



Accelerate

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PLUGANDPLAY

Batch 0 Report

July 2019 to February 2020



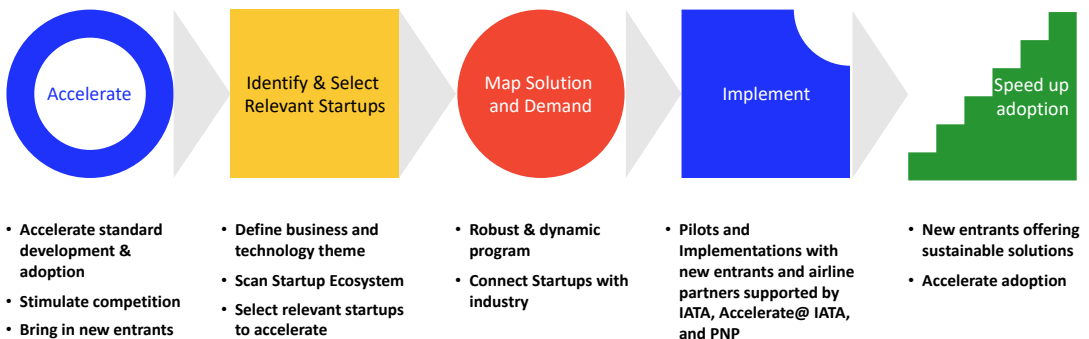
Where airlines and startups converge
for innovation

What is Accelerate@IATA?

Accelerate@IATA is a travel tech startup accelerator designed to support airlines on their digital retailing journey and to help integrate new solutions that can help airlines become true digital retailers. This program gives airlines and value chain partners access to startups and leading-edge technologies, with the objective to facilitate pilots and implementations between the partners and the startups.

Each year, Accelerate@IATA plans to accelerate ~10 startups per batch, comprising 20 – 30 startups per year. Every batch will focus on a different theme. For 2019 – 2020, the theme is digital retailing.

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.



Why is Accelerate@IATA different?

Accelerate@IATA is the first **Industry-Owned Accelerator** for airlines and value chain partners to foster 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?

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 the best startups in retailing throughout 2020 and broader topics in 2021 and beyond.

Together, IATA and Plug and Play will provide resources to help kickstart pilots. Accelerate@IATA has a dedicated budget and potential 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 sixteen different verticals in addition to Plug and Play's Playbook for finding, tracking, and collaborating with startups. Startups will also have access to funding, advisors, business coaching, and legal/HR/IT support.





Areas addressed by startups in Batch 0

By working within the scope of digital retailing, we hope to move the needle of innovation forward and bring new solutions, new markets, and new technologies to our airlines and value chain partners.

Batches in 2019 and 2020 are focused on Digital Retailing, including assisting airlines and value chain partners in adopting and scaling up NDC. The heatmap on the next page showcases the areas of focus for this year. This heatmap was created to show what aspects of Digital Retailing are in need of new innovations, entrants, or more solutions. Batch 0 focused on accelerating the solutions of NDC aggregators in order to help distribute more NDC content. Our goal is to help accelerate the adoption of NDC by assisting the companies in the four focus areas, marked in red on the heatmap. By the end of 2020, the goal is to change the red boxes to yellow or green.

IATA is committed to supporting airlines as they continue their digital retailing journey.

Areas addressed by Startups in Batch 0

Caravelo	3	4	5
Duffel	2	3	6
Kyte	3		
Migacore	1	4	
PK Fare	3		
Thomalex	3		
Winglet	1	2	3

