

sherpa^o

for airlines



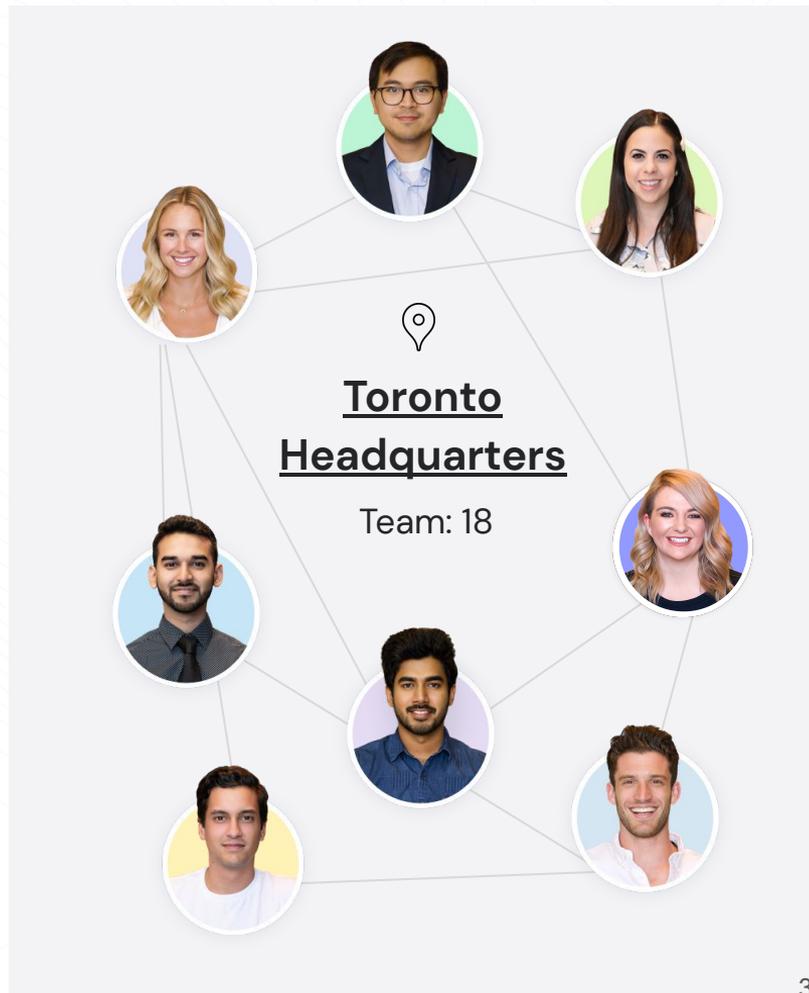
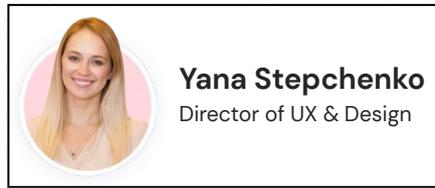
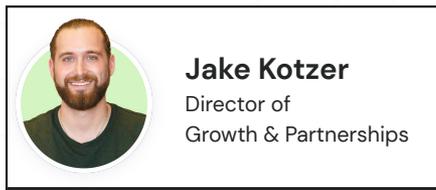
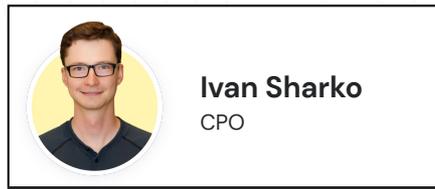
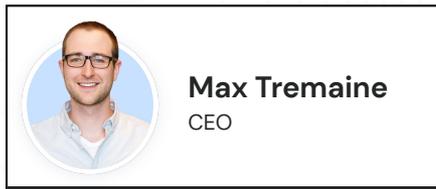
May, 2020

joinsherpa.com

Sherpa's Partners



Leadership Team



Investors and advisors



Erik Blachford
Former CEO @ Expedia



Stuart MacDonald
Former CMO @ Expedia



Jon Callaghan
Co-Founder & Partner
@ True Ventures



Sveinn Akerlie
Former CIO @ WOW Air



Gus Coldebella
Former General Counsel @ Department of
Homeland Security/US ESTA Program



PLUGANDPLAY



BRITISH AIRWAYS



Emirates



spookubi @yubibimap
The real reason why you show up early to the airport is just in case you don't have a valid ETA visa and need to apply for one before your flight.
6:30 AM - 31 May 2018 from [redacted]
3 Likes

Harjas Singh @fruitcarule
Can someone here help me answer questions regarding transit visas for layovers in Canada via [redacted] flights? Your call center agents refused to talk about it at all
3:59 PM - 30 May 2018

Yarden Katz @yardenkatz
Just denied boarding to Sydney (in Seattle) for lack of visa to Australia. Israeli citizens, even if US green card holders, aren't eligible for the fast eTA/visitor visas. (One settler-colonial state saying "No" to another...) Sad to be missing [redacted] which looks
8:00 PM - 27 Jul 2018

Cummings & Goings @CummingsGoings1
So found out Australian citizens need an ESTA for a layover at LAX. Sarah almost got left behind...(. Finally made it to the gate 10 minutes before boarding. God is good. Flight time. Sitting in HK till we fly to LAX. Next stop back to the states - [redacted] America!!!
8:00 PM - 27 Jul 2018

じゃがいもさん @jagamosan1
I forgot to apply for eta which allows me to enter Canada and realize it at airport. I've just done and waiting for approval now. Can't stop sweating
10:05 AM - 18 May 2018
2 Likes

