

*Celebrating a decade of driving innovation within the Lufthansa Group and the travel industry:*

## **Lufthansa Innovation Hub Marks 10th Anniversary with New Venture Clienting Arm, Venture Launch and latest Startup Spin-Off**

- **LIH has established 'Startup Gate,' a new venture clienting arm connecting startups with the Lufthansa Group.**
- **The Innovation Hub presents a demand prediction project leveraging machine learning to reduce food waste on airplanes.**
- **LIH spins off 'Cosmos', a machine learning-driven platform designed to improve the collaboration between airlines and ground handling service providers.**

**Berlin, August 29, 2024** – This summer, the Lufthansa Innovation Hub (LIH), the key driver for innovation for the entire Lufthansa Group, celebrates its 10th anniversary. Founded in 2014, the Berlin-based Hub has evolved from a small team of entrepreneurs - from the startup tech ecosystem and with Lufthansa Group background - into a 60-strong powerhouse at the forefront of industry innovation. As LIH marks this milestone, it announces three strategic initiatives that highlight its ongoing commitment to pioneering the future of travel and aviation.

### **Lufthansa Innovation Hub Launches Future-bound Projects**

With 'Startup Gate,' LIH has established a dedicated venture clienting platform that connects the Lufthansa Group with cutting-edge startups. This platform enables the Group to adopt startup technologies swiftly, facilitating lean and cost-effective collaborations. Since its soft launch earlier this summer, four partnerships have already been established, including a notable collaboration between Lufthansa Ground Operations and robotics startup Ottomy at Munich Airport.

Additionally, LIH is introducing a machine learning-driven project called Pendle aimed at reducing onboard food waste. By leveraging algorithms that analyze data points such as flight duration, route, and historical consumption patterns, this initiative ensures more accurate provisioning, minimizing waste and associated costs while enhancing passenger satisfaction.

The newly spun off venture Cosmos focuses on enhancing collaboration between airlines and ground handling service providers. By utilizing machine learning for advanced data analytics, Cosmos aims to identify and address issues faster, ultimately reducing delays and improving customer satisfaction across the aviation industry. The Cosmos spin-off demonstrates LIH's

successful strategy in creating and scaling ventures that appeal to investors, founders, and customers within the travel industry.

## **A Decade of Innovation and Impact**

Reflecting on the past decade, Xavier Lagardère, Managing Director of Lufthansa Innovation Hub, notes, “Our journey over the past ten years has been one of continuous evolution. While we've evolved and expanded, our core values and approach have remained consistent. Our outside-in perspective sets us apart, enabling us to analyze emerging trends, technological advancements, and shifts in customer behavior, and leverage these insights to drive impactful strategies for the Lufthansa Group. We then quickly and decisively translate these insights into actionable business opportunities. This mindset has not only guided us through times of crisis and uncertainty, but has also enabled us to create real value, again proven by our latest spin-off, Cosmos..”

LIH has been consistently pushing the boundaries of innovation within the Lufthansa Group and beyond. Notable milestones include the launch of a taxi-sharing service for passengers at Munich Airport in 2018 and the Changemaker Challenge in partnership with Uber, Google, and Expedia, which identified startups advancing sustainable travel solutions.

Sustainability has been a key focus area for LIH since 2018 when it established a strategic framework for environmentally responsible innovation. This has led to successful ventures such as the carbon offsetting platforms Compensaid (2019) and Squake (2021), as well as the Green Mobility Trainee program (2022), which fosters industry-wide sustainable transformation. Another venture that looks into more sustainable modes of transportation is the mobility platform NAVIT (2021).

The Hub has also prioritized sharing its insights with a broader audience. The launch of TNMT.com in 2018 and its accompanying newsletter has provided deep-dive analyses on key trends and developments in the travel and mobility sector, further solidifying LIH's role as a thought leader. Recent publications explore the likelihood of cities hosting air taxi services and the potential of robotics in aviation, highlighting the innovative shifts that could reshape the industry.

Looking towards the corporate parent, LIH has developed transformation initiatives to embed innovation within the Lufthansa Group's culture. The Digital Innovation Ascent program and the neXus innovation platform are key examples of how LIH empowers employees to embrace innovative thinking and practices.

Xavier Lagardère: “We look forward to the next ten years and will continue pioneering the future of travel and aviation. Our commitment remains steadfast—to push the boundaries of what’s possible, to forge strong partnerships with visionary startups, and to deliver meaningful innovations that enhance the Lufthansa Group and the industry as a whole. As we move forward, we will continue to embrace change, and harness the power of technology to create a more connected, efficient, and sustainable travel experience for all.”

### **About the Lufthansa Innovation Hub**

At the Lufthansa Innovation Hub, we pioneer the future of travel. We constantly ‘push the limits’ to make travel as a whole easier, more convenient and more enjoyable.

Our Strategic Intelligence team systematically analyzes new developments in the global travel and mobility tech ecosystem. Our New Business team launches new travel startups and business models into the market. Our Transformation team helps the Lufthansa Group to be more innovative.

We are guided by our insatiable ambition to ‘take travel to new destinations’ and to maximize value across a portfolio of travel companies and products.

The Lufthansa Innovation Hub has offices in Berlin and Singapore. With Germany (8th) and Singapore (5th) both ranking in the top ten of the Global Innovation Index.

### **Celebrating 10 Years of inTENTional Innovation at Lufthansa Innovation Hub**

This year marks the 10th anniversary of our mission to lead the future of travel and aviation — and we’re just getting started. Innovation is set on the Corporate Agenda, and we are inTENTionally driving it with focus, ambition, and purpose. More information on projects and achievements can be found in the milestone overview.

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<https://lh-innovationhub.de/en/intentional-innovation/>

<https://compensaid.com/>

<https://www.greenmobilitytrainee.de/>

<https://www.navit.com/en/home>

<https://www.squake.earth/>

<https://www.usecosmos.com/>