Green

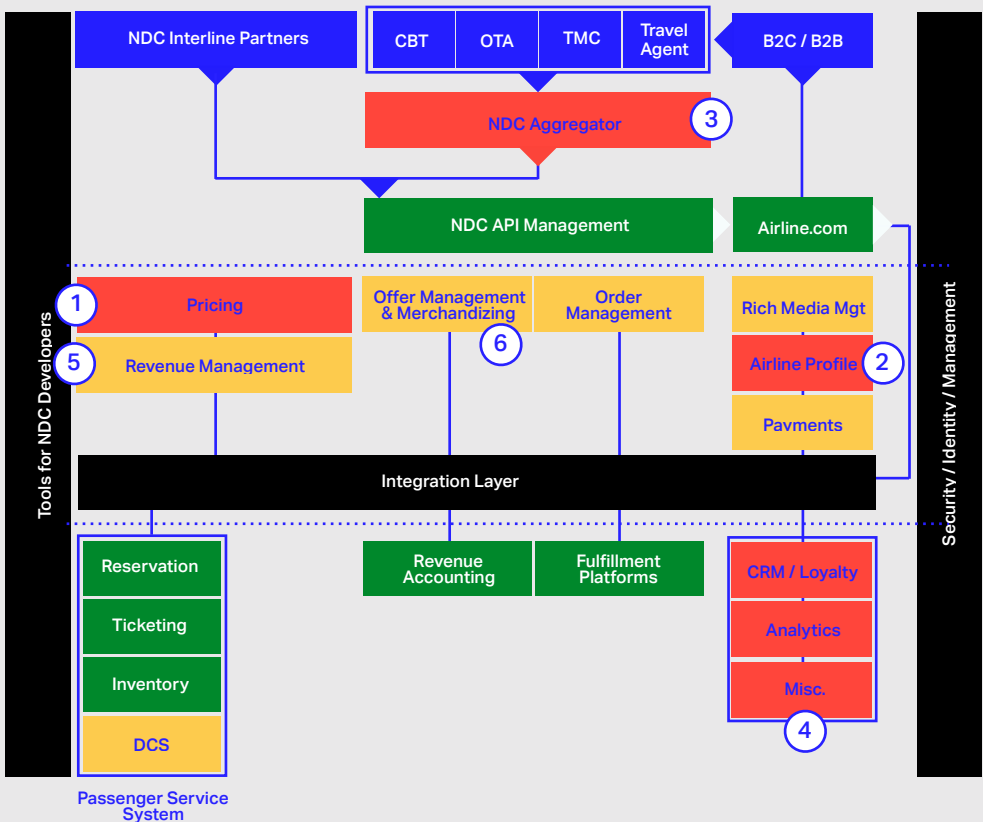
No need for acceleration, new solutions, and new entrants

Yellow

Slight need for acceleration, new solutions, and new entrants

Red

Definite need for acceleration, new solutions, and new entrants



Caravelo

Who we are:

Bringing airlines and customers closer together

What we do & how we do it:

Caravelo's mission is to liberate airlines from the limitations of existing legacy systems and bring true innovation to the industry. Airlines and travel companies around the globe leverage Caravelo technology to deliver on initiatives within their digital transformation and unlock new sources of revenue and better travel experiences.

Where we are located:

Our headquarters are located in Barcelona (Spain);

Other offices in Santiago de Chile (Chile) and Kuala Lumpur (Malaysia).

Stage & year founded:

Funding status – Series A (May 2015)

Founding Date: May 2010

Products:

The Caravelo platform brings to life a differentiated approach to airline retailing, revenue optimization and distribution. Our technology allows airlines to put the passenger at the core and create new and profitable relationships with them.

(i) Punctual relationship when airlines face suboptimal situations.

Empowering passengers to be part of the solution by offering them a suite of options, from auction-based upselling to voluntary self-accommodation in order to optimize flight performance and revenue generation. Core to this is an intuitive, campaign-based dynamic merchandizing platform that brings personalization to the ancillary catalog of the airline and beyond.

(ii) The traveler journey relationship that transforms any digital touchpoint into an airline channel as powerful as their own dot.com to serve and retail better. Whether the challenge is to streamline ancillary distribution through existing channels (such as indirect or interline) or to open new channels (i.e. Messenger, WeChat).

(iii) Long-term relationship by building a subscription program that offers travel and mobility as a Service. A great complement of the loyalty programs to address a new travel segment and compete better in highly saturated markets.

