PRESS KIT — 2026

The world's most intelligent private aviation marketplace. Connecting demand to supply — instantly, globally, seamlessly.

A NOTE BEFORE YOU READ

Private aviation, reimagined.

This document is prepared exclusively for working journalists, editors, and media professionals. It is not a sales brochure. It is not a pitch deck. It is a transparent account of what Jettly is, what it has built, and why it matters — told without embellishment, without spin, and without shortcuts.

Jettly operates at the intersection of technology, aviation, and luxury. It has redefined how private air travel is accessed, priced, and experienced. The story that follows is one of scale, precision, and the relentless pursuit of a better standard.

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What's Inside

CHAPTER 01

The Company

Founded on the conviction that private aviation should be as intuitive as booking a rideshare — and as reliable as flying commercial — Jettly has built the infrastructure for the next era of private flight.

What Jettly Does

Jettly is a private aviation marketplace that connects travelers with aircraft operators through a technology platform designed for speed, transparency, and trust. In a fragmented industry historically defined by brokers, phone calls, and opaque pricing, Jettly introduced a model built on real-time availability, verified operators, and instant booking.

The company does not own aircraft. It does not employ pilots. What it owns is the relationship — with operators who list their inventory on the platform, and with travelers who demand access to that inventory without friction. This is the marketplace model applied to one of the world's most demanding and discerning industries.

The result is a network that spans thousands of aircraft across hundreds of operators, accessible through a single interface, priced fairly, and delivered consistently.

At a Glance

Founded in Canada. Operating globally. Technology-first. Operator-verified. Traveler-focused.

Headquarters
Toronto, Canada

Sector
Private Aviation Technology

Model
B2C & B2B Marketplace

Fleet Access
23,000+ Aircraft Worldwide

The Mission

> "To make private aviation accessible, transparent, and efficient — for everyone who chooses to fly privately, anywhere in the world."

This is not an aspirational tagline. It is an operational mandate. Every decision Jettly makes — from the user experience design of its booking platform to the standards it sets for operator certification — is measured against this single criterion: does this make private aviation more accessible, more transparent, and more efficient?

The company was founded on the observation that private aviation, despite representing a multi-billion dollar global industry, had failed to modernize at the pace of consumer expectations. Booking a private jet in 2015 looked nearly identical to booking one in 1995. Phone calls. Fax machines. Relationships with specific brokers. Pricing that varied wildly depending on who you knew.

Jettly changed that. Not incrementally — but architecturally. The platform rebuilt the booking experience from first principles: what does a traveler actually need, and how can technology deliver it with the precision and reliability that private aviation demands?

23,000+

Aircraft

Verified operators across the global Jettly network

190+

Countries

Nations where Jettly arranges private air travel

24/7

Availability

Around-the-clock booking, support, and operations

$0

Membership Fee

No subscription required to access the full platform

CHAPTER 02

The Founder

Justin Crabbe is not a career aviation executive. He is commercial pilot and an entrepreneur who looked at a broken industry and decided to rebuild it.

Justin Crabbe

Commercial Pilot, Founder & CEO, Jettly

Justin Crabbe built Jettly from a straightforward premise: that the experience of booking private aviation should reflect the quality of the experience itself. That the friction of the transaction should not undercut the luxury of the journey. That technology, applied with intelligence and discipline, could close the gap between what private aviation promised and what it consistently delivered.

Before founding Jettly, Crabbe accumulated experience across technology, entrepreneurship, and the aviation ecosystem — developing a clear-eyed understanding of where the industry's pain points lived and, more importantly, what it would take to solve them at scale. His approach has always been architectural: not patching existing systems, but redesigning the underlying infrastructure.

> "The private aviation industry wasn't broken because of bad operators. It was broken because of bad information architecture. We fixed the information. Everything else followed."

— Justin Crabbe, Founder & CEO

A Builder's Philosophy

Crabbe is known within the aviation industry for his willingness to challenge incumbent assumptions. Where established players saw complexity as a moat — a reason why the industry could never be simplified — Crabbe saw complexity as a design problem waiting to be solved.

His decision to build Jettly as a marketplace rather than a traditional charter brokerage was deliberate and consequential. The marketplace model creates network effects that compound over time: more operators attract more travelers, which attracts more operators. Scale becomes self-reinforcing.

Under Crabbe's leadership, Jettly has grown from a Canadian startup into a globally recognized platform with one of the largest verified aircraft networks in the world.

The Founder's Vision

Justin Crabbe's vision for Jettly has always extended beyond the transactional. He does not think about Jettly as a booking tool. He thinks about it as an infrastructure layer — the connective tissue between supply and demand in a global industry that, despite its scale, has historically operated as a collection of independent, disconnected actors.

This infrastructure ambition shapes everything about how the company is built. Jettly's technology is not a consumer app with a flight search bolted on. It is a system designed to handle the operational complexity of private aviation at scale: varying aircraft categories, operator certifications, pricing models, trip logistics, international regulations, and traveler preferences — all resolved in real time, invisibly, behind a clean interface.

> "We're not in the booking business. We're in the trust business. Every time someone books through Jettly, they're trusting us with something that matters deeply to them. We take that seriously."

— Justin Crabbe

CHAPTER 03

The Platform

A technology infrastructure designed for one of the most demanding industries in the world.

