AERO'S FAMILY TRAVEL
CORE VALUES & BUSINESS CHARTER

Family-first standards for how Aero helps, recommends, spends, partners, tests, communicates and grows.

Purpose
Make family travel easier to understand, easier to prepare for and more inclusive - while protecting trust as Aero grows.

What this charter means

Aero is an early-stage founder-led family-travel business. These principles are not decoration for a pitch deck. They are intended to act as decision filters across the business: what we build, what we publish, who we work with, what we spend, how we use AI, how we treat families, and what we refuse to compromise for growth.

1. Help first, product second

We aim to be useful before asking a family to buy anything. Products should solve genuine problems, not manufacture pressure to purchase.

2. Best fit for the family, not best fit for Aero

If an official source, charity, specialist service, provider, product or another organisation is a better fit for someone than Aero, we should say so and point them in that direction. Trust is more important than keeping every click, sale or enquiry for ourselves.

3. Inclusion by design

Different families experience travel differently. We make room for autistic and ADHD travellers, SEN families, blind and partially sighted people, Deaf, partially deaf and hard-of-hearing people, and families with sensory, communication, mobility, medical or other support needs.

4. Evidence before hype

We would rather explain uncertainty than make a claim we cannot support. Changing travel information should be checked against reliable and, where appropriate, official sources.

5. Recommendation before commission

Affiliate income, sponsorship, gifted products or payment do not decide what Aero recommends. Material relationships should be disclosed and independent judgement protected.

6. Real families shape the work

Parent questions, testing and constructive criticism help improve Aero. We listen, test, learn and improve rather than assume every family needs the same thing.

7. Safety over convenience

Useful advice should never encourage families to ignore important safety, medical, legal, insurance or official travel requirements. When specialist help is needed, we should say so.

8. Privacy and dignity

We should collect only what we genuinely need, protect personal information carefully, respect family privacy and avoid turning sensitive circumstances into content or marketing material.

9. Financial discipline

Spending must earn its place by materially advancing Aero's priorities. A bigger future budget is not a reason to spend casually. Revenue, profit, tax, reserves and commitments should not be confused.

10. Test - learn - record - improve

Mistakes, feedback and unexpected situations should become useful learning. Important decisions and lessons are recorded so the business improves rather than repeating avoidable problems.

11. Long-term trust over short-term gain

A quick sale, partnership, audience spike or funding opportunity is not worth weakening Aero's reputation, independence, intellectual property or relationship with families.

How the charter applies across Aero

Every significant area of Aero should be able to explain how it aligns with these values. The practical test is simple: if an activity cannot be reconciled with the charter, we change it, pause it or do not do it.

Free advice & travel updates	Useful information comes before selling. Time-sensitive claims are checked and uncertainty is stated. Official sources are used where appropriate.
Products & children's resources	Built around real family problems, clear value and age-appropriate reassurance. No artificial urgency, misleading claims or pressure-selling.
Accessibility & inclusion	Considered as part of product and website design, not a late marketing layer. Barriers are treated as things to improve rather than hide.
Ask Aero / AI-supported help	AI assists with research, organisation and explanation, but families remain in control. Safety, escalation, uncertainty and human judgement take priority over confident-sounding answers.
Website & UX	Clear navigation, readable content, mobile-first thinking, useful accessibility features and honest descriptions of what Aero can and cannot do.
Social media & community	Help, discussion and learning rather than constant selling. Ordinary criticism stays visible; harmful or slanderous content is handled proportionately.
Research, testing & feedback	Real parent problems and feedback inform improvements. Testing is used to learn, not to manufacture proof or cherry-pick praise.
Affiliates & partnerships	Recommendation before commission. Relevance to families, usefulness, transparency and independent judgement must come before payment.
Media & public claims	No invented reach, sales, testimonials, awards or authority. The early-stage story is presented accurately, including what is still being tested.
Travel recommendations	Aero should not force itself into every answer. If another source or specialist is better suited, we point the family there.
Funding & grants	Funding should advance useful development, accessibility, testing or evidence without giving away inappropriate control, IP or financial stability.
Investors	Any future investment should fit the family-first mission, preserve responsible governance and avoid growth targets that require undermining trust.
Spending & tools	Spend only when the capability or time benefit justifies it, after checking cheaper or free alternatives and avoiding duplicate tools.
Privacy & data	Minimise collection, protect family information and keep private/back-office knowledge separate from what should be public.
IP & internal systems	Protect prompts, architecture, research methods, roadmaps and proprietary working knowledge unless there is a deliberate reason to disclose them.

Growth & new channels	Expansion should make Aero more useful or accessible, not simply bigger. New channels, products or technology must still pass the same values test.

Four-lens accountability test

The charter should make sense to the people Aero serves and to the people who may scrutinise or support the business.

Potential customer	I can understand what Aero does, what it will not pretend to do, how commercial relationships are handled, and whether I am being helped rather than pushed toward a sale.
Parent	I can see that safety, practical reality, children's needs, inclusion and uncertainty are treated seriously. If Aero is not the best place for my problem, it will point me toward a better option.
Investor	I can see founder judgement, decision discipline, reputational risk controls, responsible spending, IP awareness, evidence-led product development and a clear line between growth and mission drift.
Grant / funder assessor	I can see public-benefit intent, accessibility and inclusion, responsible use of funds, measurable learning, honest reporting, appropriate safeguarding boundaries and willingness to refer users to more suitable specialist support.

Decision rule

When a decision creates tension between growth and trust, Aero should choose the path it can explain openly to a family. When speed and accuracy conflict, verify. When commission and suitability conflict, choose suitability. When Aero is not the best fit, refer on. When a new idea conflicts with inclusion, safety, privacy or financial discipline, redesign it before scaling it.

Governance and review

This charter should be reviewed when Aero introduces a significant new product, technology, revenue model, investor relationship, funding agreement or data practice. Changes should strengthen clarity without rewriting values simply to make an opportunity easier to accept.

What this charter is not

This is a public statement of business principles and intended operating standards. It is not a claim of formal regulatory certification, legal compliance certification or independent accessibility accreditation. Where specialist verification is required, Aero should obtain it rather than imply it.

HELP FIRST. EARN TRUST. LEARN PROPERLY. GROW WITHOUT LOSING THE REASON AERO EXISTS.