

Model of Excellence

Company:	Business Model:
Air Charter Guide Cambridge, Massachusetts www.aircharterguide.com	Advertising and Transaction Supported: Free Listings with Paid Enhancements

Overview of General Business Model Characteristics:

The Advertising and Transaction Supported: Free Listings with Paid Enhancements business model represents the traditional buying guides/yellow pages model executed online. The value of the free basic listing is it allows the database to be comprehensive in coverage, which builds usage that in turn drives demand for listing enhancements from listed companies seeking increased visibility.

Models of Excellence Benchmarks

What's noteworthy about **CharterX** is that not only is it a product that has successfully combined software and data, but it has made the small company that developed it, **Air Charter Guide**, into the **Sabre** or **Worldspan** of the air charter business. With **CharterX**, users can not only locate an air charter company, they can book a plane as well. Of particular interest:

- Despite its unique market position, the company has resisted charging transaction fees for bookings made through its site
- Underlying technology is based on open standards, .NET and XML
- Visitor registration is required prior to providing price quotes
- Underlying technology seamlessly connects all industry participants (brokers, operators and flight departments), cementing **Air Charter Guide's** position as the central industry data hub

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