Contact:

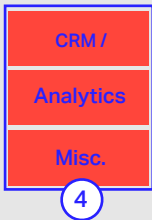
Founders: Inaki Uriz & Jose Luis Vilar

iata@caravelo.com

Areas addressed by Caravelo

NDC 3

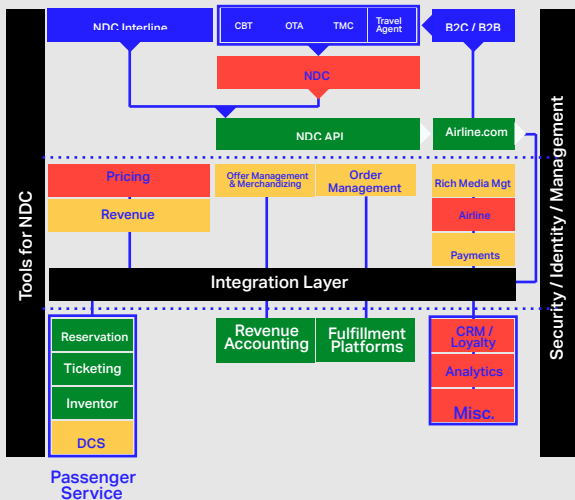
Our CHATBOT technology is connected to NDC APIs to unlock new channels for servicing.



Our SUBSCRIPTION product re-engineers the concept of loyalty. Airlines no longer think in terms of “incentivize the loyalty on the next flight” but in terms of “hyper loyalty and churn reduction”. It is a change of business model: from transactional into relational. distribution and merchandising.

5 Revenue Management

Our platform unlocks revenue optimization benefits with 2 solutions: UPGRADE and EXCHANGE. Upgrade addresses the problem of unsold valuable seats and solves it with customized upgrade programs for passengers booked in basic eco seats. Exchange addresses the issue of flights that run out of inventory and solves it with proactive pax re-accommodation in alternative flights, so the airline never stops selling the initial flight.



Caravelo Pilot/Implementations

Looking for new Airline Partners

Partner: Open to new Airline partners at IATA demo day February 26th

Solution: Batch 0: Headless Air Commerce (HAC)

Next Batch candidate: Subscriptions

Focus Area: NDC Aggregator, Revenue Management and CRM/Loyalty

Stage: Ready for implementation

Objective: Increase engagement, revenue and loyalty across channels.

Current Airline Partners

LATAM airlines group, TAP Air Portugal, Finnair, Volaris, Tigerair Australia, flynas, Comair Limited, Hahn Air, SunExpress, Swoop, Scoot Airlines, AirAsia X, Eurowings



Duffel

Who we are:

We're rebuilding the infrastructure that powers the travel industry to make travel effortless for 21st century travelers.

What we do & how we do it:

Our next-generation distribution platform helps airlines to cut their distribution costs, sell more ancillaries and differentiate themselves from their competitors.

We bypass traditional intermediaries like the GDSs, building direct connections (for example NDC) to airlines' reservation systems. This means we can go beyond offering just a brand and a time, improving the traveller experience with ancillaries and rich content.

We bring together flights and ancillaries from more than 18 airlines into one universal API and one universal agent booking tool.

We think about the travel seller's end-to-end flow, from a great booking experience right through to settlement and reconciliation. We want to build the toolkit that makes it easy to start and grow a travel business.

Where we are located:

Our headquarters are located in London, United Kingdom.

Stage & year founded:

We were founded in 2017 and have raised \$56m to date from top investors including Benchmark and Index Ventures.

We have 18 employees, and have live customers processing bookings every day.

Products:

We connect to 20 airlines, both NDC and non-NDC, and bring them together into one universal API and one universal agent booking tool.

Contact:

Tim Rogers, Head of Airline Partnerships
tim@duffel.com

Areas addressed by Duffel

NDC 3

We've built a next-generation distribution platform for airlines, helping them to cut their distribution costs, sell more ancillaries and differentiate themselves from their competitors.

