



INNOVATORS



World Tourism Forum Lucerne

3rd Start-Up Innovation Camp Langkawi, Malaysia

12 September 2018



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1. About

Innovation: a major force for sustainable growth, development and competitiveness in tourism

With the third Start-Up Innovation Camp, World Tourism Forum Lucerne was searching for the most innovative business models from tourism, travel and hospitality industry to capture the potential of innovation. In 2018, Start-Up Innovation Camp took place on the island of Langkawi in Malaysia, integrated in **PATA Travel Mart (PTM)**, Asia-Pacific's worldwide travel trade exhibition.

Selected young entrepreneurs were invited to attend half-day event, including pitch presentations in order to grow in their roles as business leaders and to receive valuable advice from experienced industry executives. Start-Up Innovation Camp provides a great opportunity to establish contacts within a high-ranking audience and to push innovation to the next level.

The winner of each category (Destination, Hospitality, Mobility, Impact, Transaction) received the **15'000 USD Start-Up Innovation Award**, "5 Minutes of Fame" on the main stage of PTM Talks and coaching programme over the next 2 years.

2. Programme

Tuesday, 11 September 2018

18.00-20.00 Get together & drink in the hotel bar

Wednesday, 12 September 2018

08.30-11.00 Practice round for Start-Ups
 09.30-12.30 Travolution Asia Forum 2018 – PTM 2018
 12.30-13.30 Lunch
 13.30-13.45 Start-Up Innovation Camp 2018: Welcome & introduction of jury members
 13.45-15.45 Elevator pitches
 15.45-16.15 Coffee break
 16.15-17.35 Elevator pitches
 17.35-18.00 Keynote speaker
 19.30-22.00 Announcement of winners at PTM 2018 Welcome Reception

Thursday, 13 September 2018

08.00-09.30 Start-Up Breakfast Meeting: Start-ups meet industry leaders
 10.55-11.25 5 Minutes of Fame: Start-up Winners pitching at PTM Talks
 09.30-17.00 PATA Travel Mart 2018: Full day free ticket or departure home

3. Application Process



1 May – 30 June 2018
Submission open for Start-Ups



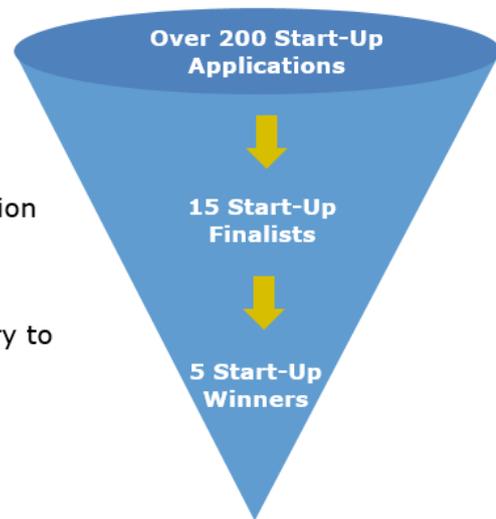
July 2018
Evaluation of start-up applications and selection of finalists



August 2018
Invitation of the best 3 Start-Ups per category to the Start-Up Innovation Camp in Malaysia



12 September 2018
Start-Up Innovation Camp 2018



4. Finalists

Category Destination



Category Hospitality



Category Impact



Category Mobility



Category Transaction



5. Benefits for the 15 Finalists



- Present your business model to the jury, industry executives and international investors at PTM 2018
- Attend half-day workshop to grow as young entrepreneur
- Receive free participation at PTM 2018 and all social programmes
- Attend breakfast meeting with an experienced industry leader
- Benefit from a unique networking platform
- Receive valuable advice from renowned business leaders
- Participate at World Tourism Forum Lucerne 2019 in Switzerland for a special price
- Become part of the Alumni Network of WTFL Innovators
- Receive free travel for 1 person and accommodation (2 nights) in Malaysia

6. Benefits for the 5 Winners



- "5 Minutes of Fame" on the main stage of PTM Talks
- Start-Up Innovation Award of 15'000 USD
- Free participation at World Tourism Forum Lucerne 2019 in Switzerland (1-3 May)
- Coaching programme with an experienced industry executive over the next 2 years

7. Press Release

And the winners are ...

The five category winners of WTFL Start-Up Innovation Camp 2018 defeated more than 200 competitors from 54 different countries with their game-changing ideas for the better travel, tourism and hospitality industry. The winners coming from Namibia, Singapore, France and Philippines convinced the jury with the five-minute elevator pitch during the WTFL Start-Up Innovation Camp in Langkawi.

Lucerne/Langkawi, 12 September 2018 – For the 3rd time, World Tourism Forum Lucerne organized the WTFL Start-Up Innovation Camp, this year integrated in the PATA Travel Mart, with the aim of finding revolutionary and innovative ideas in the travel, tourism and hospitality industry. After two evaluation rounds, the 15 most innovative Start-Ups have been chosen as finalists and invited to present their business models at WTFL Start-Up Innovation Camp on 12 September in Langkawi. Finally, the international jury rewarded the winner in each of the five application categories: Destination, Hospitality, Mobility, Impact and Transaction.

