



SWOOP

Private Jet Seat-Sharing Platform



www.altaurux.com

SWOOP's flight marketplace is directly integrated with **FlyEasy**, a network facilitating over **\$2M in daily aviation transactions**. This allowed SWOOP to launch with real flight inventory across thousands of private operators, instantly positioning the platform inside an existing demand-and-supply ecosystem rather than starting from zero.

The core business outcome was simple: **make private aviation financially accessible while increasing aircraft utilization for operators**. Instead of chartering an entire jet, travelers can now purchase seats on shared flights, including "empty-leg" return trips that previously generated no revenue at all. This model **recovered lost revenue for operators** and **reduced cost per passenger**, without requiring operators to change their existing workflow

Key Outcomes

1.2

- **Recovered revenue** from previously unused "empty leg" flights.
- **Reduced private flight cost** per traveler by up to **75%**.
- **Expanded market access** private jet travel positioned closer to high-end commercial flyers.
- **Improved aircraft utilization rates**, strengthening operator profitability.
- **Lower carbon cost per passenger** by increasing seat occupancy on already scheduled flights.

Because these jets were already flying especially on return trips the platform also delivered a clear **environmental advantage**.

Higher occupancy means fewer redundant flights and a more responsible use of aviation resources.

For travelers, SWOOP delivered **time-efficiency and privacy** at a price point previously out of reach. For operators, it unlocked a **new commercial channel** layered onto their existing logistics with no operational overhaul required.

SWOOP introduced not just a new way to book private flights but a **more efficient economic model** for private aviation. more accessible for travelers, **more profitable for operators, and more responsible for the environment**.

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