



JetMe

SWOT Analysis

S

- **Novelty:** Our application is quite new to the market; hence, little competition
- **Ease of Use:** JetMe offers an easier process to rent a private jet; a process that can be complicated and time-consuming at times
- **Location:** JetMe is location-independent which makes it easier to expand globally
- **Technical Expertise:** We have a team of experts in all key areas including Sales, Marketing and Engineering

W

- **Lack of Precedence:** Our target customers are used to a certain jet-renting process that we will need to give them a convincing enough reason to abandon
- **Collaborations:** The efficiency of JetMe is highly dependent on the number of private jet operators we have on board, so we need to expand our collaborations to include as many operators as possible
- **Lack of Reputation:** We're a new player in the market so we'll need to build a strong reputation

O

- **Growing Market:** Since the beginning of the Covid-19 pandemic, people have started looking for a safer way to travel causing a spike in the demand for flying on private jets; hence, the need for an easier means to book private jets
- **Changing Needs:** In the past year, there has been a significant shift in the needs and demands of frequent travelers; some of which can be found in private jets as opposed to commercial air travel
- **Environmental Considerations:** People are looking for more environment-friendly means of travel which private jets are compared to commercial airline planes

T

- **Resistance from Operators:** Private Jet Chartering Operators might be reluctant to induce a mediator in their process, especially with a new player like us
- **Post-Pandemic Trends:** It's still unclear how user behavioral trends will change after the pandemic is over -- whether the increased demand for private air travel will persist
- **Regional Regulations:** The lack of global standardized regulations for data privacy imposes an additional challenge for us to expand globally