Accelerate@IATA
Supporting the Industry Restart

R. Kat Morse
Project Manager, Innovation

Robby Toole
Corporate Director, Plug and Play

3 September 2020
Accelerate@IATA
Accelerate@IATA has been shifted to the industry restart priorities, such as stimulating demand, enhancing passenger confidence, and increasing operational efficiency.

While IATA’s restart plan is giving broad guidance, Accelerate’s goal is to present targeted solutions to airlines that fit this guidance and that offer immediate benefits.
Program Restart

RESTART IN SEPTEMBER WITH NEW TARGETED MODEL

Innovation Segment Based Approach
Each Segment has a duration of 30 days
• Focused on 1 – 2 restart areas
• Maximum of 8 airlines
• 10+ startups sourced
• Pilot support from IATA and Plug and Play

SUPPORTING PILOTS IN A KEY VALUE PROPOSITION FOR THIS PROGRAM

Pilot Support
Plug and Play and IATA will be committed to working closely with the startups and airlines to get initial pilots started within 30 days of the first deep dive session through mentorship and education.

No Financial Commitment
The program is free for participating airlines from Sept. 2020 to Mar. 2021
Objectives of Accelerate@IATA

• Help airlines source new technologies based on the industry restart priorities, to offer immediate benefits.

• Help airlines be at the forefront of leading edge technologies.

• Reduce airlines’ cost of innovation.

• Foster competition and lower barriers of entry for new entrants.

• Shape the industry’s future innovation programs.
Innovation Segments based on Industry Restart

SYSTEM RESTART

SYSTEM CAPABILITY
Ensure that airlines are able to restart operations once markets reopen

- Slots
- Licensing
- Certification
- Staffing levels
- Airworthiness
- Insurance
- Supply Chain

TRAVEL EXPERIENCE
Ensure that the passenger process supports the safe reopening of markets

- Fitness to Fly:
  - Passengers
  - Crew
  - Other staff
- Onboard experience
- Airport & Passenger processes
- Sanitization, Cleaning etc.

DEMAND RESTART

RESTORE CONFIDENCE
Ensure that Governments and Passengers are confident to resume air travel

- Relax restrictions
- Ensure reciprocity
- Guidance for Customers
- Consistent comms.
- Traveler insurance
- Open destinations
- Industry Reputation

SIMULATE DEMAND
Secure cost reductions / stimulus to boost air travel demand

- Financials
- Incentives
- Destination marketing
- Visa facilitation
Accelerate@IATA
Restart – Restart Focus

STAGE 1: INNOVATION SEGMENT SELECTION
• IATA & airlines identify areas of innovation based on 16 areas of restart plan.
• Innovation segments run concurrently.

STAGE 2: STARTUP SOURCING
• 10+ Startups Sourced based on these segments.

STAGE 3: DEEP DIVE
• Airline and IATA have a virtual deep dive session where each startup pitches for 15 minutes.
• Airline chooses the startups they want to engage

STAGE 4: PROGRAM START
• Accelerate team connects the selected startups with the Airlines
• Pilot Process begins: each startup has a curriculum, an IATA SME mentor, and PNP mentor to ensure successful pilots.
Timeline & Themes

SEGMENT 1 - ANTICIPATE DEMAND: 15 Sep - 15 Oct

- Understand demand and adjust supply
  - Supply and demand trend analysis and new ways of forecasting
  - Using data to identify intent to travel (airline, hotel), passenger sentiment
  - Market-based capacity planning and coordination: Coordinate capacity and maintain supply

SEGMENT 2 - STIMULATE DEMAND: 8 Oct - 9 Nov

- Incentivize passengers to fly again
  - New products during/after covid, offer flexibility, and ancillaries, including insurance (cancellation, quarantine fees, etc.)
  - Leverage destination marketing incentives (vouchers, rebates, tax) to benefit airlines
  - Restore connectivity – facilitating new types of partnerships
  - Visa Facilitation

SEGMENT 3 - PASSENGER CONFIDENCE: 22 Oct - 21 Nov

- Restore passenger confidence and improve experience on the ground
  - Contactless, Seamless Journey
  - Traveler Safety & Communication
  - Improve Customer Interaction with airlines and authorities
  - Increase Revenue per Passenger (incl. through Onboard Experience)

SEGMENT 4 - OPERATIONAL EFFICIENCY: 10 Nov - 9 Dec

- Optimize, automate, and increase efficiency of processes
  - Planning and scheduling to support recovery
  - Reduce Turn Around Time
  - Biosafety (aircraft cleaning and sanitation)
  - Automating operational processes
  - Seat Management Optimization
Segment Structure for Airlines and Startups

**SELECTION**
Day 1

- Deep Dive Session
  - IATA SME Presentation on state of the industry
  - 15 min pitches from 5 startups based on segment theme

- **Outcome**
  - Airlines opt-in and determine which startups they want to know more about

**DISCOVERY & SETUP**
Day 2-7

- Survey + 1:1 Calls
  - Receive feedback from airlines
  - Initial call between airlines, startups, and Accelerate Business Partner

- **Outcome**
  - Charter document outlining what the Airline needs in order to implement the solution (education, technical info. etc)

**COLLABORATION**
Day 7-21

- On-Boarding
  - Engage IATA project manager if needed
  - Engage SMEs to deliver airline requested education to startups
  - Weekly calls with Airlines and Startups
  - Mentorship from PNP and IATA (to startup)

- **Outcome**
  - Startup’s technology pivoted to suit the airlines’ needs.
  - Airline review to determine if they will continue to the implementation/pilot stage with startup

**PILOT/IMPLEMENTATION**
Day 21-30

- Implementation Phase
  - Airline and startup decide to continue to a pilot or implementation phase
  - Assess if IATA PM is needed beyond the current segment

- **Outcome**
  - Pilots and Implementations with airlines.
  - Segment Report on progress
  - EXPO in Dec 2020
Benefits of the renewed program

• Focus on broader Industry Restart initiatives, tailored to your airline

• Access to startups that are double vetted, first by Plug and Play’s venture team and IATA’s innovation and SME’s team

• More flexibility in terms of start date and focus areas

• Shorter program reduces time to market

• Dedicated Accelerate Business Partner and Project Manager throughout the whole cycle
Our Ask

Champion
• Designate a focal point of contact

Time Commitment
• Joining the Deep Dive Session
• Selecting and engaging with the Startups

Pilots
• Have resources available to work on Implementations / Pilots with the Startups
• Engage the right business units

Executive Buy-in
• Ensure there is buy-in from top management that this is aligned with your airline’s restart plan
8 Airlines can sign up for each Segment and all airlines can join the Deep Dive Sessions!

Contact Kat Morse morser@iata.org and Robby Toole at tooler@external.iata.org to confirm your participation in a Segment and to receive an invite for all the Deep Dive sessions.

ANTICIPATE DEMAND
Deep Dive Webinar: 15 September

STIMULATE DEMAND
Deep Dive Webinar: 8 October

PASSENGER CONFIDENCE
Deep Dive Webinar: 22 October

OPERATIONAL EFFICIENCY
Deep Dive Webinar: 10 November

2020
Thank You!

For more information, please contact us at accelerate@iata.org

R. Kat Morse
Project Manager, Innovation
morser@iata.org

Robby Toole
Corporate Director, Plug and Play
tooler@external.iata.org