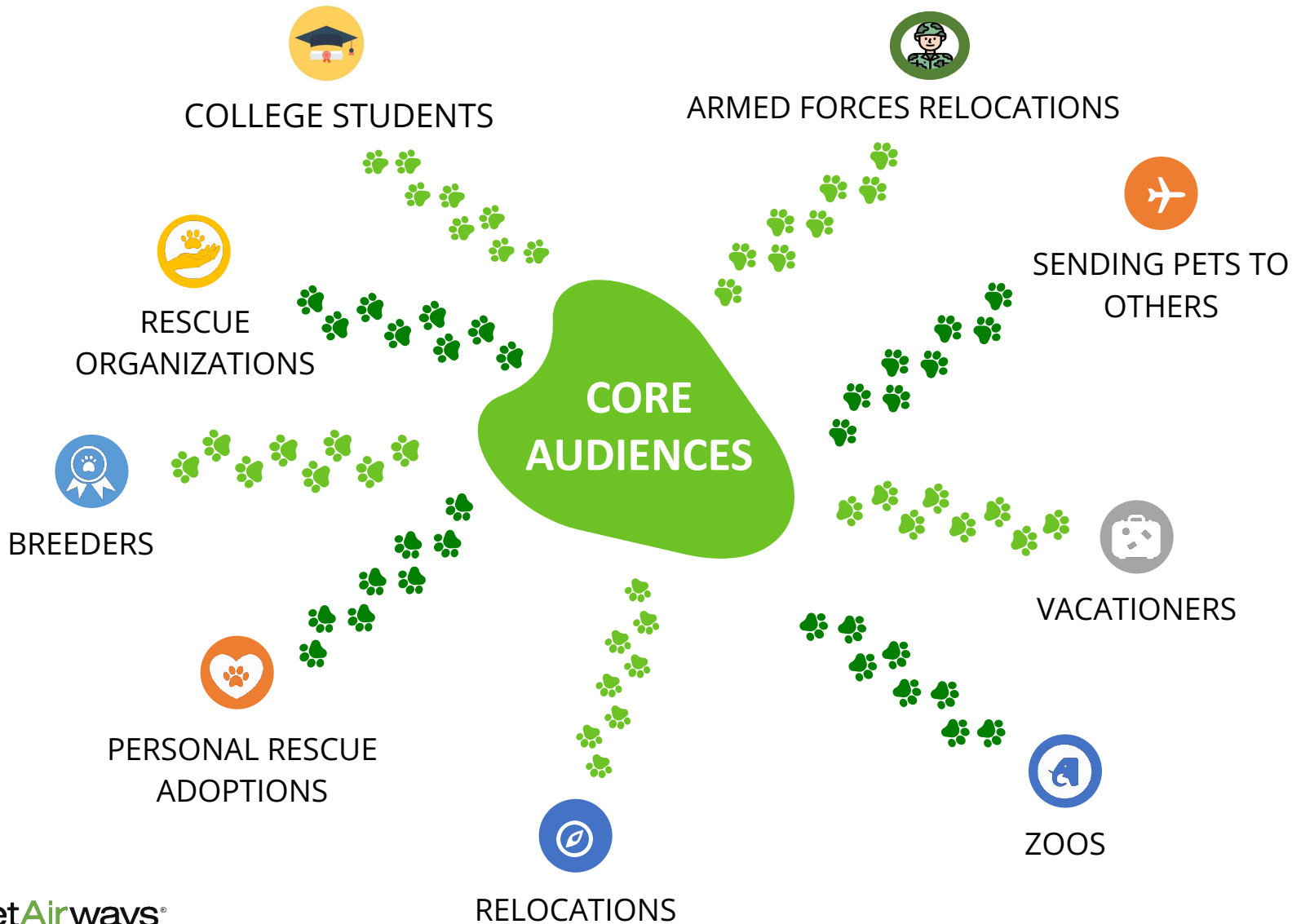
- 🐾 Pet Parents receive real-time updates on their pet's journey and welfare throughout the flight.

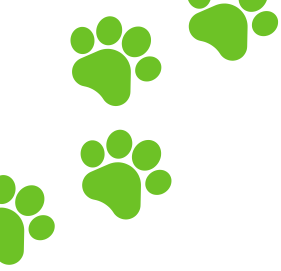
## Daycare in the Sky

- 🐾 Pets are checked-in at Pet Lounges staffed by Licensed Vet Techs, receiving attentive care, including food, water, potty breaks, and continuous monitoring. Additionally, flights are prepaid, ensuring a favorable cash flow position for the company.

