

AERO PARTS NOW: Collaboration is how great ideas take flight

Sam Simon believes that great ideas can come from anywhere; you just have to connect the right people and allow the possibilities to unfold. AeroParts Now is the perfect example of how collaboration leads to innovation, and how innovation can lead to disruption in a legacy industry like aviation – an industry that Sam has tremendous passion for and has enormous growth opportunities.

Changing how aircraft parts are bought, sold and repaired

When Carl Helka introduced his groundbreaking concept for the private aviation industry to Sam Simon, Sam knew exactly how to make it come to life. Carl had a considerable amount of experience in the aerospace industry as a successful entrepreneur and previous Director of Aircraft Parts and Purchasing at Corporate Eagle. Sam immediately connected Carl with Satish Kalala, CEO of Vixta Solutions, a Simon Group Holdings company that specializes in building disruptive digital platforms. Realizing that Carl would need someone to manage the company, Sam called Owen Busch, former commercial leader of World Fuel Services Business & General Aviation sales and service in North America with over 20 years of experience in the aviation industry and asked if Owen would join the company as CEO. Together, the team laid the groundwork for AeroParts Now – an Amazon-esque platform that would change the world of aircraft parts by allowing users to shop, sell, compare and connect with other members of the private aviation world.



“ We are looking to change the way business and general aviation aircraft are serviced and how parts are sold. This isn't a minor shift in the industry. This is a whole new way. ”

Connections that created the Amazon marketplace for the aviation parts industry

Once Sam connected the dots between Owen, Carl and Satish, the establishment of AeroParts Now naturally fell into place and birthed the first online marketplace for aviation parts, equipment and supplies. It is the first ever to connect aviation industry stakeholders with all the digital tools required to transact. The AeroParts Now platform combines leading e-commerce technology with practical commercial capabilities providing increased transparency, process efficiencies and a superior user experience. The platform solves some of the vexing problems for parts procurement professionals including price discovery, data quality, availability, exchange parts and much more.

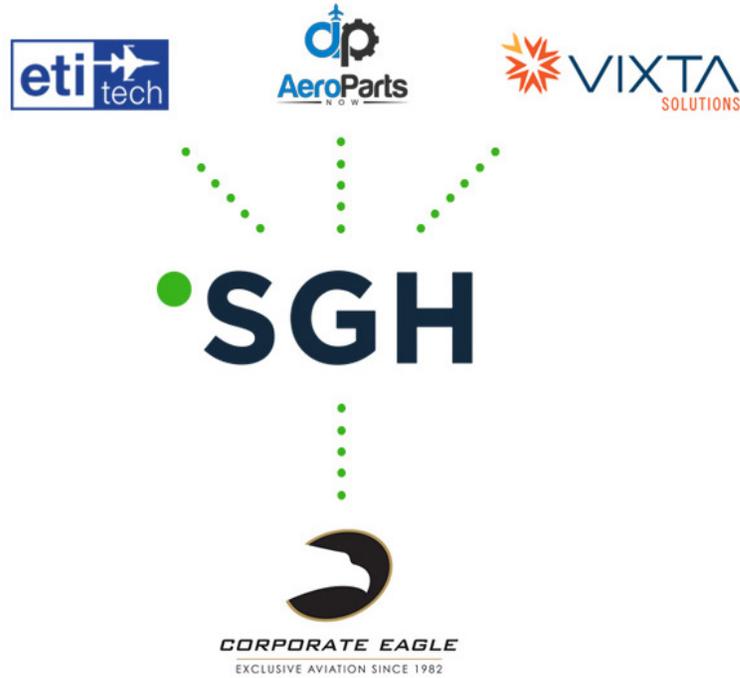
Vision + people + technology = being ahead of the game

AeroParts Now is a prime example of one of Sam Simon's core values: collaborative innovation. Disruptive, game-changing innovations are brought to life by connecting the right people. The formation of AeroParts Now fulfills Sam Simon's philosophy and objectives that are based on identifying the right people to work with, putting everything you have into making it work and delivering results and a successful outcome.



Before the birth of AeroParts Now, buying and selling aircraft parts was dependent on an undigitized, archaic process that involved blind RFQ's, private phonebooks and word of mouth. Price discovery, data quality, availability, exchange parts, repairs and payments were a constant source of problems for purchasers. Given his extensive background in the industry, Carl experienced these pain points firsthand and knew he had to do something about it. He worked out a solution designed to make the researching, locating, purchasing and sales of parts faster, cheaper, organized and with less frustration. This would make life easier, more predictable and more profitable for buyers and sellers of aircraft parts.

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