PLUG AND PLAY

JUNE 10-12, 2025

SILICON VALLEY SUMMIT

#PNPTCSiliconValley

Join us at **pnptc.com**

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TRAVEL EXPO

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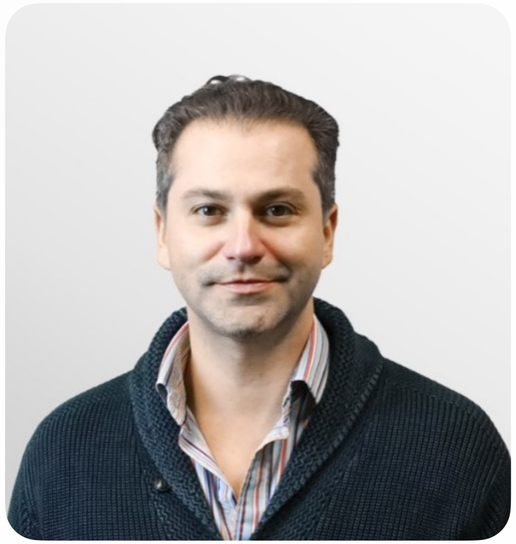

SPEAKER

Amir Amidi

Plug and Play

Founder, Travel Program

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11:00 AM	**Opening Remarks**
11:05 AM	**Corporate Panel:** John Morhous, Erica Antony FLIGHT CENTRE TRAVEL GROUP · CWT
11:25 AM	**Batch Startup Pitches** Bonafide · DECAGON · Gan.AI · AncillaryBox · Iceflower · Scribe
12:00PM	**Investment Panel:** Gilad Berenstein, Hani Azzam, Kosuke "Ko" Yamada, Giovanni Gennaro BROOKBAY · ANA · ADR AEROPORTI DI ROMA
12:25 PM	**Awards & Closing**

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THANK YOU PARTNERS







































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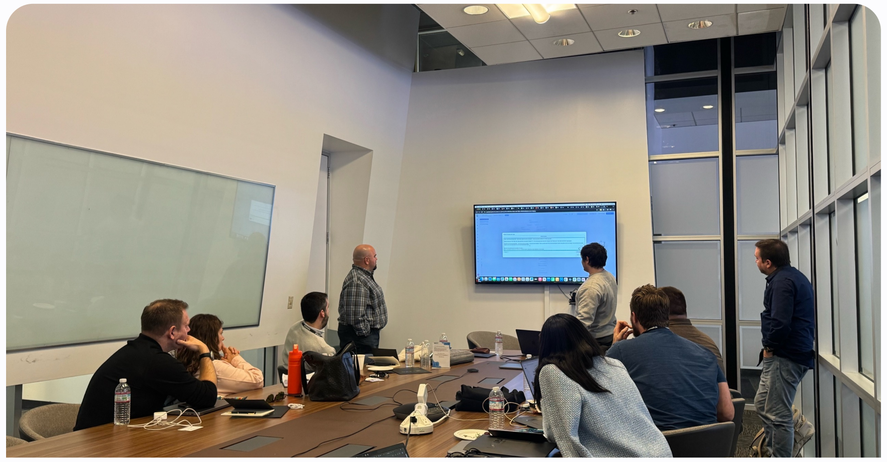
2025 SNAPSHOT: PARTNER INITIATIVES



Flight Centre Executive Visit
Plug and Play HQ

February 26

FLIGHT CENTRE TRAVEL GROUP™



TUI Corporate Roundtable
Mallorca, Spain

April 3

TUI

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2025 SNAPSHOT: PARTNER INITIATIVES



Cathay Innovation Day
Hong Kong

April 9

CATHAY



US Bank | Elavon CAB Meeting
San Francisco, California

May 14

usbank | Elavon

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2025 SNAPSHOT: CONFERENCES



Aviation Festival Americas
Miami, Florida

May 14 - 15



Canadian Airports Council
Montreal, Canada

May 26-28

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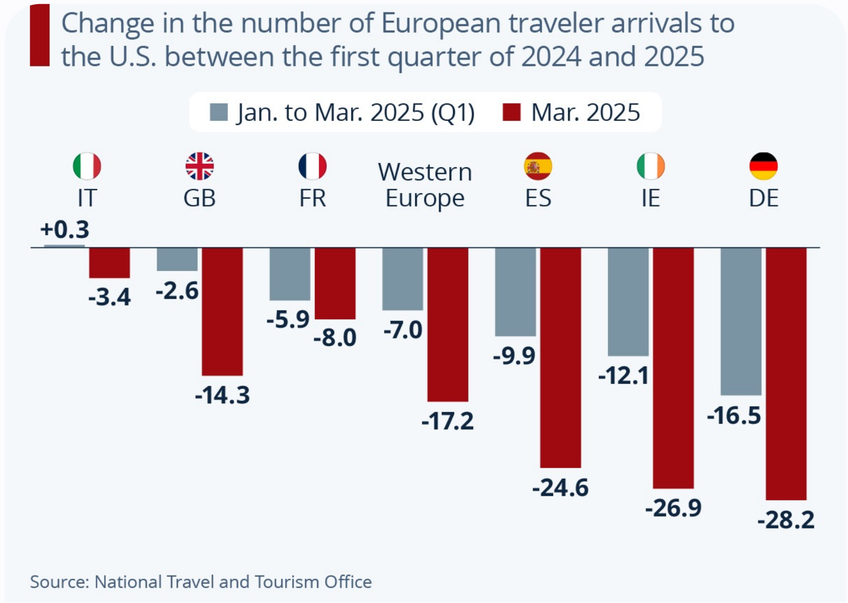
2025 SNAPSHOT: TRENDS IN TRAVEL