Tara McDougall @TarTar87
[redacted] my friend is stranded in the airport because she didn't know she needed an eTA to enter the country. Because the system was down she missed her flight and now [redacted] Customer service is saying she needs to pay full price and book herself a new flight!!
6:22 PM - 30 May 2018

CHE Nice Conference @CHENiceConf
[redacted] my wife was denied entry to Canada today bc [redacted] never notified her that she needed ETA
PM - 23 Nov 2016

Sarie Weaving @SWeavie
Only arrived at the airport with the wrong passport. [redacted] this one doesn't have a USA ESTA visa. So by the time I managed to apply for 2nd visa and amend my booking I managed to check in with 4 minutes to spare. On to security. FML.
1:40 AM - 16 Sep 2018
8 Likes

Max @maxgrant12
We're stuck at LAX. [redacted] an eTA before we let me know if se
3:02 PM - 10 Sep 2018

Nick Gunn @nickgunn
Be careful using [redacted] and [redacted]. My friend bought a tkt from Laos to Sydney, denied boarding cause no visa for the 4 hour stop in KL
Hi I'm am at the airport now and I really need to apply for the eta in order to board my flight, what can I do??? Is there any way I can get to Toronto today?
6:46 AM - 14 Sep 2018

Jordanna Egan @jordanna_egan
Hey [redacted] Let's discuss you check in last night and got a [redacted] about needing to check in at [redacted] find one of our visas had [redacted] Checked in much earlier than needed and came very close to not being able to fly.
7:45 PM - 9 Jun 2018 from Miami, FL

Christian Zetzsche @zedmaster84
Hey @AirCanada, do I need to apply for an eTA when I have a stopover at a Canadian airport en route to the USA and back to Germany?
11:58 AM - 7 May 2017

Jordan Kirk @jordkirk
Dear @TurkishAirlines I can't believe you're trying to charge me nearly the full price of my ticket to change my flight when the reason I need to change is because the Turkish government won't issue me an evisa to leave the airport. Where did the "Best Airline in Europe" go?
10:36 AM - 28 Nov 2017

pak Chhabra @brad
[redacted] nately nobody [redacted] me that I cou [redacted] aff cancelled r

Daniel Kirk @jordkirk
Dear @TurkishAirlines I can't believe you're trying to charge me nearly the full price of my ticket to change my flight when the reason I need to change is because the Turkish government won't issue me an evisa to leave the airport. Where did the "Best Airline in Europe" go?
10:36 AM - 28 Nov 2017

What's an eVisa?



Electronic Visa (eVisa)

Digitizing the current
paper visa process.



Electronic Travel Authorization (eTA)

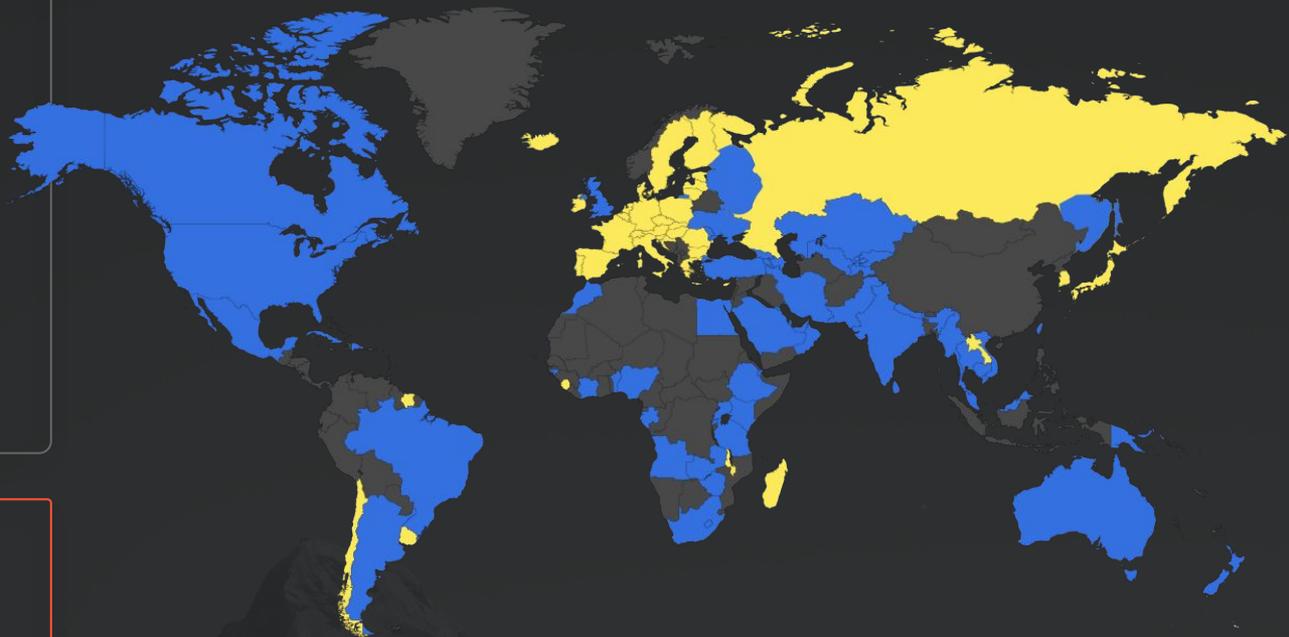
New travel authorization for
visa exempt travellers.