How the Platform Works

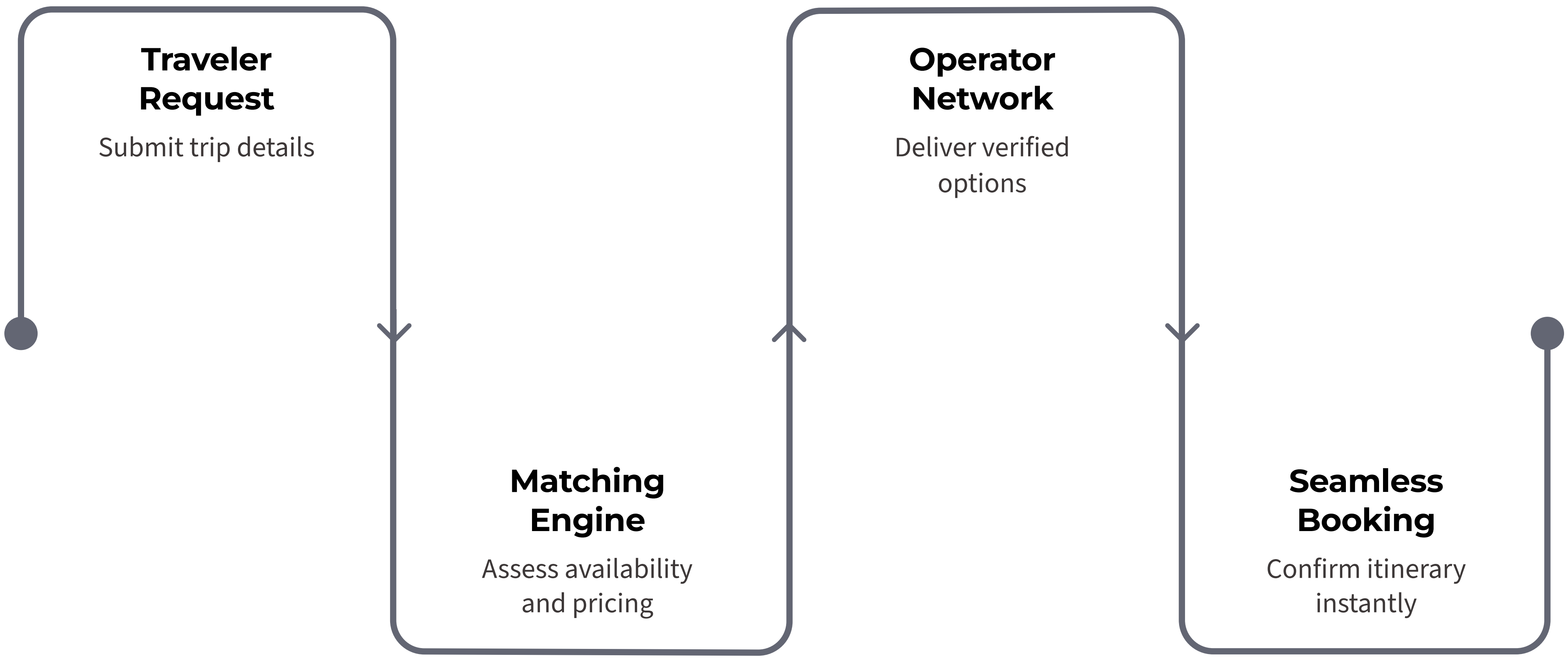
The Jettly platform operates as a two-sided marketplace. On one side, aircraft operators list their available inventory — aircraft type, availability, base location, certifications, and pricing parameters. On the other side, travelers enter their trip requirements and receive curated, verified options in real time.

The platform's matching engine is designed to optimize for relevance, not simply availability. It considers aircraft category, flight time, operator rating, positioning costs, and traveler preferences — surfacing options that genuinely fit the trip, not merely options that exist in the inventory database.

Pricing on the Jettly platform is transparent by design. Travelers see the full cost of their trip before committing — including taxes, fees, and any applicable positioning charges. This stands in deliberate contrast to the traditional brokerage model, where pricing was often discovered incrementally, after the initial quote.

The platform also manages the operational layers that most travelers never see: operator verification, insurance documentation, safety certifications, and crew credentials. These are not afterthoughts. They are foundational to the trust that Jettly has built with its traveler base.

Platform Architecture



The platform's architecture was designed to eliminate the phone-tag loop that defined traditional private aviation booking. From initial request to confirmed itinerary, the Jettly system operates in minutes — not hours, not days. This speed is not a feature. It is the foundation upon which the entire value proposition rests.

Operator Standards

Regulatory Compliance

Every operator in the Jettly network must hold valid operating certificates issued by their relevant national aviation authority. Compliance is verified at onboarding and monitored continuously — not checked once and forgotten.

Insurance Verification

Minimum insurance thresholds are enforced for every operator. Documentation is reviewed and updated on a defined schedule. Travelers who book through Jettly can be confident that the aircraft they board carries adequate coverage.

Safety Ratings

Operators are assessed against internationally recognized safety standards. The platform surfaces operator safety ratings transparently, enabling travelers to make informed decisions based on the full operational profile of each provider.

Performance Monitoring

Post-flight feedback is collected systematically. Operators who fall below platform standards are reviewed and, where necessary, suspended. The network's quality is actively managed — not passively accumulated.

The Traveler Experience

Jettly's product philosophy begins with a deceptively simple question: what does the traveler actually need? The answer, arrived at through extensive research and iteration, is not a feature list. It is a feeling: confidence. Confidence that the aircraft is what it claims to be. That the price is complete and accurate. That the operator is qualified and prepared. That when something changes — a departure time, a weather diversion, a catering requirement — Jettly will resolve it without the traveler having to manage it.

