

Accelerate@IATA Program 2022

Where airlines and startups
converge for innovation



Accelerate

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What is Accelerate@IATA?

Accelerate@IATA is a travel tech startup accelerator designed to support airlines through open innovation. This program gives airlines and value chain partners access to startups and leading-edge technologies, with the objective to facilitate projects, pilots, and implementations between the partners and the startups.

Each year, Accelerate@IATA plans to accelerate ~5 startups per batch, 20 – 30 startups per year. Every batch will be selected by IATA and member airlines based on industry priorities.

Each group of selected startups will go through a dynamic program, where they will be granted unprecedented access to IATA Subject Matter Experts and Plug and Play's mentor network, giving them a true innovation mindset to help them improve their solutions and scale to meet industry demand.

Objectives of Accelerate@IATA

- Help airlines accelerate their implementation of solutions based on industry initiatives and standards.
- 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.



Accelerate industry standard development & adoption
Stimulate competition
Bring in new entrants



Define business and technology theme
Scan Startup Ecosystem
Select relevant startups to accelerate



Robust & dynamic program
Connect Startups with industry



Pilots and implementations with new entrants and airline partners supported by IATA, Accelerate@IATA, and Plug and Play



New entrants offering sustainable solutions
Accelerate adoption

Why is Accelerate@IATA different?

Accelerate@IATA is the first Industry-Owned Accelerator for airlines and value chain partners to co-create an ecosystem for fostering innovation together through one program. Through the industry view and expertise of IATA, this accelerator is breaking down barriers of entry for new entrants and facilitating innovation at a greater speed.

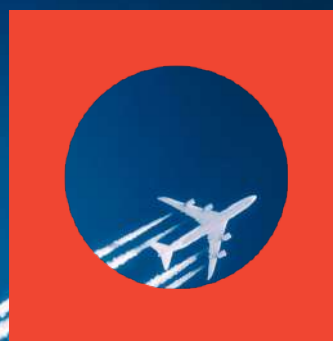
How does it work?

The program is designed to give airlines and new entrants to the aviation industry an environment to connect and reach the pilot stage. Airline and value chain Members will have the opportunity to identify focus areas and select and engage with solutions providers/startups.

Along with helping the Members identify focus areas, IATA will provide startup onboarding through mentorship, office space, and a robust aviation industry curriculum taught by IATA SMEs, for the duration of the program, in order to attract best-in-breed startups.

Together, IATA and Plug and Play will source the startups for the program and provide resources to help kickstart pilots. Accelerate@IATA has Project Management resources to help the accelerator Partners and startups test and implement technologies faster.

Plug and Play will provide Partners access to the breadth of their network across eighteen different industries/verticals and over 35,000 startups sourced. Startups will also have access to funding, advisors, business coaching, and legal/HR/IT support.



Our Partnership Levels

First Class Partner

Accelerate@IATA First Class Partnership

- Full Access to all segments (up to 4 per year)
 - ▶ Define themes and segment focus
 - ▶ Receive startup elite list (up to 100 startups over the year) and select startups to present during Deep dive sessions
 - ▶ Vote for the 5 startups to join each segment program
 - ▶ IATA education and mentorship program for the 5 startups selected for each segment
 - ▶ Priority access to the 5 startups, facilitated by Accelerate@IATA through 2 focus weeks per segment and ad hoc calls
 - ▶ Pilot and implementation support from IATA
- Full Access to all segments (up to 4 per year)
- 1 Private Dealflow for 1st year in the program : private session with 4-6 startups tailored to the individual airline's tech interest or business challenge

IATA Innovation as a Service subscription (see below), plus:

- Unlimited number of airline representatives' access
- Priority access to IATA's Innovation Think Tanks and Sprints (Airlines Only)

Economy Class Partner

Accelerate@IATA Economy Class Partnership

- Lite Access to all 4 Accelerate@IATA Segments per year:
 - ▶ Access and exposure to the latest available innovation related to industry themes selected and supported by IATA
 - ▶ Access to all 4 Accelerate@IATA Selection Days, including all startup pitches sessions and thought leadership sessions featured in each of the deep dives.
 - ▶ Exposed to and possibility to engage directly with a minimum of 50 startups over the year
 - ▶ Benefit from the vetting and selection of companies through the expertise of IATA SMEs and leading airlines partners