Here are the winners of the WTFL Start-Up Innovation Camp 2018:

Category Destination – rainmaker (Namibia)

VISTA Destination Network Open Platform and Ecosystem democratizes technology and creates competitive advantages for Hospitality and Tourism Businesses, leaving more tourism spend in the Destination.

rainmaker.travel

Category Hospitality – Igloohome (Singapore)

Igloohome designs smart access solutions for smart management of properties and infrastructure. We are an official partner of major homesharing platforms such as Airbnb and have sold our products to over 80 countries.

igloohome.co

Category Mobility – Wingly (France)

Wingly is the leading flight sharing platform, connecting private pilots with passengers to share their flights, passion and costs.

wingly.io

Category Impact – Good For Food (Singapore)

Good For Food's Smart Dustbin empowers hotels with data analytics to reduce their food waste, cost and environmental footprint.

goodforfood.sg

Category Transaction – TripClub (Philippines)

TripClub is a technology-powered concierge currently focused on the high growth blockchain and tech markets.

trip.club

Each winner received a cash check of 15'000 USD and also gets a 2-year coaching programme with an experienced industry executive, a free ticket to World Tourism Forum Lucerne 2019 next May in Switzerland, as well as countless networking opportunities within the WTFL Start-Up community and valuable advice from renowned business leaders and investors.

"The competition was tough – not just because of the quantity of applications and wide spectrum of nationalities, but because of the quality and strength of innovative thinking among the young entrepreneurs from the travel, tourism and hospitality industry. We shouldn't forget that innovation is a major force for sustainable growth, development and healthy competitiveness in our industry," says the WTFL Chairman of the Jury Roland Zeller, a leading entrepreneur and business angel.

WTFL President & CEO Martin Barth is convinced that "new and disruptive business models are essential for the development of our industry. The yearly WTFL Start-up Innovation Camps are platforms that play a vital role in finding these models and giving them a chance to present their ideas in front of the international investors, industry executives and media in order to increase their exposure and build their networks in the industry." Innovation, exchange of ideas between different

generations, diversity and the concern for the sustainable development in our industry are the core pillars of World Tourism Forum Lucerne's identity. "In the next half year we will make even a step further – we will launch an online deal-flow tool in order for start-ups and investors to find each other, which will complete our activities around innovation and entrepreneurship," concludes Martin Barth.

The successful Camp was able to count on the expertise and support of the Start-Up Innovation Partners, namely The Alpina Resort & Spa, TAK, DSH Caribbean Star, The Travel Corporation, Munich Airport, the International Air Transport Association (IATA) and the host Pacific Asia Travel Association (PATA). "It was inspiring for our delegates and myself to hear from the 15 finalists at the WTFL Start-Up Innovation Camp 2018 during PATA Travel Mart 2018 in Langkawi, Malaysia. Their entrepreneurial spirit and transformative mindsets need to be fully embraced by the industry as we work towards the development of a responsible travel and tourism industry. I would like to congratulate all the winners and look forward to seeing their businesses further develop in the future," said PATA CEO Dr. Mario Hardy.

8. Impressions



9. About World Tourism Forum Lucerne and Preview

The World Tourism Forum Lucerne (WTFL) is an interdisciplinary professional platform, which takes place bi-annually in Lucerne, Switzerland. It offers decision-makers in business, politics, science and finance an overview of current topics and trends in the global tourism industry. WTFL is also the only international platform, which enables leading decision makers to meet emerging Young Talents and Start-Ups in the industry. WTFL is supported by an international Advisory Board under the chairmanship of Reto Wittwer.

The World Tourism Forum Lucerne has evolved from an organisation that convenes meetings to become a year-round network of leaders and leading thinkers tackling global problems in the tourism sector. It gets people acting constructively and also fills a special role in bringing together the leaders of the emerging countries into dialogue with those who have walked the path before from the rest of the world.

In order to find the most promising and innovative business models in the travel, tourism and hospitality industry, World Tourism Forum Lucerne organises Start-Up Innovation Camp every year. The next international Start-Up Innovation Camp will take place on **1-3 May 2019 in Lucerne**, Switzerland, integrated in World Tourism Forum Lucerne 2019.

Meanwhile, all Start-Ups become part of the WTFL Start-Up Alumni Network with regular meetings and online exchange. It is our goal to keep in touch with the innovative young entrepreneurs and to follow their success path. With the Start-Up Innovation Camp and the WTFL Start-Up Alumni Network, World Tourism Forum Lucerne gradually develops itself as the leading innovation platform in the travel, tourism and hospitality.

Martin Barth
President & CEO World Tourism Forum Lucerne

Lucerne, 25 September 2018