The innovation powerhouse in the airport industry

- The $172B* airport market, growing with an expected CAGR of 3.2%*, offers great market opportunity for innovators
- However, long and cumbersome sales cycles, lack of industry knowledge, risk averseness in the industry, and a strongly fragmented market cause many innovators to struggle

- San Diego International Airport (SAN) founded an Airport Innovation Lab for innovators to develop airport-related products and services
- The SAN Innovation Lab is a ground-breaking collaborative environment where companies, innovators and airport executives work together to drive airport innovation
- Successful ideas may be implemented at SAN, other airports, and even in analogous industries like malls, hotels, and convention centers
- Within a 16-week innovation program innovators will get assistance in developing a product or service that will work at airports

- Innovators gain strong knowledge about the airport industry
- Access to office space and a functional terminal-like space to test prototypes plus possible access to the passenger terminals with 22M passengers per year
- Guidance through regular session workshops, expert talks and regular access to 1:1 mentoring
- Successful innovators have the opportunity to receive a contract to implement their ideas at SAN

The airport industry offers great market opportunities and playgrounds for innovators…

$172\text{ bn}^*$

Global revenue airport industry in 2016

$4.65^{**}$

Global non-aeronautical revenue per passenger

3.2%*

Estimated annual growth rates for passenger air traffic from 2017 to 2036


**ACI, 2019
… but innovators struggle to break into and succeed in the industry

- Long sales cycles not conducive to test innovations
- Barriers to entry and airport experience usually required
- Highly fragmented market
SAN Innovation Lab empowers innovators to overcome the challenges of the airport industry

- Develop, build & test new airport-related products and services in provided space
- Access to a 3,500 sq. ft terminal-like space to test prototypes and possible access to a terminal with 22M passengers per year
- Guided collaboration between companies, innovators and industry executives and experts
- Opportunity for implementation of successful ideas at SAN
SAN Innovation Lab is the first step towards offering your product or service at airports

The 16-week program consists of four phases and guides innovators from a prototype to presenting in front of airport executives.

Weekly meetings as mini demo days with concluding Q&A session will help innovators to develop products in sprints.

Additional guidance through workshops, expert talks and regular access to 1:1 mentoring.

Innovators will gain expertise about the airport industry and assistance in developing a market-ready product. Additionally, successful innovators have the opportunity to receive a contract with SAN.
San Diego International Airport is looking for innovators with great ideas to improve airport experience.

- Improving passenger experience
- Improving operational efficiency
- Increase Revenue
- Decrease Costs
In the 16-week program innovators will learn, build and iterate to develop market-ready products and services

1. **Customer Desirability**
   - Innovators will learn what it takes to make the product or service desirable for passengers.

2. **Airport Literacy**
   - Innovators will improve their airport understanding and learn about the special requirements of the industry.

3. **Refinement**
   - Innovators can build their first airport-specific minimum viable product, get feedback and iterate in sprints.

4. **Market viability**
   - Innovators will focus on monetization strategies at airports.

5. **Industry scaling**
   - Innovators together with SAN innovation lab will explore opportunities to scale to other airports.
Innovators greatly benefit from the industry proximity and access to domain experts

**Start**
Long sales cycles at airports are not friendly for innovators – we change this to short sales cycles

**Scale**
Once you are in the first airport it is easier to scale up

**Test**
3500ft² of working space to test products and possible access to the terminals with 22m passengers p.a.

**Learn**
1:1 mentoring and knowledge building of airport industry