

# AirTicketArena Ltd seeks £350,000



[www.airticketarena.com](http://www.airticketarena.com)

Sector:  
**IT Technology & Software**

Stage:  
**Seed**

Location:  
**Egham, Surrey**

Roles available:  
**Sales manager EMEA**  
**Sales Manager USA**  
**Project manager EMEA**  
**Project manager USA**

The airline industry is one of the largest travel industries in the world. In 2016, more than 3.5 billion passengers travelled with over 450 airlines. But there's a big problem. Around 20% of seats go unsold. That's £120 billion in lost sales at the average return fare of £320.

Air Ticket Arena is the first fully automated platform which matches unsold seats on scheduled flights with travelers actively looking to travel at short notice. Here's how it works.

1. Airlines set the % of seats they want to sell (the 'load factor') at 48 and 24 hours before departure. They also define how much they'll accept for unsold seats. This dictates how many seats could become up for grabs, when and at what price.
2. Passengers place a bid for seats via the Air Ticket Arena app. This could be 14 days in advance.
3. When seats become available at a price and time that's acceptable to the airline and passenger, the booking is made automatically.
4. E-tickets are sent to the passenger and their journey can start.

We are a team of upbeat, creative people who have one goal: to create a unique airline ticket distribution system. Air Ticket Arena was formed in November 2015 by a core group of partners with strong and vast experience in Aviation, marketing, sales, IT and startup.

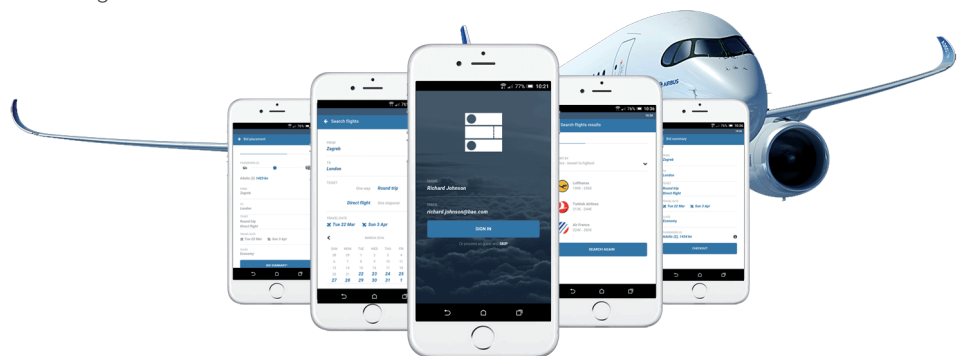
We are raising £350,000 at a valuation of £5,740,000, giving 5.75% of equity to new investors.

We can only accept new investment as equity.

#### The raised funds will be spent on:

1. Platform development and implementation with selected airlines - 49%
2. Legal work and documentation - 14%
3. Accounting and Business Advisory - 6%
4. Project Promotion - 9%
5. Digital Marketing & Advertising - 9%
6. Travel and Accommodation expenses - 9%
7. Other business related expenses – 4%

The next round of £850,000 funding is scheduled for Q4 2017.



**For more information, please contact:**

**Mr. Kresimir Budinski on [office@airticketarena.com](mailto:office@airticketarena.com) or call 0203 2397 810**

The value of investments can go down as well as up, so you could get back less than or none of your invested capital. This opportunity may not be suitable or appropriate for your personal circumstances. The levels and basis of taxation may change and depend on your individual circumstances. The marketability of this type of investment is often restricted and you may have difficulty selling at any price. If you are in any doubt, you should consult a suitably qualified financial advisor.

This Financial Promotion is approved for the purposes of the Financial Services and Markets Act 2000 by Sturgeon Ventures LLP, which is authorised and regulated by the Financial Services Authority (FRN 452811). None of the underlying company's activities, finances or documentation have been reviewed or verified by Sturgeon Ventures LLP, nor has it conducted due diligence on any of its Principals or Directors. An investment into the underlying company is not covered by the Financial Services Compensation Scheme.