2021

Passengers travelling to

109+

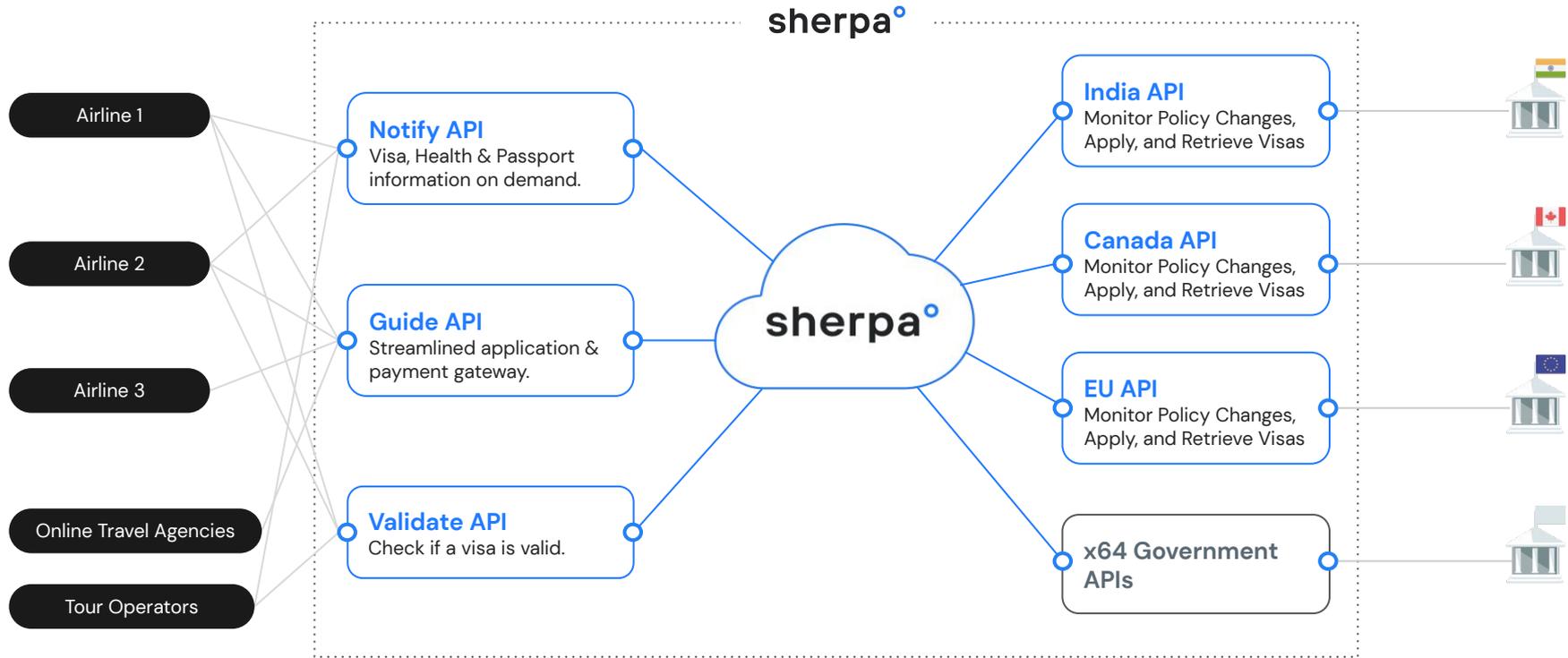
countries need an eVisa.



*

1 in 3 international travellers will need an eVisa before departure

Sherpa's eVisa Solution



Sherpa's eVisa Solution

Present visa requirements and offer eVisas as an ancillary service.

The screenshot displays the Alternative Airlines website interface. At the top, the logo 'ALTERNATIVE AIRLINES' is on the left, and navigation links 'Book flights', 'Information', 'Help', and 'Travel Agents' are in the center. On the right, there are links for 'Login', 'Register', and a currency selector set to 'CAD'. Below the navigation is a blue banner with the text 'MORE CHOICE & BETTER PRICES' and 'Choose from over 600 airlines'. The main search area includes radio buttons for 'Return' (selected), 'One way', and 'Multi-city'. A search form contains the following fields: 'From' (Toronto (All Airports) (YTO)), 'To' (Istanbul (All Airports) (IST)), 'Depart' (11/12/2019), 'Return' (19/12/2019), and 'Travellers & Cabin Class' (1 Adult). An orange 'Search flights' button with a right-pointing arrow is positioned to the right of the form. Below the search area is a dark blue bar with logos for IATA, PayPal, paybright, 600+ AIRLINES, 160+ CURRENCIES, feefo, and a 'Safe & Secure' badge with five stars. The bottom section features a 'THE SUNDAY TIMES TECH TRACK 100 2019 HISCOX' award badge on the left, three smartphones displaying the website's mobile interface in the center, and a text block on the right that reads: 'We're the UK's fastest growing Online Travel Agency' followed by a paragraph: 'We're really proud of the fact we are one of the Top 100 tech companies. With a great balance between tech and customer service, we're making sure your booking experience is easy.'

191

Countries
restricted travel

16

Countries/Regions
introduced eHealth
Declarations

64

Countries changed
Visa Policies

IATA foresees the need for governments to collect passenger data in advance of travel, including health information, which should be accomplished using well-tested channels such as those used for **eVisa or electronic travel authorization programs.**



USA

COVID-19 declaration begins for travelers entering Utah by land and by air.



Vietnam

Coronavirus: Vietnam restricts entry for UK travellers.



Sri Lanka

Health clearance may be needed for all future arrivals at Sri Lanka.



Singapore

Coronavirus: All travellers arriving in Singapore must submit health declaration.



What's next?

