

# Vision of New Technologies in Air Transport Strategies

APG World Connect

Monaco

1<sup>st</sup> November 2018

Johnny Thorsen in  
Death Valley  
October 2018

Looking for  
the  
innovation to  
arrive

I think I see something out there

# Johnny's innovation web

troovo.

CLAIRe  
BY 30 SECONDS TO FLY

( caravelo (

Medical Travel Companions  
Travel Nannies | Nurses | Paramedics

STABILITAS  
SAFE TRAVELS

WINDING  
TREE

FLIO  
DIGITAL AIRPORT EXPERIENCE

travello  
The app where Travellers connect

Travel the world. Pay in crypto.  
CRYPTOCRIBS



Gaest.com

Riskline  
On the front line of accuracy

CONSENSYS

LUGGAGE  
HERO

TroopTravel  
Where do we meet?

PredictHQ

WhereTo

volantio

voya

# Travel into the 2020 future – “3 crazy predictions”

Smart Contracts  
will rule the  
travel world

A new global travel  
platform - build on  
the Ethereum  
blockchain

Average savings of  
10% vs old tech  
stack

AI bots and data  
sharing will be  
the default

AI software will  
manage 80% of all  
planning and  
booking

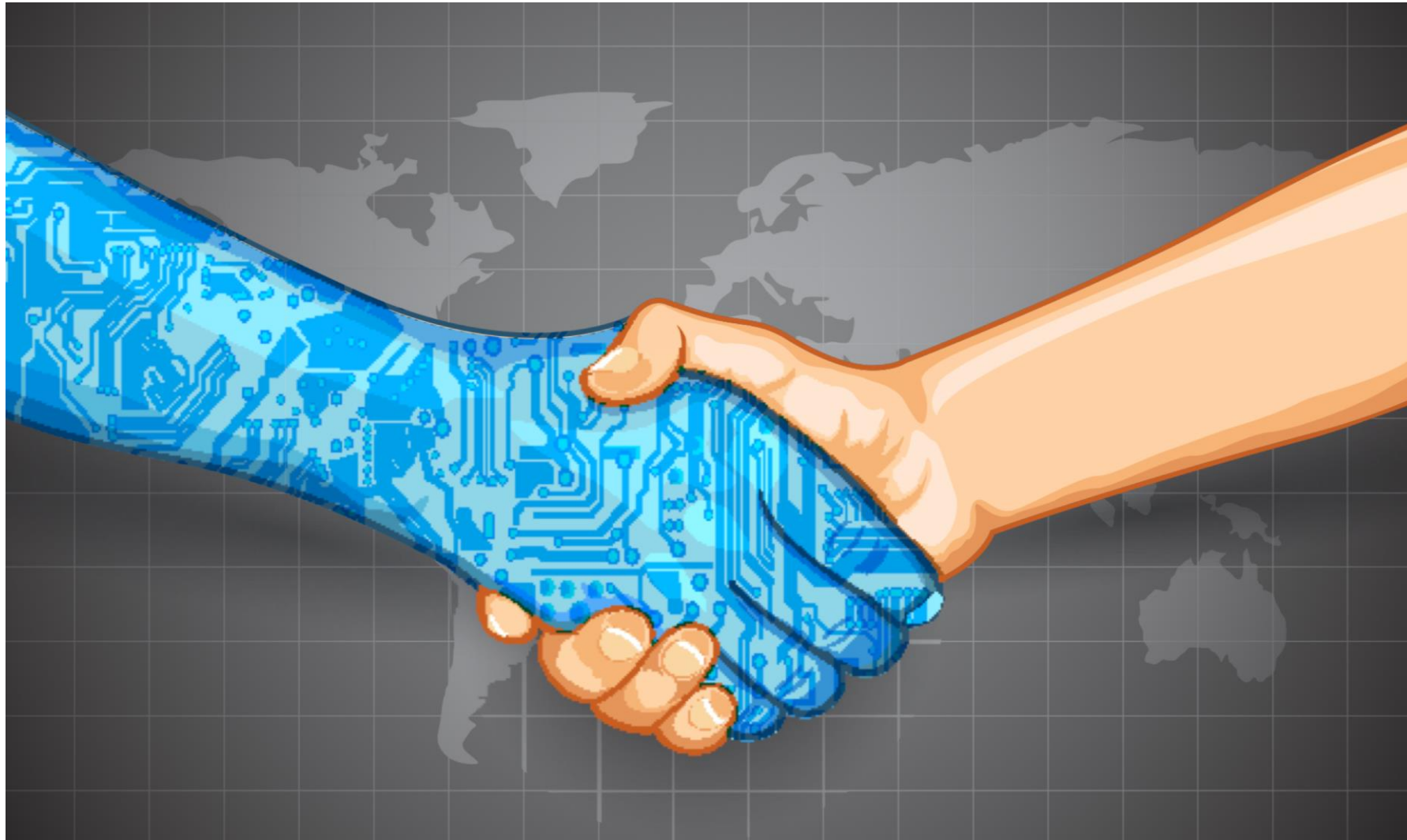
Resource and Data  
sharing solutions  
will be standard

