



Lufthansa
Innovation Hub

LUFTHANSA INNOVATION HUB



Multiple dynamics are shaking up travel



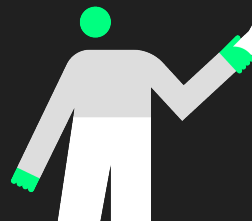


Exploring and connecting are universal human needs





Nobody knows what the future of travel will look like





**Travel is more than
going from A to B**

B

A



Our ambition

TAKING TRAVEL TO **NEW** DESTINATIONS



Around the globe, from East to West

BERLIN

SINGAPORE



STRATEGIC INTELLIGENCE
NEW BUSINESS
TRANSFORMATION



STRATEGIC INTELLIGENCE

Agenda-setting
insights for TNMT

NEW BUSINESS TRANSFORMATION
FOR



Launchpad for new
digital business models

**NEW
BUSI
NESS**



Capabilities

STRATEGIC INTELLIGENCE

NEW BUSINESS

TRANSFORMATION

Supercharger of Lufthansa Group's innovation capabilities

Substitutions

New Tech &
Competitors

Lufthansa Group customer journey



New Travel
Use Cases

New Engagement
Models



AGENDA-SETTING
INSIGHTS FOR TNMT

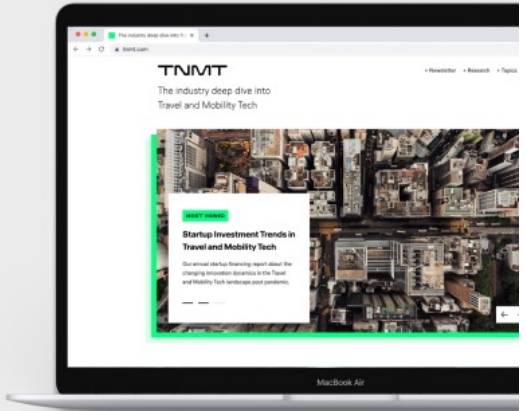
STRATEGIC

INTENT

AGENCY

TNMT

1M WEBSITE VISITS
+12K NEWSLETTER SUBSCRIBERS



#1

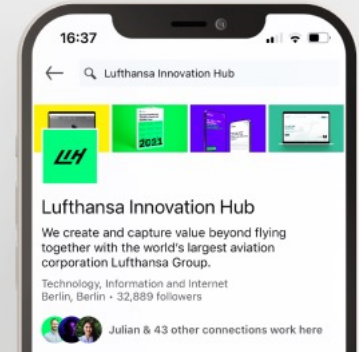
ON GOOGLE RANKING



LIH research pieces are extensively cited and shared which pushes them to the top for certain key word searches on google: #flight_demand, #travel_tech_startup

