






Category	Team	Description
<p><b>Leisure Travel</b></p>	<p>Travel Open Partnership (TOP)</p> 	<p>Usage of confirmation emails as a means to improve the customer experience in airline retailing</p>
<p><b>Business Travel</b></p>	<p>Traveltron</p> 	<p>Event driven widget embedded within event websites to easily book related flights and hotels</p>
<p><b>Developer</b></p>	<p>Traveltron</p>	<p>as above</p>
<p><b>Ready to Take Off</b></p>	<p>The Color Blinder</p> 	<p>App to share a prior trip and allow friends to make a similar booking. The business concept is to reward airline passengers with frequent flyer miles for referring other customers when booking.</p>



<p><b>Ready to Take Off</b></p>	<p><b>Full Circle</b></p> 	<p>App to maximize the time spent at the airport based on estimations and real time data for disruptions. Based on these waiting times, passengers receive personalized offers on how best to spend that time -lounge access, digital movie downloads - via chat bot.</p>
<p><b>Corporate</b></p>	<p><b>Team IBS</b></p> 	<p>Click on a photo and the widget books flights, hotels and ground transportation from point of origin to destination. Driven by geo location.</p>

