



CrowdFlight.



Who we are

State of Play

Market size & Growth

CrowdFlight's Value Proposition

Who We Target

How We Do It

Market Validation

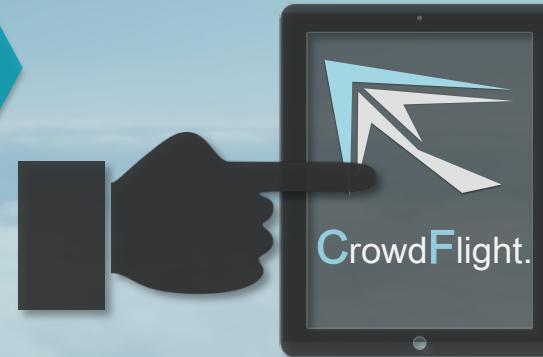
CROWDFLIGHT IN A NUTSHELL



3Billion passengers spend many hours on planes annually, with little to do



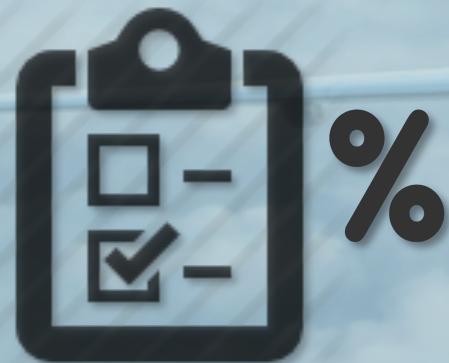
Our aim is to provide **surveys** during this period on an interactive platform...



...for which we **reward** passengers with different incentives!



Market Research companies pay CrowdFlight for surveys filled in at a high **response rate**



... and provide airlines with in depth **customer data**



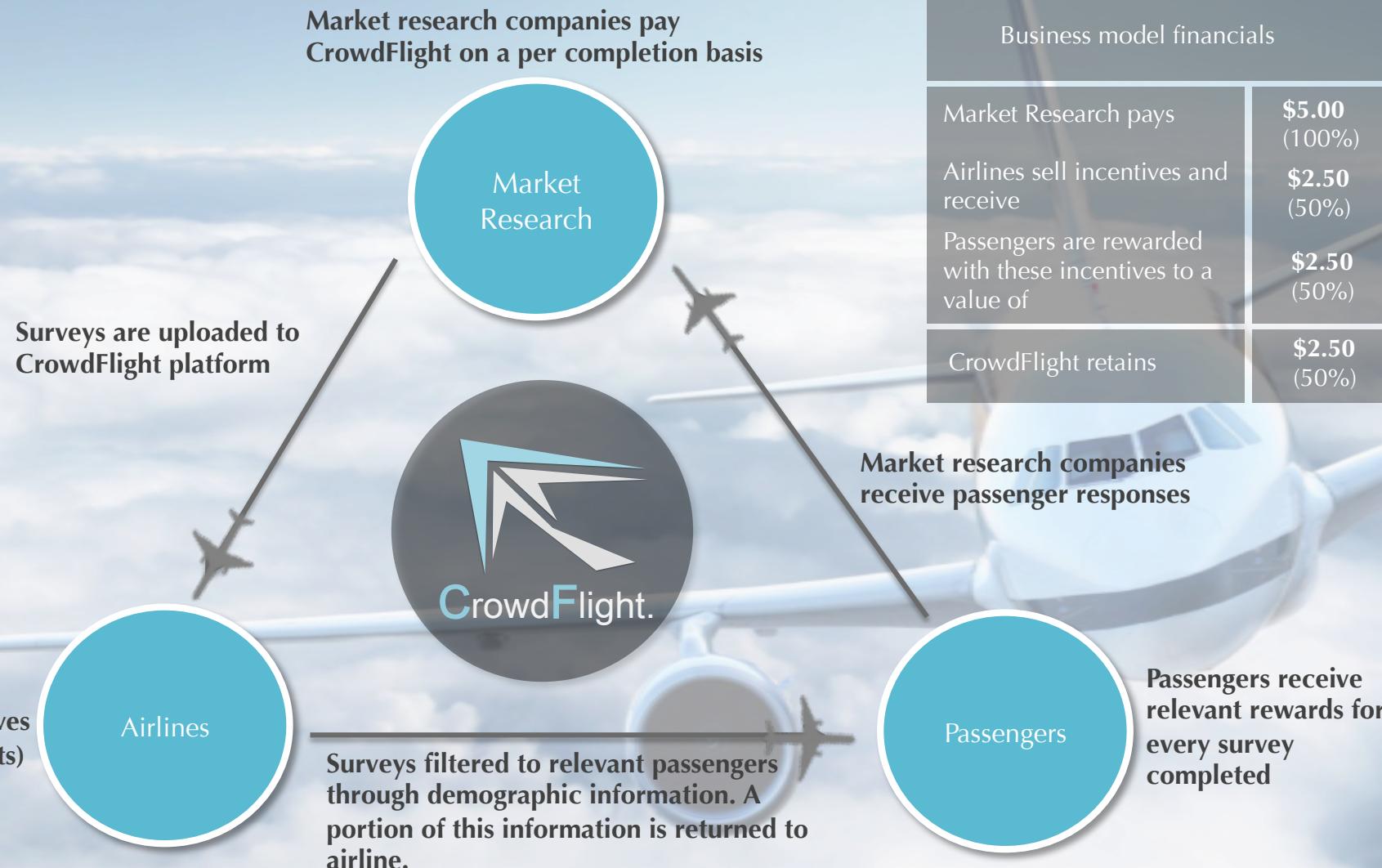
We **buy** these incentives from airlines...