Notify

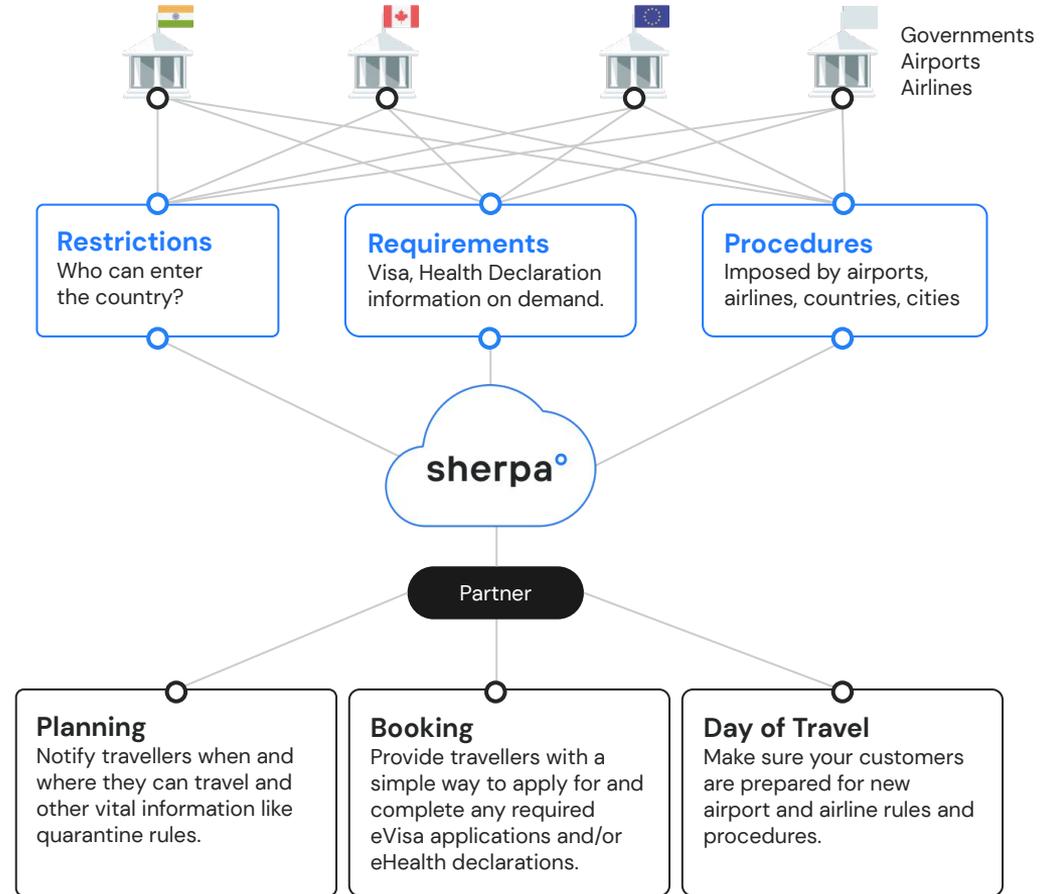
Restrictions, Requirements, and
Procedures

powered by Sherpa's Requirements API

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Covid Recovery Enhancements

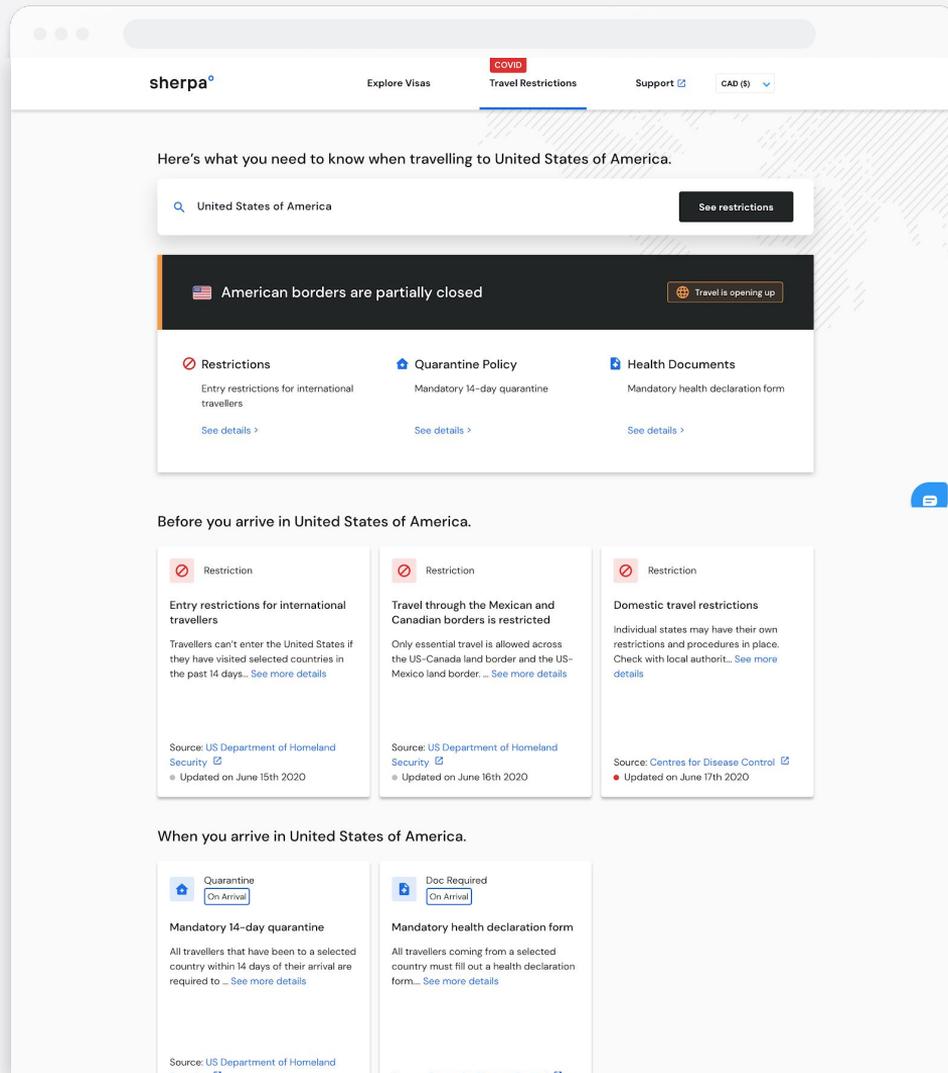
Use Sherpa's tools to help your customers navigate the new travel landscape. Keep them informed as travel begins to open again and ease their anxiety by providing them the information they need at each stage of their journey.