The platform's interface is deliberately understated. Search, review, book. No unnecessary steps. No registration walls before meaningful information is available. No pressure tactics or artificial scarcity messaging. The design communicates, through restraint, the same premium positioning that the aircraft themselves embody.

> "We designed for the most discerning traveler in the world. If it works for them, it works for everyone."

CHAPTER 04

The Market

Private aviation is a global industry worth tens of billions of dollars annually. It is also an industry in the early stages of a structural transformation.

The Private Aviation Landscape

The global private aviation market was valued at approximately $35 billion in 2026, with projections pointing toward continued growth through the remainder of the decade. Demand has accelerated notably since 2020, driven by a combination of factors: the post-pandemic reconfiguration of executive travel preferences, the expansion of the high-net-worth individual population globally, and the emergence of technology platforms that have reduced the friction — and the perceived exclusivity — of the booking process.

The industry is structured around a relatively small number of large commercial operators and a much larger number of independent operators managing smaller fleets. This fragmentation has historically been both the industry's defining characteristic and its central challenge: enormous aggregate supply, but no common infrastructure through which that supply could be efficiently discovered or accessed.

Jettly's marketplace model was designed precisely to address this structural gap. By creating a common platform through which operators of all sizes can list their inventory and through which travelers can access that inventory consistently, Jettly has effectively built the infrastructure layer that the industry was missing.

Market Signals

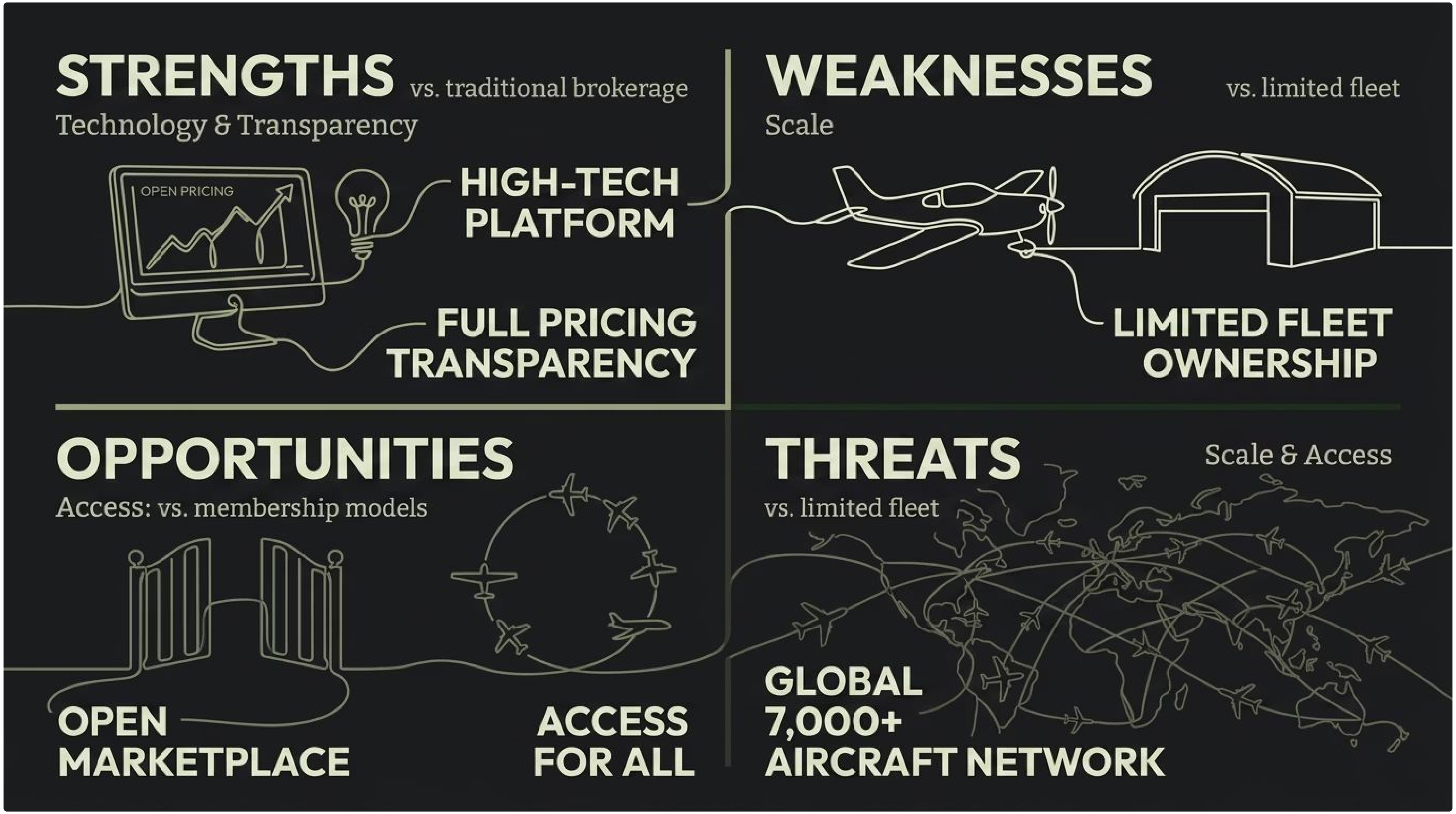
$35B+
Global private aviation market value (2026)

High-Net-Worth Growth
HNWI population expanding in North America, Europe, and Asia-Pacific

Post-2020 Surge
Structural shift in executive travel preferences following the pandemic

Fragmented Supply
Thousands of independent operators without unified access infrastructure

Where Jettly Sits



Jettly's competitive differentiation is structural, not superficial. It is not a matter of having a better website than traditional brokers. It is a matter of having built a fundamentally different kind of business — one that scales with network effects rather than headcount, that improves with data rather than with relationships, and that serves both operators and travelers rather than extracting value from the transaction between them.