CROWDFLIGHT IN A NUTSHELL



CrowdFlights' IFE integration gives market research companies access to captive audiences, it provides airlines with new revenue streams & access to valuable customer data, and acts as an additional entertainment for passengers.



WHY WE DO IT

At CrowdFlight we believe that people's **time on planes is a valuable resource** that is **underutilized**, and we think that this time could be **harnessed** for more **constructive purposes**.

HOW WE DO IT

By capitalising on the **captive nature of the audience** on board aeroplanes, the platform is able to **collect and collate vast amounts of data from a wide demographic pool**.

WHAT WE DO

CrowdFlight is a **market research platform that utilises in-flight entertainment systems (IFE)** and passengers' **Personal Electronic Devices (PEDs)** on board aeroplanes to **distribute surveys; incentivising users with frequent flyer points and other situationally specific rewards**.

WHO WE ARE



RORY ASTON JAMES

Rory Aston James holds a Bachelors degree in architecture, design, and technology and a Masters degree in Management, for which he was awarded the Business Leader Scholarship. His area of focus is user experience design and digital strategy across online, mobile, and social platforms. Rory is particularly interested in how these areas can contribute to new business innovations, specifically the CrowdFlight platform. He's currently further developing his skills as a consultant at Deloitte Digital.

au.linkedin.com/in/roryastonjames



SHAY KOREN

Shay Koren is an individual with a passion for making great things and a mind that always works on new ideas. Graduated with a double Major in Psychology and Environmental Studies and then a Master in Management his academic background gives him a balanced understanding of the world around him. Shay has a background working in innovative education, and in running several cultural projects that have had great impact over Sydney's culture. Shay is also passionate about developing and working in teams, knowing that building a great team is the core of any success. With experience running and managing teams and developing innovation, Shay adds his own wheels to keep the CrowdFlight project in motion. au.linkedin.com/pub/shay-koren/5a/607/621



ALEXIS SOULOPOULOS

Alexis Soulopoulos graduated as the first of 200 students in a Master of Business Administration at the University of Antwerp with a major in Finance in 2012 (Greatest Distinction). Alexis is currently enrolled in the Master of International Management / CEMS at the University of Sydney, supported by 3 scholarships. Alexis has worked as Strategic Marketing Intern in Investment Banking (Derivatives) at BNP Paribas Fortis in Brussels. Currently, he guides a multicultural team of 23 motivated people in his role as CEMS Club president. Alexis is determined to use his people skills, innovative mindset and passion to launch and further develop CrowdFlight.

au.linkedin.com/in/alexissoulopoulos



SEAMUS TARDIF

Seamus Tardif graduated with a distinction average from a Master of Management (Business) in 2013. With a heavy focus on strategy, innovation, and entrepreneurship, Seamus has been involved in several startups, and has become adept at recognising and leveraging off gaps in the market. Now working as an innovation consultant, Seamus is continuing to hone his skills in order to push CrowdFlight to its full potential.

au.linkedin.com/in/seamustardif/



Who we are

State of Play

Market size & Growth

CrowdFlight's Value Proposition

Who We Target

How We Do It

Market Validation

CUSTOMER PROBLEM



The three parties involved, airline passengers, airlines and market research companies, have different problems. The CrowdFlight platform is designed to solve each of these problems through a single, holistic solution.

PASSENGERS

Time on Airplanes

- Valuable **time** (up to 14 hours per flight) is **wasted**
- Passengers are **restricted** to an airliner's IFE offering, or their own entertainment.



AIRLINES

Limited data access and declining revenues

- **Limited** access to **valuable data** about passengers
- Increasing **competition**
- **Escalating variable costs and diminishing revenues, e.g.** American Airlines FY 2014 (-)\$1.9 billion