Planning

Let people search for eligible flights based on travel restrictions and give them confidence to make a booking.

Allow travellers to subscribe to alerts for changes to travel restrictions for specific destinations.



Booking

Simplify the new travel reality for your customers by surfacing information on the visa and health documentation they require and providing them a seamless way to complete forms and applications as they purchase their ticket.

Visa Requirements

Select your nationality to check travel requirements

Passport

 Canada

Destination

 Turkey

Here's what you need to know for your trip.

Travel Restrictions

 **Border Openness**

This country has no additional restrictions.

 **Restrictions**

Entry restrictions are easing up »

 **Quarantine Policy**

14-Day Quarantine May Be Required »

 **Health Documents**

Mandatory HES code for travel »

 **Masks (PPE)**

Masks are mandatory in airport and in-flight »

Visa Requirements

 You need a visa. You may be eligible for an eVisa for your trip.

[Apply Now >](#)

powered by **sherpa**

Review the [disclaimer](#)

Day of Travel

Airports will not look the same when travel starts again. Make sure your customers are prepared for their day of travel by guiding them every step of the way.

Cities and countries have imposed wide ranging rules and regulations. Stay by your customers side after they arrive and give them crucial information on how to navigate their destination and stay safe.

Day of travel

What do I need for my trip?

Last Checked: April 24, 2020

There are **2 new updates** that are relevant for your trip.

HEALTH DECLARATION REQUIRED

All travellers arriving in Singapore must fill out a Health Declaration. You have **29 hours** to submit your declaration.

PERSONAL PROTECTION PROVIDED

Your airline provides masks and personal protective equipment to all passengers.

[View Airline Policy](#) →

HEALTH ASSESSMENT IN AIRPORT

Before departure, an airport or airline staff will assess your health using a temperature gage.

[View Airport Policy](#) →

On arrival

What happens when I arrive?

SHELTER IN PLACE

Shelter is in effect until May 15th.

[View the Government Announcement](#) →

HEALTH ASSESSMENT IN AIRPORT

Last Checked
April 24, 2020

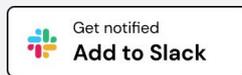
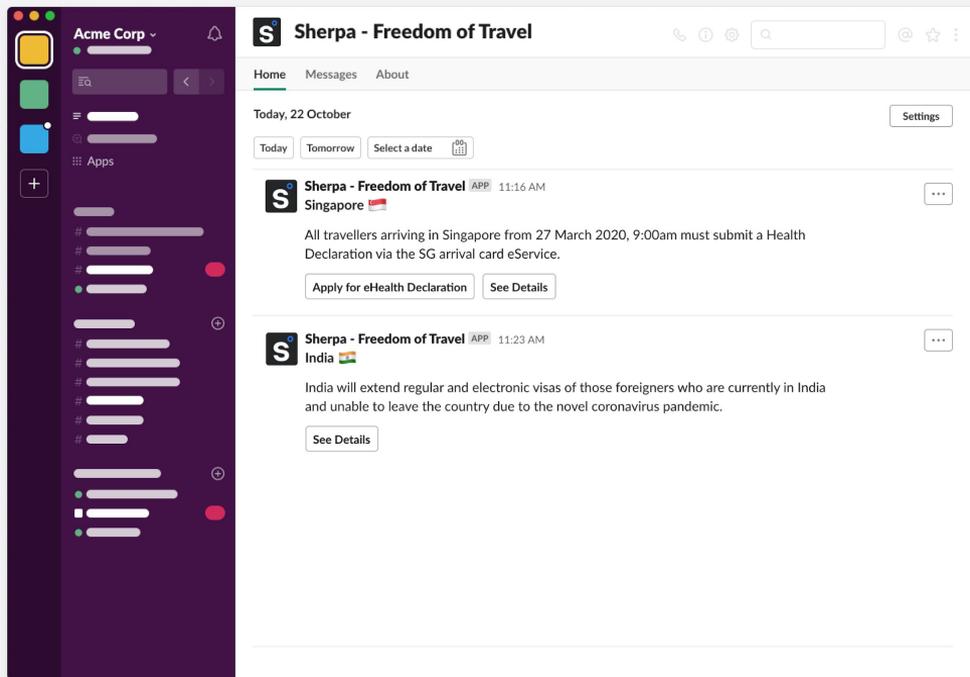
If you have recently returned to Canada and you have no symptoms, you must quarantine (self-isolate) for 14 days. **This is mandatory.** You are at risk of developing symptoms and infecting others.