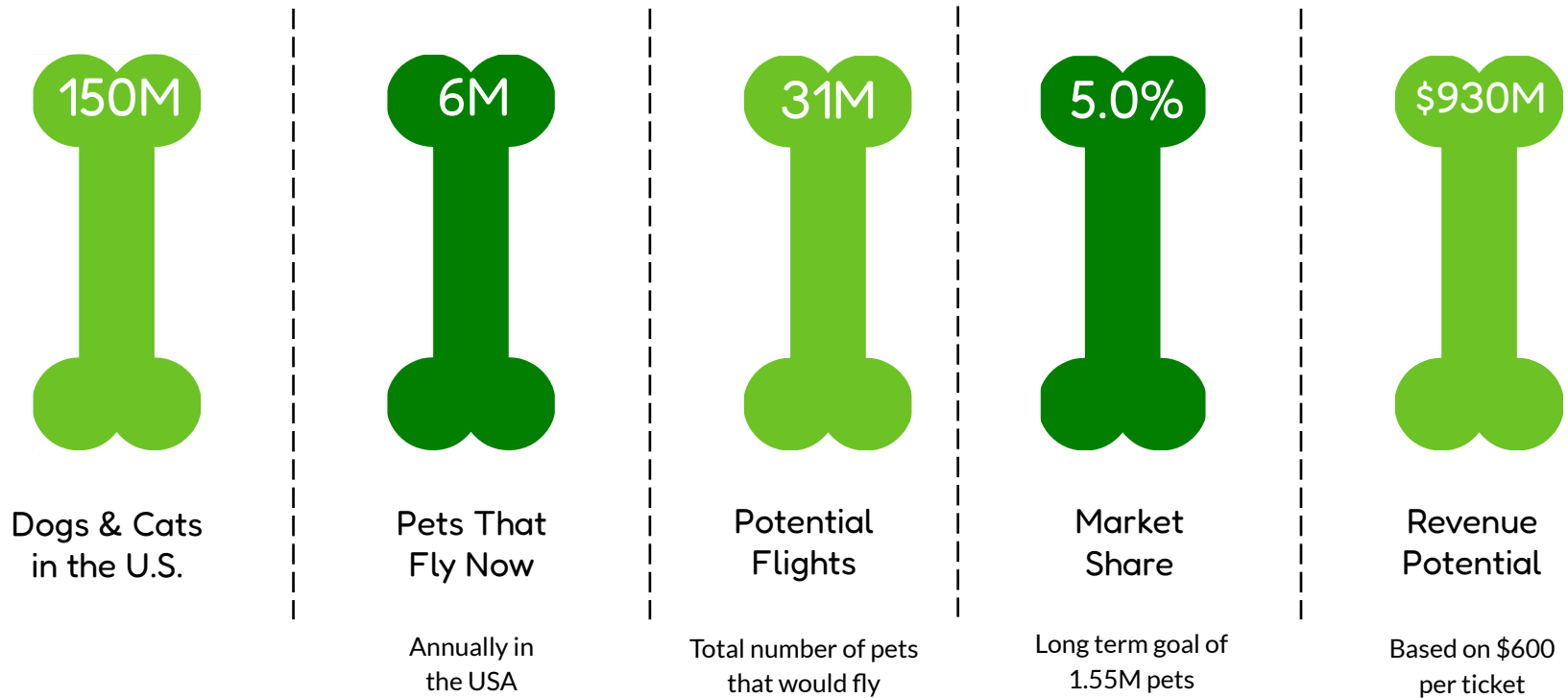


# We Have A Market With Many Use Cases





# How High Could We Fly?



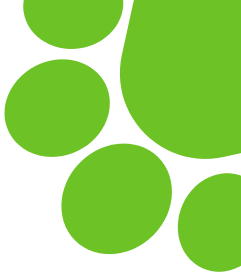
# How High Can We Fly?

	YEAR 1 From Proforma	PHASE 2 Projected	LONG TERM Projected
PETS FLOWN	15,500	200,000	1.5M
COST / PET	\$397	\$475	\$554
AVG. TICKET	\$529	\$600	\$700
REVENUE*	\$8.2M	\$120M	\$1.05B
PROFIT	\$2,034,000	\$25M	\$219M

# Routes with Pet Populations



# Reaching Our Core Markets



## **Pet Owner Digital Marketing Campaign**



We have engaged a leading U.S. Digital Marketing Company to develop a Social Media strategy directed at people who travel and own pets. We will also fire back up an “earned media” program.

## **Travel Sites and Travel Brokers**



Create relationship with travel sites such as Expedia, TripAdvisor, Kayak, etc. where sites can offer Pet Airways’ tickets with targeted ads that cross-referenced to pet owner booking travel arrangements.