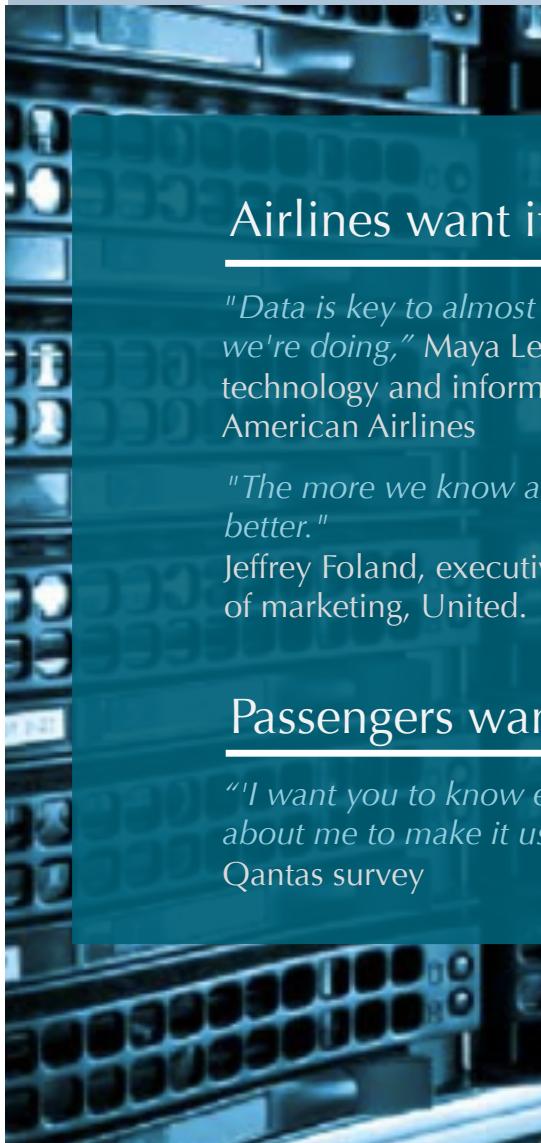
MARKET RESEARCH COMPANIES

Difficult access to certain demographics / Low response rates

- Difficult access to certain **demographic** groups → **no time**.
- Only 48% of people who started an 8 question questionnaire finished it (Lighspeed Research, 2010)
- Industry standard: **0.1 – 2%** response rate



Although both airlines and passengers want access to passenger data, in reality airlines have been “stuck in the 1990’s when it comes to knowing their customers”



Airlines want it

“Data is key to almost everything we’re doing,” Maya Leibman, chief technology and information officer at American Airlines

“The more we know about someone, the better.”

Jeffrey Foland, executive vice president of marketing, United.

Passengers want it

“I want you to know enough about me to make it useful.”

Qantas survey

Passenger data

Demographic information, consumer buying habits, salary, occupation, interests.

Limited access to data

It is not unusual for airlines to have nothing more than name, last name and date of birth (Deloitte, 2013).

Separate silos

Available information is currently siloed rather than collated (wsj, 2013).

Underutilization

“Airlines have been relatively slow to fully utilize their information assets. And the airline targeting that does take place can be inexact” (IATA, 2013).

AIRLINES: DIMINISHING REVENUES



Commercial aviation margins remain fragile which has seen some significant airlines operate at a loss



Source: IATA, 2014

There need only be a small rise in taxation, wage rates, or decline in demand to quickly erode the comparably small profit margins of airlines

SNAPSHOT OF PROFITABILITY

Qantas FY 2014 (-)\$252 million
Virgin Australia FY 2014 (-)\$83.7 million
American Airlines FY 2014 (-)\$1.9 billion
Air India FY 2014 (-)\$750 million
Spice Jet FY 2014 (-)\$193 million
Ryan Air FY 2014 (-)\$51.8 million

Who we are

State of Play

Market size & Growth

CrowdFlight's Value Proposition

Who We Target

How We Do It

Market Validation

Through IFE and tablet/smartphone integration, CrowdFlight can tap into a \$10.35 billion market

AIRLINE	MARKET RESEARCH
<p>Passengers</p> <p>3.0 bn people (ICAO, 2013)</p> <ul style="list-style-type: none"> • LCCs have 24% market share • FSCs have 76% market share <p>Platforms</p> <p>IFE: 57.5% of planes are equipped with IFE (IFE Express, 2013) 1.73 bn passengers⁽¹⁾</p> <p>Smartphones/tablet: 70% of passengers travelling with smartphone/tablet (SITA, 2012) 2.10 bn passengers⁽¹⁾</p>	<p>Overall market size</p> <p>US \$39 bn (ESOMAR, 2013)</p> <p>Number of surveys</p> <p>Kantar: 20 million surveys with an average sample size of 400 people (Kantar, 2013) 0.8 bn respondents⁽²⁾</p> <p>Nielsen: 1.27 bn respondents⁽²⁾</p>
INDUSTRY STANDARD PRICE PER SURVEY: \$4 - \$12	

Conservative estimate: \$5

Max. market size via IFE: \$1.73 bn x \$5 = \$8.65bn

Max. market size via smartphone/tablet: \$2.07 bn⁽³⁾ x \$5 = \$10.35bn

All aspects of CrowdFlight's ecosystem are showing promising growth rates.

AIRLINE

Passengers

5.3% average forecasted growth for 2012 – 2016 (IATA, 2013)

- LCCs (CrowdFlight's initial target market) has grown at an average rate of 14% in EU (OAG, 2013).

Platforms

IFE:

75% expected penetration rate by 2022 (IFE Express, 2013)

Smartphones/tablet:

Overall smartphone penetration is expected to grow by 330% by 2019 and tablet penetration by 167% (Ericsson, 2013).

MARKET RESEARCH

Overall market size

Revenues show a year-to-year increase of 3.2% (0.7% after inflation). (ESOMAR, 2013)

Serving SME's

SME's that are currently not conducting research can increase supply of surveys.

Network effects

As the amount of airlines utilising the CrowdFlight platform increases, so too will the variety of passenger demographics, further increasing its interest to Market Research companies.

Trends in the airline industry contributing to growth

- Possibility to make In-flight purchases with air miles through IFE system (Deloitte, 2014) makes the rewards of air miles more attractive.
- HD wireless IFE streaming on Personal electronic devices and increased flexibility in IFE offerings (Deloitte, 2014) will increase smartphone / tablet us on airplanes.
- IFE systems are becoming more interactive (Deloitte 2014), increasing possibilities for creating engaging content.

Who we are

State of Play

Market size & Growth

CrowdFlight's Value Proposition

Who We Target

How We Do It

Market Validation

VALUE PROPOSITION FOR AIRLINES



CrowdFlight creates a way for airlines to earn additional revenue, gain access to crucial customer data, and to improve customer experience and loyalty.