Microservices  
will replace  
current  
solutions

80% or more of all  
work will be fully  
automated

No room for human  
data entry and  
errors

# Smart Contracts will rule the travel world



# A few key facts about blockchain and crypto

2089  
Crypto  
currencies

Market  
Cap of  
205B USD



21B USD  
in ICO's  
in 2018

0.5% =  
115M USD  
in travel

# Smart contracts are build on blockchain technology



Blockchain allows us to move from trust to truth

- Blockchain : A technical term for “open distributed ledger”, a secure database which can be accessed by many users and is stored on many computers – once a block is created it can never be changed or deleted
- Blockchain is also known for the ability to “**remove the middleman**” – think about what this means in the travel industry !!!

# The potential for innovation is truly unlimited

Maximum 5 min airport security

Buy seat 12A

Guaranteed hotel rates

Card- and cost-less payment

Free content distribution

No more expense reports

Single global travel profile

Automated duty of care

Universal travel points program

End of overbooking

Encrypted profiles with GDPR compliance

Resell the airline seat

# The first platform is already here



The banner features the Winding Tree logo in the top left corner, with the text "WINDING TREE" to its right. In the top right corner, there are navigation links for "White Paper", "LiF Token", and "Team", along with a prominent black button labeled "JOIN TOKEN SALE". The central part of the banner is a colorful illustration of a globe with various travel-related icons: an airplane, a city skyline, a suspension bridge, a boat, a car, and a tropical island. At the bottom of the banner, there are two black text boxes with white text: "DECENTRALIZED TRAVEL DISTRIBUTION" and "MAKING TRAVEL CHEAPER FOR CONSUMERS AND MORE PROFITABLE FOR SUPPLIERS".

