Hello

My name is Henry
1. Story
Average company lifespan on S&P 500 Index (in years)

Year (each data point represents a rolling 7-year average of average lifespan)

DATA: INNOSIGHT/Richard N. Foster/Standard & Poor's
2. Leadership
<table>
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<tr>
<th>3. Focus</th>
<th>Model</th>
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4. Inconceivable
5. Organ Rejection
6. Agility
7. Listen
8. Communicate
9. Little guys
10. Teamwork
“Have fun storming the castle!”

@henrywarren
Partner Network

Key Activities
- No fills travel
- Simple booking
- Dirt cheap

Value Proposition
- Tourist/customer acquisition

Customer Relationship

Key Resources

Distribution Channels

Customer Segments
- Cost conscious personal travellers
- Non-exec business travellers
- Small regional airports

Cost Structure

Revenue Structure
**Partner Network**
- Catering
- HR
- Transport links

**Key Activities**

**Value Proposition**
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**Customer Relationship**
- Entirely online
- Single sales
- Long term B2B

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**Cost Structure**

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Cost Structure

Revenue Structure
**Partner Network**
- Catering
- HR
- Transport links

**Key Activities**
- Hire/Train staff
- Fly routes
- Up-sell

**Key Resources**
- Planes
- Staff
- Airport (inc baggage)

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**Cost Structure**

**Revenue Structure**

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**Partner Network**
- Catering
- HR
- Transport links
- Airports
- Regional government

**Key Activities**
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**Distribution Channels**
- Entirely online
- Single sales

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**Cost Structure**
- Planes + fuel
- Staff
- Insurance
- Duties
- Marketing
- Consumables
- Training

**Revenue Structure**
- Flights
- Consumables
- Airport rev-share
- Up-sells