



The Aero Celebrity Podcast



**Bryan**



**Elliot**



**Daps**

# Expert 2-Sided Marketplace

# Aviation Influencer Marketplace

# Problem

**\$1 BILLION**  
SPENT ON  
AVIATION MEDIA

**Aviation Organizations**  
**cannot *authentically* reach their**  
**prospects on-demand**



# Solution

## Distribute Collab Video Content on LinkedIn Feeds



  	1,814 • 191 comments
  	1,324 • 108 comments
  	308 • 25 comments
  	50 • 5 comments
  	331 • 11 comments
  	1,399 • 77 comments

# MODERNIZE THE WAY AVIATION CONTENT IS CREATED + DISTRIBUTED



## THE TRADITIONAL APPROACH

**Publishes via traditional mediums (Journals, Blogs, Magazines) and has a social media profile & website**

**Relies on journalist & editors to generate content in a controlled, centralized distribution model**

**Generates articles and traditional advertisements published to the open public**



## THE MODERN APPROACH

Leverages authentic connections on LinkedIn to create a **Social Market Network**

Enables a **Creator Economy** to generate and distribute content in a decentralized manner

Generates Micro Video Content with Aviation Industry Experts aimed at a target audience

**Aviation Week**

 **cameo.aero**

Traditional Media

Decentralized Media

**Creator Economy**

**Brand Collab Videos  
w/ Creators**

**Social Network**

**Decentralized Distribution**





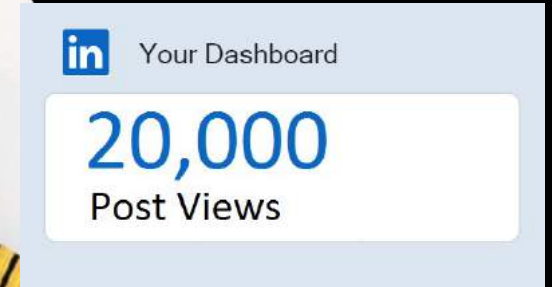


Hana – Private Pilot

**5,000 Views Per Post**

\$50 for Hana

\$50 for cameo.aero

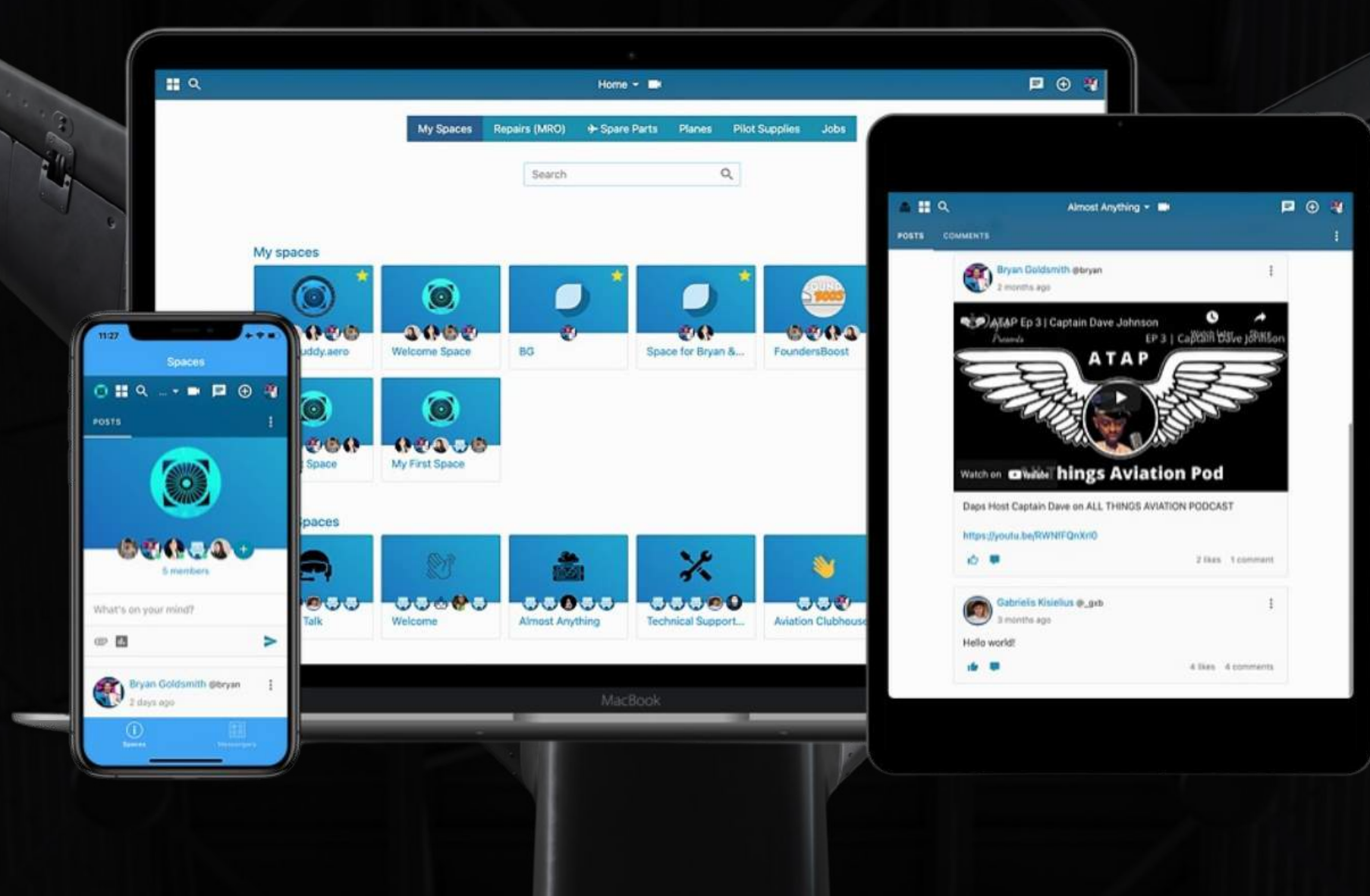


Adeeba – AME

**20,000 Views Per Post**

\$200 for Hana

\$200 for cameo.aero



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