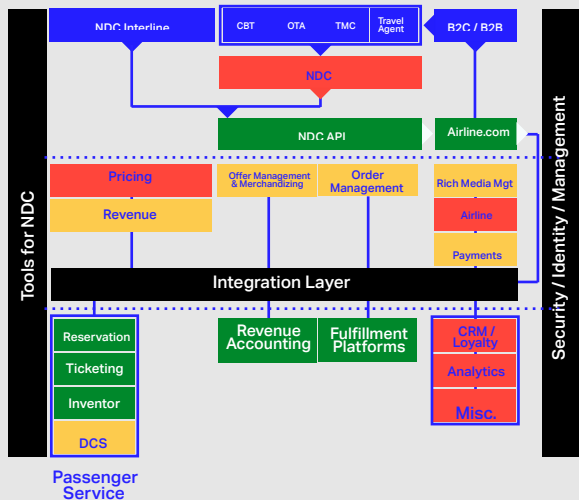
Our NDC aggregator makes it simple for anyone to access rich NDC content from 18+ airlines. We offer their flights and ancillaries through one universal API and one universal agent booking tool.

Airline 2

Our smart routing engine automatically builds an airline profile. This protects airlines' systems from wasted searches and automatically optimizes look-to-book ratios.

Offer Management & Merchandizing 6

Our lightweight offer management and merchandising system allows us to offer content from non-NDC airlines alongside NDC inventory, helping airlines to move into the world of airline retailing.



Duffel Implementations

Implementation 1

Partner: Lufthansa Group

Solution: Integration of the Lufthansa Group NDC API into our aggregation platform, helping them distribute their NDC content and reach fast-growing travel startups

Focus Area: NDC Aggregator

Type: Live Implementation

Implementation 2

Partner: Cathay Pacific

Solution: Integration of Cathay Pacific's NDC API into our aggregation platform

Focus Area: NDC Aggregator

Type: Live Implementation

Implementation 3

Partner: Transavia

Solution: Integration of Transavia's API into our aggregation platform, converting their API from a traditional fare-based format to a modern Offer Management-based structure

Focus Area: Aggregator, Offer Management and Merchandising

Type: Live Implementation

Implementation 4

Partner: Transavia

Solution: Integration of Vueling's NDC API into our aggregation platform, with our smart routing engine helping to protect them from unnecessary searches

Focus Area: Aggregator, Airline Profile

Type: Live Implementation

Current Airline Partners

Aegean Airlines, American Airlines, Austrian, British Airways, Brussels Airlines, Cathay Pacific, Iberia, Level, Lufthansa, Olympic Air, Qatar Airways, Singapore Airlines, SWISS, Transavia, United, Vueling, WestJet

Kyte

Who we are:

Kyte is a platform for running a travel business of any size.

What we do & how we do it:

We are challenging the status quo of airline distribution. Helping airlines to expand their revenue through distribution channels outside of the GDS and reach new customers in new ways. By removing fulfillment barriers for travel start-ups, we help new travel companies emerge and existing travel companies expedite their growth.

Where we are located:

Our headquarters are located in London, United Kingdom

Stage & year founded:

Founded in 2019

Products:

By integrating directly with airlines, through NDC or bespoke API, we provide rich flight inventory to travel agencies of all sizes. Ensuring airlines have more oversight of their customers, don't pay any GDS fees and reduces manual bookings from OTAs.

Our REST API provides travel companies of every size with access to travel inventory from major airlines through a single integration, saving money, development time and improving customer experience.

Contact:

sales@gokyte.com

Areas addressed by Kyte

NDC

3

Kyte is an alternative distribution platform for airline inventory. Kyte is a NDC enabled consolidator allowing airlines to lower the costs of distribution and grow their ancillary sales whilst improving content access for travel companies.

Kyte is focused on ancillaries and is already live with shop, book, bags and seats with more in the pipeline.

It integrates directly with airlines through either NDC or a bespoke API and provides rich content to travel companies through a REST API.

Kyte is developer friendly making the integration straightforward and intuitive – essentially the stripe for travel

Kyte Implementation

Partner: British Airways

Solution: Connection to British Airways API via NDC to help BA distribute more NDC content

Focus Area: NDC Aggregator

Type: Commercial Pilot

Duration: Indefinite

Stage: Live

Objective: Help travel companies access exclusive NDC fares through BA.

Current Airline Partners

Air Canada, British Airways, Vueling, American Airlines, Singapore Airlines

Migacore

Who we are:

We understand online signals and how they affect travel behavior.

What we do & how we do it:

We provide contextual data signals into airline Pricing and Merchandising systems enabling significant performance improvements in forecasting, pricing and bundling.