## **Breeder Program**



Promote Pet Airways to Breeders. Currently, 4M puppies are Transported by air (in cargo) by breeders each year.



We will use our “earned media” opportunities to amplify the dangers of cargo pet transportation.

## **Corporate Partnerships**



Create partnership with pet related companies (veterinarian, pet store and pet food companies) co-market Pet Airways’ service.

## **Zoo Animal Program**




Promote Pet Airways Zoo Program for moving the many thousands of small to mid-sized zoo animals that are relocated.






# Reaching Our Core Markets


## Save-A-Million Pets Program

-  Promote heavily discounted prices to rescue groups and individual rescuers in saving shelter-pets, under threat of euthanasia at kill shelters.


## Relocation Program for Armed Services PCS (Permanent Change of Station)

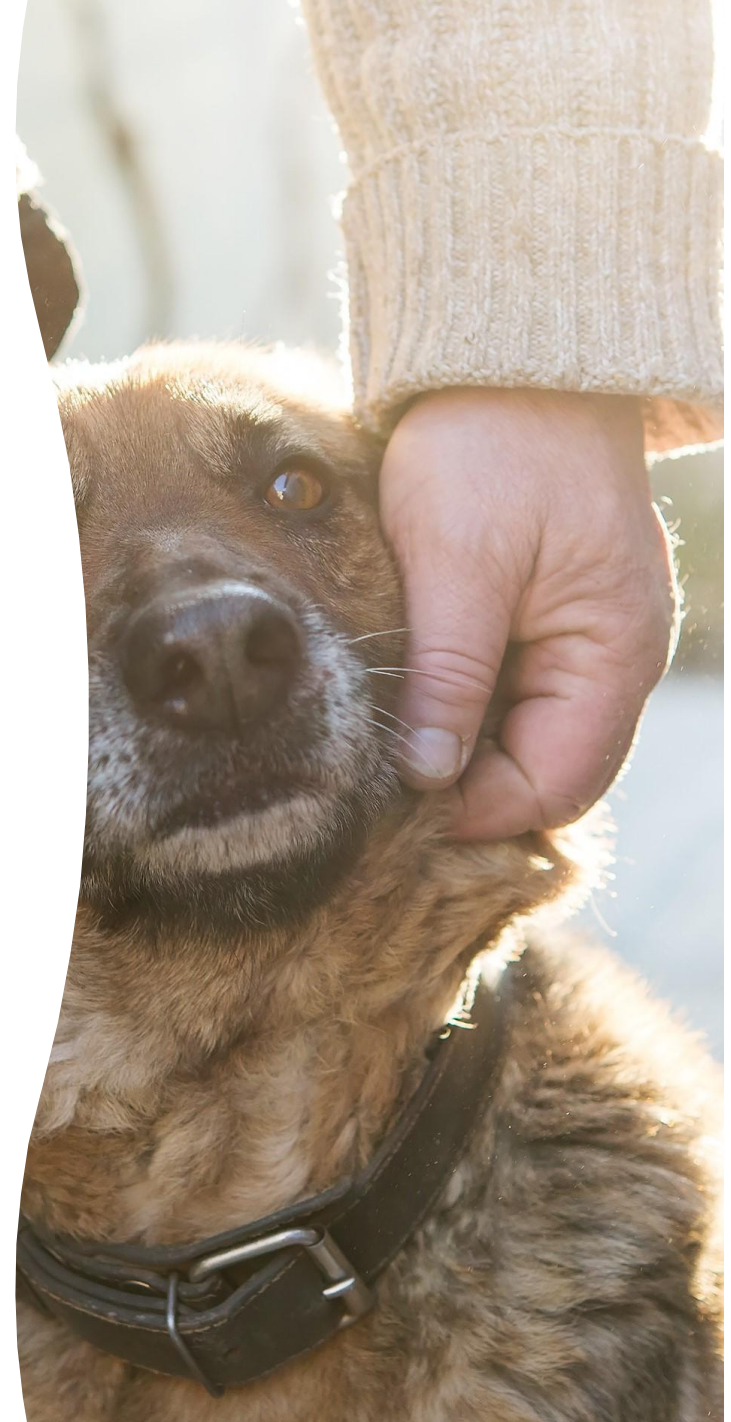
-  Establish a program with the military for service members when they are relocating

## College/University Earned and Paid Media Programs

-  Promote/Advertise in College/University New Publications 3X per year (Holiday break, Spring Break, Summer Break – with Fall return roundtrips)

## Airline Partnerships

-  Airlines do not want to be transporting pets. Two airline CEO's and one airline CFO have already confirmed that the airlines would like to send their pets destined for cargo to Pet Airways.