+36K

LINKEDIN FOLLOWERS



+6 RESEARCH REPORTS



14 Lufthansa Innovation Hub



+50 KEYNOTES

Public

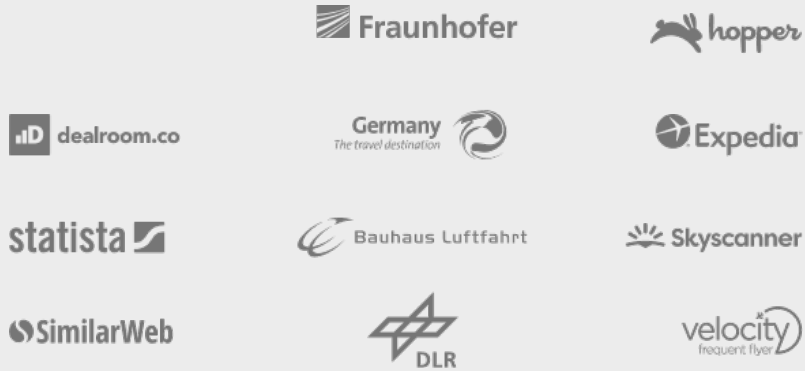


+400

CITINGS IN GENERAL PRESS & EXPERT MEDIA

RESEARCH ECOSYSTEM

PARTNERSHIPS AND ADVISORY WITH DATA, INDUSTRY, AND ACADEMIC PLAYERS



THE GREAT INVERSION

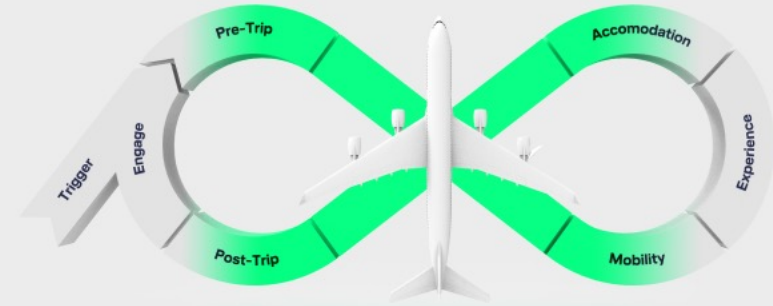
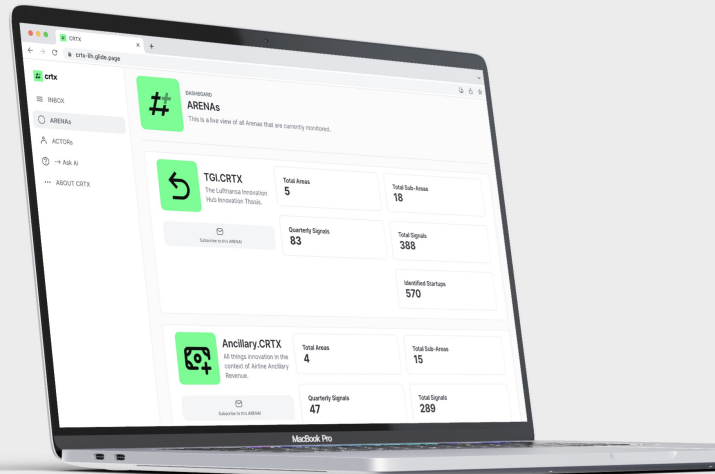
INNOVATION THESIS

Set the strategic direction for the Innovation Hub



CRTX

STRATEGIC INTELLIGENCE AS-A-SERVICE



INDUSTRY FRAMEWORKS

CREATE AND PROLIFERATE FRAMEWORKS TO DESCRIBE INDUSTRY TRENDS AND DEVELOPMENTS



**SUPERCHARGER OF LUFTHANSA
GROUP'S INNOVATION CAPABILITIES**

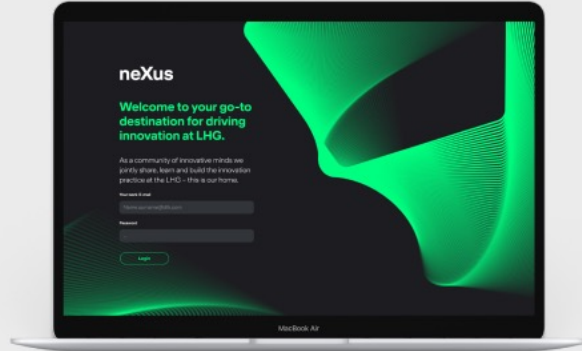
TRANS

FOR

MATION

NEXUS PLATFORM

+400 METHODS,
TOOLKITS & EXPERTS



neXus

LEARNING FORMATS & WORKSHOPS

+250 LEADERS AND
EMPLOYEES UPSKILLED

In digital innovation methodologies,
culture, trends & technologies
& digital business models