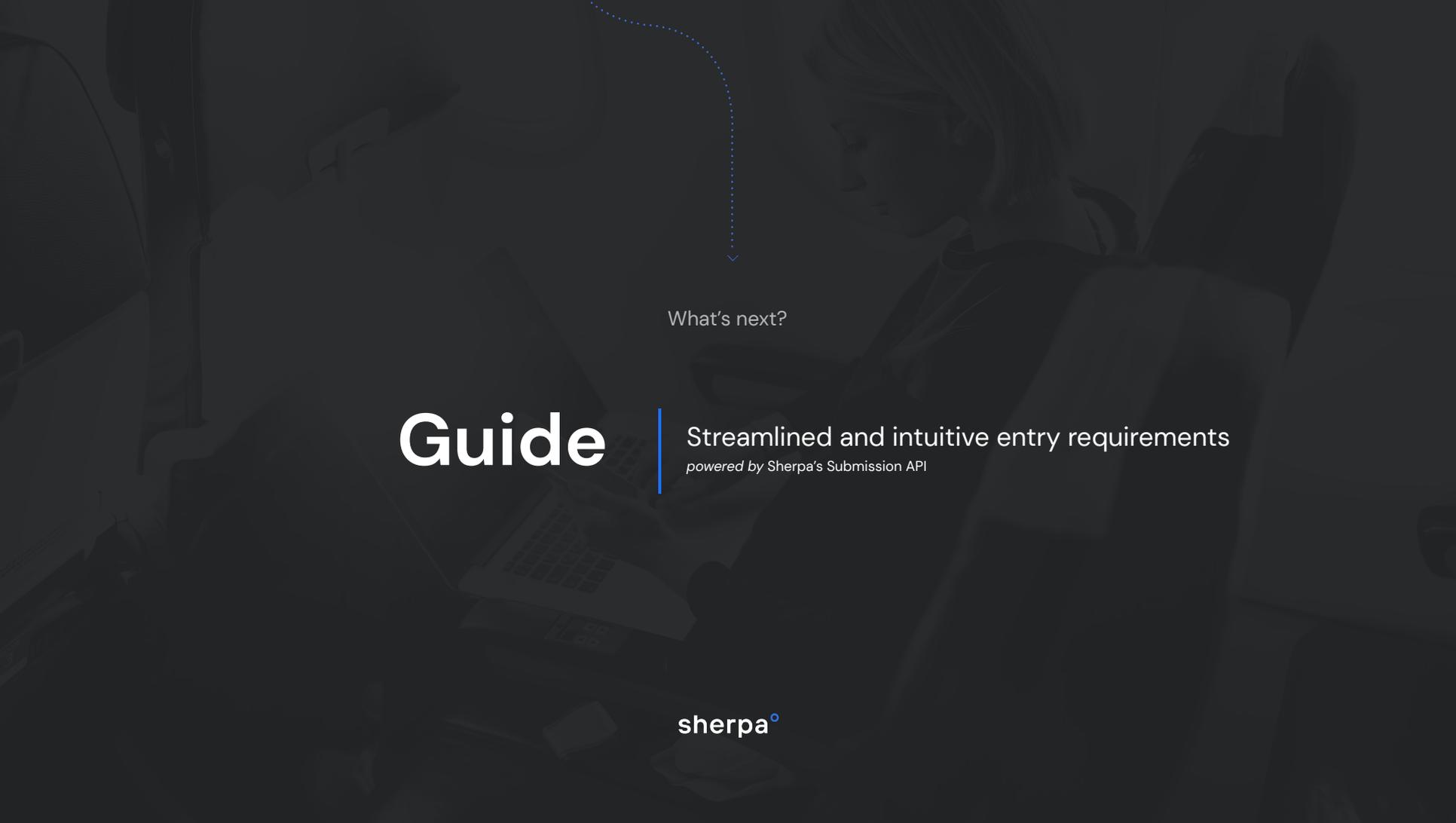
[View Airport Policy](#) →

Use Case

Internal Updates

Many employees at travel companies rely on their own research to stay updated on covid-related travel information. Sherpa's Requirements API can be integrated into internal communication platforms to ensure everyone is aligned and can plan and work together effectively.





What's next?

Guide

Streamlined and intuitive entry requirements

powered by Sherpa's Submission API

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Enhance customer experience by

Auto-Filling application from PNR/APIs and allowing simultaneous applications:

- ✓ Faster application process
- ✓ Reduced error rate
- ✓ Enabling multiple applications at once



The screenshot displays a web browser window with a dark header. At the top left, there's a 'Remaining balance' of £2100.00 with a 'MAKE A PAYMENT' button. To the right, a 'SPLIT YOUR PAYMENTS' section offers a 14-month payment plan for £55.20. The main content area is titled 'Egyptian eVisa' and is powered by Sherpa / Easy Travel Visas. A light blue banner states: 'It is highly recommended to apply for an Egyptian eVisa at least 7 days prior to travel.' Below this, the 'Egyptian eVisa' section explains that it's the easiest option for travel to Egypt, allowing a stay of up to 30 days. A 'TRAVEL PURPOSE' of 'Tourism' is selected. The 'MAXIMUM STAY' is '30 days'. The 'NUMBER OF ENTRIES' is 'Single, Multiple'. The 'VISA VALIDITY' is '3 months'. On the right, the 'eVisa Price' is £26.48, broken down into a Government fee of £19.48 and a Convenience fee of £7.00. A green box highlights: 'Apply in 3 minutes. Most applications are approved within 3-5 business days.' A prominent orange 'GET STARTED' button is at the bottom right. A footer note says 'You do NOT need a visa for Canada' with a 'Review the Disclaimer' link.

