



Accelerate @ IATA Program

Purpose

Accelerate@IATA is committed to fostering a network that promotes innovation, prioritizing the transformation and adoption of industry standards. The program is dedicated to empowering digital transformation in the aviation industry by facilitating pilot implementations. The program aims at supporting its members in identifying valid solutions within the startup ecosystem and training them on the industry context and language, for a smoother collaboration onboarding and pilot negotiation experience.

Designed For

- Airlines
- Other travel value chain partners willing to collaborate in an open innovation environment for the identification, assistance, development and finance of start-ups, such as:
 - Airports
 - Travel Management Companies
 - Ground Handlers etc.

Eligibility

Accelerate@IATA shall be accessible to a wider professional community in the airline travel sector, and the IATA Travel Tech Accelerator Association may partner up with corresponding companies with experience in and/or potential contribution of sector knowledge into Accelerate@IATA.

Activities

- 4 annual segments aligned with members' preferences & pain points
- Each segment launches with a discovery phase of 20-25 IATA-vetted startups.
- Members will meet 4-6 startups per segment to explore potential Proof of Concepts (PoCs) in the form of an Online Selection Day. The highest ranked 5 – 8 startups by all program members will be accepted to the program.
- Attend monthly meetings with the Innovation Hub to receive updates on the Distribution and Digital Transformation Advisory Councils, as well as industry trends and innovation opportunities within IATA and The Lab.
- Showcase pilots at IATA events (i.e. Innovation Day, WPS, etc).



Accelerate @ IATA Program

Product Sheet

Benefits

- Be at the forefront and actively contribute to the latest industry digital transformation initiatives.
- Interact and network with other airlines engaged in digital and innovation activities. Share your experiences and collaborate in pilot projects that involve multiple stakeholders.
- Engage with IATA-vetted innovative startups, whose solutions target industry priorities and Accelerate@IATA member pain points
- Count on IATA's support in onboarding startups into the aviation industry through capacity-building resources, sessions with industry-matter experts and technical support.
- Opportunities to showcase your innovation efforts throughout segments and afterwards at IATA global events
- Receive pilot & implementation support from the IATA Innovation Lab
- Gain visibility within the industry and among the general public of your innovation efforts and success cases.
- Benefit from access to the IATA Digital Innovation Ecosystem for networking opportunities and potential for future collaboration

A full list of the Accelerate@IATA Program benefits, broken down per membership tier (First Class Partnership, and Eco Partnership) can be found below.

Contact

For more information about the program, reach out to us at accelerate@iata.org or reach out to us directly

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IATA shall be solely responsible for running the Accelerator Program and reserves the right to amend any aspect of the Accelerator Program as ITTA deems necessary at its absolute discretion, and without liability.



Accelerate @ IATA Program Benefits

First Class Partnership

Sourcing

- ◆ Selection of themes for the Accelerate@IATA program. Each theme will be the core focus of one segment, for the duration of 12 weeks (90 days).
- ◆ Reception of 20-25 vetted startups' list, one per each of the 4 segments targeting key industry pain points.
- ◆ Matchmaking session (Virtual Selection Day) with your priority 4-6 startups per segment, to explore a potential pilot implementation. Each startup will have 30min to meet with the Innovation Champion and the Business Unit lead for that initiative.

Operational Support

- ◆ Monthly meetings with Accelerator Program team.
- ◆ Unlimited number of airline representatives' access.
- ◆ Capacity-Building activities and resources provided to the startups selected for the program, such as educational resources, SME support. Assistance in negotiation and implementation of such pilots for the airline members.
- ◆ Support from IATA during the set up and follow up phases of the pilot.

Visibility

- ◆ Publishing of success cases in the Accelerate@IATA landing page
- ◆ Participation slots to showcase recent / prior Accelerate@IATA pilots at IATA events (i.e. Innovation Day, WPS, WFS, etc.), and online IATA events and webinars.



Accelerate @ IATA Program Benefits

Eco Class Partnership

Sourcing

- ◆ Access to the list of selected themes for the Accelerate@IATA program. Each theme will be the core focus of one segment, for the duration of 12 weeks (90 days).
- ◆ Reception of the "Top10" list vetted startups', one per each of the 4 segments targeting key industry pain points.
- ◆ Matchmaking session (Virtual Selection Day) with your priority 4-6 startups per segment, to explore a potential pilot implementation. Each startup will have a 30min timeframe to meet with the Innovation Champion and the Business Unit lead for that initiative.

Operational Support

- ◆ Monthly meetings with ITTA Accelerator Program team.
- ◆ Limited number of airline representatives' access (x2 pax).

Visibility

- ◆ Publishing of success cases in the Accelerate@IATA landing page.