TRANSFORMATIONS PROJECTS & TEAM JOURNEYS

+6 CULTURE INITIATIVES

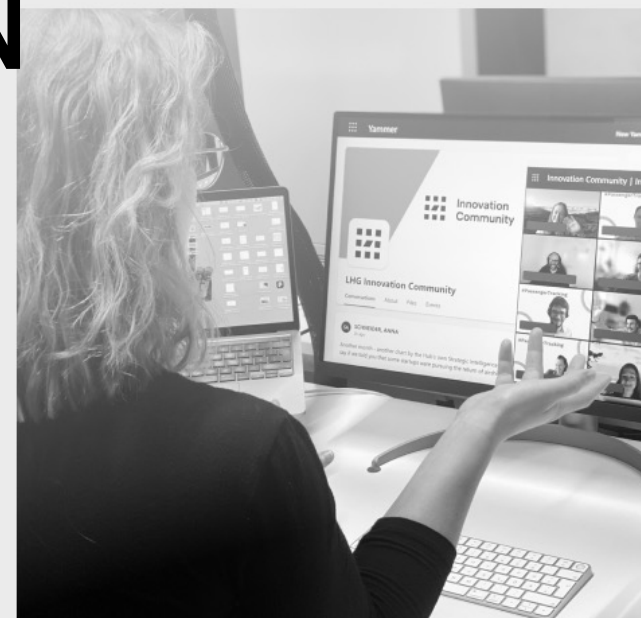
Across LHG & innovation
impulses with +250 leaders



INNOVATION COMMUNITY

+1050 MEMBER FROM 18 BUS

Dedicating +3000 learning
hours around innovation
methodologies & inspiration



 Innovation
Community



NEW

BUSI

LAUNCHPAD FOR
TNMT BUSINESSES

NESS

EUR **55M**

IN EQUITY VALUE FROM INVESTMENTS

6x Return on investment

TripActions cargo.one

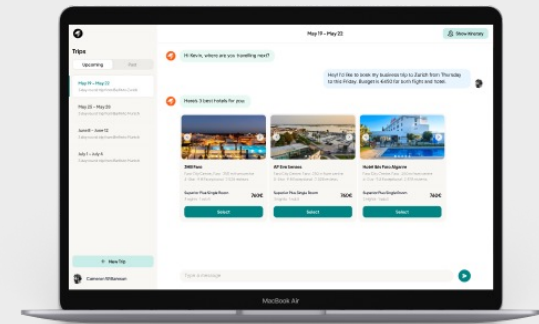
CARGOBASE hopper

2 SPIN-OFFS

NAVIT SQUAKE

9 VENTURES IN THE VENTURE FUNNEL

cloopio uptrip MODIFLY cosmos swifty



1

CLICK TO FLY CO2 NEUTRAL



compensaid

INTEGRATION OF LEADING EUROPEAN TOUR OPERATORS INTO MODIFLY ANCILLARY PLATFORM

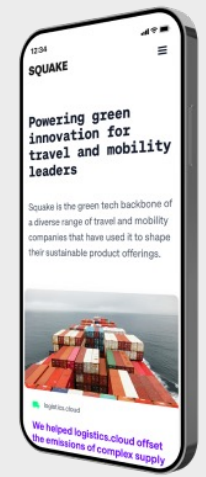


vtours Sunweb Connections
TUI Gebeco corendon AIRLINES

Lufthansa Innovation Hub Public

EXITED VENTURES SECURED SEED FUNDING

NAVIT SQUAKE





Launchpad for new digital business models

Venture building

SQUAKE

NAVIT

compensaid

Co-Creation

Lufthansa Global Spaces

Investment

TripActions

cargo.one

CARGOBASE

hopper

TechUp

Lufthansa

SWISS

Austrian

Eurowings

brussels airlines



Innovation funnel – 5 stage success

4 WEEKS

IDEA GENERATION

Identifying a promising opportunity to solve a customer need and/or exploit a market trend.

8 WEEKS

IDEA VALIDATION

Validation experiments to assess the attractiveness of the idea at an early stage.

8 WEEKS

MVP

Achieving traction with a rough initial product through limited-scale launch.

Other forks possible:
Partner (only difference is length of time) and Invest.

