WHAT IS LIFE?

LITE IN-FLIGHT ENTERTAINMENT

E-COMMERCE SYSTEM
REDEFINING IN-FLIGHT ENTERTAINMENT
FROM COST TO REVENUE
INCREASE ON-BOARD SALES

Fun fact: passengers spend more and order more often via app
SELL UNUTILIZED CAPACITY
DRIVING LOYALTY

Big Save!
Join our loyalty program to save on your future travels and purchases.

John Smith
Loyalty program membership

4,327
40,000 free miles
04/25

Name: John Smith
Email: johnsmith@gmail.com
Address: Toronto, ON, Canada
Date of birth: 09.11.86

Loyalty Program

5,438 loyalty points
93,951 miles

Get Airport Lounge Access

Special deals

10%
5%

Duty free 10%
Save 5%

American
250 ml, 1 kcal

Freshly brewed coffee! What can be better?
CONNECT WITH DESTINATION BUSINESSES

Discover

Coupons

Tim Hortons
Buy one Pinot Gin, Get one for FREE
Gift card 20% OFF first order

Best deals

SUPPORTING CANADIAN BRANDS

White Oak Pinot Gin
0.2 L, 30 kcal

Price with coupon: $22.9

Punchy Strathcona Spirits Gin: Aged in meticulously selected French and American white oak Pinot Noir casks.

ADD TO CART
MONETIZE ENGAGEMENT

Fun fact: passengers like to play multiplayer games (with other passengers)
FROM ENTERTAINMENT
TO BUILDING COMMUNITY
CONNECT
LOCALS
WITH TRAVELERS

Fun fact: travelers prefer local’s recommendations
CONNECT TRAVELERS WITH BRAND

The History of Flair Airlines | Charter Operator to National ULCC
2020, travel
8 min
Recommend

A relative newcomer to Canada’s commercial aviation market is Flair Airlines – an ultra-low-cost carrier or ULCC, that serves 11 destinations across the country, and flies over a million people a year. Despite that, the company actually has quite the history leading up to this point, so let’s take a look at the past, present, and future of Flair Airlines! DISCLAIMER: This video was commissioned by Flair Airlines. It was pre-screened prior to release.
FROM PASSENGER ONLY SYSTEM TO INTEGRATED SYSTEM
REDUCING ONBOARD ORDER PROCESSING TIMES AND % OF FAILED TRANSACTIONS

Fun fact: F&B order processing requires less FA turnarounds
INCREASING INVENTORY TURNOVER
AND MUCH MORE...
HOW?

Passenger's Devices  →  Cloud Server  →  Flight Attendant App  →  On-board Hardware

ORDER #587

Order: Coffee $2, Snack $3

Total: $5
BUSINESS MODEL

NO CAPITAL EXPENSES TO THE AIRLINE. COSTS RECOVERY VIA EARNED REVENUE SPLIT.
SUCCESS STORY: FLAIR AIRLINES

- 50% Passengers used the system
- 30% On-board revenue increase
- $8.79 Avg order
FEEDBACK: USERS

“Nice job, thank you Flair, it's good to have wifi while in the air!”

“This new feature is neat!”

FEEDBACK: CABIN CREW

“I love the experience with our new inflight app. Just like anything that’s new we’re scared of the unknown. But once we got started it’s an amazing app.”

“This is truly a revolutionary system that Flair has introduced and there is so much potential what it can do not only on the front end of recording orders but having an analytical background in finance and commercial, I also see the data that is captured and analyzed for cost, sale and inventory control as well as passenger preferences”
“OUR FUND LOOKS AT AIRLINES AS RETAIL PLATFORMS THAT FLY AND WE EXPLORE INNOVATIVE WAYS TO GET OUR PASSENGERS TO BUY A LARGER BASKET OF GOODS BEYOND SEATS AND BAGS. LIFE IS PROVEN ESSENTIAL TO OUR VISION”

Adam Weiss
777 Partners
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