IATA Innovation as a Service subscription:

- Attendance to Innovation Matchmaking Webinars (up to 20 per year)
- Access to the Startup Hot List (Over 150 qualified startups)
- Access to the IATA Developer Portal
- Access to the IATA Innovation Coalition private community

Private Jet Pass

2 Private Dealflow sessions

- Two private sessions with 4-6 Startups tailored to the individual airline's tech interest or business

The following pages will contain specific information about the program benefits offered at each partnership level and will be indicated using the following key:



Economy Class
Partners



First Class
Partners

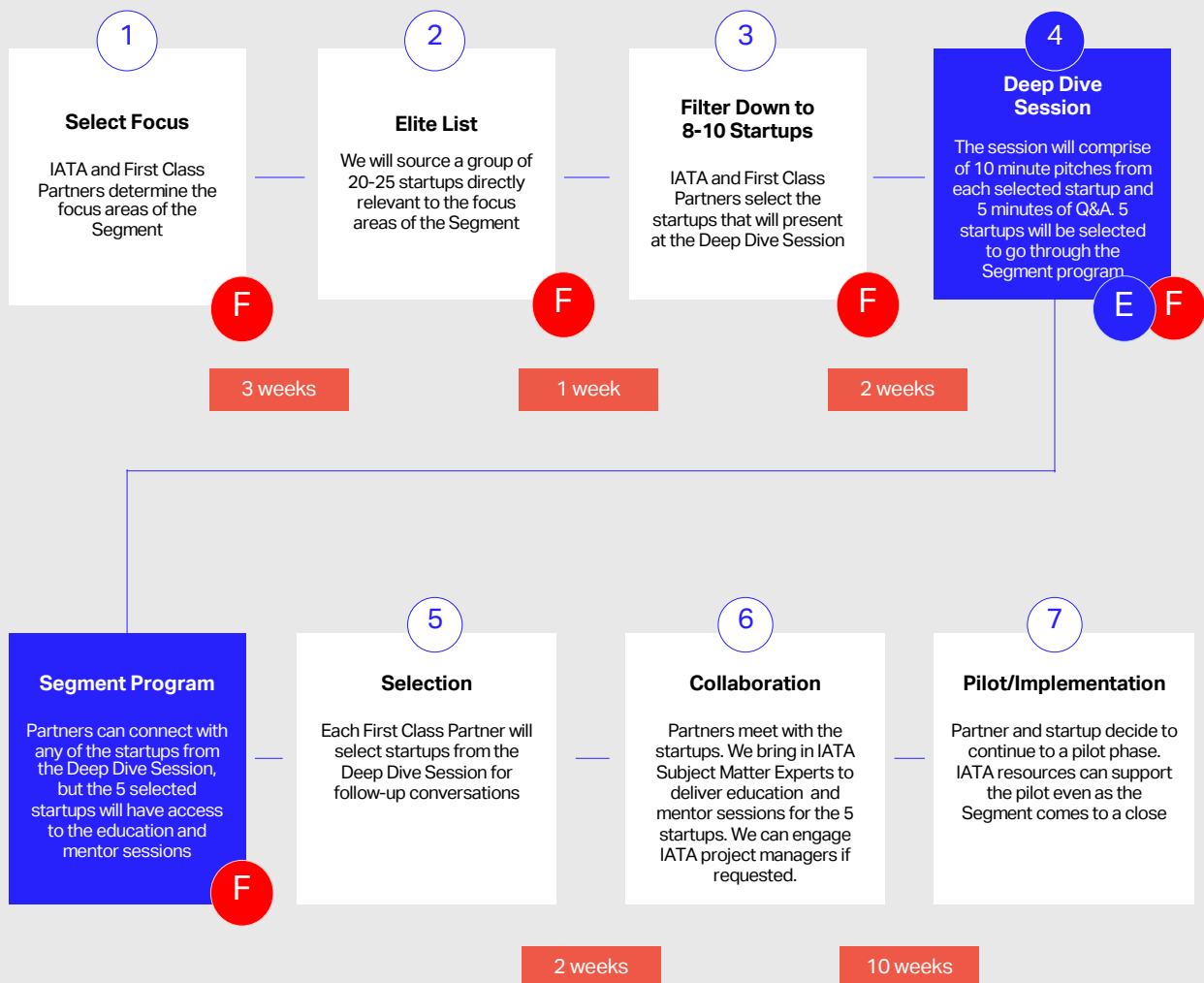


Private Jet
Pass

Accelerate@IATA Segment Structure

Segments

We will run four programs every year called "Segments." Each Segment will have different industry focus areas, and the program will run over a period of 12 weeks. The Segment process will begin by determining the focus areas and startup sourcing, with the startups being double vetted by IATA and Plug and Play. Then, we will present the most relevant startups at a Deep Dive Session. That session will be followed by connecting Partners to the startups and using IATA and Plug and Play resources to educate and mentor the startups in order to facilitate pilots and implementations.



