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IATA

David vs Goliath

a battle with an oligopoly

*Next-generation Blockchain-based distribution for travel and tourism Ecosystem

IATA AIR Startup Responses to COVID-19
July 29th, 2020

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 876748

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Current air distribution landscape

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Current situation:
GDSs dominate air travel distribution

Industry profitability

Long tail effects

Innovation issues

Lack of flexibility

Polling costs

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Background picture from Economist's The ineluctable middlemen

The game changer

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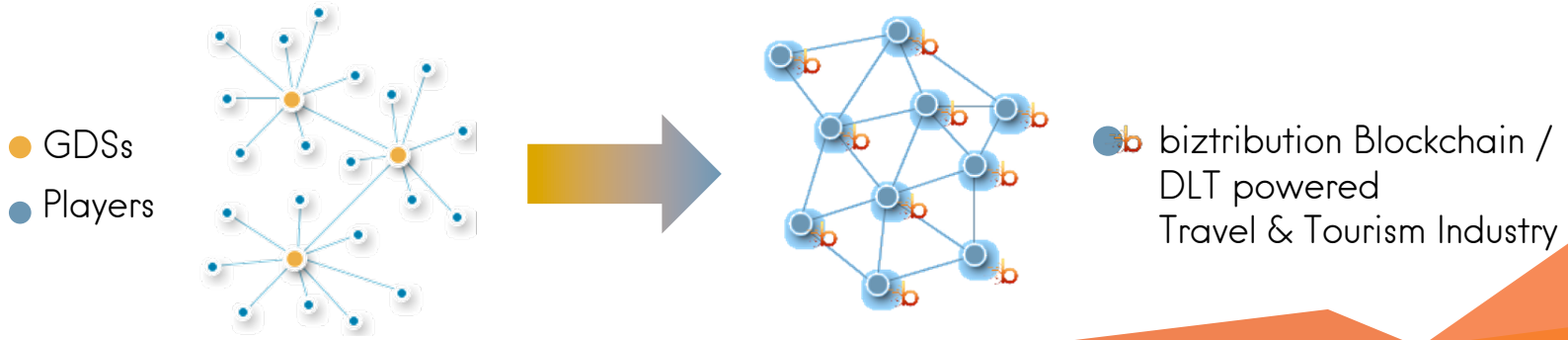
The game changer: biztribution

Mission: to help air travel & tourism distribution industry to improve its efficiency
Vision: to provide cutting edge technology that helps our customers and new players to succeed

Through Blockchain technology travel & tourism ecosystem can load their content directly on a shared multi-distributed ledger, we make a new automated fully decentralized & neutral distribution model possible.



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Benefits

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Benefits for the industry (1):
Regain governance over customers and content

- **Full N to N** travel & tourism content distribution solution in a **fully distributed community** ecosystem with **no middlemen**

