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Introducing Aika – January 2026 Monthly Update

1 message

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Hi everyone,

Susanna and I couldn't be more excited to begin building Aika with your support - truly from month one! Thank you for being part of this journey.

What we're building – Aika!

Aika is an AI-powered personal assistant that negotiates travel disruptions on behalf of the customer - flight changes, rebooking's, and customer service negotiations (no more waiting in chatbot queues). Our goal is to save travelers time, stress, and money and ultimately return the power to the traveler.

Early wins:

- We've officially filled Aika as an LLC - we're live and rolling! 🙌
- We're building out our first prototype
- We're starting to connect with people across the travel space and learning a great deal along the way!

Setbacks:

- As expected, the legal and policy landscape around AI-driven negotiation and browser extensions is complex. This has already shaped our thinking on how much autonomy an agent should have vs. where explicit user approval creates trust and flexibility.

Our asks for you:

- **Introductions:** We'd love to connect with anyone who has experience in the airline or travel industry (policy, customer experience, legal, or tech – really any job in the industry). If someone comes to mind, we'd love an introduction.
- **Early users:** If you (or someone you know) has a painful flight customer service issue coming up, let us try to solve it for you. Consider it a live experiment — and a favor to us.

We're always open to connections, ideas, or pushback. Thank you for your support, curiosity, ideas, etc. Excited for this ride!

Best,
Ellie and Susanna

Our update is shared with Aika's stakeholders, friends, and family. If you'd like to be added or removed from future updates, just reply and let me know.