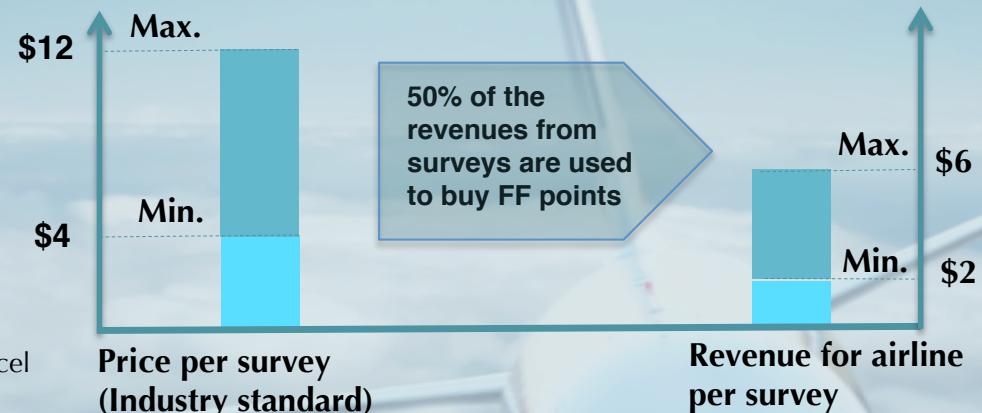
1. ADDITIONAL REVENUE

CrowdFlight will purchase Frequent Flyer Points from airlines, providing them with substantial additional revenue streams.

Example: Under the following assumptions:

1. 10% response rate
 2. Participants fill on average 2 surveys p.a
 3. \$5 per survey,
- Qantas would earn **\$12.5m** in revenue p.a..

*For a simulation of potential revenues for Qantas, please see excel 'Revenue Streams Qantas'.



2. KNOW YOUR CUSTOMERS

CrowdFlight research projects will provide partnering airlines with rich customer data including:

Demographic,
Family Status,
Employment,
Income,
Consumption behaviour,
Interest/Hobbies



3. IMPROVE CUSTOMER EXPERIENCE & LOYALTY

- Increased targeting ability for: offers/ads
- Satisfaction from rewards (FF) / in-flight benefits
- CrowdFlight is a way for people to stay active on their FF account, resulting in higher retention rates



Customer data creates value for airlines by allowing targeted offerings, resulting in customer satisfaction

PASSENGER DATA

TARGETED IN-SEAT ADVERTISING

- Marketing customized for specific customers for **on-board sales**
- **Ads** not related to on-board sales, resulting in new revenue source



CUSTOMER CENTRICITY

- Targeted entertainment **recommendations**
- **Adjusting** service to customer preferences
=> Increasing customer loyalty, switching costs



CUSTOMER INSIGHTS

- Show-up **forecasting**
- Who are most **profitable** customers?
- Which customers are most **sensitive** to the quality of the service?



CrowdFlight offers Market Research access to difficult demographics, higher response rates and faster turn around

1. ACCESS TO DEMOGRAPHICS THAT ARE DIFFICULT TO REACH

- Access to those demographics that 'do not have time' for market research on the ground, but do have time in the air.
- CrowdFlight aims to build detailed customer profiles which will allow us to send specific surveys out to specific demographics.



2. ACHIEVING HIGHER RESPONSE RATES

CrowdFlight will achieve significantly higher response rates than the current industry average of 0.1 – 2%.

3. TURN OVER SPEED

Because of:

- higher response rates
- sense of immediacy caused by fixed flight durations

the required number of surveys are completed faster.

CrowdFlight offers passengers relevant rewards and the possibility to voice their opinions

1. RELEVANT REWARDS

- Frequent Flyer Points on their Frequent Flyer accounts.
- Possibility to convert those Frequent Flyer Points into immediate rewards such as food, beverages, perfume, Wi-Fi-access, duty-free purchases.



2. VOICE YOUR OPINIONS

By utilising stored customer demographic data, CrowdFlight will target users with those surveys they are most qualified for. Furthermore, users will be able to recommend surveys to other CrowdFlight participants whom they believe could also provide a valuable opinion on a topic.

The latter operates on the assumption that if participants are treated as experts, they will be more willing to engage in market research.

Who we are

State of Play

Market size & Growth

CrowdFlight's Value Proposition

Who We Target

How We Do It

Market Validation

WHO WE TARGET



Customer:
Market Research

Independent Companies



Market Research Companies



Channel:
Airline Companies

Low-cost Airlines



Premium Airlines



User:
Passengers

Airline Passengers



Phase 1 (Short haul, low cost airlines)

NB: For the purpose of this overview, Short Haul refers to flights between 1-3hrs



- Carriers: Ryan Air, South Western, Jetstar, Air Asia etc.
- Fewer inclusive comforts and the prevalence of cost-conscious passengers increases incentivisation opportunities.
- Slow introduction of IFE systems, allowing for cheap integration through applications on Personal Electronic Devices

Phase 2 (Long haul, premium airlines)



- Carriers: Ethiad, Qantas, American Airlines, Cathay Pacific etc
- Premium airlines have stronger Frequent Flyer followings, with approximately 35-45% of customers holding accounts.
- Few ancillary revenue streams are currently available, however, premium airlines are increasingly requiring them.

