



IATA Travel Innovation Competition 2017

Judging Criteria

The jury will be asked to evaluate the entries received based upon their potential to become the basis of a viable new venture and will focus on the business idea, its coherence to the topics, its potential for value creation, and the likelihood of achieving success. The jury will review and evaluate the areas related to the execution of the business idea, including:

1. Completeness of business idea

All relevant documents required for submission are provided and completed.

2. Alignment with the competition topics

The business idea should address at one of the following:

- Travel payment solutions
- Travel business intelligence and insights
- End-to-end travel experience

3. Robustness of business idea

The business idea should reflect an innovative approach. The business idea should demonstrate a clear understanding of the issue it seeks to address, the economic drivers of the model, and the feasibility of the concept. The business idea should articulate the market need, size of opportunity, competitive landscape, and potential risks.

Product/Service offering:

- Offering is clearly defined with features and benefits to users
- Offering holds substantial and lasting appeal to target

Market and competition:

- Idea addresses a clearly-identified need and target customer
- Idea is clearly differentiated from its competitors (both direct and indirect)

Risks and mitigation:

- Risks clearly identified with mitigation strategies

4. Financial viability of business idea

The business idea needs to demonstrate its financial feasibility (value created is greater than costs incurred), fundability (attractive for investors) and scalability (replicable across regions and countries). The financing plan should be sensible in terms of the capital required to launch and operate.

5. Timeline to development and implementation

The implementation of the business idea should be illustrated with clear milestones and deliverables.

- Clearly defined vision and growth objectives
- Roadmap for implementation, including necessary partnerships, customer acquisition strategy and demonstrated proof of concept
- Basic scenario planning to show adaptability in the face of challenges

6. Competency of delivery team

The individual(s) involved in the implementation of the business idea are important. The individual(s) should demonstrate/possess relevant skills, contacts, and experience, or indicate how any gaps in skills and expertise will be addressed. The individual(s) should be persuasive in communicating the business idea and its potential.