Private Dealflow Sessions*

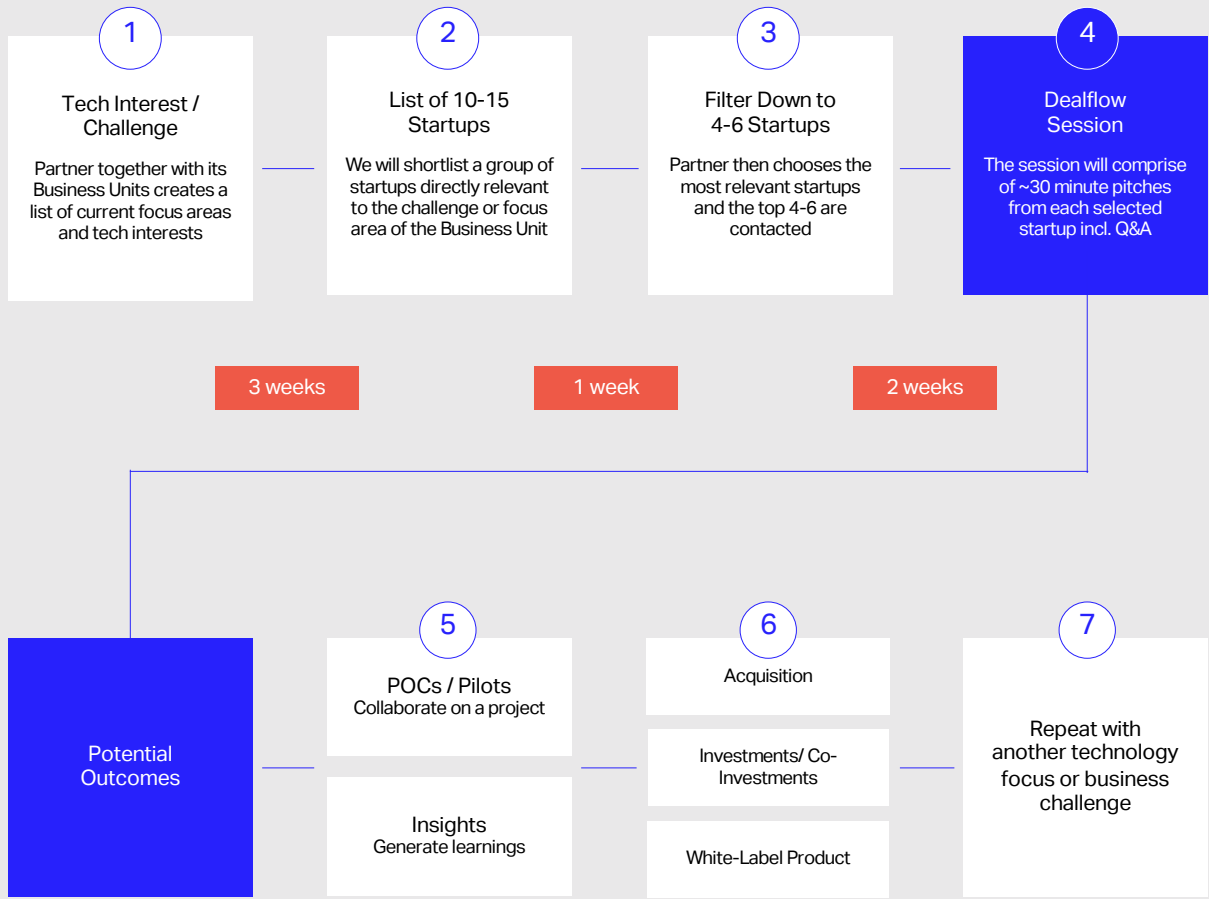
Dealflow Sessions

Private sessions between partner and 4-6 startups tailored to the partner's tech interests or business challenge.

F P

Private Jet Pass Scenario

2	8+	2+
Dealflows	1:1 meetings	POCs



*Please note a First Class Partner receives 1 Private Dealflow. The Private Jet Pass includes 2 Private Dealflows. The maximum amount of Dealflows you can have in Accelerate@IATA per year is 3 Private Dealflows if you become a First Class Partner and purchase a Private Jet Pass.

IATA Innovation as a Service



Startup Hot List

The Startup Hotlist enables airlines to search and find startups that are currently, or are interested, in supporting airlines through the development of innovative solutions in areas such as distribution, payment and digitalization. The 150+ startups listed in the tool are vetted by IATA, ensuring the relevance of their solutions with current industry initiatives.

IATA Developer Portal

A one-stop-shop for the developer community to access technical resources and tools, documentation and implementation guidance for IATA standards and industry initiatives. IATA's Developer Portal also includes the Open AIR directory: a directory of airlines' open APIs available to developers

IATA Digital Innovation Community

"If you want to go fast, go alone. If you want to go far, go together." African proverb. IATA has created this Digital Innovation Community to facilitate the amplification of the innovation initiatives in the industry. It brings together a diverse group of innovation experts, talents, experiences, and passions to share insights to contribute to the bigger picture.

IATA Innovation Matchmaking Webinars

Innovation Matchmaking is a new IATA innovation platform where airlines and value chain partners get the opportunity to learn about the latest innovative solutions focusing on burning industry issues. IATA leverages its broad network of innovation players to provide targeted matchmaking webinars between technology providers and airlines.