- Leveraging on industry regulations

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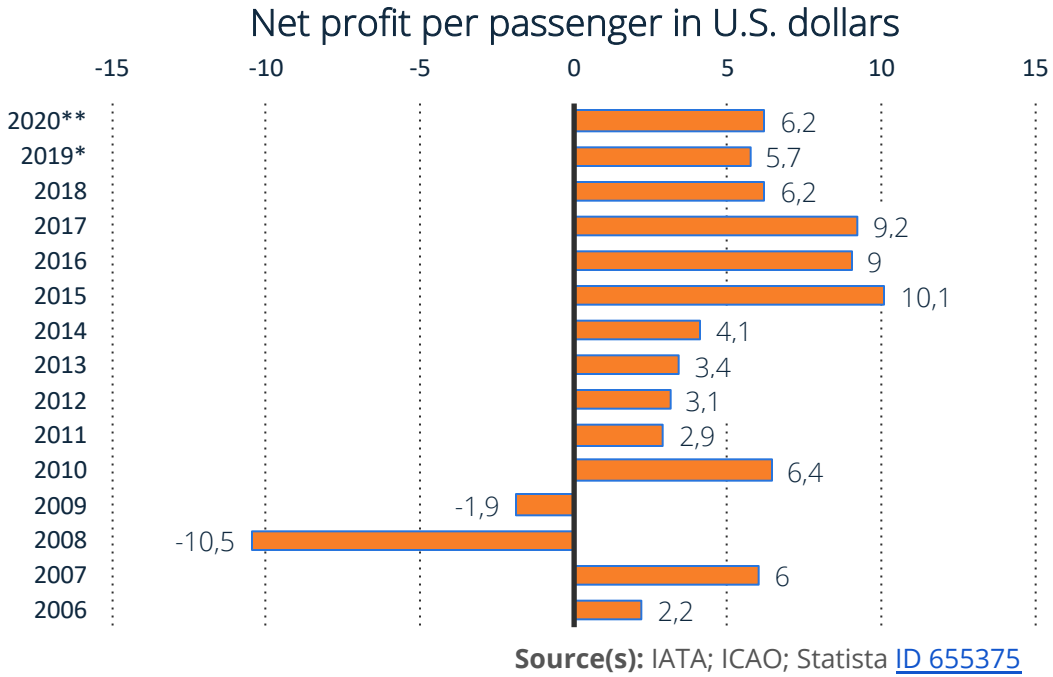
Benefits for the industry (2): Drastic cost reduction

- Distribution costs
- Polling costs



Source(s): IATA; ICAO; Statista ID 655375

To increase the revenue per passenger > 40% is achievable!

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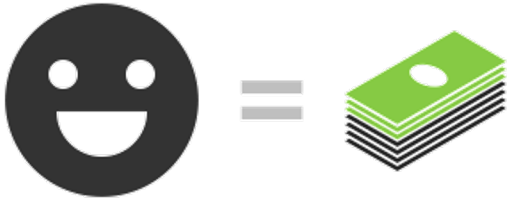
Benefits for the industry (3):
Increase of revenue opportunities and profitability

- Customization
- More retailed content
- Dynamic pricing
- Ancillaries integration



Happy Customers Spend 140% More

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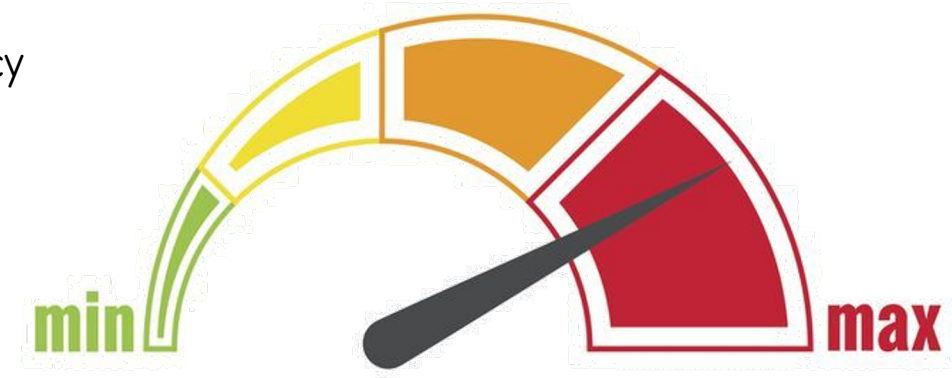
Benefits for the industry (4): Outstanding performance

- Scalability
- Transactions per second / Latency
- Security & traceability
- Resiliency
- No need to cutover
- Turn-key solution



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biztribution truly disrupts current air travel distribution

Live demo

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Thanks for your time!
Questions?

Our Value Proposition:

- Regain **governance** over your content and your customers
- Maximize **revenue** per passenger
  - Reduce distribution **costs**
  - Additional **revenues**
  - Avoiding **polling** model
- Focus on **industry assets**:
  - Single source of truth content creator
  - Neither tokens nor cryptocurrencies

https://www.biztribution.net

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