Accelerate@IATA
New Program Fall 2021
Where airlines and startups converge for innovation
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.
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 connect airlines with innovative startups that have been double vetted by both IATA and PNP for their impactful solutions on the future of the industry and potential longevity.

This program will allow airlines to test new solutions and reach the pilot stage quicker. Members will have the opportunity to identify and select focus areas and startups in order to be at the leading edge of the industry and new technologies.

Along with helping the Members identify relevant focus areas, IATA will provide the startups with unprecedented access to IATA SME, industry mentors, 1:1 mentorship for each startup, office space, and a robust aviation industry curriculum tailored to the batch and taught by IATA SMEs, for the duration of the program.

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 Members and startups test and implement technologies faster.

Plug and Play will provide Members 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

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 Segments, 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 Services subscription, including:
- 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

First Class Partner

Accelerate@IATA First Class Partnership
- Full Access to all segments (up to 4 per year)
  - Ability to define themes and Segment focus
  - Receive startup elite list (up to 100 startups over the year)
  - 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, through 2 focus weeks per segment and ad hoc calls
  - Pilot and implementation support from IATA

- 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 Services subscription, plus:
- Unlimited number of airline representatives’ access
- Priority access to IATA’s Innovation Think Tanks and Sprints (Airlines Only)

Private Jet Pass

2 Private Dealflow sessions
- Two private sessions with 4-6 Startups tailored to the individual airline’s tech interest or business challenge

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

- **E** Economy Class Partners
- **F** First Class Partners
- **P** Private Jet Pass
Collaboration

Partners meet with the startups. We bring in IATA Subject Matter Experts to deliver education and mentor sessions for the 5 startups. We can engage IATA project managers if requested.

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.

1. Select Focus
   IATA and First Class Partners determine the focus areas of the Segment

2. Elite List
   We will source a group of 20-25 startups directly relevant to the focus areas of the Segment

3. Filter Down to 8-10 Startups
   IATA and First Class Partners select the startups that will present at the Deep Dive Session

4. Deep Dive Session
   The session will comprise of 10 minute pitches from each selected startup and 5 minutes of Q&A. 5 startups will be selected to go through the Segment program

5. Selection
   Each First Class Partner will select startups from the Deep Dive Session for follow-up conversations

6. Collaboration
   Partners meet with the startups. We bring in IATA Subject Matter Experts to deliver education and mentor sessions for the 5 startups. We can engage IATA project managers if requested.

7. Pilot/Implementation
   Partner and startup decide to continue to a pilot phase. IATA resources can support the pilot even as the Segment comes to a close
Dealflow Sessions

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

1. Tech Interest / Challenge
   Partner together with its Business Units creates a list of current focus areas and tech interests

2. List of 10-15 Startups
   We will shortlist a group of startups directly relevant to the challenge or focus area of the Business Unit

3. Filter Down to 4-6 Startups
   Partner then chooses the most relevant startups and the top 4-6 are contacted

4. Dealflow Session
   The session will comprise of ~30 minute pitches from each selected startup incl. Q&A

5. Potential Outcomes
   POCs / Pilots
   Collaborate on a project
   Insights
   Generate learnings

6. Acquisition
   Investments / Co-Investments
   White-Label Product

7. Repeat with another technology focus or business challenge

*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.
## Benefits of the renewed program

<table>
<thead>
<tr>
<th>Benefit</th>
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<tbody>
<tr>
<td>Focus on broader Industry Restart initiatives, tailored to airlines</td>
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<tr>
<td>Access to startups that are double vetted, first by Plug and Play’s venture team and IATA’s innovation and SME relevant SMEs</td>
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<tr>
<td>More flexibility in terms of start date and focus areas</td>
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<td>Shorter program reduces time to market</td>
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<tr>
<td>Dedicated Accelerate Business Partner and Project Manager throughout the whole cycle</td>
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<tr>
<td>Competitive Advantage through Private Dealflow Sessions</td>
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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 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 of the 8 Segments had a duration of 60 days

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

**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

<table>
<thead>
<tr>
<th>Segment</th>
<th>Theme</th>
<th>Date</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Anticipate Demand</td>
<td>15 September</td>
<td>Understand demand and adjust supply</td>
</tr>
<tr>
<td>2</td>
<td>Stimulate Demand</td>
<td>8 October</td>
<td>Incentivize passengers to fly again</td>
</tr>
<tr>
<td>3</td>
<td>Passenger Confidence</td>
<td>5 November</td>
<td>Restore passenger confidence and improve experience on the ground</td>
</tr>
<tr>
<td>4</td>
<td>Operational Efficiency</td>
<td>24 November</td>
<td>Optimize, automate, and increase efficiency of processes</td>
</tr>
<tr>
<td>5</td>
<td>Contactless and Seamless Passenger Journey</td>
<td>28 January</td>
<td>Making the travel experience more seamless to improve traveler safety and provide end-to-end travel and data facilitation across a passenger’s journey</td>
</tr>
<tr>
<td>6</td>
<td>Health Credentials</td>
<td>21 April</td>
<td>The short-term and long-term issues surrounding health credentials in the aviation industry and how to give passengers control over their data</td>
</tr>
<tr>
<td>7</td>
<td>Sustainability</td>
<td>22 June</td>
<td>Explore sustainability-focused technologies in areas such as environmental impact, carbon offsetting, reducing single use plastics, and waste prevention</td>
</tr>
<tr>
<td>8</td>
<td>Sustainability: AI &amp; Data Driven Solutions</td>
<td>8 July</td>
<td>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</td>
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Our Ask for the New Program

Champion
Designate a focal point of contact

Time Commitment
Join the Deep Dive Session
Select and engage with the Startups
Participate inPartner Roundtables

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 and ensure this is aligned with your airline’s restart plan

Financial Commitment
Allocate budget for a membership fee

<table>
<thead>
<tr>
<th>Accelerate@IATA Membership Tier</th>
<th>IATA Member</th>
<th>Other Airlines</th>
<th>Value Chain</th>
<th>Solution Providers</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>First Class Partner</strong></td>
<td>US $25,000 Per year</td>
<td>US $30,000 Per year</td>
<td>US $35,000 Per year</td>
<td>US $50,000 Per year</td>
</tr>
<tr>
<td><strong>Economy Class Partner</strong></td>
<td>US $10,000 Per year</td>
<td>US $12,500 Per year</td>
<td>US $15,000 Per year</td>
<td>NA</td>
</tr>
<tr>
<td><strong>Private Jet Pass</strong></td>
<td>US $25,000 Per pass</td>
<td>US $30,000 Per pass</td>
<td>US $40,000 Per pass</td>
<td>US $50,000 Per pass</td>
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</table>
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).