# Johnny's blockchain web



# The wider travel blockchain web



**Blockskye**<sup>®</sup>  
ethereum blockchain  
for travel + entertainment

**LOCKCHAIN**  
0% Commissions on Bookings  
**FantasticStay**

**Travel Ledger**  
ALLIANCE

**WINDING TREE**

**Blockpoint**  
600 x 172 - blockpoint.io



**CONSENSYS**

**pally**

**ShoCard**

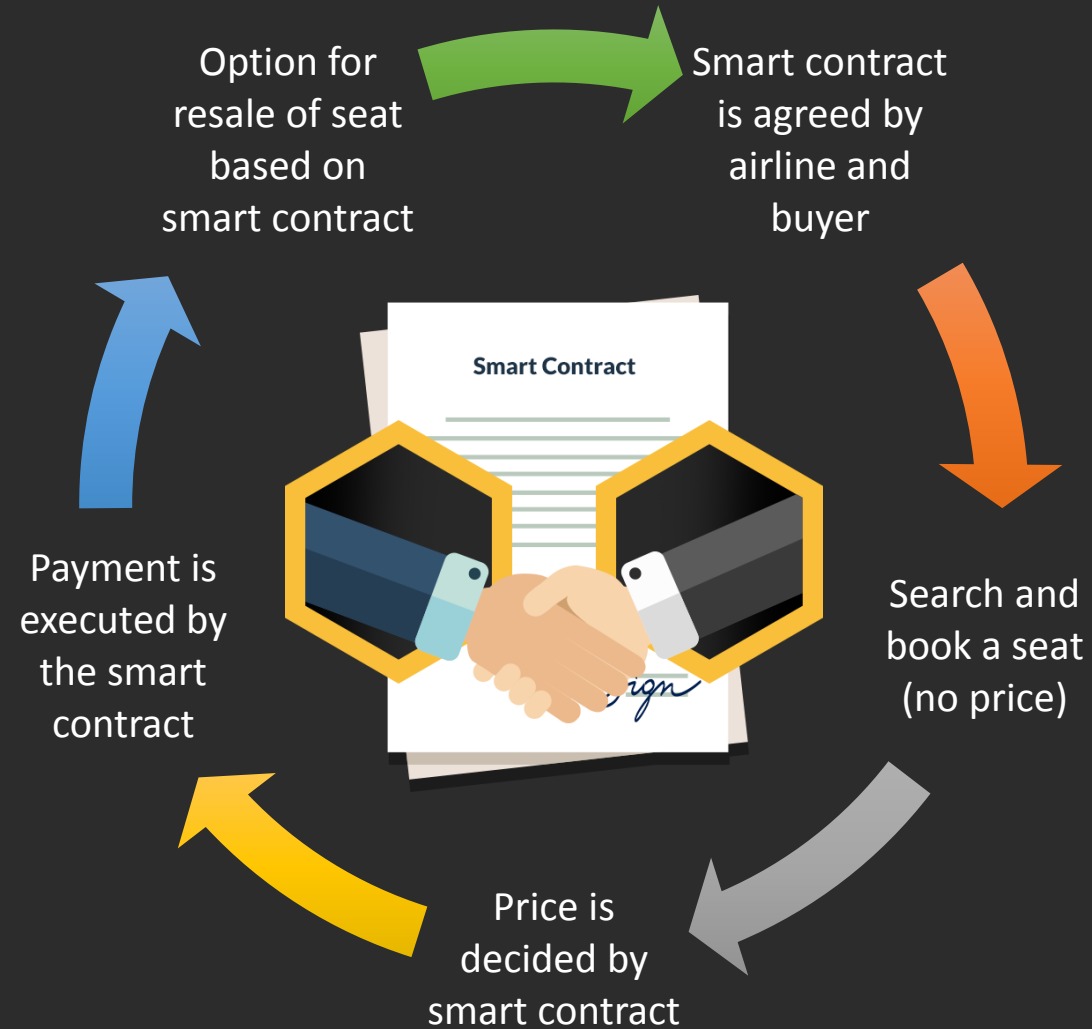
**IBM**

**AERON**  
Aviation safety  
is our priority

**CHASYR**



# How could a smart contract work for air travel



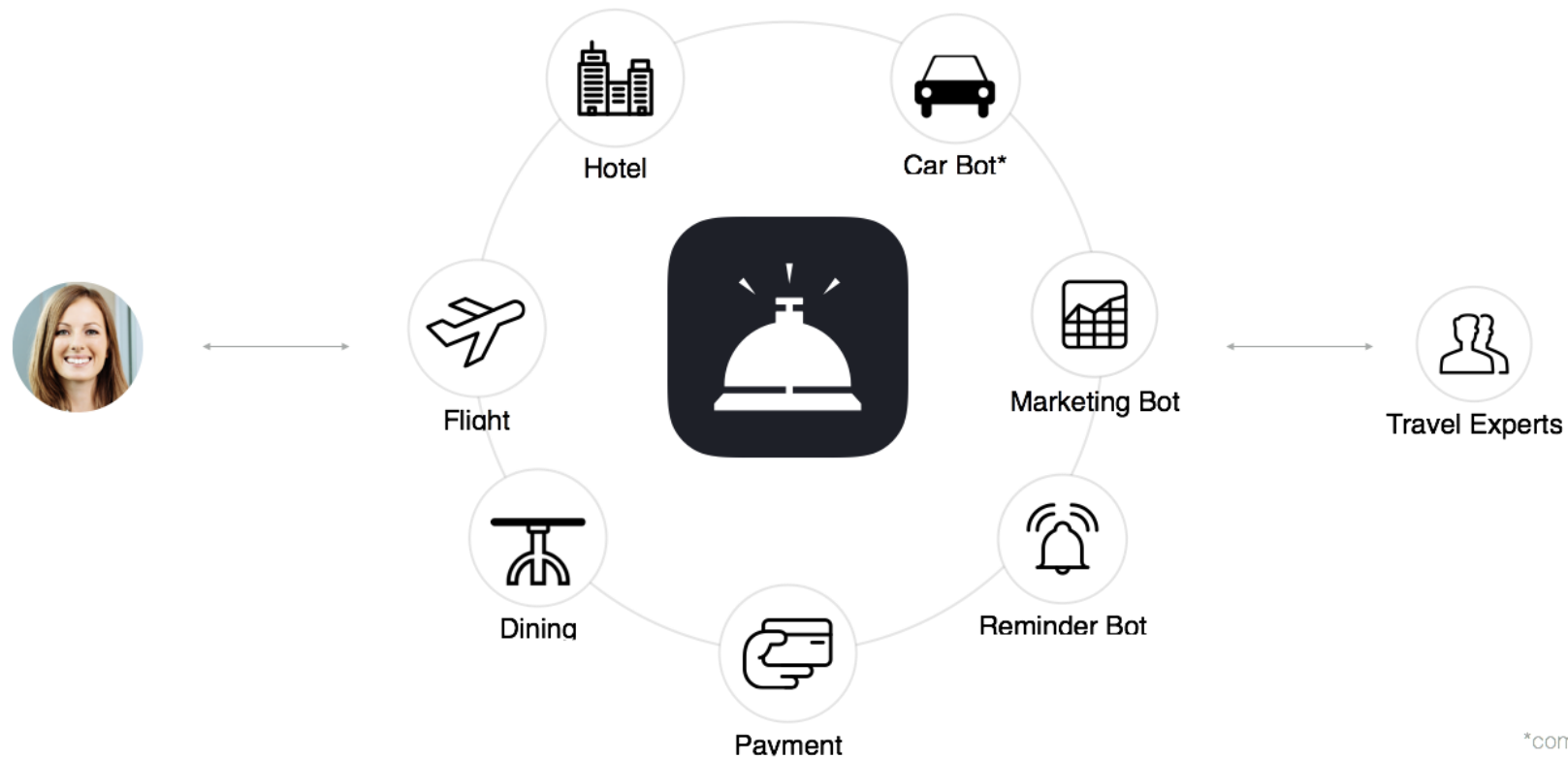
# AI bots + data sharing



# Why a bot makes more sense ?

## AI-powered travel booking platform

Mezi's AI chatbots offer a human-like, high touch experience to your customers



\*coming soon

# Having a friendly conversation

Active

- Penina Bradberry** ★ CEO  
Hi, I'm happy to take care of you
- Janet Jackson** ★ Executive  
Got it! 😊 Give me a few minutes
- James Dean**  
Thanks for upgrading to first class
- Tim Brown** ★ CEO  
Please go ahead and confirm the
- Rosa Catalino**  
Happy to re-schedule your flights.
- Justav Gutieraz** ★ Executive  
Business class please. Also, let's
- Sonia Marsh**  
Love the flight and hotel booking
- James Bailey**  
Thank you, James. I'm sure you'
- Paul Jerry**  
Hi Paul, let me know if I should c
- Dave Taylor**  
Many thanks for the wonderful o

New Active Follow U

**Mezi, can you find me a return flight from SFO to JFK for two people? I'll be traveling from July 28-30.**  
6:45 PM

Mezi Team  
**Alright. Would you be flying economy class as usual?**  
6:45 PM

**Yep, that's right**  
6:45 PM

Mezi Team  
**Sounds good. Are there any other preferences you'd like me to know about before I start my search (e.g. direct flight, airline preference)?**  
6:45 PM

**A direct flight is good**  
6:45 PM

Mezi Team  
**Got it! 😊 Give me a few minutes to find some great options for you, Janet.**  
6:45 PM

**Janet Jackson, 29**  
Executive  
Harley Davidson Inc.  
Personal travel 9x/yr. Enjoys food, shopping & hotel amenities.