The Competitive Advantage

Network Scale

Access to 23,000+ verified aircraft across 190+ countries creates a depth of inventory that no single operator or traditional broker can match. Scale is the advantage.

Technology Infrastructure

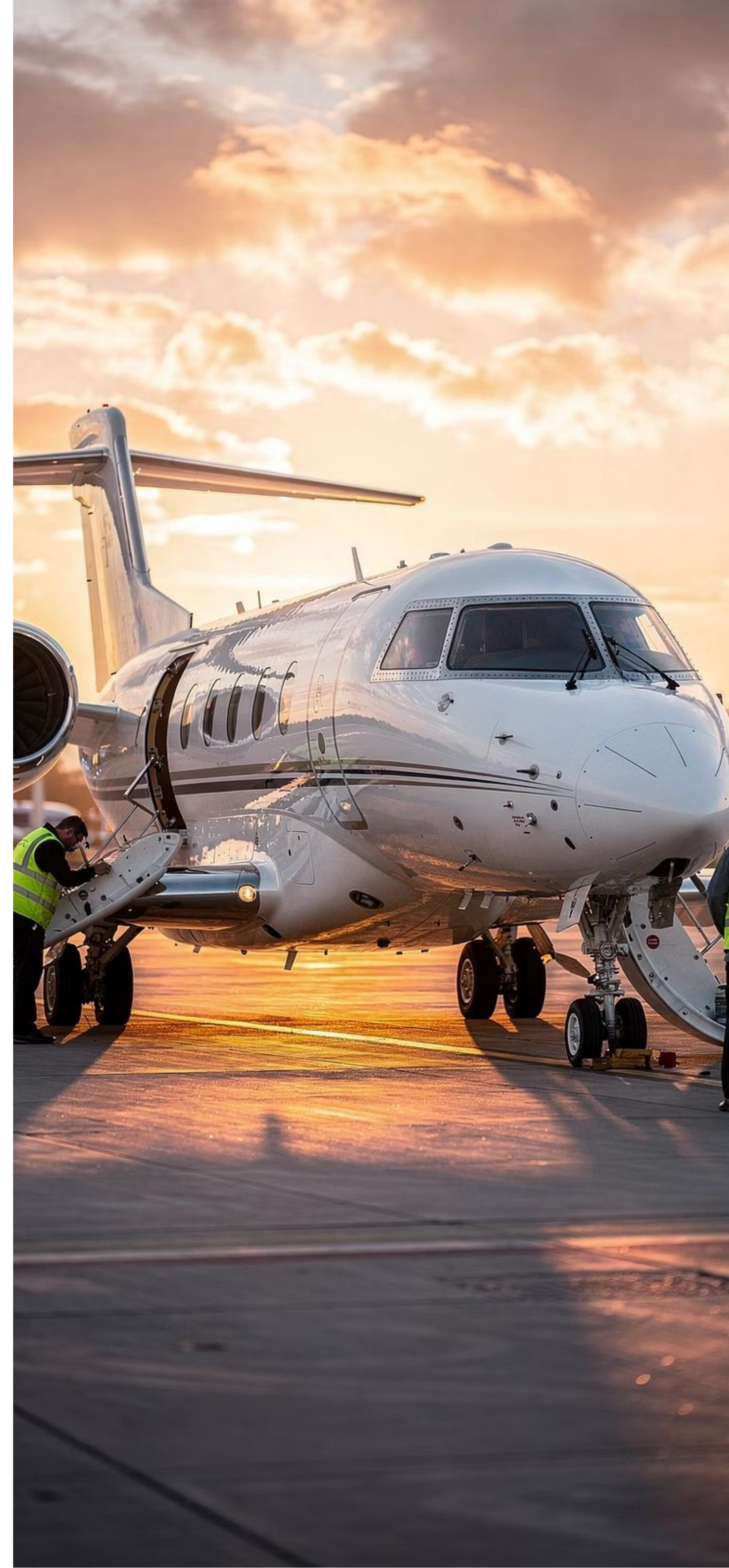
The platform's matching, pricing, and operations engine is a proprietary technology asset built specifically for the complexity of private aviation. It cannot be replicated quickly.

No Membership Barrier

Unlike fractional ownership programs or subscription-based models, Jettly requires no upfront commitment. This structural openness dramatically expands the addressable market.

Operator Trust

Jettly's verification and certification standards have made it a preferred listing platform for quality operators. Trust on the supply side is as important as trust on the demand side.



CHAPTER 05

The Numbers

Scale, verified. Reach, demonstrated. Growth, documented.

