



ABOUT THE LUFTHANSA INNOVATION HUB

The Lufthansa Innovation Hub was established at the end of 2014 in response to the rapid development of the global travel technology scene. Thousands of startups along the entire travel chain have emerged over the last years. Furthermore, the volume of venture capital invested in the Travel and Mobility Tech context globally reached a record high of 25.45 billion US dollars in 2017. In short, the entire travel chain is undergoing a fundamental process of change.

The ongoing digitalization of travel opens up opportunities, but also brings significant challenges for airlines, especially because of the various new types of intermediaries between the airlines and their passengers. Individually retrievable insurance policies, context-based travel assistants or search engines that predict the development of flight prices put the commercial aviation industry in a redistribution competition with a set of completely new, agile players.

To keep up with these developments, a team consisting of serial founders, startup experts and long-term Lufthansa employees was established in Berlin to act as the interface between the Lufthansa Group and the global startup ecosystem. In this role, the Innovation Hub is intended to explore digital developments and opportunities in the global travel market at an early stage, and to quickly convert them into new business for Lufthansa. Always driven by its mission: “We design the happy journey of tomorrow”.

FOUNDED	End of 2014 (since January 2015 GmbH)
MANAGEMENT	Gleb Tritus, Dr. Christian Langer
LOCATION	Rosenthaler Strasse 32 10178 Berlin
TEAM	21 employees, “externals” (serial founders, startup experts, VC specialists, etc.) and “internals” (from the Lufthansa Group) combine startup know-how with profound airline expertise
FOCUS AREAS	<p>Explore – The Innovation Hub screens the global developments in relevant startup ecosystems (including USA, Europe and Asia), to identify interesting opportunities for the Lufthansa Group.</p> <p>Build – The Innovation Hub uses its own entrepreneurial mind-set and methodological competence to validate new business models with the subsequent customer at an early stage, using prototypes developed in-house.</p> <p>Partner – The Innovation Hub initiates partnerships between the Lufthansa Group and startups, whose technological solutions have the potential to make traveling with Lufthansa even more convenient.</p> <p>Invest – The Innovation Hub gives the Lufthansa Group strategic advice concerning potential investments in digital players in the global startup scene.</p>
PRESS CONTACT	Christina Walke Senior Communications Manager press@lh-innovationhub.com