**iOS App v2.4**  
(412) 239 9820  
janet@gmail.com

\$4,836

First 5 Stars

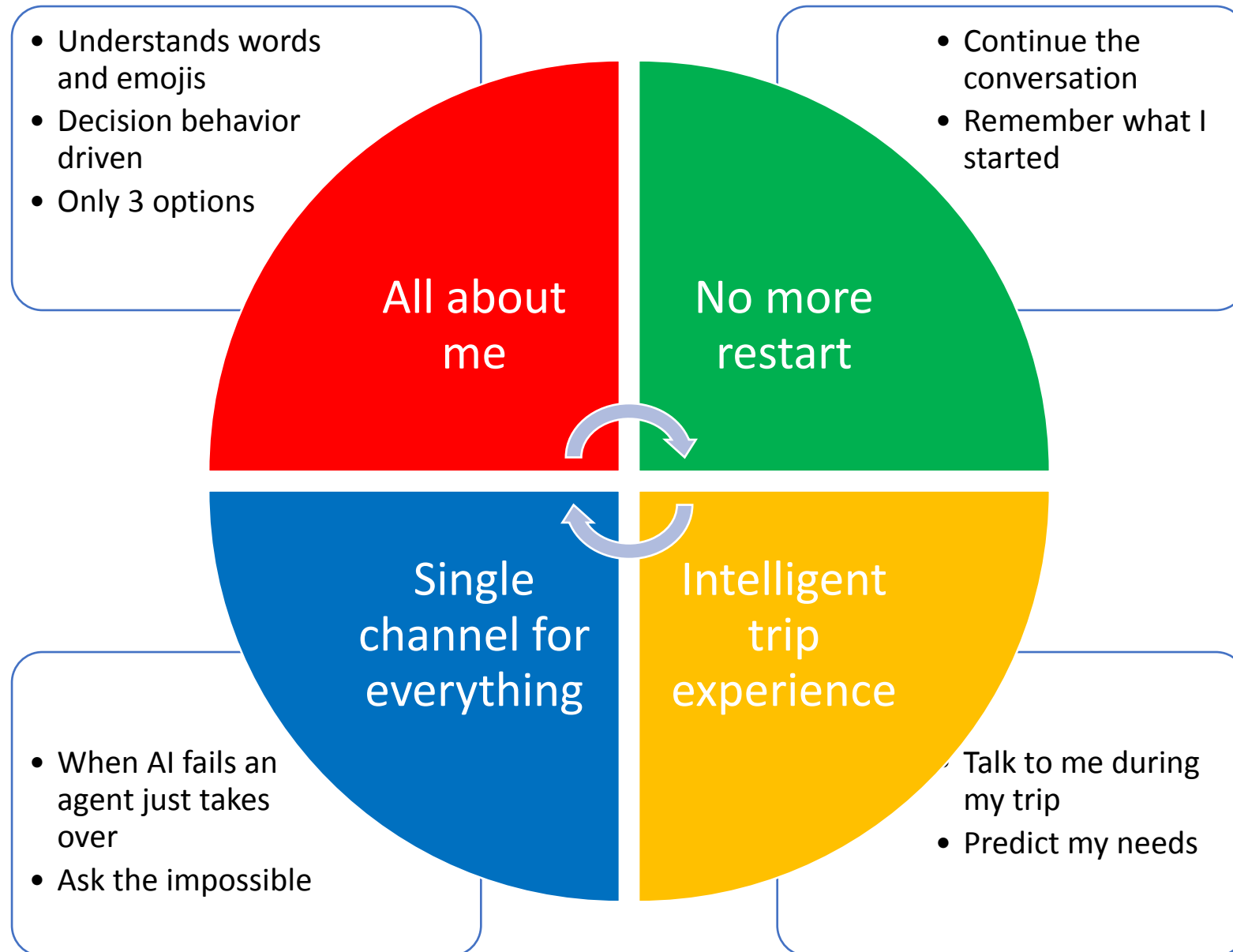
Travelers Cards/Shipping

San Francisco, US  
- Economy+, Business - Economy+

United x Delta x  
Lufthansa x JetBlue x

- 4+, Business - 5  
Hilton x Holiday Inn x

# AI-driven benefits for the user



# AI training becomes an important part of the job

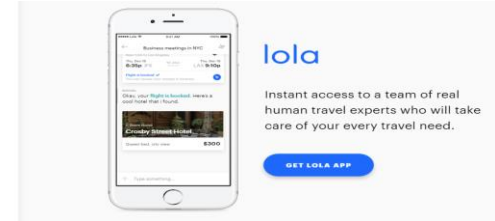
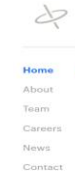
The screenshot displays a chat window from the Mezi application. The chat history on the left shows a conversation where Janet Jackson asks for a flight booking. The main chat area shows the request: "Mezi, can you find me a return flight from SFO to JFK for two people? I'll be traveling from July 28-30." Below the message is a structured intent form with the following fields:

- Intent:** Flight
- from:** San Francisco International Airport
- to:** John F. Kennedy International Airport
- adults:** 2
- return date:** Sunday, July 30, 2017
- departure date:** Friday, July 28, 2017

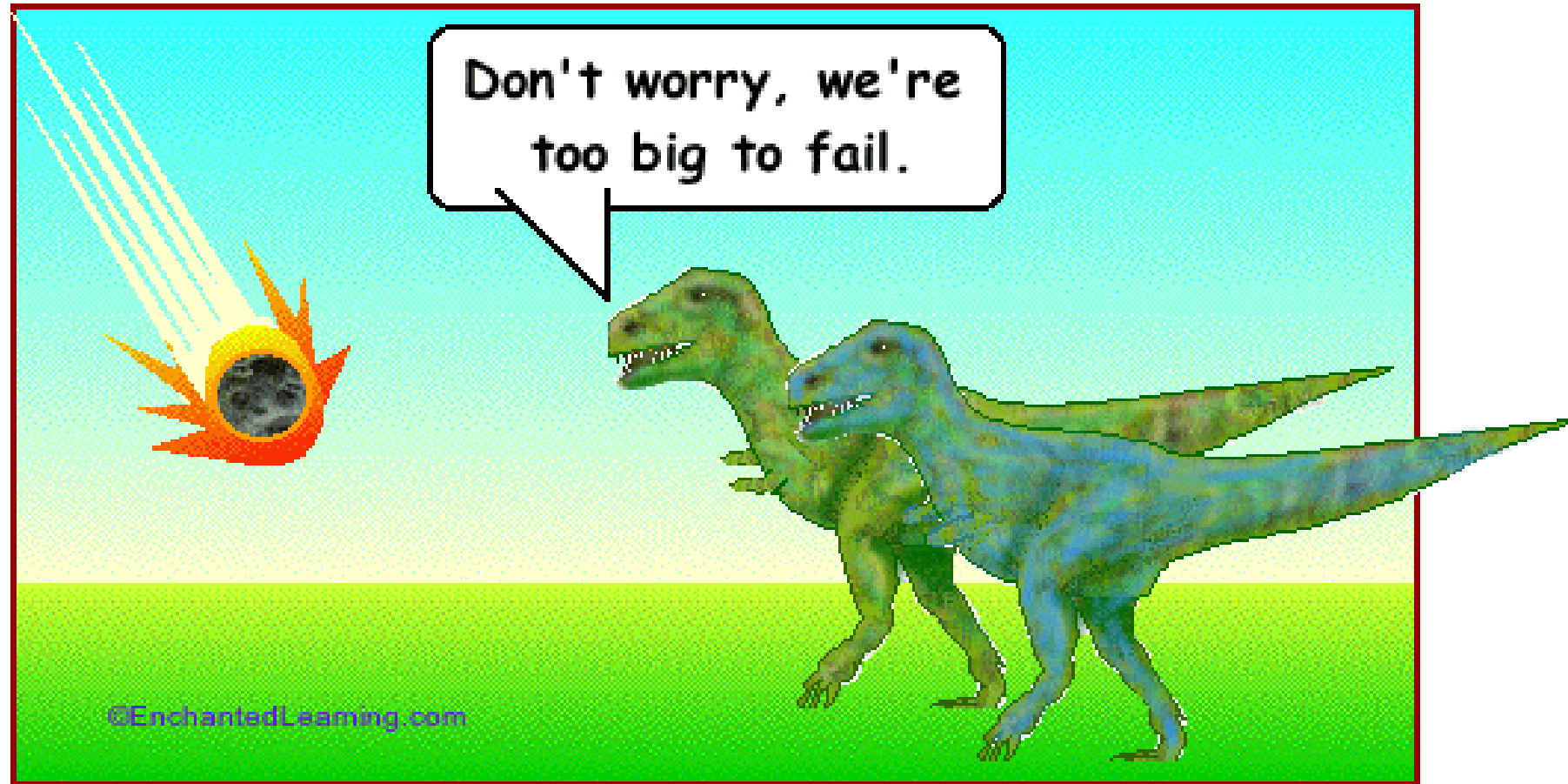
At the bottom of the form are buttons for "Train", "Activate Bot", and "Cancel".