23,000+

Aircraft Available

Verified operators listing live inventory on the Jettly platform

190+

Countries Served

Nations across which Jettly has arranged private air travel

450K+

Registered Members

Travelers with active accounts on the Jettly platform

3 Min

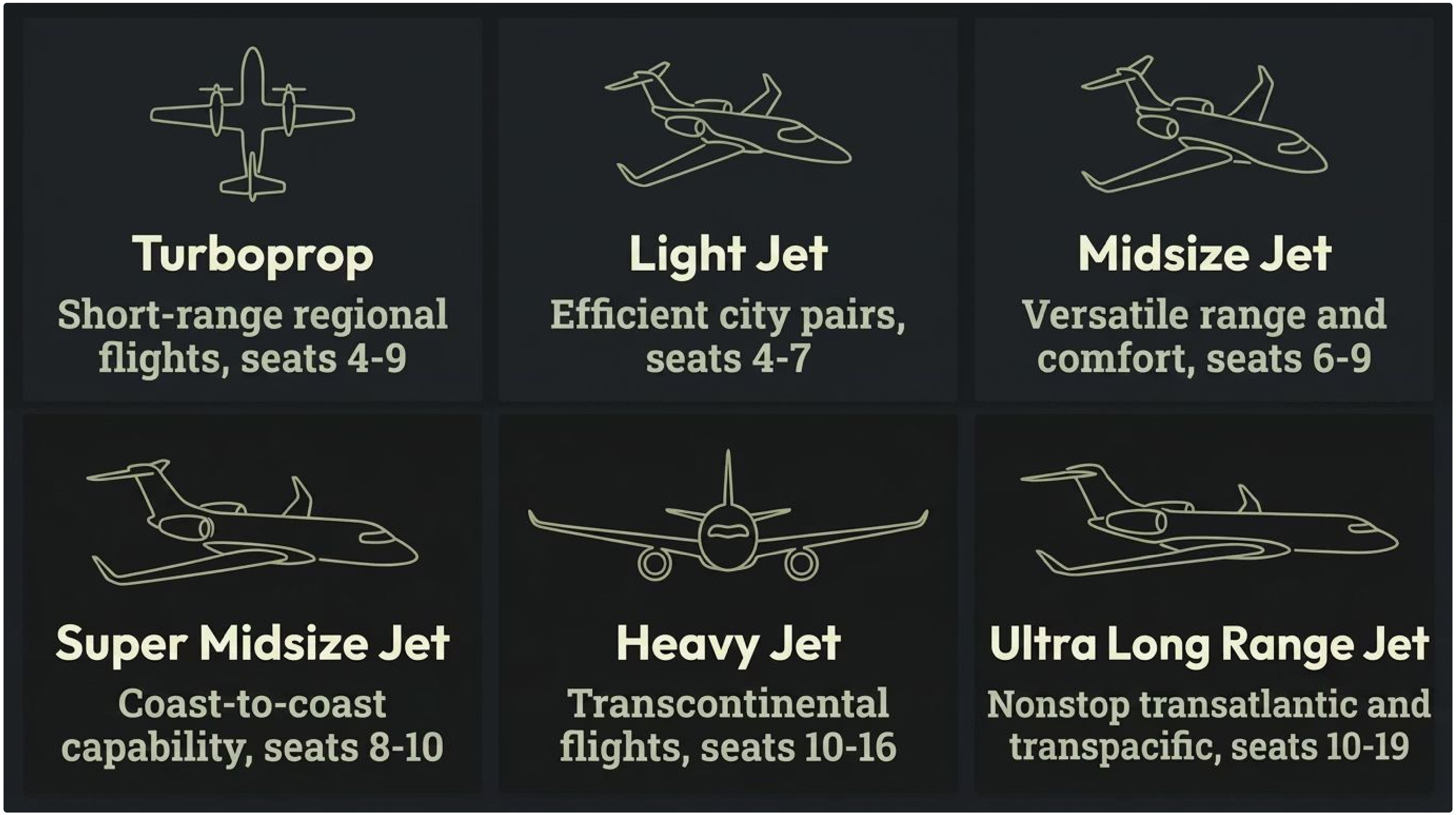
Average Quote Time

From search initiation to confirmed pricing on most routes

These numbers represent the operational reality of the Jettly platform as of 2026. They are not projections, not aspirational targets, and not adjusted figures. They are the documented scale of a marketplace that has been built methodically over years of platform development, operator acquisition, and traveler trust-building.

Fleet Composition

The Jettly network encompasses every category of private aircraft — from efficient turboprops suited to short regional hops to large-cabin ultra-long-range jets capable of transatlantic and transpacific nonstop flight. This breadth is deliberate. Private aviation is not a monolithic market. Different travelers have different requirements at different moments, and the platform is designed to serve the full spectrum of those requirements.



Global Reach

Private aviation is inherently international. The executive who flies privately does so not because commercial aviation is unavailable, but because the mission — the specific combination of origin, destination, departure time, and traveling party — demands it. Jettly's global network is designed to serve these missions wherever they arise.

The platform's geographic coverage spans North America, Europe, the Middle East, Asia-Pacific, Latin America, and Africa. Regional coverage is supported by partnerships with local operators who understand the specific logistical and regulatory environments of their markets — creating a network that combines global scale with local expertise.

Critically, Jettly's technology infrastructure means that a traveler booking a flight from London to Geneva can access the same quality of information, pricing transparency, and operator verification as a traveler booking from New York to Miami. The platform makes geography operationally irrelevant.

CHAPTER 06

Editorial Angles

Story frameworks developed for journalists. Each angle represents a distinct narrative thread with substantive depth.

Stories Worth Telling

The Democratization of Private Flight

How technology is expanding access to private aviation beyond the ultra-wealthy — and what that means for an industry historically defined by exclusion.