# What We Need To Get Back In The Skies

Aircraft Purchase (4 twin turboprops)	\$2,000,000
FAA Air Carrier Certificate	100,000
Aircraft Pet Confinement Equipment	200,000
Aircraft Liveryaaa Paint	150,000
City Ground Equipment	500,000
Hub Ground Equipment	50,000
Reservations System	150,000
Corporate Legal Set-Up	50,000
Marketing	500,000
Working Capital (Two Year Runway)	1,300,000

**Total: ~ \$5,000,000**



# Our Experienced Flight Crew



**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. Dan built Pet Airways from an idea to a 9-city operation that flew over 9,000 pets.



**Alysa Binder**  
**Founder/Chief Marketing  
and Talent Officer**

Alysa has 25 years experience in recruiting executive talent for Silicon Valley start-ups. She was the recruiter for the founders of eBay prior to their IPO, having placed over 35% of the executives with the company pre-IPO. Alysa was the driving force of the Pet Airways marketing and talent effort that resulted in an incredible brand recognition and using the Media and partnerships to drive revenues and amazing Team.



**David Crane**  
**VP of Technology**

David has held multiple senior roles technology companies. His technical knowledge, software design experience, customer support knowledge and security knowledge is broad and valuable in today's environment. With guidance from Doc, David built our proprietary reservations system that resulted in 50% increase in per flight revenues.



**David "Doc" Leadbetter**  
**Director of Revenues**

Doc has had the responsibility for developing and implementing the strategy for two 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, all 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.

# Our Co-Pilots



**Jake Brace**

**Former CFO, United Airlines**

Jake has over 30 years of experience in strategy, finance, restructuring and transformation for numerous industries and is the retired Chief Financial Officer of UAL Corporation. He has been on the boards of various public and private companies.



**Jahan Alamzad**

**Senior Consultant to Major Airlines**

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.



**Charles Lynch**

**Former Chairman & CEO of DHL Airways**

Charlie 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.



**Rusty Rueff**

**Startup CEO and Board Member**

Rusty is a former start-up CEO and Fortune 50 Senior Executive. Founding Board Member of Glassdoor (acquired for > \$1B) and HireVue (acquired for > \$500M). Currently serves on multiple Boards including those in Hospitality industry. Advises and coaches venture backed start ups and Founders.

# Executive Summary



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 licensed vet techs and pet-professionals, not by cargo loaders.



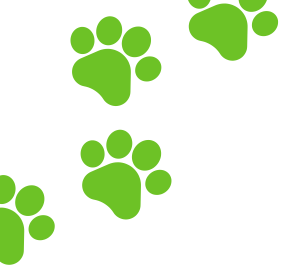
The market for pet travel is very large, potentially 31M pet-flights, and there are no comparable competitors to our service.



Pet Airways will establish partnerships with major airlines, travel providers, pet-partners and others in the industry to increase our outreach and success potential.



Pet Airway has a revenue potential of \$1B USD.



# Comments By Airline Executives

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

**Phil Bakes**  
Former CEO

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



**Charles Lynch**  
Former CEO

"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?"



**Jake Brace**  
Former CFO

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! "



**Jahan Alamzad**  
Airline Consultant

"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."



# Former Strategic Partners



# Link to Press Videos



[Fox News coverage on Pet Airways](#)



[Pet Airways en Univision](#)

UNIVISION

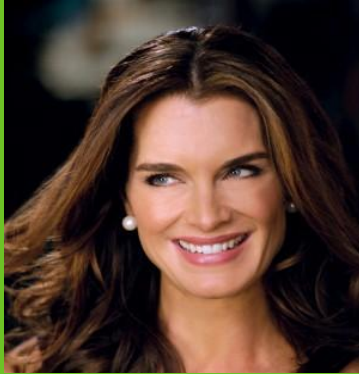


[Paws Up: All-pet Airline Hits Skies](#)



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

# Satisfied Celebrity Pet Parents



Brooke Shields



Anne Hathaway



Loretta Swit



Jack Hannah

## Customer Testimonials

### **WE ARE ALWAYS SAD TO LEAVE THEM WHEN WE GO ON VACATION.**

Daisy and Lola are a part of our family. We are always sad to leave them when we go on vacation. Now with Pet Airways, they can be a part of all of our adventures! Finally, a company that understands no member of the family should be left behind.

—Adriana, *Florida*

### **FLYING OUR TWO GERMAN SHEPHERDS FROM LA TO NY**

I just have to thank you again, Pet Airways, for flying our two German Shepherds from LA to NY safely on August 13/14. They are adjusting to their new home (and family) just fine. They were treated so well by your staff! THANK YOU!

— Tamm

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







# Our Contact



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Founder/CEO



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Thank you!