ACCELERATE
@IATA

First industry-owned accelerator where airlines and startup converge for innovation
Why Accelerate@IATA?

IATA is committed to supporting airlines as they continue on their digital retailing journey by developing standards and providing tools with the ultimate goal of enabling freedom of distribution.

With the current pace of innovation, it is critical to remain at the forefront of the digital world and to accelerate the development and adoption of our industry initiatives. This is why Accelerate@IATA was launched – It will provide the opportunity to pilot technologies at scale and determine within three months whether airlines, travel industry experts and startups can join together on projects to move the industry forward.

This program will enable close collaboration between startups and airlines to fast track transformation at industry level. By supplying greater speed, agility, and technical expertise, ACCELERATE@IATA will support industry-driven initiatives to accelerate the development and adoption of industry standards.
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How does the Accelerate@IATA work?

The accelerator enables a close collaboration with corporate partners - composed of airlines, industry partners, technology companies and startups.

During a 12-month period, the accelerator will operate up to 3 batches, hosted at the IATA Executive office in Geneva.

**DETERMINE FOCUS**

Only Anchor Partners will dictate the focus of the upcoming program based on specific business challenges and technology focus areas.

**TOP 50 LIST**

Both Anchor and Ecosystem partners receive the Top 50 List of startups that applied and sourced for the program.

**RATING POWER**

Only Anchor Partners rate each startup on the Top 50 list using our grading system. The highest rated (aggregate scoring) ~20 startups will present at Selection Day.

**SELECTION DAY**

All Partners attend Selection Day to see the highest rated ~20 startups. Anchor Partners vote to admit startups into the Accelerate program.

### ACCELERATOR

- **Map Solutions and Demand**
  - 3 months curriculum with mentors and IATA SMEs | Adjust solution to meet demand | Connect startups with industry

- **Implement**
  - Pilots and implementations with new entrants and airline partners supported by IATA and Accelerate@IATA Team

- **Speed up adoption**
  - New entrants offering sustainable solutions | Accelerate adoption

*Icon A – stands for Anchor Partners  *Icon E – stands for Ecosystem Partners
Benefits of the program

Supplying greater speed, agility, and technical expertise, ACCELERATE@IATA will look at industry-driven initiatives to accelerate the development and adoption of industry standards.

For Corporate Partners

- Access to global, stage-agnostic startups and technology providers that have the potential to increase airline revenues, reduce costs, increase operational efficiency and build brand loyalty
- Be at the forefront of new technologies, with access to some of the most creative minds in the world, as well as pilots and solutions
- Ability to play a leading role in shaping the industry’s future innovation programs
- Drive profit by fast-tracking the transformation into airline retailing, accelerating implementations and reducing transition costs.
- Savings on innovation costs compared to internal development
- Access to startups across 15+ industries through Plug and Play’s Global Network
- Ability to interact with startups who are participating in an in industry focused curriculum tailored to improve their solution and give them the industry knowledge necessary for successful pilots
- Access to IATA’s global network of airlines and value chain partners for pilot and implementation opportunities
- Access to expertise and market knowledge through a program specifically created for their batch focus
- Dedicated mentors to lead them through the program and beyond
- Potential funding via the partners
Dealflow sessions

For each program and location, we facilitate private startup pitch sessions (Dealflow Sessions) for Corporate Partners at all levels. Dealflow Sessions are tailored and strategically aligned to the business and technology challenges of our Corporate Partners (which can span across multiple business units).

Dealflow process
*(up to 2x per year)*

1. **Preparation**
   - Corporate Partner will identify the date, time, attendees, location, and focus for the session 4-5 weeks prior.

2. **Review**
   - Corporate Partner is sent a pre-screened list of 15-20 startups with detailed information on each startup company.

3. **Selection**
   - Corporate Partner will choose the top 6-10 startups from the list and we begin scheduling startups for the session.

4. **Dealflow Session**
   - Corporate Partner will be hosted for a private 2-4 hour session with selected startups presenting for 30 minutes each.

Potential dealflow outcomes

1. **Pilot**
   - Small tests for a specific period to prove a startup technology before commercializing. KPI’s and metrics of success will be set between Corporate Partner and startup prior to pilot.

   **Ex:** Accor conducting a pilot with group360 resulting in a 3x increase in sourced room nights.

2. **Co-Invest**
   - Corporate Partner will be notified of our investments and have the option to co-invest. Investments by Corporate Partners can be made off the balance sheet opportunistically or from a dedicated corporate venture arm (if applicable).

   **Ex:** JetBlue Technology Ventures investing in Recharge, LIFT, Luma, Stride Travel, etc...

3. **Acquire**
   - Corporate Partner buys most, if not all, of startups ownership stakes to assume control of it.

   **Ex:** AMEX acquiring Mezi for €120 million+. Mezi was part of PnP’s Batch 3 Travel Accelerator.
Corporate Best Practice Roundtables

All Accelerate@IATA partners meet privately before and after each program to give feedback on the strategic direction of program. This is also a chance to discuss industrywide challenges and how our Partners can consolidate resources and knowledge to develop best practices.

Stronger Together

Collaboration between our clients is fundamental. By connecting industry peers, Corporate Roundtables act as a forum to address industry-wide pain points that often require corporations to work together to achieve. The aim of Corporate Roundtables is to find viable and long-lasting solutions that our Partners can use to improve organizational structure, processes, strategy, and targets.