The Marketplace Playbook Applied to Aviation

Jettly's model mirrors the structural innovation of Airbnb and Uber — applied to an industry with radically different safety, regulatory, and operational demands.

The Post-Pandemic Reconfiguration of Executive Travel

How 2020 permanently altered the calculus of corporate travel — and why that shift has structurally benefited marketplace platforms like Jettly.

More Story Frameworks

The Transparency Imperative

In an industry where pricing opacity was standard practice, Jettly's commitment to transparent, all-in pricing represents a fundamental philosophical break from the incumbent model. What does that mean for the industry's future?

Canada's Global Aviation Startup

Jettly is one of the most globally scaled technology companies to emerge from Canada's technology ecosystem. The story of how a Toronto-based startup built an aviation network spanning 190 countries.

Trust as Infrastructure

Private aviation carries a weight of consequence that few other industries match. How does a technology platform earn — and maintain — the trust of travelers who are putting their safety in its hands?

The Operator Economy

For independent aircraft operators, Jettly's marketplace represents a fundamental change in how they reach customers. The story of how the platform is reshaping the economics of private aviation supply.

CHAPTER 07

Fast Facts

Verified information for editorial reference. All figures as of 2026.

Company Facts

Legal Name

Jettly Inc.

Founded

Toronto, Canada

Founder & CEO

Justin Crabbe

Business Model

Private aviation marketplace (B2C & B2B)

Revenue Model

Transaction-based; no membership or subscription fees for travelers

Availability

24/7 — booking platform and live support

Website

jettly.com

Platform Facts

Aircraft in Network

23,000+ verified aircraft

Countries

190+ nations served

Registered Members

450,000+ active accounts

Aircraft Categories

Turboprop through Ultra Long Range Jet

Operator Verification

Mandatory for all listed operators

Pricing Model

Full-cost, all-in transparent quotes

Average Quote Time

Under 3 minutes on most routes

Key Differentiators

For journalists seeking to contextualize Jettly within the broader private aviation landscape, three structural differentiators are most significant and most frequently misunderstood by coverage that treats all private aviation platforms as equivalent.

1 No Ownership, Maximum Access

Jettly does not own aircraft. This is not a limitation — it is a strategic choice. The asset-light model enables the platform to scale globally without the capital requirements, regulatory obligations, and operational complexity of fleet ownership. The marketplace model creates broader access than any fleet operator can provide.

2 No Membership Requirement

Unlike fractional ownership programs (NetJets, Wheels Up) or subscription-based models, Jettly requires no upfront commitment. A traveler can access the full platform, review verified operator options, and receive transparent pricing without paying a dollar before booking. This structural openness is a deliberate market expansion strategy.

3 Technology-Native Architecture

Jettly was built as a technology company operating in aviation, not an aviation company that acquired technology. This distinction shapes every product decision. The platform's matching engine, pricing algorithms, and operator verification systems were designed from first principles — not adapted from legacy brokerage workflows.

CHAPTER 08

The Jettly Experience

What it actually means to book and fly through Jettly — from the first search to wheels down.

The Booking Journey

The Jettly booking journey was designed to eliminate every unnecessary step between the decision to fly privately and the moment of departure. Traditional brokerage processes could involve days of back-and-forth communication, multiple revised quotes, and uncertainty about operator quality until the day of travel. Jettly compresses that timeline to minutes — while expanding the information available to the traveler at every stage of the decision.

Concierge & Support

Private aviation is not a commodity transaction. It is a high-stakes, time-sensitive arrangement in which operational complexity is inherent and disruptions — weather, crew scheduling, maintenance — are inevitable. Jettly's approach to support is built around this reality.

The platform's concierge team operates 24 hours a day, 7 days a week, 365 days a year. They are not a call center. They are specialists in private aviation operations — experienced in managing the full range of operational contingencies that arise in private air travel, from rebooking due to weather to sourcing last-minute alternative aircraft when mechanical issues affect a confirmed trip.

For travelers who book through Jettly, the guarantee is not that nothing will go wrong. The guarantee is that when something does, Jettly will resolve it — immediately, professionally, and without the traveler having to manage the process themselves.

Support Standards

Response Time

Live agent response within minutes, around the clock

Scope

Pre-flight planning, catering, ground transport, in-flight changes, post-flight feedback

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Availability

24/7/365 — no exceptions for holidays, time zones, or geography

For Business Travelers

Corporate and business travelers represent a significant and growing segment of Jettly's user base. For this segment, private aviation is not a luxury preference — it is an operational decision. Time is the scarcest resource for senior executives, and the ability to move precisely, on schedule, without the friction of commercial aviation is a genuine productivity multiplier.

Jettly serves corporate travelers through both its consumer platform and its dedicated B2B offering, which provides companies with managed accounts, consolidated reporting, and the ability to define preferred operators and aircraft categories for their executive travel programs. The platform integrates private aviation into the corporate travel stack — making it as manageable and reportable as any other category of business expenditure.

> "Time is the only commodity that cannot be created. Private aviation is how you protect it."

CHAPTER 09

Industry Context

Understanding the structural forces shaping private aviation — and Jettly's position within them.