On the right side of the interface, there is a profile card for Janet Jackson, 29, Executive at Harley Davidson Inc. It includes her contact information, a list of preferences (San Francisco, CA, iOS App v2.4), and a list of orders (12 items, \$4,836) with associated ratings and prices.

# AI in travel today



Micro Services  
are coming –  
we are  
heading for an  
extinction  
event



# 3 Factors leading to the extinction event



**LACK OF EXPERTISE**



The days of the “IT products” are over

The solutions have become too cumbersome to work with

The systems are too complex

And operate with a closed mindset

Not designed to interact with other services

Using an all or nothing approach

And built with old tech infrastructure

The emerging travel micro services landscape

Microservice	2018	2019	2020	2021	2022
Travel profile	Red	Red	Yellow	Yellow	Green
Social profile	Red	Yellow	Green	Green	Green
On trip profile	Red	Red	Red	Yellow	Green
Search and book	Green	Green	Green	Green	Green
Booking capture	Yellow	Yellow	Green	Green	Green
Smart contract engine	Red	Yellow	Yellow	Green	Green
Service Fee engine	Red	Yellow	Green	Green	Green
Travel policy engine	Red	Red	Yellow	Yellow	Green
Payment	Red	Yellow	Yellow	Green	Green
Duty of care	Yellow	Green	Green	Green	Green
Meetings	Red	Yellow	Green	Green	Green
Reporting	Green	Green	Green	Green	Green
Messaging	Yellow	Yellow	Green	Green	Green