We learn and classify "things" from the web that will lead to demand altering behavior not picked up by current airline systems. These generated signals are then exploited by the airline to improve revenue performance (pricing and personalization) and reduce human repetitive workload.

Where we are located:

Our headquarters are located in London, United Kingdom

Stage & year founded:

Stage: Seed

May 2017

Products:

PREDICT: Contextually derived signals that augment existing pricing and demand RM outputs.

DETECT: UI layer on top of PREDICT to enable user actions and automations.

PERSONA INFERENCE ENGINE (PIE): Leveraging the contextually derived signals to improve offer bundling/pricing capabilities of existing merchandising systems.

Contact:

sales@migacore.com

Areas addressed by Migacore

Migacore incorporates contextually derived data signals into a few key areas of airline retailing, enabling significantly better pricing and personalization.

1 Pricing

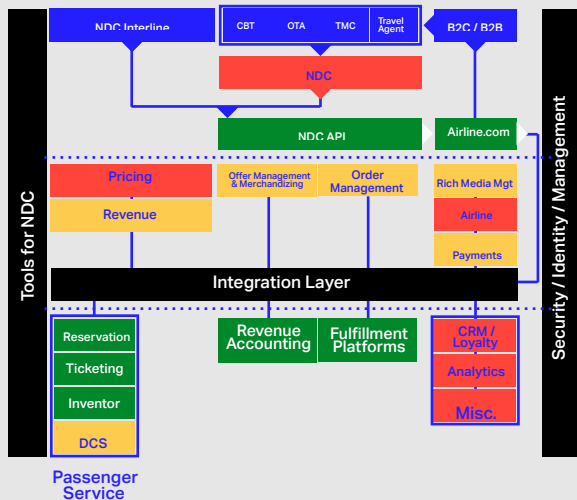
PREDICT: Fully automated context based augmentations to pricing through better willingness to pay and demand forecasts. Improving demand forecasting accuracy by at least 5%(RMSE) and significantly better margin revenue.

5 Revenue Management

DETECT: PREDICT with a UI focused on a user first approach to reducing human time in configuration and repetitive tasks. Highlighting opportunities enables cross department (sales + RM) revenue optimization.

6 Offer Management & Merchandizing

PERSONA INFERENCE ENGINE: Leveraging the contextual signals from PREDICT to accurately classify a subset of inbound requests by inferring their relationship with the reason for travel using context. Providing better ancillary pricing and bundling.



Migacore Implementations

Implementation 1

Partner: Lufthansa Group

Solution: Contextual event signals into existing demand and pricing models

Focus Area: Pricing optimization

Type: Live Implementation

Objective: Improve Revenue

Implementation 2

Partner: Etihad

Solution: Augment existing PROS RM forecasting with contextual event signals

Focus Area: Pricing

Type: Live Implementation

Objective: Improve Revenue

Current Partners

Lufthansa, Singapore Airlines, Etihad



PKFARE

Who we are:

We create NDC products to help agencies to enter NDC world in a simple and smart way

What we do & how we do it:

PKFARE is a global sales & distribution partner for airlines and an innovative global B2B marketplace for travel trades with air ticket and hotel contents. Our NDC and GDS solutions help both airlines and agencies to distribute and access to air and non-air content in a simple and smart way. We present in more than 100 countries and regions, provide services to more than 10,000 agencies and handle a daily 10,000 transactions in 30 currencies.

Where we are located:

Our headquarters are located in Shenzhen, China and we have offices in Beijing, Shanghai, Dubai, and Seattle

Stage & year founded:

Stage: Series A

Year founded: 2014

Products:

PKFARE.com: this is a global B2B marketplace of air and non-air travel products, supporting both NDC and GDS content, for agencies of every size in everywhere

NDCHUB: it helps agencies to get NDC content and provide best solution for agencies during transmission from GDS to NDC

Contact:

partners@pkfare.com

Areas addressed by PKFARE

NDC

3

We help agencies to adopt to NDC in a simple and smart way with two NDC products: NDC access tool and NDC Ecosystem.

NDC access tool provides agencies with two easy and economical ways to get NDC content from airlines, one is a user friendly portal and the other one is a robust API.

