

# ACCELERATE @IATA

Powered by

**PLUGANDPLAY**



First industry-owned accelerator where airlines  
and startup converge for innovation

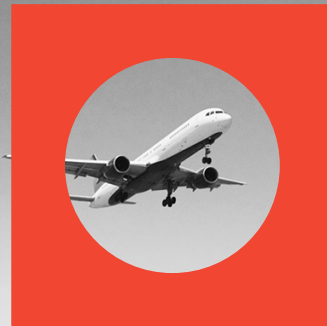


# Why Accelerate@IATA?

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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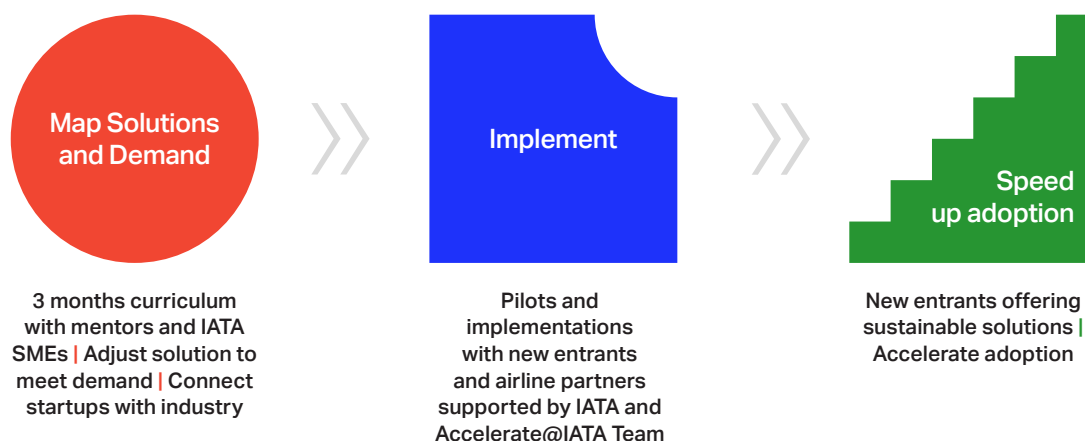
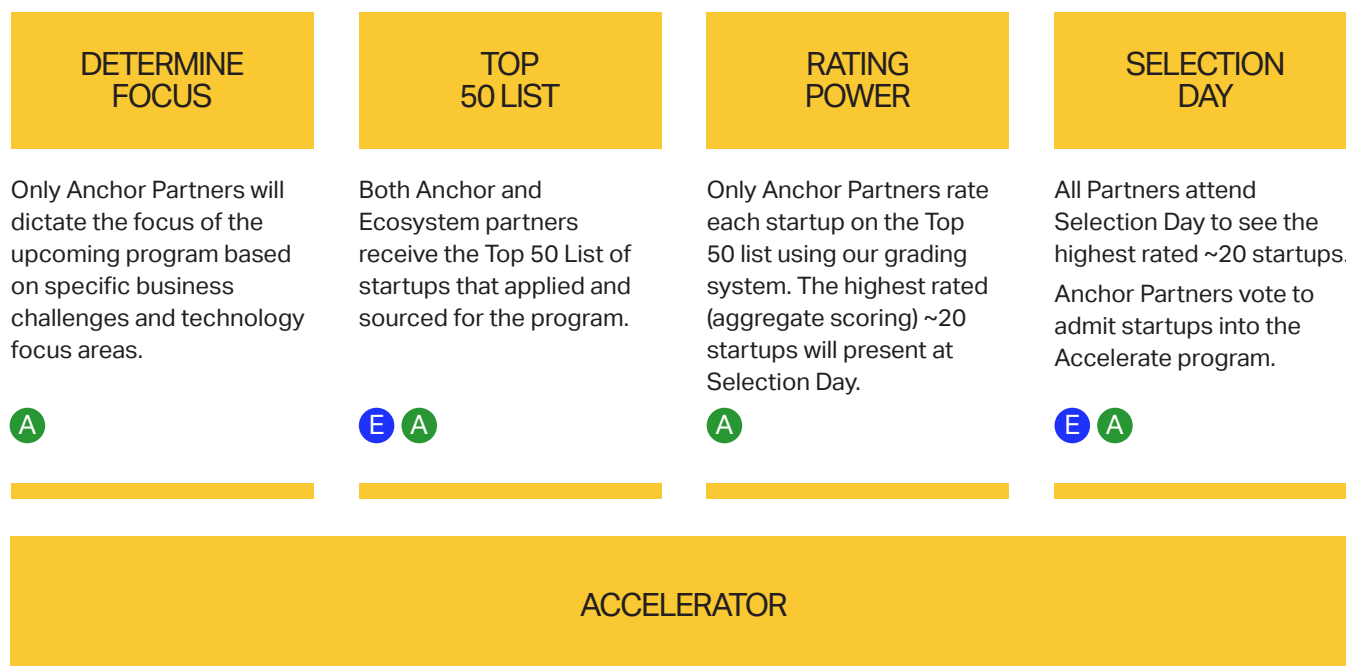
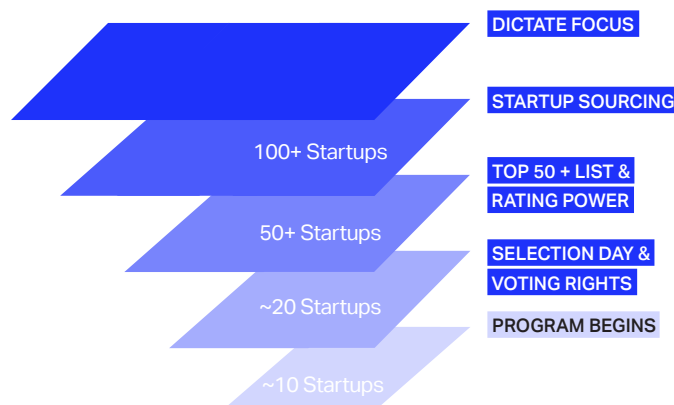