Who We Target - Independent Businesses



In addition to large, independent market research companies such as Kantar and Nielsen, we will also leverage independent businesses who wish to run market research. This will protect against a shortage of surveys, in addition to providing non-traditional forms of market research. These may include:

Testing of television pilots
(TV networks and distribution companies)



Testing of new music
(radio stations)



Testing of film trailers
(distribution companies and studios)



Who We Target - Market Research



We're looking to target the world's two largest market research companies – Kantar Group and Nielsen Company.



INTERNATIONAL OPERATIONS:

ACNielsen and Kantar group control approximately **60% of the world's market research**, generating **\$7 billion in revenue** each year. Collectively, they operate in well over **100 countries**, in which they are estimated to run more than **40 million surveys per annum**.

MARKET SIZE

The average survey requires approximately **400 responses** in order to remove survey bias. Using the aforementioned quantities, this equates to a requirement of **16 billion unique responses** per annum. The **IATA** reported that **3 Billion people flew between 2013-2014**. This number is expected to **increase 5% year on year**.



Who We Target - Passengers



The CrowdFlight platforms provides access to wide range of demographics through it's integration with both Low Cost Carriers (LCC) and Premium Airlines



Low-Cost Airlines

In 2010 IATA recorded that **LCCs transported some 700 million passengers**, making up **24% of the aviation market**. Furthermore, in the past three years there has also been a **dramatic increase in LCCs throughout Asia, the Middle-East and Africa**. According to **Nielsen**, the wide range of socio-economic demographics that use **LCCs would make them a valuable asset for market research companies**.



Premium Airlines

Despite economic downturns in recent years, **Premium Airlines** continue to be the dominant mode of aviation transport, catering to **over 2 billion passengers per year**. Premium Airlines continue to be the preferred carriers for businesses and offer **premium seating arrangements, thus catering for higher-income passengers**. It is these demographics which market researchers currently find difficult to accrue.

Who we are

State of Play

Market size & Growth

CrowdFlight's Value Proposition

Who We Target

How We Do It

Market Validation

How we do it - Passengers



In-flight entertainment systems

Interactive **market research platform** integrated into



Compatible with tablets and smartphone

SURVEYS:

- Listed with a **description of the topic, time, and reward for completion**, thereby giving **passengers control**, and **increasing engagement** through choice.
- **Rich content (multimedia)** increases user interest and participation
- **Gamefied surveys** create an **enjoyable experience**, which will likely result in **repeat use**

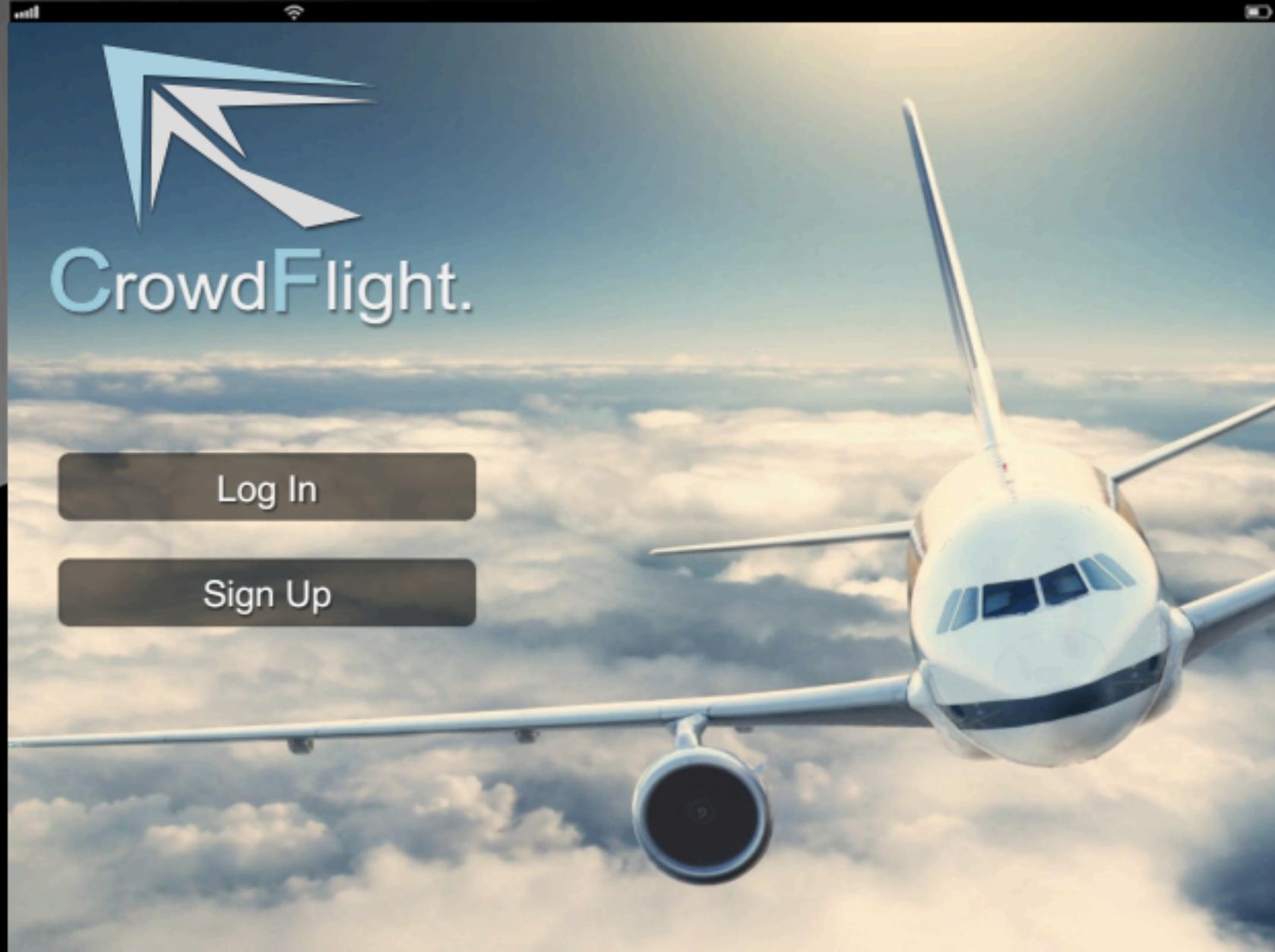
INCENTIVES:

