

· BP-001 · v1 · CONFIDENTIAL ·

# Business Plan v1

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Asset-light, dual-hub aviation membership for European travellers in Southern Africa.

**PREPARED FOR**

**Prospective Investors**  
SafariSky founding round

**PREPARED BY**

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## ONE PAGE

## Executive summary

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SafariSky is a Botswana-domiciled aviation membership business that sells European travellers private gyroplane access to Southern Africa, operated from two safe hubs — Wonderboom (FAWB) and Longmere (White River) — under FlyJetStream's SACAA AOC, with hospitality anchored by Black Heron Group, and ground transfer sponsored by Mercedes-Benz, Toyota and a parks NGO.

*We do not own aircraft or lodges. We own the member relationship, the brand, and the dual-hub operating system that makes wilderness reachable in under two hours from JNB or KPI.*

## EU BUYER THESIS

## The market

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There are roughly 4,000 European households in our target ICP — high net worth, recreational pilots or aviation-curious, age 38–62, with prior safari experience but unsatisfied by the operator-led commercial bush flying experience.

**60**FOUNDER MEMBERS  
YEAR 1**4k**TARGET ICP  
EU HOUSEHOLDS**€18-75k**MEMBERSHIP TIERS  
EXPLORER–CORPORATE

## OPERATING MODEL

## Why two hubs

**Wonderboom (Hub 01)** is the AOC home base. SACAA compliance, hangar, dispatch, fuel. 25 minutes from JNB. 70% of operations.

**Longmere (Hub 02)** is the Lowveld pivot. 20 minutes from KMIA / Nelspruit, the second EU gateway. From Longmere, a member is in Kruger in 30 minutes, over the Blyde Canyon in 30, in eSwatini in 60, on the Mozambique coast in 90 — without ever transiting JNB.

*Two hubs are the difference between a one-circuit company and a Southern-Africa-wide network.*

## WHO DOES WHAT

## Partner stack

Partner	Role
FlyJetStream	SACAA AOC operator (Wonderboom + Longmere)
Black Heron Group	Hospitality anchor (lodges + Longmere lounge)
ELA Aviación	Launch OEM (4–6 ELA-10 Eclipse airframes)
AutoGyro	Q4 2026 fleet entry (Cavalon + MTOsport)
GyroMotion	Expedition mobility module
Voetspore + Nico Panagio	Content + presenter partnership
Mercedes / Toyota / Parks NGO	Sponsored ground fleet
Lodge network	Independent properties (curated)

## ECONOMICS

## Financial outline (placeholder ranges)

Tier	Price (EUR)	Hours	Lodge nights	Year-1 target
Explorer	€18,000	8	4	30 sold
Founder	€35,000	16	8	20 sold
Corporate	€75,000	40	20	10 sold

Indicative Year-1 gross membership revenue: **€2.0M – €2.4M**. Cash-collected upfront via Botswana entity; deferred recognition over service period.

## RAISE

## Capital ask + use of funds

- **Round size:** €1.2M – €1.8M seed, gated on Phase 1 partner approvals.
- **Use of funds:** Wonderboom hangar fit-out, Longmere lounge build, first 2 ELA airframes, brand launch, Voetspore production seed.
- **Phase 1 approvals required first:** ELA letter of intent, Black Heron MOU, venue lock at Wonderboom + Longmere.

## RISK MAP

## Risks (and mitigations)

- **OEM concentration:** mitigated by AutoGyro and Magni in Years 2–3.
- **AOC dependence:** FlyJetStream is preferred but not exclusive; alternatives mapped.
- **Ground fleet:** sponsored, not owned — risk is sponsor renewal, mitigated by NGO CSI/BEE structure.
- **Cross-border ops:** Mozambique and eSwatini permits handled under AOC, well-trodden ground.
- **EU member acquisition:** 60 founders is a tight cohort; pipeline already at 18 verbal commits.