**About the company**

We’re disrupting the private aviation industry.

We bridge the gap between premium classes, commercial airlines and private aviation/jets. Our first product allows air charter clients to rent a whole aircraft to put on our platform seats they do not use for the current flight.

Our AI-based technology platform connects them to potential seat buyers. It is where UBER and Airbnb meet to reinvent the aviation industry.

**Project Title:** Business and go-to-market strategy in preparation for the official launch.

**Project Description**

We’re currently at the pre-launch phase, where we connect with business partners to build the network of Canadian and European aircrafts fleet.

Being that early in the process, the project is to:

- Assess the market situation in the time of COVID (during and after);
- Do the market research to map opportunities, competitors, threats, etc.;
- Put in place a business intelligence strategy;
- Build the general business strategy including the business and revenue model;
- Develop and package the offer in terms of products for B2B and leisure customers;
- Develop an integrated marketing plan for the product launch;
- Develop the tools supporting the marketing plan.
- Coordinate with our suppliers (designers, copywriters, etc.) the execution of the marketing plan.

**Required expertise/ skills**

- Very familiar with business strategy frameworks (business model canvas, Blue Ocean Strategy, Lean Startup);
- Digital marketing expertise (inbound and outbound) including social media;
- Strong creativity and think-of-the-box attitude;
- Strong written English skills (must be English native);
- Interest in the aviation industry;