Fulfillment

One processing speed. One price.

Sherpa's cloud infrastructure automatically analyzes visa submissions for errors, formats the information to fit government systems, and submits them to the respective government in seconds.

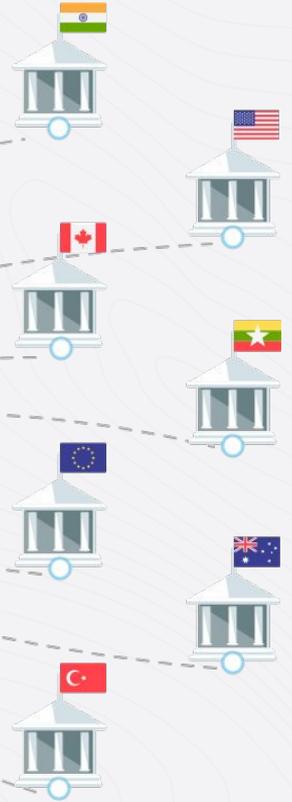
- ✓ Faster application process
- ✓ Reduced error rate
- ✓ Enabling multiple applications at once



Average of **94 seconds** to submit an application to the government.



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Ancillary Opportunity

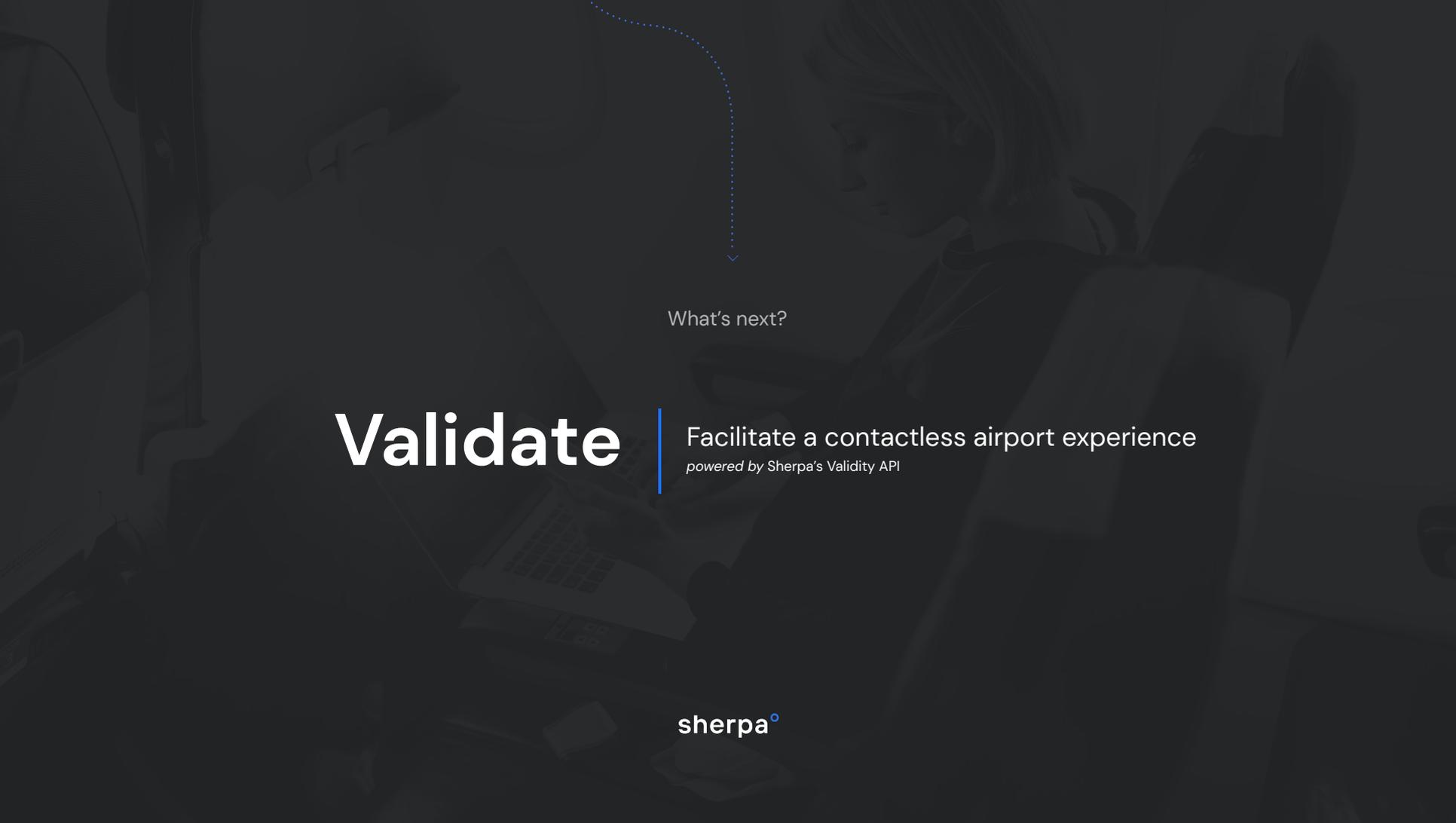
Sherpa's average service fee for facilitating eVisa applications is \$20 USD on top of the government fee. Service fee revenue is then shared between Sherpa and our partner.

Pricing can be adjusted at our partner's discretion and Sherpa works with partners to achieve an optimal pricing strategy.

Average service fee

\$20USD

Varies based on corresponding government fee and complexity of application.



What's next?