# How does the Accelerate@IATA work?



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.



# Benefits of the program



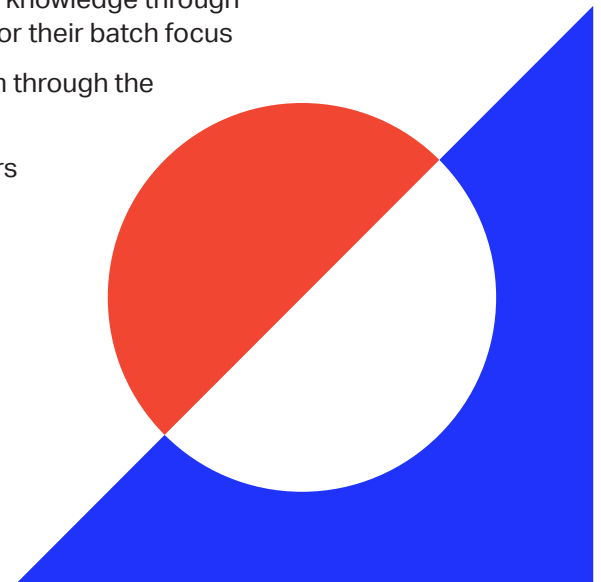
Supplying greater speed, agility, and technical expertise, ACCELERATE@IATA will look at industry-driven initiatives to accelerate the development and adoption of industry standards.

## 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 industry focused curriculum tailored to improve their solution and give them the industry knowledge necessary for successful pilots