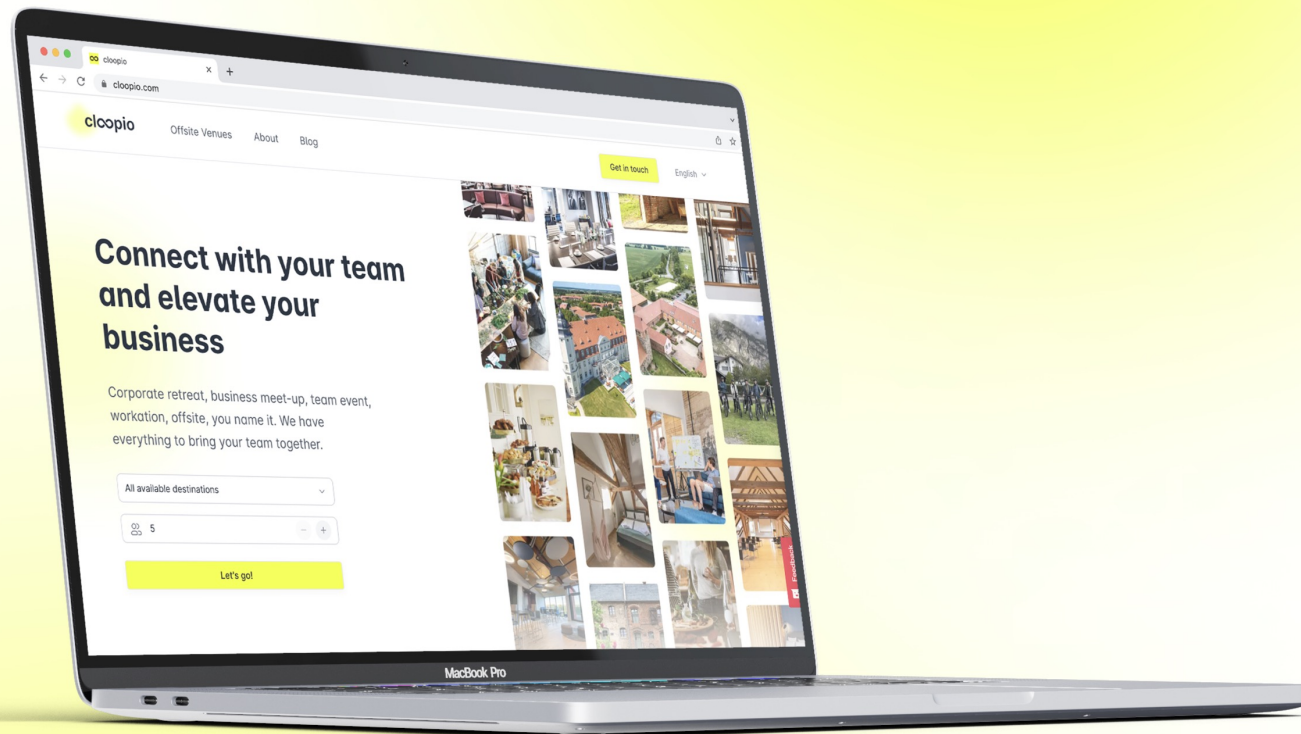
12 WEEKS

VENTURE

Reaching product-market-fit, show scalability, refine the product based on the MVP learnings.

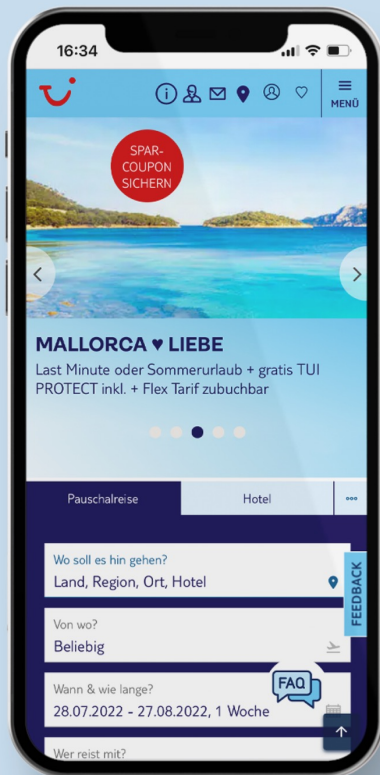
EXIT

Spin-in
Spin-off
Merge



Offsites that everybody loves – with just a few clicks

- Rise of remote and hybrid teams fosters demand for in-person experiences like offsites
- Offsite planning is a fragmented process making it very time-consuming and cumbersome to organize an offsite
- As the first mover in Europe, cloopio is an offsite booking platform for B2B clients that offers pre-designed offsite experiences



Digital platform for flight-related ancillaries

- Passengers who book their trip via a tour operator have a hard time buying flight-related ancillaries like seat reservations or upgrades
- Modify makes it possible – passengers can book airline services in the branding of the tour operator
- Several Lufthansa Group airlines (Eurowings Discover, Brussels, AUA) are live and have integrated leading tour operators
- Given its success story and prospect a spin-off is planned