A night cityscape with light trails and a yellow square graphic. The image shows a city at night with many lights and light trails from cars and buildings. A yellow square graphic is overlaid on the image, with a smaller square inside it. The background is a blurred cityscape with light trails.

Benefits of the renewed program

Focus on broader Industry Restart initiatives, tailored to airlines

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

Competitive Advantage through Private Dealflow Sessions

Past Accelerate@IATA Batches



Batch 0: July 2019 – February 2020

Our test batch in 2019 and early 2020 was focused on Digital Retailing. Batch 0 included 7 startups, most of whom were NDC aggregators. Our goal was to help accelerate the adoption of NDC by assisting airlines and value chain partners in distributing more NDC content. We worked with 12 airlines to help facilitate 13 pilots and implementations with the startups, and 33 pilots were in discussion. You can see more details on this batch of startups by viewing our Batch 0 Report (use the QR code below to access the report).



Batch 0
Report

AIRLINES PARTICIPATED
IN THE PROGRAM

12

PILOTS AND
IMPLEMENTATIONS

13

PILOTS IN COMMERCIAL
DISCUSSIONS

33

Past Accelerate@IATA Batches



Batch Restart: Sept 2020 - July 2021

In September 2020, Accelerate@IATA shifted the focus of the program from digital retailing to the industry restart priorities, such as stimulating demand, enhancing passenger confidence, and increasing operational efficiency.

IATA created a restart plan to give broad guidance to airlines. Accelerate followed the the focus areas of this plan to present targeted solutions to airlines that fit this guidance and that offered immediate benefits.

Batch Restart Model

Innovation Segment Based Approach

Each Segment had a duration of 60 days

- Focused on 1 – 2 restart areas
- Maximum of 8 airlines
- 10+ startups sourced
- 5-8 startups participate

Pilot Support

Supporting Pilots is a key value proposition for this program

Plug and Play and IATA worked closely with the startups and airlines to get initial pilots started within 30 days of the first deep dive session through mentorship and education.

