

# The Star-Ledger

## **Biz Buzz: Travel frustration is mother of entrepreneurship**

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William Herp decided to start an air taxi service after one exasperating business trip traveling to Parsippany from Lexington, Mass.

So, three years ago, he started Linear Air, a Concord, Mass., air taxi service, according to his company's website, [linearair.com](http://linearair.com). The company will start serving Teterboro Airport July 1, he said yesterday.

Herp said three passengers on one of his small jets would pay roughly \$8,400 to fly round trip to Charlottesville, Va., or about half what it would cost on a typical business jet. He said a commercial flight for three people would cost more than \$4,000.

"Business travelers are looking for alternatives," he said. "And there are a lot of places commercial airlines aren't going to be serving because they are cutting flights."

Linear Air offers point-to-point service with three-passenger Eclipse E500 business jets or eight-passenger Cessna Grand Caravan turboprops.

Those planes might be fine for some people, but there is still no easy way to get to Parsippany during rush hour.

-- Joseph R. Perone