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Private Air Travel

SkyBridge founders Jason Moskowitz And Michael Napoliello

Utilize Entrepreneurship And Creativity To Create A New Class Of Air Travel.

text | Declan O'Malley



Photos provided by SkyBridge

One of the great strengths of a free market economy is that it gives innovative business people tremendous financial incentives to create services or products that address unfulfilled needs and solve society's problems. Henry Ford made his vast fortune by seeing the potential of the automobile and creating a cheap and efficient way to build them. Steve Jobs and Steve Wozniak realized we all needed personal computers before we did and became rich in the process. I hear some guy named Gates made a few bucks in that line of business too.

It is in the tradition of these visionaries that serial entrepreneurs Jason Moskowitz and Michael Napoliello are creating a new class of air service with SkyBridge Private Air. Moskowitz and Napoliello, best friends since high school, have already been behind several successful ventures in such varied fields as real estate development and modern art.

Because of its privacy, convenience, and luxury, private air travel is the hot sector of the air travel industry. There is an unmistakable mystique to being shuttled around in your own aircraft. As

frequent business travelers Moskowitz and Napoliello were frustrated by the long lines, flight delays, and general inconvenience of commercial airlines, and, at the same time, dissatisfied with the available options for private air travel. The team perceived an untapped market segment of affluent travelers who desire private jet travel but are unwilling to incur the large capital expense of owning their own jet or don't want to be tied down to terms of a fractional ownership plan which are often strict, inflexible, and cost prohibitive.

SkyBridge was created to cater to this market. Instead of dealing with the meager option offered by local charter services and without incurring the expense of purchasing your own jet outright, SkyBridge customers can fly whenever they want while paying only for the services they use. Once you've paid for your flight you are free of any further commitment.

Here's how the service works: A customer contacts SkyBridge with their individual travel plans. For a fee, SkyBridge then acts as a broker and receives numerous competitive bids for the request. In this way, SkyBridge's clients are exposed to the greatest number of options. A private travel manager at SkyBridge can also arrange for ground transportation and security once a flight has landed.

To make the process even more convenient and luxurious, SkyBridge has begun offering in-flight spa services, which offer everything from massages to meditation. For those longer flights, travelers can choose to relax in their own master suite or burn the midnight oil in an onboard office-space with their own in-flight secretary. Flights are catered sumptuously and clients can enjoy a chilled bottle of Cristal from a fully stocked bar. Instead of a pushy salesman trying hard to close you into further financial obligations, SkyBridge provides clients with a concierge service to make sure everything runs as smoothly once you hit the ground as it does while soaring through the skies. ■■

Above: Lear 60 in flight.

Right: Interior of the Lear 60