Validate

Facilitate a contactless airport experience

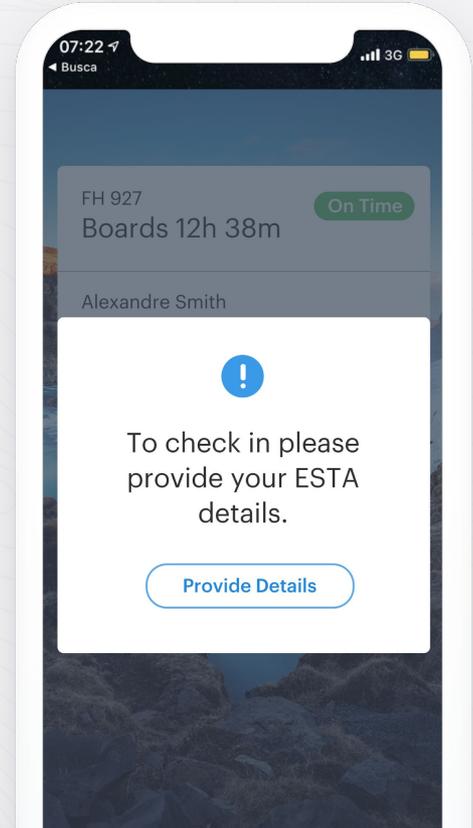
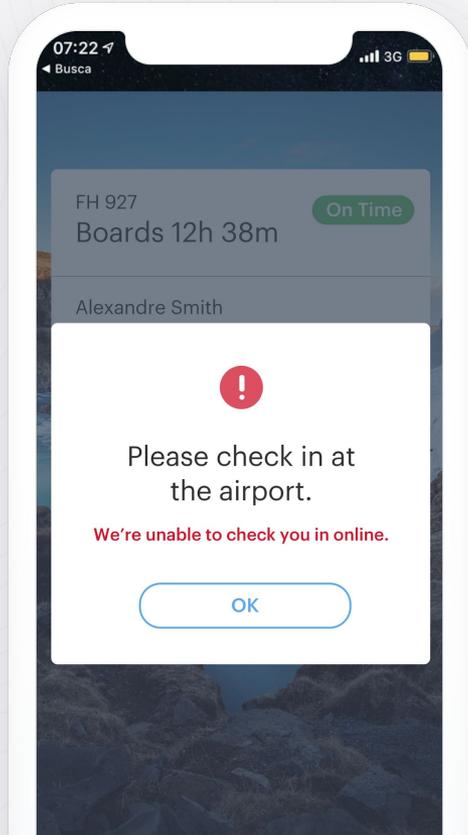
powered by Sherpa's Validity API

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Check In

Adds context to "error" message
Estimated savings of \$0.45/PAX (IATA)
Opens customer to more ancillary offers.

Validate



In Airport

Enable travellers to keep track of the validity of their eVisas and eTAs
Simplifies airport doc checks and reduces error rate

Validate

IVAN SHARKO

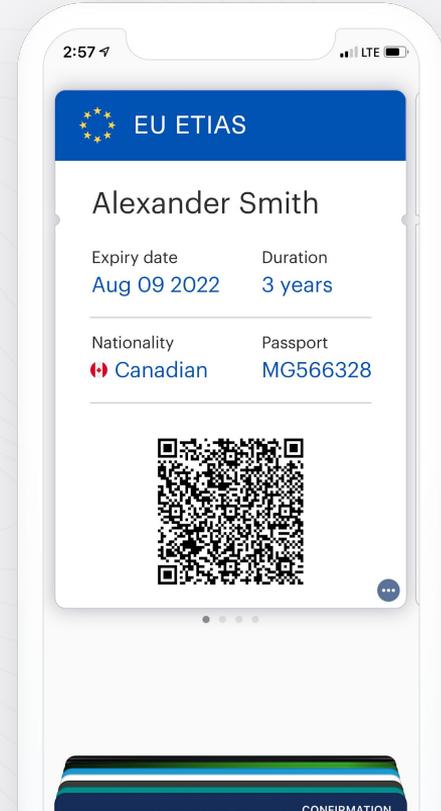
(* Required)

Passport Number * Date of Birth *

Nationality * Passport Issue Date * Passport Expiry Date *

✔ Good News! You have valid ETIAS associated with your passport.

[Back](#) [Continue](#)



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Thank you!

Contact Jake Kotzer | jake@joinsherpa.com

Next Steps

Commercial Assessment

Example Ancillary Opportunity Calculations

Sherpa eVisa Opportunity Calculator								
Partner Input (last 12 months PAX Data OnD x Nationality)				Sherpa Output				
Origin Country	Nationality or Point of Sale Country	Destination Country	# of PAX	Current eVisa requirement	2021 eVisa requirement	Service Fee (USD)	Current - Total Revenue Opportunity	2021 - Total Revenue Opportunity
TOTAL OPPORTUNITY							\$5,952,195	\$14,006,080
United States	US	Spain	1,046,731	FALSE	TRUE	\$7		\$7,327,117
China	CN	Thailand	249,378	TRUE	TRUE	\$20	\$4,987,560	\$4,987,560
United Kingdom	UK	New Zealand	181,692	FALSE	TRUE	\$4	-	\$726,768
Canada	CA	India	27,561	TRUE	TRUE	\$35	\$964,635	\$964,635
Saudi Arabia	SA	China	22,874	FALSE	FALSE	-	-	-

Validate

Boarding

Advise passengers if they need to re-book their flight before they arrive at the airport Improve on-time performance by avoiding having to resolve last minute documentation issues at the gate



eTA Status

-  Invalid eTA
-  Valid eTA
-  Does not need eTA

Main Cabin

A	B		D	E	F	
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