Leverage NFTs for new customer interaction and loyalty

- Convert tickets into digital collectibles (NFTs) to collect, trade and complete collections
- Once completed: redeem the digital collections for travel-related rewards
- Access the marketplace to trade collectibles with the Uptrip community
- The industry's 1st blockchain-based community honing loyalty of Gen Z customers



Navit



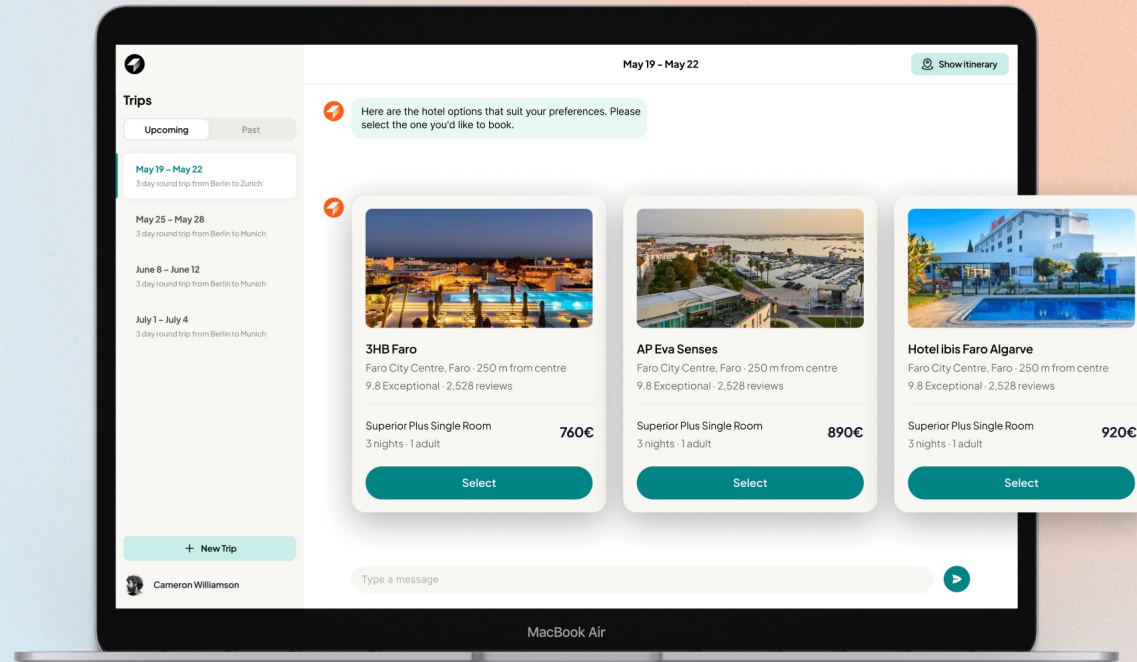
NAVIT

Multi-modal mobility for employees

- A company car or a 'Jobticket' do not reflect the current needs when it comes to mobility benefits – there is need for more flexibility and sustainability
- The mobility budget by NAVIT allows companies to provide all mobility options to their employees
- Direct CO2 compensation included in product offering via Lufthansa Innovation Hub venture SQUAKE