Passengers receive **CF points** which are **exchanged for**:

- **Frequent Flyer Points**
- Horizon 2+, **in-air products and services** (e.g F&B, movies, wifi etc)

PLATFORM:

- Passengers will be able to **use their spare time** to **earn frequent flyer points** by completing market research.
- Creating a **personal profile** enables CrowdFlight to **collect valuable passengers data** which is used to **direct market research** to appropriate demographics.
- The **multi-platform nature** of CrowdFlight enables customers to **complete surveys regardless of location**





How We Do It -Incentives



Research has shown that providing incentives increases response rates by 10-15%. Additionally, *PeoplePulse* found that increasing the relevance of the incentives increases likelihood of participation by up to 50%.

What will we use?

CrowdFlight Points (CFP): Exchange value 1-2cents per point

PREMIUM AIRLINES

CFPs will be exchangeable for Frequent Flyer Points (FFP). As of 2006 there are an estimated **180,000,000 people with FF accounts** spread across 92 FF programs.

FFPs can be purchased at 1-2cents per point; 1 to 1 ratio with CFPs.

LOW-COST AIRLINES

CFPs will be exchangeable for food & beverage vouchers, entertainment options, additional comfort features.

US Airways generates over **\$500 million per annum** in 'a la carte' offerings indicating that people will pay for additional comforts.

How much?

Passengers will be rewarded with 150-250 CF points per survey (\$1.5-2.5)

It is the **relevance and immediacy of the reward**, not the size that increases participation rates.

In a study conducted by *E-Rewards*, it was found that of 8,000 participants, **19.4%** were incentivised to complete a survey with a **\$2** reward, whereas only **12.2%** of people were incentivised to complete a survey with a **\$2,400** prize draw.



John Smith



A Lifestyle survey

18 Questions

This is a description of a lifestyle survey. This is a description of a lifestyle survey.

250 Crowd Flight Points

START



John Smith



Total CrowdFlight Points

640

Other amount

Maximum Frequent Flyer Points

640



Exchange

The gamification of surveys can increase participation rates by 20-25%.

Gamification has been shown to have a **positive effect** on the perception of **market research**. In particular, studies have shown that gamification:

- **Increases** the length of survey **participation time by up to 30%**,
- **Increases** sustained interest, and **accurate responses by up to 16%**
- **Increases** the level of **enjoyment by 5-10%**

Vision Critical, a specialised survey gamification agency, have **recorded response rates of 40-45% through the use of gamification**, mobile survey solutions, and targeted participant pools. These tools have **resulted in a 363% growth in profits in the last 5 years**, generating approximately **\$80 million per annum**.



John Smith



1. How many weeks per year do you spend on vacation?

- None
- 0-1
- 1-2
- 2-3
- 3-4
- 4 or more





John Smith



Congratulations!



You have earned **250** Crowd Flight Points

Back to the survey

Points earned this
session:

480

Exchange

HOW WE DO IT: DATA COLLECTION



CrowdFlight builds a specific profile on each user by collecting passenger data in various ways

