

《Flying private with an app》

Car hailing apps are commonly used these days and now even private jets are making inroads into the mobile marketplace. Jet Smarter is an app that you can use to easily book a private jet.



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For most consumers the thought of flying in a private jet, seems unlikely in a lifetime but what if it was as easy and affordable as ordering a taxi?

That's the message behind Jet Smarter. An app designed to give you access to private jets, working out to as little as about 100 pounds one-way coined as the UBER of private jets.

With a clientele base that varies from businessmen to celebrities, some of which like, rap artist Jay-Z and the Saudi Royal family, investing millions of dollars in the company, it's a promise of less hassles at the airport and flying private, just a tap away.

Well for starters the membership will set you back US\$10,000 annually, plus a one-time fee of US\$5,000 for

signing up.

That gives you access to all the jet shuttle flights in 170 countries around the world, and thousands of flights a day.. the more you use it, the cheaper your flights, so what's the catch?

"You have the three icons up here, which are the jet shuttle, the jet deals and the on demand charter, so let's say you want to have one of our jet shuttles like the one we're on here, which goes from London to Ibiza you click on the jet shuttle, you click and you see our schedule," said Tome Engelhard, GM, Jet Smarter.

"once you choose your date, you pick as many seats as you want, your seats are for free, click on it bookings done and you're ready to go."

So after payment and becoming a member, there's no hidden charges.

"There are absolutely no hidden charges. Your shuttle flight will always be free," Engelhard said, "We're membership based. We do sell memberships, once you pay, these services are for free."

When charter companies reposition aircraft to pick up charter passengers, that plane flies empty, and waiting on the tarmac could cost the aircraft thousands.

Jet Smarter allows members to tap into a database and make use of already-scheduled flight.

"We're making use of inefficiencies, in the industry, like the empty lags, that fly empty anyway, they're flying empty, so why not put someone on it," said Tom Engelhard, GM, Jet Smarter.

The start-up already has its growing base in the US and Europe but the challenge lies in tapping into the far East.

"We are very closely looking at the Asia market, which will probably not be before 2017, it's a huge market, there's lots of demand but we want to get things right and we're aiming for 2017," Engelhard said.

Rivals like Victor, Private Fly and Ubair are all in the mobile marketplace vying for a piece of the industry, So getting things right will be key for offering smarter service, which means skies the limit.