

Former PLSG CEO launching new business

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PITTSBURGH LIFE SCIENCES GREENHOUSE

John Manzetti has a new company focused on travel, specifically the fast-growing cruise sector.

When [John Manzetti](#) stepped down as CEO of the Pittsburgh Life Sciences Greenhouse in December 2016, it wasn't to put his career on cruise control.

But, literally, that's what happened. Manzetti's new business, JTM LLC, is an activity-based, cost-comparison travel website/app that is initially focused on the cruise industry.

The career health and biotech executive found it compelling enough to set sail in a new direction.

"I was hired as a consultant initially but rolled that into an equity position," Manzetti said.

His official title is business advisor and he is among four co-founders, all working at different locations at the virtual company, whose name combines their first initials. The other partners are [John Rosinsky](#), CEO; [Tyler Pratte](#), vice president of sales; and [Domenic Rosinsky](#), vice president of finance. They, and some angel investors, mostly local, put up the seed money for JTM.

"We originally met in a coffee shop in the North Hills," Manzetti recalled. "I gave them an outline, and in less than two weeks, they came back with a complete analysis of the market, competition, growth, sources of revenue. I was impressed, did a little more diligence and concluded we could have an unfair competition in a large market."

He cited statistics from travelindustry.com, starting with 70 percent of people worldwide plan a vacation each year. There were 24.2 million cruisers in 2016, which soared to an estimated 30 million in 2017, up 24 percent. And at present, there are about 62 cruise lines, spanning ocean, river and specialty areas, which represents more than 95 percent of global cruise capacity, he said.

JTM filed for a patent on its technology on March 6 and is targeting [March 29](#) to introduce its website, www.destydo.com, short for “Destination Do’ers.” The aim is to reach profitability in the second half of 2018, and Manzetti expects revenue to top \$7 million in 2020.

“We think it can be much higher,” he said. “There are millions of travelers and cruisers and a small percentage of those would certainly get us those numbers and more. It’s not about shipping more product or building more inventory. It’s a matter of volume.”

JTM is taking a social media path initially and focusing on millennials. It is working with Pittsburgh-based marketing and digital agency Z Brand Group and expects to take the more expensive and traditional route of mainstream advertising with billboards and television and radio spots, starting with the markets of Pittsburgh; Columbus, Ohio; and Austin, Texas. No time table was disclosed on that marketing push.

JTM also has the potential to go beyond the cruise market.

“There’s no reason why we can’t do a golf product vacation planner,” said Manzetti, an avid golfer. “You start with the courses you play and back into how you’ll get there and where you’ll stay.”



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