

# TECHNOLOGY AND EXPERTISE

My Sky is an independent expert in private aviation that empowers jet owners across the globe by providing them with a revolutionary financial controlling and benchmarking tool to optimize time and money spent on their asset.

**By Sylvie Peron**



Kirill Kim

**I**n 2014, Kirill Kim and Christopher Marich, two entrepreneurs active in private banking and business aviation developed a new concept of a revolutionary financial controlling and benchmarking tool for private jet owners. They both saw an opportunity to modernise a low tech and fragmented market by using a blend of sophisticated IT solutions, team of independent experts and a user-friendly interface. Since its public launch in August 2015, the company has convinced an exponential number of business aircraft owners in Europe and CIS.

Today this dynamic company is evolving in the sectors of business aviation and financial management with headquarters in Switzerland. It currently employs over 80 experts, including in-house auditors, analysts and IT specialists. My Sky covers the EMEA area and is expand-

↑  
Both co-founders  
have a profound  
knowledge of the  
luxury market



Christopher Marich

ing its presence globally, becoming one of the key market players and a reference point for the industry stakeholders.

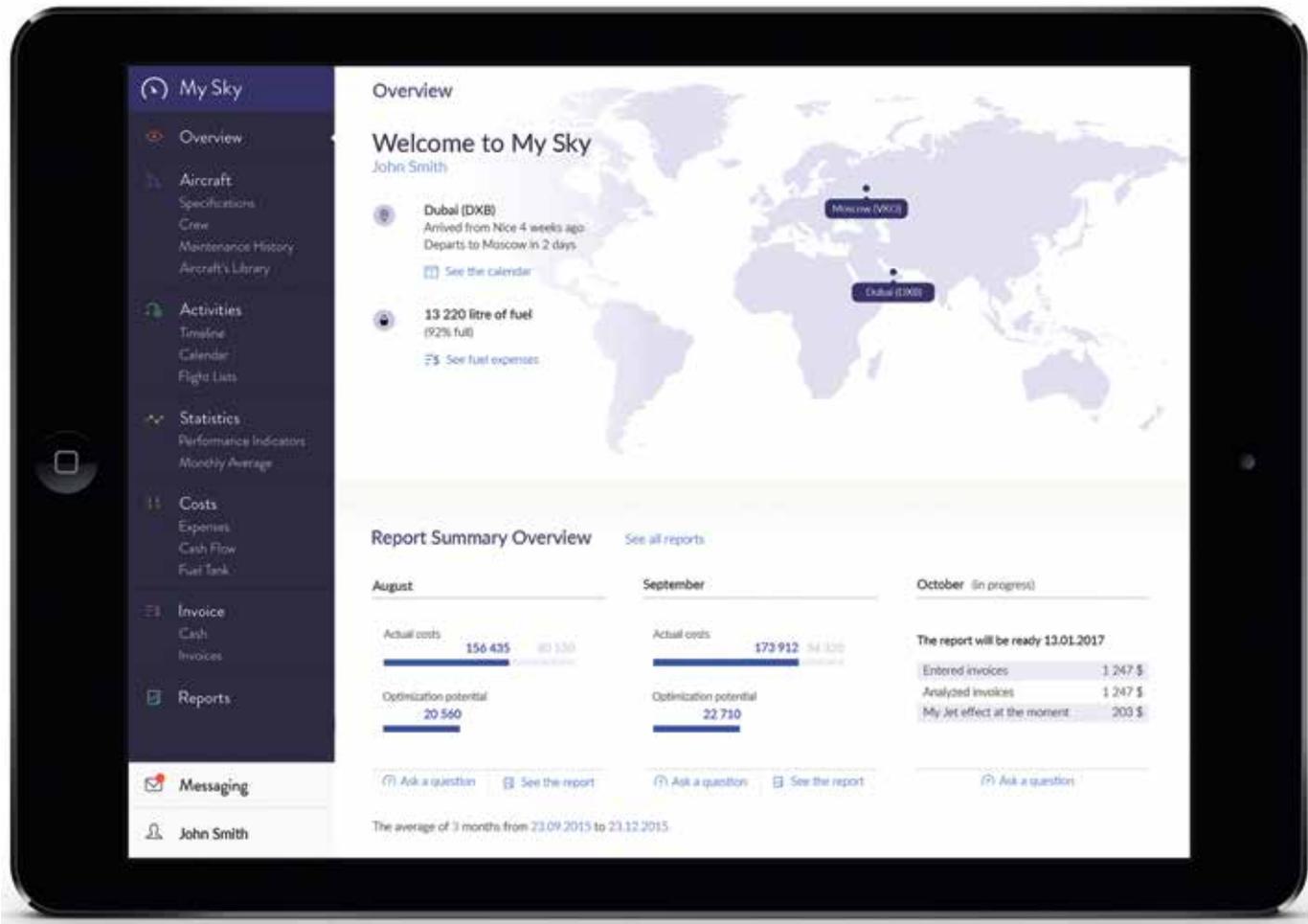
### MEMBERSHIP-BASED SERVICE

My Sky is a membership-based service with a minimum subscription of one year. The pricing includes a fixed set up fee and a monthly fee based on the aircraft category and its usage. The monthly fee normally does not exceed the cost of one flight hour. The company does not take any commission and offers Swiss standards in terms of efficiency, system security and data confidentiality. My Sky is privately owned and totally independent, which prevents it from being influenced by any market player and allows total commitment to its mission: to revolutionize jet ownership through technology and expertise.

### REBRANDING

In April 2017, the company that was previously called My Jet announced it's rebranding. The new name – My Sky – reflects the global expansion of the firm and the evolution of its product and service offer: more empowering, more diversified, more customized.

“Our ultimate aim is to mitigate potential inefficiencies in jet operation and ultimately contribute to the development of business aviation industry worldwide, bringing transparency, control and financial optimization,” says



Christopher Marich. “We do not aim to replace or compete with operators, concentrating solely on the financial aspects of the aircraft and on managing it as an asset.

## POSITIONING

Today My Sky is positioned by the co-founders as the missing link between industry players and owners or their representatives that allows to optimise cost structure and processes.

“My Sky allows accounting of the aircraft's data in real time using an in-house cost methodology and proof tests them against the largest independent cost database in the industry” says Kirill Kim. “We are the only tool that allows aircraft performance analysis and comparison to historical data and similar fleet trends. The goal is that time and money spent on aircraft management are optimised by making the whole process more transparent, efficient and comfortable for owners and their representatives.” ■



“Our innovative and disruptive approach provides an opportunity to augment traditional cost management practices of the industry”

## A GROWING MARKET

- 22,000 jets are flying worldwide
- \$32 billion are spent on private jet operation, one fifth of this amount is spent inefficiently and can be optimized. This amounts to \$6,4 bln or the cost of about 200 mid-size aircraft equal to 1 % of the total world fleet
- + 8,300 private jets are due to be delivered within 10 years
- Today four out of five private jets are owned as non-core assets: owners have no experience on this highly fragmented sophisticated market with hundreds of parties involved, and struggle to keep the control of the aircraft (on average, there are 1,000 costs per one aircraft every month)