Corporate Best Practice Roundtable Topics Include

<table>
<thead>
<tr>
<th>ORGANIZATION</th>
<th>PROCESSES</th>
<th>PURPOSE</th>
<th>CASE-STUDY SHARING</th>
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<tbody>
<tr>
<td>Team structure, C-Suite buy-in, reporting, KPIs, ROI, and incentives.</td>
<td>Tracking tools, project management, communication, NDAs, contracts, and other documents.</td>
<td>Innovation strategy, business challenges, pain points, successes, failures, and vision.</td>
<td>Pilots, acquisitions, co-development, and investments.</td>
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PARTNER ROUNDTABLES

- Foster collaboration amongst innovative corporate partners for best practice seminars (independent, unbiased)
- Draw inspirations from partners of various industries and verticals

2019 Selection Day Corporate Round Table at House Family Vineyards
What does make Accelerate@IATA unique?

Several airlines expressed their concerns on working with startups and their latest technologies, as these fresh companies do not necessarily have the full knowledge of airline industry standards, nor they know how to apply those standards to support the industry. The main benefit of Accelerate@IATA is to boost startups in acquiring this knowledge via a three-month educational curriculum providing them with the essential industry background to improve their solutions and scale up their products. This dynamic program assigns each batch with a specific theme, where IATA SMEs and Management provide their mentorship, as well as 1:1 technical assistance to each startup. The heavy lifting to onboard the selected startups and bring them up to speed would be done by IATA, saving airlines’ money, time and resources and allowing them to drive a global and unique innovation platform.
Corporate Partnership
### Our ask

<table>
<thead>
<tr>
<th><strong>EXECUTIVE BUY-IN</strong></th>
<th>A leader of the organization that views innovation as an integral part of their roadmap with startup engagement as a critical element to their strategy.</th>
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<tbody>
<tr>
<td><strong>CHAMPION</strong></td>
<td>Serves as our main point of contact and has line of sight across the company’s various business units and what their needs are.</td>
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<tr>
<td><strong>BUSINESS UNIT ENGAGEMENT</strong></td>
<td>To ensure success, it is important to engage the business units that will deploy startup technology solutions.</td>
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<td><strong>TIME COMMITMENT</strong></td>
<td>A minimum of 4 visits per year to utilize our various offerings at each level and participating in program events.</td>
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<td><strong>FINANCIAL COMMITMENT</strong></td>
<td>To ensure proper engagement with our ecosystem and to avoid partnerships only centered around PR and publicity.</td>
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"Accelerate@IATA will join IATA’s industry knowledge with PNP’s innovation expertise to create a robust three-month program culminating in pilots, which will bring value to its partners (airlines, tech companies, etc.) and startups.”

Aleks Popovich, SVP, Financial and Distribution Services, IATA

"We are thrilled to join forces with IATA to run multiple 90-day programs out of Geneva, Switzerland. Plug and Play’s global reach across stage agnostic startups and IATA’s 290 airline members are the perfect foundation for establishing a world class program and help airlines accelerate their digital initiatives.”

Amir Amidi, Managing Partner, Travel and Hospitality, Plug and Play
# Our partnership Levels

To ensure meaningful engagements for our Corporate Partners, we provide multiple benefits across two different levels of partnership: Ecosystem and Anchor.

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<tr>
<th>Benefit</th>
<th>Ecosystem</th>
<th>Anchor</th>
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<tr>
<td>Branding, Events, &amp; Networking</td>
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<td>Dedicated Innovation Team</td>
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<tr>
<td>Deal Flow Sessions (2x per year)</td>
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<tr>
<td>Accelerator Access (up to 3x per year)</td>
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<tr>
<td>Corporate Best Practice Roundtables (up to 4x per year)</td>
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<tr>
<td>Top 50 Lists (up to 3x per year)</td>
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<td>Top 50 Rating Power (up to 3x per year)</td>
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<tr>
<td>Dictate Accelerator Focus (up to 3x per year)</td>
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<td>Selection Day Voting Rights (up to 3x per year)</td>
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Where are we at?

Batch zero

The focus of Batch 0 is to accelerate NDC Capabilities, that addresses industry’s current distribution limitations as product differentiations, time-to-time market and access to full and rich air content and transparent shopping experience.

Selected Startups:

- Duffel
- PKFARE
- Winglet.io
- caravelo
- kyte

Batch one

The focus areas for Batch 1 will be aiming offers and products within product differentiation.

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<tr>
<th>Category</th>
<th>Description</th>
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<tr>
<td>NDC</td>
<td>Technologies enabling a faster rate of adoption for New Distribution Capabilities</td>
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<tr>
<td>ONE ORDER</td>
<td>Single customer data enabling seamless travel journey across multiple suppliers</td>
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<tr>
<td>DYNAMIC OFFERINGS</td>
<td>Dynamic Bundling of flight and ancillary services</td>
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<tr>
<td>INNOVATIVE PAYMENTS</td>
<td>Time and cost efficient payment platform</td>
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<tr>
<td>SUSTAINABILITY</td>
<td>Shopping with Environmental/Green Offers</td>
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Plug and Play

We are the largest global innovation platform.

We run 50+ accelerator programs each year, provide innovation to 300+ major corporations, and are the most active VC in Silicon Valley.

Since inception in 2006, we have accelerated 2,000+ companies (who have raised $10 billion in venture funding), expanded to 29 locations across the world, and house over 500 startups at any given time throughout the year.

Through our venture arm, Plug and Play Ventures, we invested in 222 startups (72% North America, 28% Rest of World) in 2018 and currently have over 1,000 active portfolio companies.

Our active portfolio includes successes such as N26, SoundHound, Hippo and Rappi.

Some of our successful exits include PayPal (acquired by Ebay), Vudu (acquired by Walmart), Danger (acquired by Microsoft), Zoosk (acquired by Spark Networks), Lending Club ($9B valuation at IPO), Honey (acquired by PayPal), Guardant Health ($2B at IPO) and Dropbox ($8B at IPO).
Contact us

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