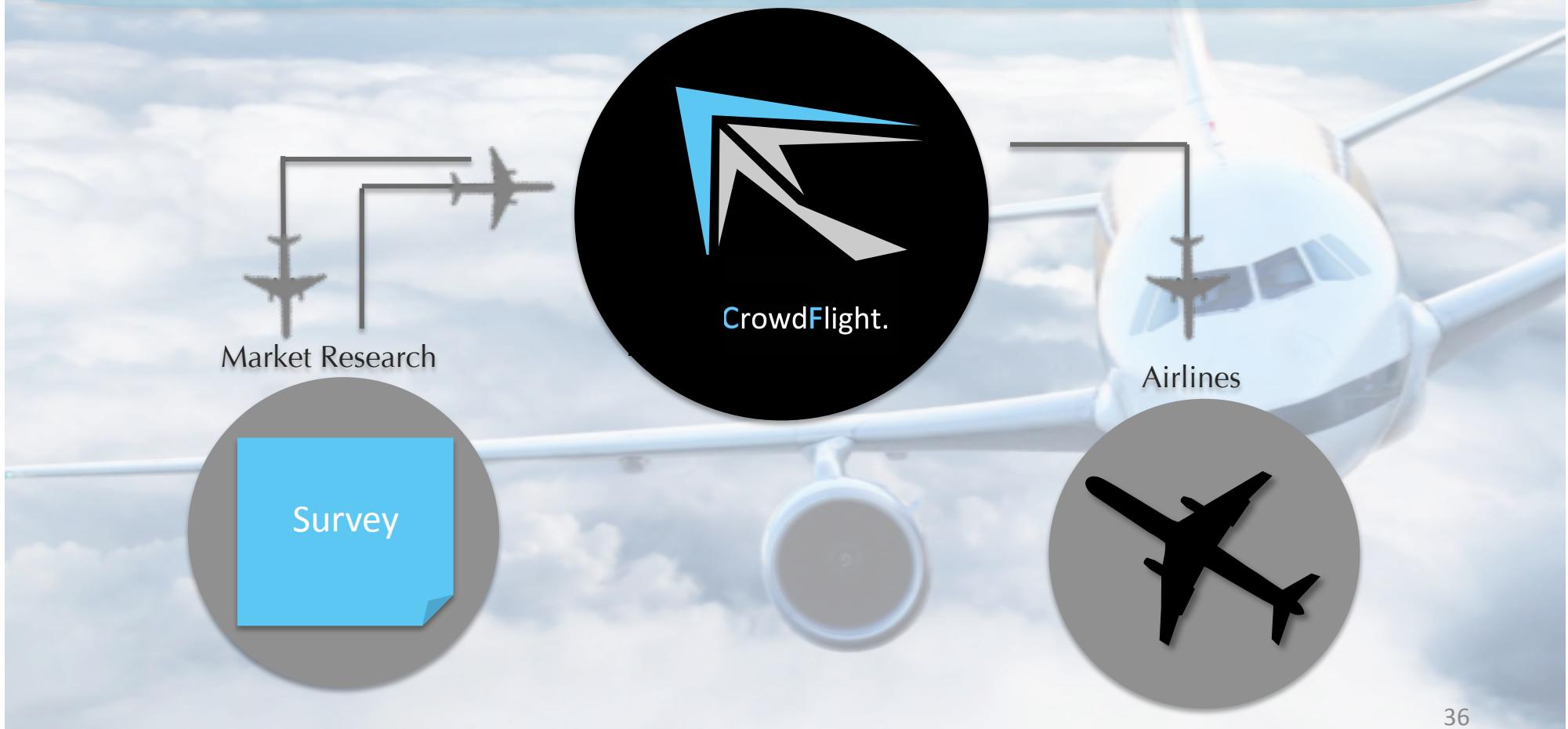
- CrowdFlight carefully collects **passenger data** – demographic information, interests, occupation, salary, consumer buying behaviour.
- A brief **profile** is generated by the passenger when signing into the system. This profile then continues to develop throughout the lifespan of membership.
- **Social media** integration allows to collect data with little input from passengers.
- **Questions** at the **end of each survey** serve specifically to gather more information.
- '**Questions specific for me**' survey option allows passengers upon completion of a few extra questions to receive extra points and more personalised surveys.



HOW WE DO IT: DATA COLLECTION



- CrowdFlight provides an additional, and **more engaging platform for market research** companies and independent businesses to conduct market research.
- The platform allows **easy uploading** of surveys and **specifying of required demographics**.
- These surveys are **only available to the requested demographics**, ensuring **minimal dilution**.
- Upon completion, survey data becomes available for download and further analysis by host company.



John Smith

CrowdFlight



Change

Total CrowdFlight Points

640

Track my history

Exchange

About you

Name: John Smith

Nationality: Australia

Email: john.smith@gmail.com

Gender: Male

Birthday: 12/3/78

Edit

How We Do It - Airlines



A Frequent Flyer purchasing **agreement** is to be made with airlines. This should be at a fixed price per point.

Agreement

Point System



The CrowdFlight system enables the purchasing of such **points and their transference** to passengers.

Upon survey submission and integrity-screening, the point **transaction** is carried out automatically.

Point Transaction



Point Conversion



In the longer term, a system will be put in place to allow these points to be **converted** into the purchasing of other goods on the plane such as food, drinks, inflight shopping, WIFI and entertainment content.

Strategic Plan



STAGE	1	2	3	4	5	6
LOCATION	Off-Plane (e.g. airport lounges, long-haul trains & buses).	1 low-cost domestic carrier.	Expand to multiple low-cost domestic and international carriers. Simultaneously push to 1 premium airline (most likely short haul international).	Expand to multiple premium carriers.	Begin integration with inbuilt IFE systems (Panasonic).	Expansion to new carriers around the world.
PLATFORM	*Tech and **Non-Tech.	Tech and/or Non-Tech.	Tech and Non-Tech on low-cost. Non-Tech on Premium.	Tech and Non-Tech.	Inbuilt IFE systems.	Combination of IFE integration, tablet and Smartphone devices, and non-tech offerings.
METHOD	Both non-tech and tech offerings will be physically distributed by us.	If the airline uses tablet or Smartphone devices to provide IFE, we will integrate our tech offering with this. If not, we will rely on airlines to push information about our application to passengers. Non-tech offerings will be placed in the back of seats.	Test the validity of running surveys on premium flights using non-tech offerings placed in seats and in-flight magazines. Continue testing non-tech offerings on low-cost flights, while continuing to push tech offerings. Monitor the conversation rate to digital.	Test platforms on several long haul routes of varying lengths.	N/A	N/A

NB Strategic plan (each step in this process is predicated on the successful outcome of the previous stage)

* When we refer to our tech offering, we mean a native App for tablets and smartphones (Android and iOS).