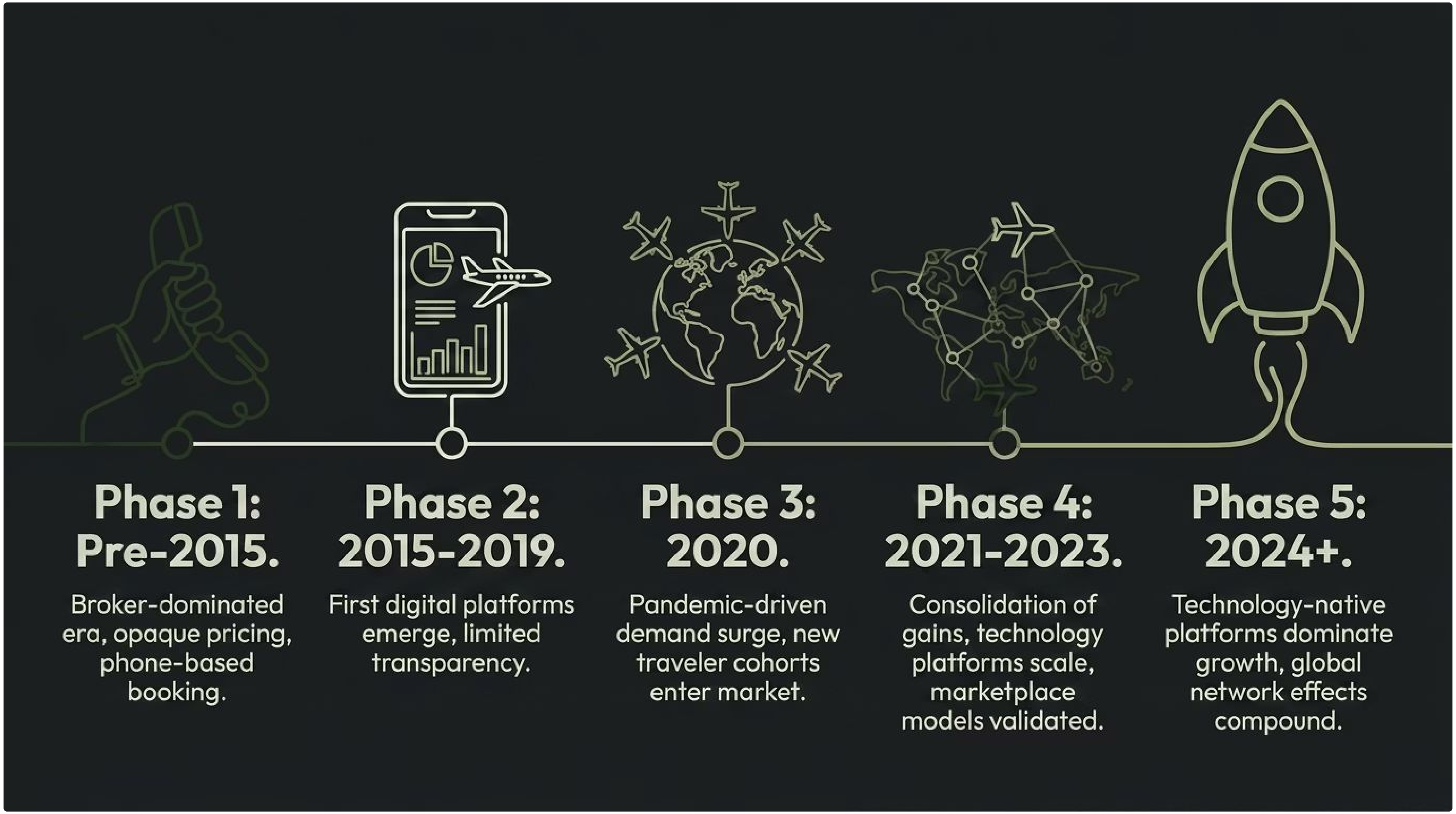
The Structural Shift

Private aviation entered a period of structural acceleration in 2020. The pandemic disrupted commercial aviation in ways that exposed its fragility — cancellations, capacity reduction, terminal crowding, and the elimination of business-class service on many routes — and simultaneously elevated the perceived value of private flight. Travelers who had previously considered private aviation prohibitively expensive or inaccessible reconsidered that calculus as they weighed the cost against the certainty and control that private travel offered.

This recalibration has been durable. Data from across the industry indicates that private aviation demand has not simply returned to pre-2020 levels — it has established a new, higher baseline. New customer cohorts who entered the private aviation market during 2020 and 2021 have continued to fly privately at rates that suggest behavioral, not merely situational, change.

For technology platforms like Jettly, this structural shift represents a significant market expansion — a larger addressable audience, a more receptive traveler base, and an industry whose growth trajectory has been validated by demonstrated demand rather than projected growth.

Market Growth Trajectory



The industry's evolution has moved in one clear direction: toward technology, toward transparency, and toward platforms that can aggregate supply and demand at global scale. Each phase of this evolution has strengthened the structural position of marketplace models and weakened the competitive position of traditional brokerage operations built on relationships and opacity.

The Regulatory Environment

Private aviation operates within a complex and consequential regulatory framework. Aircraft operations are governed by national aviation authorities — the FAA in the United States, EASA in Europe, Transport Canada domestically — each of which sets and enforces standards for operator certification, crew qualification, maintenance requirements, and airworthiness.

For a global marketplace platform, navigating this regulatory complexity is an ongoing operational challenge. Jettly's verification systems are designed to ensure that every operator in the network meets the specific regulatory requirements of the jurisdictions in which they operate — a requirement that becomes more complex as the network expands across additional markets.

The company's commitment to regulatory compliance is not merely a legal obligation. It is a brand promise. The value of the Jettly network to travelers depends entirely on the confidence that every aircraft they access through the platform is operated to the highest regulatory standards. Compliance is, in this sense, the product.

