



Identify Corporate Strategy Based on Flight Activity

Ownership Coverage:	Every plane by Russell 3000
Location Coverage:	Global. Unblocked.
Dataset:	Highly structured, cleaned, and available in multiple formats
History:	10 Years plus historical M&A ownership
Data Density:	35,000 flights a month

INVESTOR USE CASES: [JetTrack.io/case-studies](https://jettrack.io/case-studies)

1. **Quant:** ability to backtest historical M&A to identify flight patterns in order to predict future M&A.
 - a. Change in frequency of flights
 - b. Visits to new locations
 - c. Number of planes to a certain location
 - d. Combination of JetTrack with other sources of M&A data
2. **Short takeout protection:** to avoid being caught off guard by a takeout of a short position, clients create notifications to see whenever potential acquirers fly to the short's hq and vice versa.
3. **Merger Arb:** short the acquirer, long the target. Confirm or disconfirm rumors of M&A Activity
4. **Fundamental:** monitor your names and cross reference travel plans against the news to help you get a better look at management's focus
 - a. Know which geographies a CEO is flying to as an indication of interest/expansion but also an indicator of issues
5. **Activist Angle:** Activists can see where PE Firms are travelling to and how often they're near companies/involved in sectors that the Activist is looking at
6. **Proxy fight:** when engaged in a proxy battle, investors use JetTrack for much-needed ammo to prove negligence based on ownership travel patterns