NDC Ecosystem provides agencies with best solution during the transmission from GDS to NDC by supporting NDC + GDS + No-Air content and seamless connection to a B2B marketplace.

PKFARE Implementation

Partner: China Southern Airlines

Solution: integration with CZ NDC API and distribute CZ NDC content through NDCHUB portal and API, make CZ NDC and GDS content available to agencies through our NDC Ecosystem, make CZ agencies can seamless trade their CZ NDC content which get via NDCHUB on PKFARE.com

Focus Area: NDC Aggregator

Type: Live Implementation

Duration: from 2019 Dec to 2020 Dec

Stage: integration completed

Objective: help CZ to distribute NDC content through NDCHUB to at least 1,000 agencies in China and overseas markets in 2020, achieve 100 average daily NDC bookings by end of 2020

Current Airline Partners

Finnair, American Airlines, Emirates Airlines, Singapore Airlines, China Southern Airlines etc.

Thomalex

Who we are:

A distinct Online Booking Tool for SME leisure and corporate travel agencies.

What we do & how we do it:

Thomalex's mission is to empower small and mid-sized travel agencies to effectively sell air travel online. By providing a customizable, retail type, cleanly laid out, and content rich self-booking tool, we provide SME travel agencies with the same benefits that only much larger agencies can usually afford.

Where we are located:

Our headquarters are located in Miami, FL, USA

Stage & year founded:

Seed

2004 – pivoted in 2016

Products:

ResVoyage Online Booking Tool

Contact:

Founder: Rastko ILIC

info@thomalex.com

Areas addressed by Thomalex

NDC

3

Our Online Booking Tool presents a clean, simple to use, and easy to manage booking solution, addressing the needs of SME Travel Agencies, both Leisure and Corporate.

By aggregating content from GDSs, LCCs and NDC airlines, it allows SME travel agencies to provide services that only the large ones can usually afford.

Thomalex Implementations

Implementation 1:

Partner: Lufthansa Group

Solution: Integration of airline NDC API into Online Booking Tool, to offer LHG NDC content to our SME leisure and corporate travel agencies.

Focus Area: NDC Aggregator, OBT for SME Travel Agencies (leisure and corporate).

Type: Live Implementation

Objective: To partner with LHG with their offers to SME travel agencies in North America, especially in corporate travel.

Implementation 2:

Partner: British Airways

Solution: Integration of airline NDC API into Online Booking Tool, to offer BA NDC content to our SME leisure and corporate travel agencies.

Focus Area: NDC Aggregator, OBT for SME Travel Agencies (leisure and corporate).

Type: Certification process

Objective: To partner with BA with their offers to SME travel agencies in North America, especially in corporate travel.

Current Airline Partners:

American Airlines, Lufthansa Group, British Airways

Winglet

Who we are:

Flight distribution platform enabling NDC content at scale

What we do & how we do it:

We enable airlines to sell NDC content on any channel. We build a solution to overcome the look-to-book challenge thanks to our customer data expertise. We turn anonymous shopping request into a conversion probability enabling airlines take the best decision between IT costs and opportunity to sell.

Where we are located:

Our headquarters are located in Paris, France

Stage & year founded:

Pre-Seed

2018

Products:

We build a universal API connecting airline offers and travel sellers directly through a REST API.

Our recommendation engine scores conversion probability of any shopping request and identifies the most relevant offers that are likely to convert. We help airlines to make the best decision with their offer management system.

Contact:

contact@winglet.io

Areas addressed by Winglet

1

Pricing

Pricing: We collect and predict customer preferences and pass them through the shopping request in order to help airlines create personalized offers