** When we refer to our non-tech offering, we mean pen and paper surveys.

Who we are

State of Play

Market size & Growth

CrowdFlight's Value Proposition

Who We Target

How We Do It

Market Validation

Market Validation



Cara McFarlane
Market and Brand Research
Manager, Qantas

"I believe Qantas would be interested in participating in a trial and looking at further options with you."

Ben Dixon
Managing Director (Australia)
Millward Brown (Kantar Group)

"MillwardBrown would potentially be interested in using the in-flight interviewing platform in the future"

Simon Cook
Sr. Partner Deloitte in charge of
Qantas relation Former Head of
International Pricing Qantas

Believes that CrowdFlight could provide a valuable ancillary revenue stream from premium carries such as Qantas, and would be pleased to make formal introductions to the senior management of Qantas.

Survey of 200 airline passengers

- 50% fly 4+ times per year
- 44% never participated in market research
- 93% would participate in market research during a flight
- 79% would review TV pilots
- 65% would participate in surveys
- 61% would rate new songs and advertising demos
- 60% would review advertising demos

High response rates

PureProfile achieves a 45-60% (over a 4-5 day field time) over 750,000 active account holders, showing that high response rates can be achieved with an engaging platform and relevant incentives.

Market Research: Market size and growth

E-rewards has a customer base of 6 million users and has shown 163% growth in the last 3 years, demonstrating the prevalence of online market research.

Frequent Flyer points as incentive

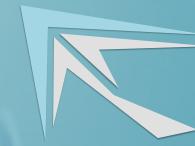
Both E-rewards and Research are now making money and growing by providing Frequent Flyer points / air miles as incentives (see point above).

High-income passengers

Invest on Board also shows that high-income passengers are open for more productive use of their time on board of airplanes.

Market Research on Airplanes

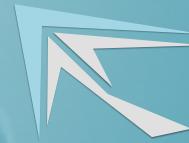
Airline passengers are already filling in (paper) surveys on the service quality of the airline **for free**, whereas we are planning to provide **relevant incentives** and have a digital, engaging, gamified and well designed platform. Examples of Airlines doing this: Qantas, Vueling.



CrowdFlight.

COMPETITORS





Description: E-rewards (US) attracts premium customers on an invite only basis, requiring their members to have signed up to their program through other exclusive membership programs. Eg. FF programs, IHG rewards, high-end consumer goods brands etc.

Incentives for surveys: Include Frequent Flyer Miles (50-100 miles per survey), Intercontinental Hotel Group reward Points, Holiday Vouchers, Discounted High-End Goods.

User base: 6 million users of a range of 7 different products.

Main differentiation of the CrowdFlight concept: 1) on-plane surveys: capitalizing on the opportunity of unused time on planes. 2) Incentives that can be converted to tangible rewards *immediately*. 3) Possibility to link to In-flight entertainment systems => possibility to use data for other airline services, such as targeted advertising, recommendations regarding entertainment options etc.



Description: Research Now (CA), a global leader in on-line market research has a business called Air Miles Opinions that rewards participants with air miles.

Incentives for surveys: Air miles (up to 35 air miles per survey)

Main differentiation of the CrowdFlight concept: same differentiation points as for e-rewards above.



Google consumer surveys

Description: Google consumer surveys target people who desire access to internet content. Google's big data allows for targeted market research. The service is affordable for small businesses.

Incentives for surveys: People answer questions in exchange for access to that content, an alternative to subscribing or upgrading

Main differentiation of the CrowdFlight concept: 1) on-plane surveys: capitalizing on the opportunity of unused time on planes. 2) Rewards that can be converted to tangible rewards *immediately and on the spot*. 3) Possibility to link to In-flight entertainment => possibility to use data for other services, such as targeted advertising, recommendations regarding entertainment options etc. 4) Google surveys are usually short, which is less interesting to Market Research Companies.



Description: Pureprofile builds very detailed profiles on users by asking many personal questions over the course of membership. As a result surveys can be matched with very specific profiles. Users are paid on a per completion basis.

Incentives: Money (between \$1 and \$5).

User base: 750,000 users

Main differentiation of the CrowdFlight concept: PureProfile is not linked to airlines or Frequent Flyer programmes.



Description: Enabling the Frequent Flyer experience for normal users by sharing those of Frequent Flyer members. Avionerd is looking into the same market opportunity: putting people's time on planes to better use and improving their experience. in addition to app sales and advertising Avionerd aims to capitalize on the interest of airlines to upsell or cross-sell services to the frequent flier community The company will launch in Spring '14.

Incentives: (Interesting for CrowdFlight) Lounge access, priority boarding, priority check-in, upgrade to business class,

Main differentiation of the CrowdFlight concept: 1) Avionerd is currently not looking into the market research space, 2) No revenue generation for airlines and unclear regarding data gathering.



Description: Invest on Board by Turkish Airlines offers investors flying Turkish Airlines the possibility to watch start-up pitches on board of Turkish Airplanes airplanes. Invest on board is looking at the same market opportunity as CrowdFlight: the time of people, in this case high income people, on board of airplanes.

Incentives: Access to hand-picked startups.

Main differentiation of the CrowdFlight concept: Invest on Board is not looking into the market research space.