



“A New Airline that Promises to Change the Industry”

Avatar will operate ultra-low-fare point-to-point flights to and from high-density markets in the Continental U.S. and Hawaii. The Company will utilize the Boeing 747-400 exclusively, equipped with 539 Economy Class seats on the lower deck, and 42 Office Class seats on the upper deck.

Business Summary

Its business plan consists of multiple distinct profit centers: Passenger Revenue, Cargo, Advertising & Promotions (Branding), Food & Beverage, Insurance, Travel Affiliate Program and Vacations (Hotel & Rent-A-Car).

Management

Team of seasoned, business and aviation professionals with over 25 years of experience in their field of expertise.

Service Routes

Avatar’s initial markets will include Los Angeles, Las Vegas, Orlando, Dallas, New York, Philadelphia, Miami, Chicago, San Jose, Tampa, San Diego, San Francisco, Phoenix and Honolulu during the first year. The Company believes these markets are large enough to sustain near 100% load factors and plans to add a limited number of International routes during its third year of operations.

Customer Demographics

Avatar expects to appeal to all age groups. Budget-conscious travelers, working class families with children, students and businesses looking to conserve resources.

Competition

Use of the Boeing 747 will give Avatar a competitive edge on domestic routes. Avatar expects to have the lowest cost per available seat mile (CSM) in the industry, enabling Avatar to charge lower fares than the competition, increasing demand for Avatar’s flights. It will be difficult if not impossible for competitors to replicate some of Avatar’s key profit centers. Competitors with smaller-sized fleet are unable to haul cargo due to lack of capacity. Avatar will pioneer onboard advertising/branding opportunities for its partners, and even if competitors attempt to copy Avatar’s model, Avatar will still deliver a better value by providing its partners with a much larger, captive audience of 581 sets of eyeballs per flight.

Investment Strategy

Phase 1 (pre-revenue flight operations): **\$300 mm** SEC Reg D 506(c) private placement offering. **Purpose:** fund startup operations, regulatory certifications and purchase 14 used 747-400s.

Phase 2 (post-revenue flight operations, Years 2-3): **\$500mm** secondary offering. **Purpose:** purchase *additional* 16 used 747-400s to expand flight operations by adding additional routes.

Phase 3 (Exit Strategy): Perfectly timed **IPO** to raise more than **\$10 billion dollars** to purchase 30 new Boeing 747-8s (more fuel efficient, larger seating capacity, less maintenance).

Property Interests

Avatar plans to add a real estate package to its assets, to build its corporate headquarters, training facility and hotel. Future development could include housing, lifestyle and commercial enterprises.

Financials (Flight-Certified) (Projections)

Financials	Year 1	Year 2	Year 3
Revenues	\$ 412,374,108	\$ 1,008,291,383	\$ 1,351,931,861
EBITDA	\$ 11,839,992	\$ 79,540,273	\$ 117,789,976

Further Reading

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