



Premium Business Summit 2018



AMERICAN SOCIETY
OF TRAVEL AGENTS

Travel Startups Incubator®

Global Travel Technology Investor & Advisor
21 Investments / 2 Advisory Clients

Proxce, Adventure Bucket List, GoHero.ai, Biz
Airlines, TraknProtect, Airlines Technology,
Streetography, FlitWays, Yana Trip



5 Strategies for Business Leaders to Foster Innovation in Travel

By: Matt Zito, Managing Partner, Travel Startups Incubator®



Why Foster Innovation in Your Company?

- Pace and speed of technology is accelerating.
- First mover advantage.
- Stay relevant with your customers.
- Compete
- Grow Revenue

#1

Start an Incubator/ Accelerator Program

- 12 active corporates investing and helping grow travel tech startups.
- Intelak Aviation (Emirates)
- Founders Factory (easyJet)
- Cockpit (EI AL)
- Travelport Incubator (closed)

High Risk
High Cost
High Time
Commitment
Cash Investment
for Equity %
Physical Space
Leverage
Corporate Assets



#2

Launch an Innovation Hub

- 20 active global corporate innovation hubs
- Amadeus for Startups/NEXT
- Virtuoso Incubator
- Welcome City Labs
- MIST.asia

Medium Risk
Medium Cost

Medium Time
Commitment

No cash Investment

Leverage Corporate
Assets

Virtual or Physical

go
hero .ai

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#3

Build an API/App Marketplace Platform

- Distribution for your App's/ APIs and 3rd parties.
- Sabre Red App Centre
- SAP/Concur App Center
- Travelport Marketplace
- BCD Solution Source

Low Risk
High Cost
High Time
Commitment
Leverage
Corporate Assets
Virtual

flitWAYS

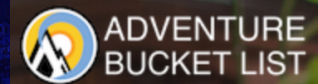
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#4

Launch a Pilot Program

- Very few structured/ marketed corporate pilot programs for startups
- Tahiti Labs
- Marriott TestBed
- Virtuoso Incubator

Low Risk
Low Cost
Medium Time Commitment
Pay for Pilots
Leverage Corporate Assets
Virtual or Physical



#5

Acquire Startups

- Q3/Q4 very active. Q1 2018 continues travel tech acquisition spree
- American Express - MEZI
- ATPCO – Routehappy
- Amex GBT – Hogg Robinson

Medium Risk

High Cost

Cash for Ownership

Leverage Corporate Assets

Massive Time Commitment

Quickest Route to Acquiring Innovation

go hero .ai

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Step In

- Launch a technology pilot program.
- Focus on three innovation objectives.
- Quarterly review 10-20 startups technology.
- Partner with the Incubators/Hubs for deal flow.
- Pilot 1-2 new technologies every 90-120 days.
- Power Law – ROI after 20 pilots. 3-5 Winners.
- TSI, 21 investments, 2 Exits, 5X ROI in 3-yrs.

Talk to Us

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