## For Startups

- 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



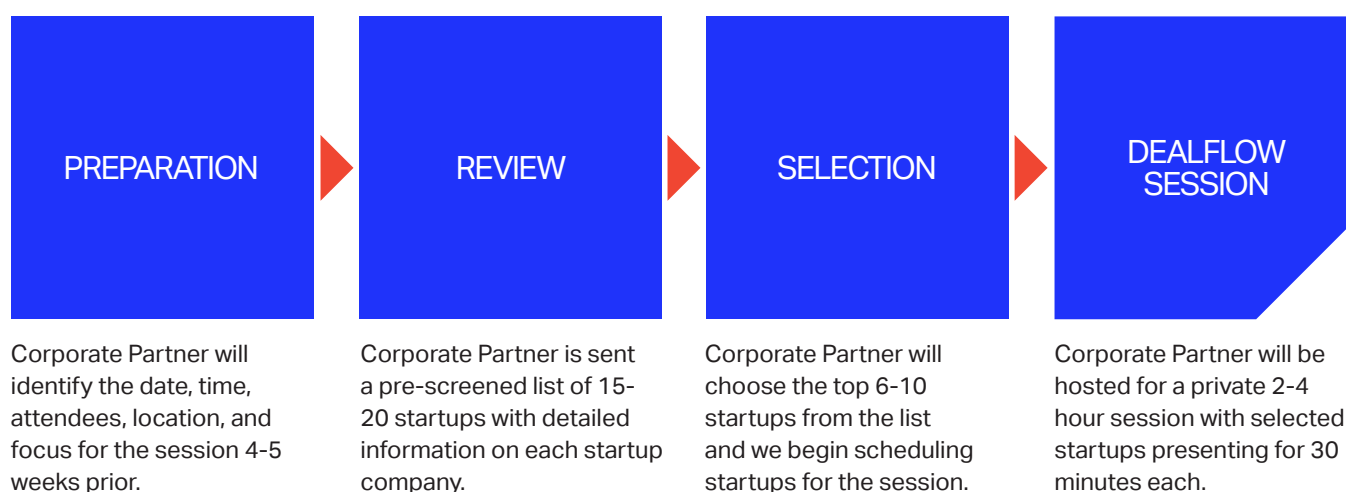
# Dealflow sessions



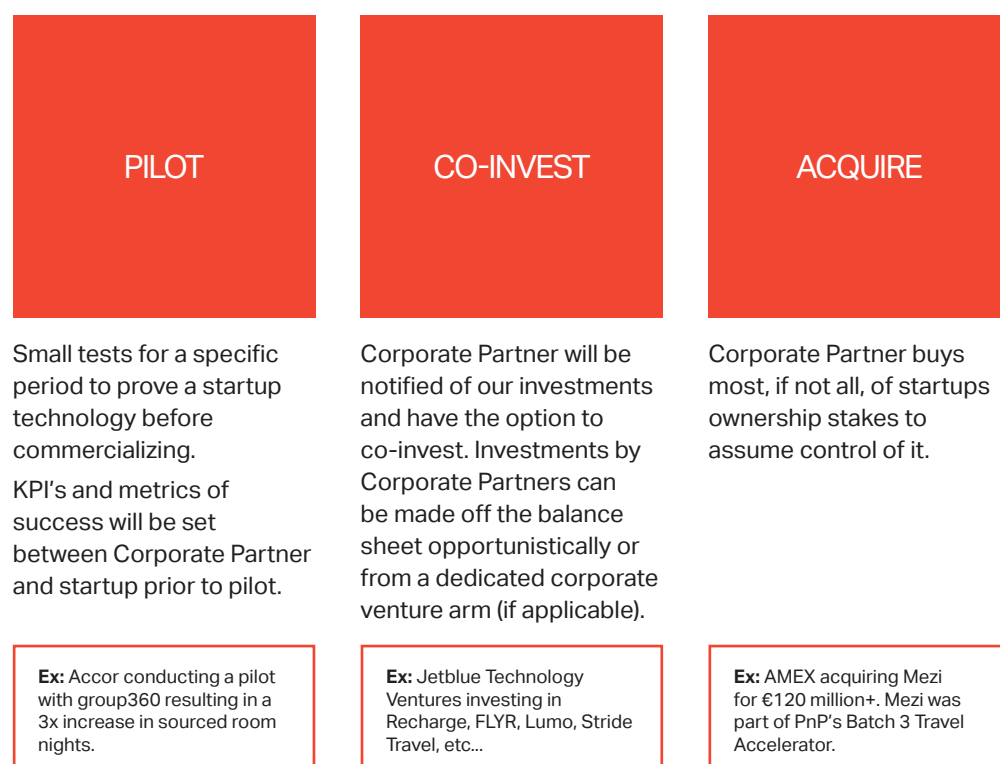
For each program and location, we facilitate private startup pitch sessions (Dealflow Sessions) for Corporate Partners at all levels. Dealflow Sessions are tailored and strategically aligned to the business and technology challenges of our Corporate Partners (which can span across multiple business units).

## Dealflow process

*(up to 2x per year)*



## Potential dealflow outcomes



# 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

### ORGANIZATION

Team structure, C-Suite buy-in, reporting, KPIs, ROI, and incentives.

### PROCESSES

Tracking tools, project management, communication, NDAs, contracts, and other documents.

### PURPOSE

Innovation strategy, business challenges, pain points, successes, failures, and vision.

### CASE-STUDY SHARING

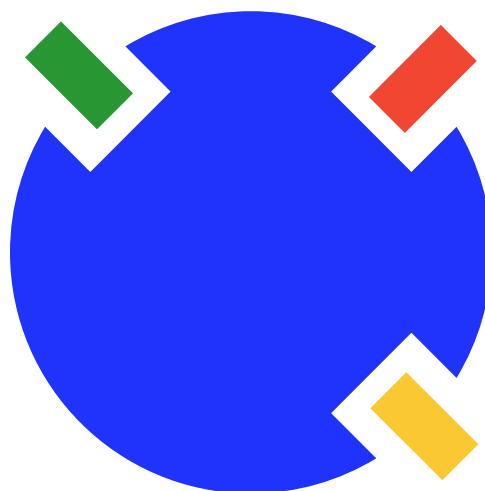
Pilots, acquisitions, co-development, and investments.

## 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

### EXECUTIVE BUY-IN

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.

### CHAMPION

Serves as our main point of contact and has line of sight across the company's various business units and what their needs are.

### BUSINESS UNIT ENGAGEMENT

To ensure success, it is important to engage the business units that will will deploy startup technology solutions.

### TIME COMMITMENT

A minimum of 4 visits per year to utilize our various offerings at each level and participating in program events.

### FINANCIAL COMMITMENT

To ensure proper engagement with our ecosystem and to avoid partnerships only centered around PR and publicity.

"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

E A

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

	ECOSYSTEM	ANCHOR
Branding, Events, & Networking		
Dedicated Innovation Team		
Deal Flow Sessions (2x per year)		
Accelerator Access (up to 3x per year)		
Corporate Best Practice Roundtables (up to 4x per year)		
Top 50 Lists (up to 3x per year)		
Top 50 Rating Power (up to 3x per year)		
Dictate Accelerator Focus (up to 3x per year)		
Selection Day Voting Rights (up to 3x per year)		



# 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:

MIGACORE

 Duffel

PKFARE   
Simple & Smart

 Winglet.io

( caravelo (

kyte

 THOMALEX

## Batch one

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

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



# 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).

## Our global reach





## Contact us

We run industry-specific programs in the following areas.

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