CHAPTER 10

Media Resources

Everything a journalist needs to report accurately and efficiently on Jettly.

Press Contacts

Jetty's communications team is available to journalists on background, for on-record comment, and to facilitate interviews with founder Justin Crabbe and senior members of the leadership team. Response times are prioritized for deadline-sensitive inquiries.

Media Inquiries

press@jettly.com

CEO Contact

justin@jettly.com

Website

jettly.com

Available Assets

The following editorial assets are available to credentialed media professionals upon request. All assets are provided in high-resolution formats suitable for print and digital publication.

→ Founder portrait photography — multiple formats and orientations

→ Company logo files — full suite of approved mark variations

→ Platform screenshots — current UI, approved for editorial use

→ Aircraft photography — curated selection from the Jettly network

→ Company fact sheet — verified statistics and company history

Editorial Guidelines

To ensure accurate coverage, Jettly requests that journalists observe the following guidelines when referencing the company and its services in editorial contexts.

Company Description

Approved: *"Jettly is a private aviation marketplace connecting travelers with verified aircraft operators globally."* Please do not describe Jettly as a charter broker, a jet rental service, or a flight-sharing platform — these descriptions are inaccurate.

Fleet Size

Jettly does not own aircraft. When referencing the size of the Jettly network, the accurate description is: "access to 23,000+ aircraft through its verified operator network." The company does not claim ownership of these assets.

Founder Name & Title

Justin Crabbe. Founder and Chief Executive Officer, Jettly. First reference: Justin Crabbe, Founder and CEO of Jettly. Subsequent references: Crabbe. Do not use "co-founder" — Jettly has a single founder.

Interview Availability

Justin Crabbe is available for interviews on topics including the private aviation industry, marketplace business models, technology in aviation, executive travel trends, and entrepreneurship. He is regularly engaged by business and technology media and is an articulate, substantive interview subject on all matters related to Jettly's business and the broader industry context.

Broadcast

Available for television and radio appearances with appropriate lead time

Print & Digital

Available for feature interviews, profile stories, and background conversations

Podcast

Available for long-form audio interviews and panel discussions

Video

Available for on-camera interviews and documentary participation

"Private aviation isn't about luxury. It's about precision. It's about arriving exactly where you need to be, exactly when you need to be there."

— Justin Crabbe, Founder & CEO, Jettly

CHAPTER 11

Jettly & The Future

Where private aviation is headed — and the role Jettly intends to play in defining it.

The Road Ahead

Private aviation is at an inflection point. The convergence of technological capability, shifting travel preferences, and the global expansion of the high-net-worth traveler population is creating conditions for structural market growth that will reward platforms built for scale, trust, and global reach. Jettly has spent years building precisely that kind of platform.

The near-term trajectory for Jettly involves continued geographic expansion — deepening presence in markets where private aviation demand is growing fastest — and continued investment in the technology infrastructure that powers the platform. The matching engine, the pricing algorithms, and the operator verification systems are all active areas of development, driven by the accumulation of platform data that improves the quality of every result the system generates.

The longer-term vision is more ambitious: Jettly as the definitive global infrastructure layer for private aviation. The platform through which the industry's supply meets the industry's demand — efficiently, transparently, and at a scale that no individual operator, broker, or membership program could achieve independently.

Emerging Opportunities

Sustainable Aviation

The industry's sustainability transition — toward sustainable aviation fuels and, longer term, electric and hydrogen-powered aircraft — creates both challenges and opportunities for marketplace platforms. Jettly is positioned to surface operators who meet emerging environmental standards and to respond to the growing traveler demand for lower-impact private air travel options.

Corporate Program Expansion

The corporate travel market represents a significant growth opportunity for Jettly's B2B offering. As organizations rationalize their executive travel programs, the combination of platform transparency, consolidated reporting, and managed account functionality positions Jettly as a compelling alternative to traditional corporate aviation arrangements.

Asia-Pacific Growth

The Asia-Pacific region represents one of the highest-growth opportunities in private aviation globally. The rapid expansion of the HNWI population in China, India, Southeast Asia, and the Middle East, combined with infrastructure development in private aviation facilities across the region, creates significant demand growth that Jettly's global network is positioned to serve.

A Final Word on Trust

In a conversation about Jettly's ambitions, Justin Crabbe often returns to a single word: trust. Not because it is the most evocative description of what Jettly does, but because it is the most accurate. Private aviation is an industry in which the stakes of failure — operational failure, safety failure, trust failure — are genuinely consequential. The traveler who boards a Jettly-booked aircraft is not simply making a commercial transaction. They are extending trust.

Jettly's entire operational philosophy — its verification standards, its pricing transparency, its 24/7 support infrastructure, its commitment to regulatory compliance — is designed to be worthy of that trust. Not merely to meet minimum standards, but to exceed them consistently enough that trust, once extended, is never withdrawn.

This is, ultimately, what separates the platforms that endure in private aviation from those that do not. And it is the standard against which Jettly measures itself — not against competitors, not against market share metrics, but against the expectations of the traveler who trusts the platform with something that matters.

> "We earn trust one trip at a time. That's the only way it's ever really built."

— Justin Crabbe

jettly.com

For press inquiries, interview requests, and editorial assets, contact **press@jettly.com**

This press kit is prepared for accredited media professionals. All statistics and company information are verified as of 2026. Jettly reserves the right to correct factual errors in published coverage through its communications team.