# 5 reasons why airlines need micro services



Better use of  
more data



Faster launch of  
new services



Develop less in-  
house



Learn more  
about passenger



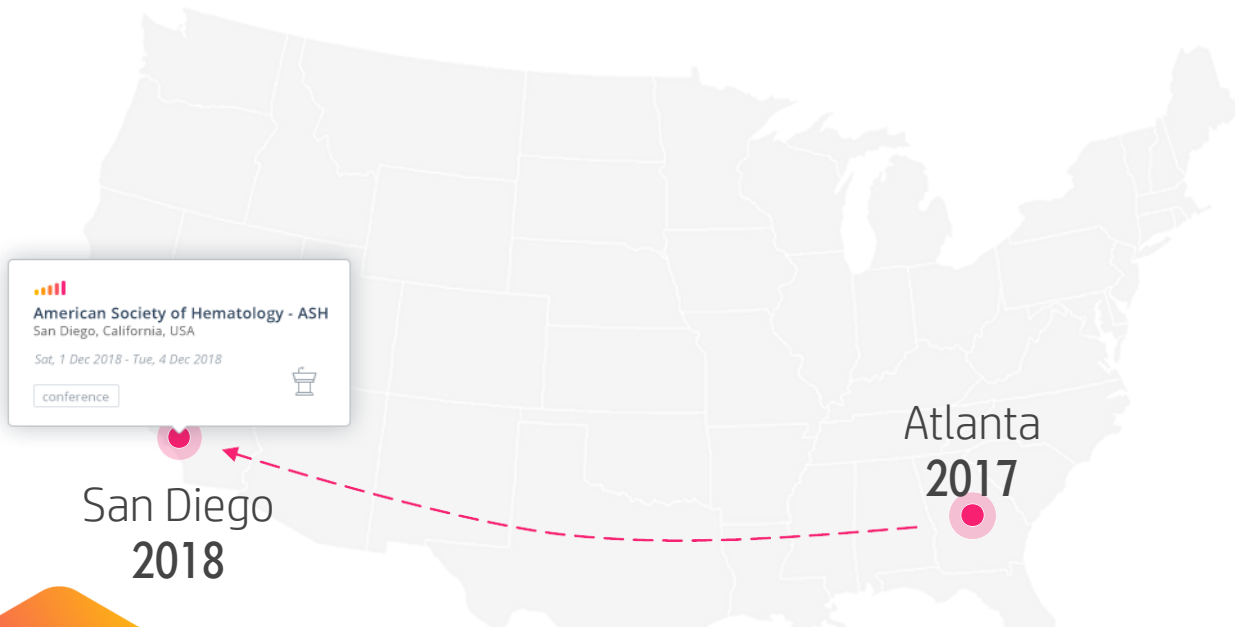
Reduce cost of  
development

**LET US TAKE A LOOK AT 3 EXAMPLES**

# MAJOR OPPORTUNITY

Billions lost every year not knowing what, how, why or when

Travel companies base pricing decisions on historical data with no context, not converting on **massive shifts in demand.**



ASH – **24,000** attendees

Airlines **lost \$1.7M** in additional yield

20,000 major US conferences changing location pa



# PredictHQ



Gaest.com

1. Founded in Aarhus, Denmark in October 2015 by four seasoned entrepreneurs
2. 3 years of know-how in the space = thought leadership
3. 3000 signed up meeting spaces – across strategic markets
4. Proven ability to scale globally. We can launch any new market in 48 hours.

Visionaries and executors

Key metrics



**\$600**  
Average Booking Value



**+3000**  
Number of Hosts



**19%**  
Average Commission



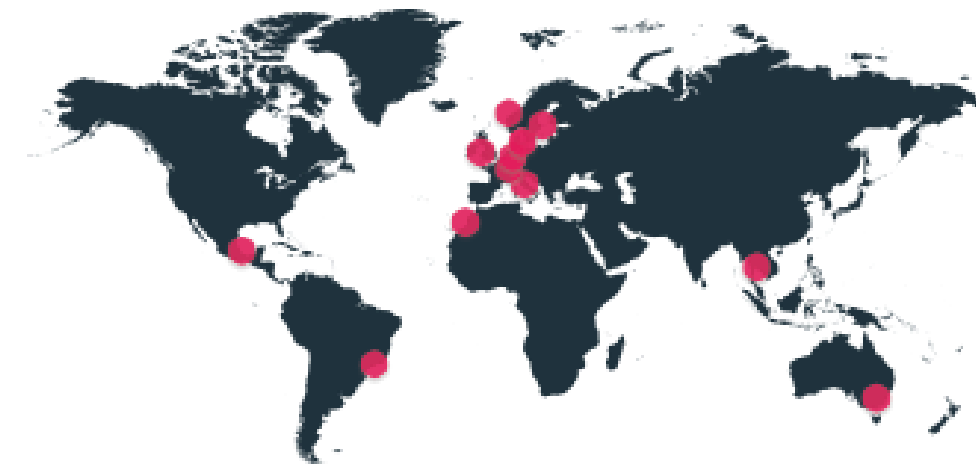
**30%**  
Average Growth

Nordic home market with aggressive expansion plans

Sample bookers



Sample venues



## Existing Airline and Airport web/app plug-in ancillary partners



Medical Travel  
Companions



### Example Live Web App plug in

- Singapore Airlines:

<http://bookings.medicaltravelcompanions.com/aff/sq>

- Virgin Australia:

<http://bookings.medicaltravelcompanions.com.au/aff/va>

- Hong Kong Airlines:

<https://bookings.medicaltravelcompanions.com/aff/HA>

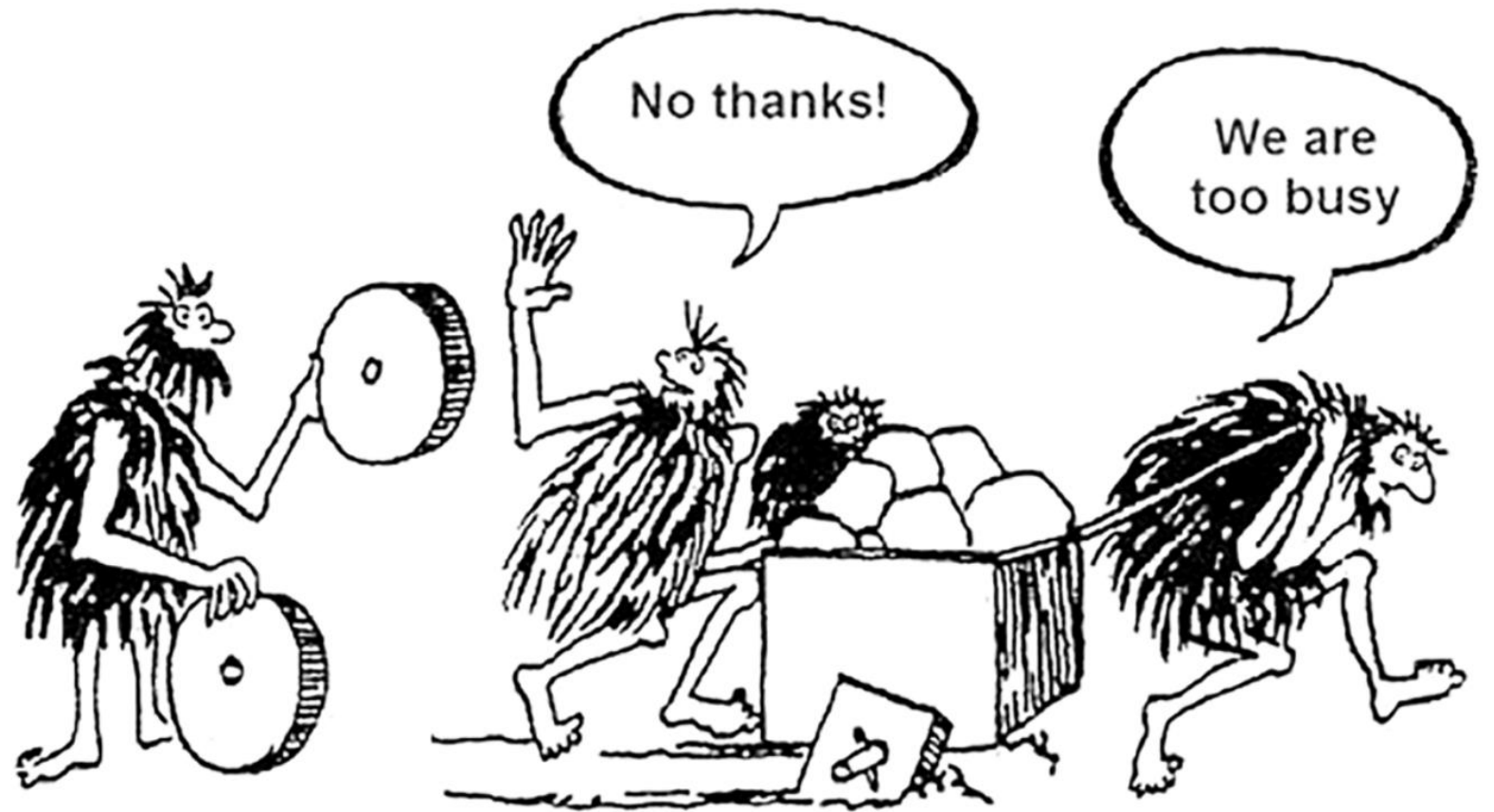
- Sydney Airport:





So where do  
we go from  
here ?

Airlines need  
to change  
their  
behavior

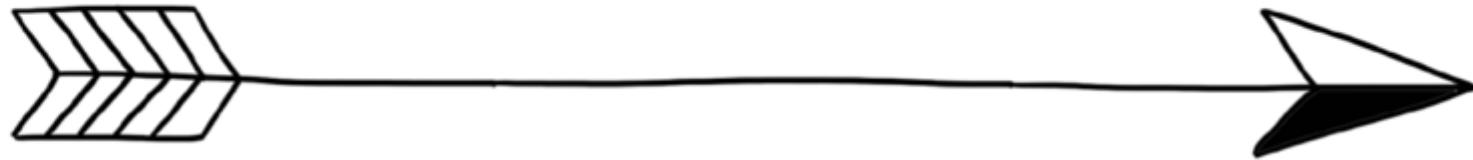


Trop occupé pour innover. © DR

As well as their strategy

INNOVATION

DISRUPTION



DOING THE SAME  
THINGS A BIT  
BETTER

DOING NEW  
THINGS

MAKING THINGS THAT  
MAKE THE OLD THINGS  
OBSOLETE

And perhaps  
we end up with