Batch Restart: Sept 2020 - July 2021

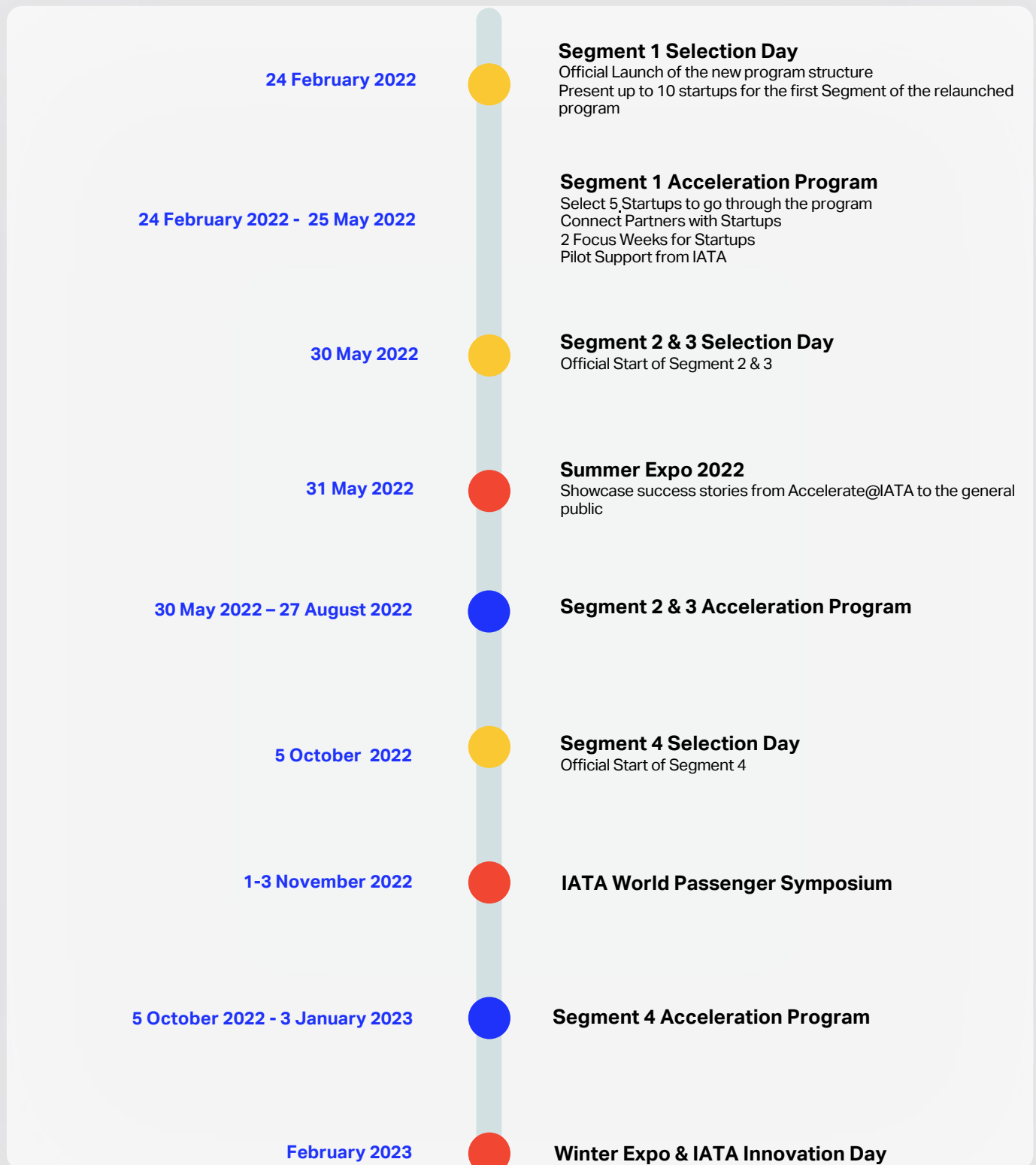
Stats and Segment Themes

<h3>120+</h3> <p>AIRLINES ACTIVELY PARTICIPATING IN THE PROGRAM</p>	<h3>20+</h3> <p>AIRLINES PARTICIPATED IN THE PROGRAM</p>	<h3>100+</h3> <p>1:1 STARTUP INTRODUCTIONS TO AIRLINES</p>	<h3>4</h3> <p>PILOTS RUNNING/P LANNED</p>	<h3>20</h3> <p>PILOTS IN COMMERCIAL DISCUSSIONS</p>
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SEGMENT 1	SEGMENT 2	SEGMENT 3	SEGMENT 4
ANTICIPATE DEMAND	STIMULATE DEMAND	PASSENGER CONFIDENCE	OPERATIONAL EFFICIENCY
15 SEPTEMBER	8 OCTOBER	5 NOVEMBER	24 NOVEMBER
<p>Understand demand and adjust supply</p> <p>✈️ 49 🏢 135 🚀 7</p>	<p>Incentivize passengers to fly again</p> <p>✈️ 70 🏢 194 🚀 8</p>	<p>Restore passenger confidence and improve experience on the ground</p> <p>✈️ 100 🏢 300 🚀 7</p>	<p>Optimize, automate, and increase efficiency of processes</p> <p>✈️ 60 🏢 212 🚀 8</p>
SEGMENT 5	SEGMENT 6	SEGMENT 7	SEGMENT 8
CONTACTLESS AND SEAMLESS PASSENGER JOURNEY	HEALTH CREDENTIALS	SUSTAINABILITY	SUSTAINABILITY: AI & Data Driven Solutions
28 JANUARY	21 APRIL	22 JUNE	8 JULY
<p>Making the travel experience more seamless to improve traveler safety and provide end-to-end travel and data facilitation across a passenger's journey.</p> <p>✈️ 49 🏢 98 🚀 6</p>	<p>The short-term and long-term issues surrounding health credentials in the aviation industry and how to give passengers control over their data</p> <p>✈️ 80 🏢 127 🚀 5</p>	<p>Explore sustainability-focused technologies in areas such as environmental impact, carbon offsetting, reducing single use plastics, and waste prevention</p> <p>✈️ 70 🏢 112 🚀 7</p>	<p>Airlines will need AI and Data Driven solutions to tackle route optimization, waste reduction, and wildlife tracking and smuggling prevention, which can all be linked to an airline's environmental impact</p> <p>✈️ 41 🏢 80 🚀 6</p>