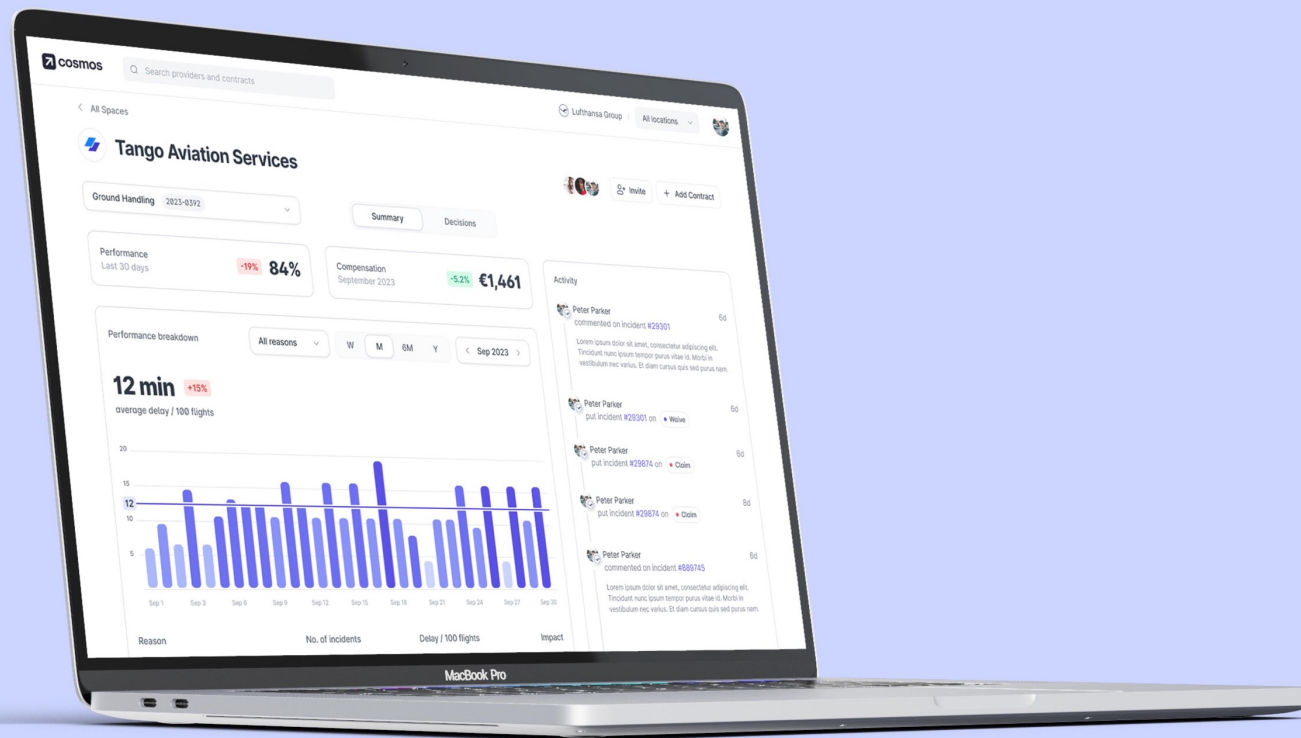


Swifty



First AI tool in travel industry that can reliably take actions

- Employees and executives in smaller companies and self-employed people lack dedicated travel assistants or B2B software solutions
- Swifty is an AI business travel assistant that helps these business travelers book their trips in under 10 minutes via chat



Enhancing performance and transparency through digitized service-level agreements

- The purpose of service-level agreements is to ensure that the service provider and customer are on the same page when it comes to service standards and obligations
- The absence of digital processes hampers transparency and makes it challenging to conduct performance checks
- Cosmos leverages technology and data to make service agreements more accessible, dynamic and aligned with business goals



TechUp



Program details

- Solving LHG's business challenges with tech partnerships in the travel & mobility ecosystem
- 8-12 weeks hybrid program to create / test MVP
- Teams with LHG talents & LIH facilitators
- 1-2 LHG talents per project team
- On a need basis – no fixed schedule

TECHUP

Our mission:

To connect LHG with leading tech players and brightest start-ups to solve specific business problems at groundbreaking speed by providing the platform, network and know-how to create a technological success story.



Get in touch!

techup@lh-innovationhub.com

TRAVEL & MOBILITY TECH ECOSYSTEM



Requirements

- Use case with potential for tech solution
- Project budget for MVP
- Full-time assignment of talents
- Venture readiness



Benefits

- Business problem solving with state-of-the-art technology and disruptive solutions
- Link to the start-up and tech ecosystem
- Opportunity for top talents to acquire cutting-edge skills and work in an agile environment



Journey

- Week 1: Set up and onboard the team
- Week 2-3: Define value prop. and scout players
- Week 4-6: Create pilot case and contractual base
- Week 7-12: Create MVP and launch testing

LUFTHANSA GROUP





Lufthansa
Innovation Hub

Thank you!

Lufthansa Innovation Hub
Sebastian Feldmann