2

Airline

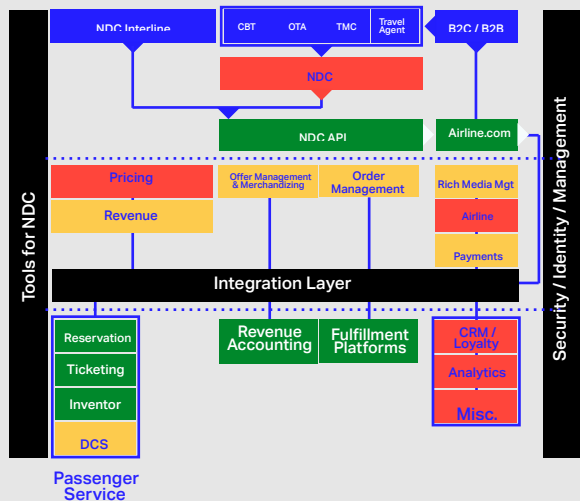
Enriched Airline Profile: We create a new type of airline profile, based on customer knowledge and beyond flight schedule. We allow airlines decide to respond to shopping request according to conversion probability and customer profile.

3

NDC

Aggregate content and understand customer choice.

We made easy for travel sellers to access and sell content. By aggregating content, we can also collect relevant information on customer preferences to help airlines create personalized offers.



Winglet Pilot/Implementations

Partner

Open to new Airline partners at IATA demo day February 26th

Solution

Winglet connects to Airline NDC API and distributes their content to our travel sellers partners.

For each shopping request, Winglet provides conversion probability within the request sent to the airline system. Airlines can decide to respond either with real-time pricing or cache pricing (or with no pricing according to their strategy).

Focus Area

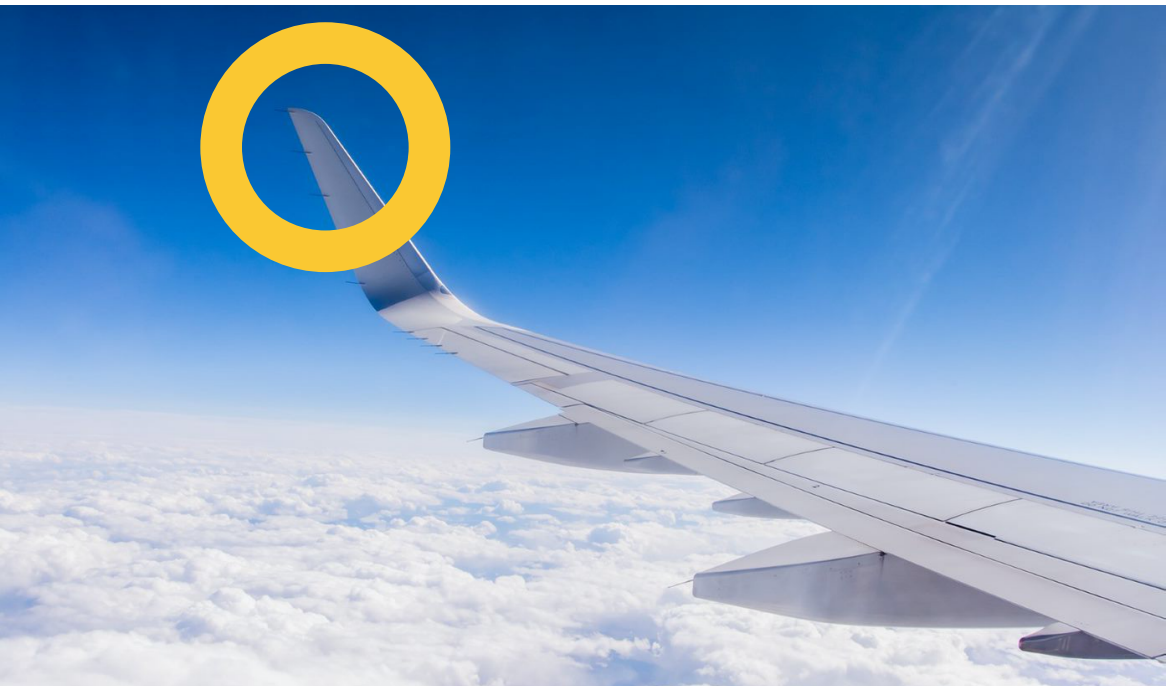
NDC Aggregator, Airline Profile, Pricing

Stage

Ready for implementation

Objective

Distribute NDC content on any channel at low cost for airlines



ACCELERATE@IATA

www.iata.org/en/programs/airline-distribution/accelerate/

accelerate@iata.org