Timeline 2022

The planned timeline for Accelerate@IATA 2022



Our Ask for the New Program

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

Financial Commitment

Allocate budget for a membership fee

Accelerate@IATA Membership Tier	IATA Member	Other Airlines	Value Chain	Solution Providers
First Class Partner	US \$25,000 Per year	US \$30,000 Per year	US \$35,000 Per year	US \$50,000 Per year
Economy Class Partner	US \$10,000 Per year	US \$12,500 Per year	US \$15,000 Per year	NA
Private Jet Pass	US\$ 25,000 Per pass	US \$30,000 Per pass	US \$40,000 Per pass	US \$50,000 Per pass

Accelerate@IATA's Innovation Partner: Plug and Play

Plug and Play runs 60+ accelerator programs each year, provide innovation to over 500 industry-leading corporations, and are the most active VC in Silicon Valley.

Since inception in 2006, we have accelerated 2,000+ companies (who have raised \$9 billion in venture funding), expanded to over 30 locations across the world, and house 500 startups at any given time throughout the year.

Through our venture arm, Plug and Play Ventures, we invest in over 250 startups per year and currently have over 950 active portfolio companies.

Our active portfolio includes successes such as Dropbox, Guardant Health, N26, Honey, Soundhound, and Zoosk.

Some of our successful exits include PayPal (acquired by Ebay), Vudu (acquired by Walmart), Danger and Powerset (acquired by Microsoft), Lending Club (\$9B valuation at IPO) and Kustomer (acquired by Facebook for \$1B).

View our company performance report for 2020 on our website: pnptc.com/2021-report



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<https://www.iata.org/accelerate/>

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