Decrease in European in Travel to the U.S.



Source: National Travel and Tourism Office

Canada Travel

70% Decrease in March Flight Bookings

Mexico Travel

20% Decrease in Arrivals from Jan - April

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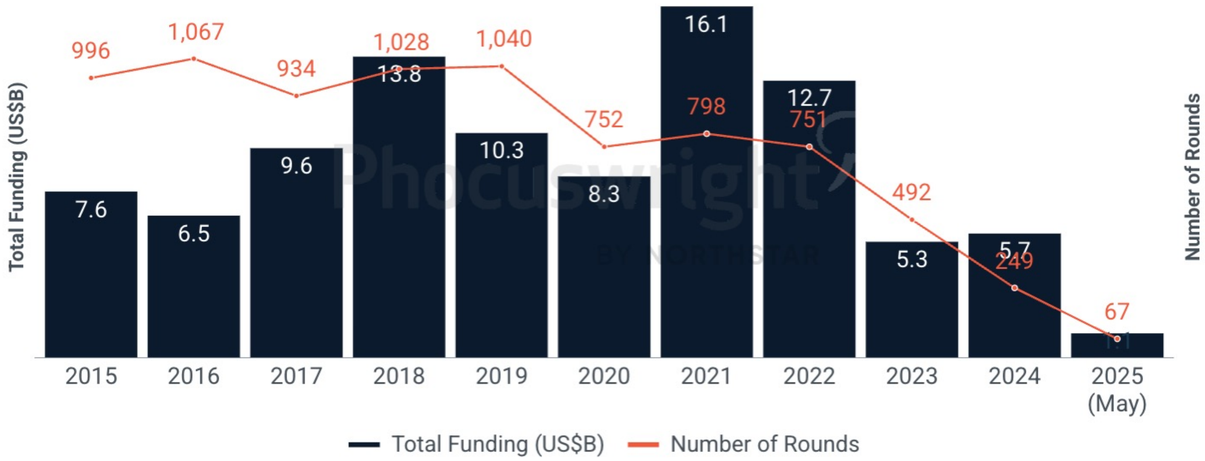
2025 SNAPSHOT: INVESTMENT LANDSCAPE

Q1 2025 sees sharp drop in Travel Startup Funding

Under $1B Raised, 40% drop compared to Q1 2024

Total Funding (US$B) and Number of Rounds by Year, 2015-May '25



Source: Phocuswright's Travel Startups Interactive Database

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PhocusWire BY NORTHSTAR Phocuswright BY NORTHSTAR

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2025 SNAPSHOT: NOTABLE NEWS



Significant increase in Turkish hair transplants with 1.5 million procedures in 2024 (up from 1.05million)



Aeroporti di Roma reconfirms 5-star rating and climbs into the Top Ten of ”Best Airports in the World”.



UN Tourism nominates Shaikha Al Nowais as the first woman Secretary-General

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2025 SNAPSHOT: NOTABLE NEWS



Accor and InterGlobe forge a new landmark partnership to establish a network of 300 Hotels by 2030



Japan crosses 10 million visitor mark in record time.

U.S. Arrivals rises by 43% in the month of April 2025



IAG's investment arm announces €200m fund to unlock efficiency and a sustainable future for the industry

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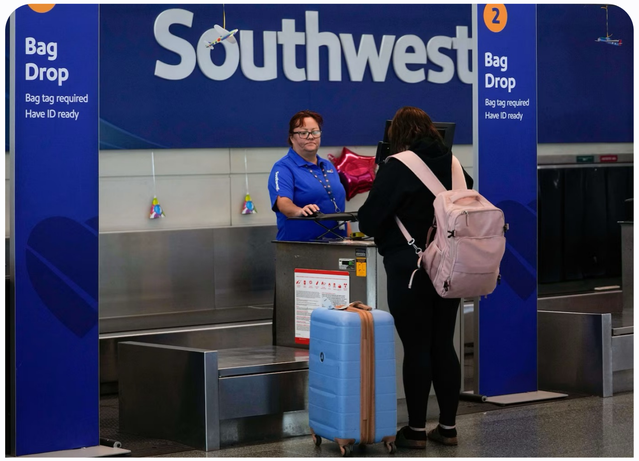
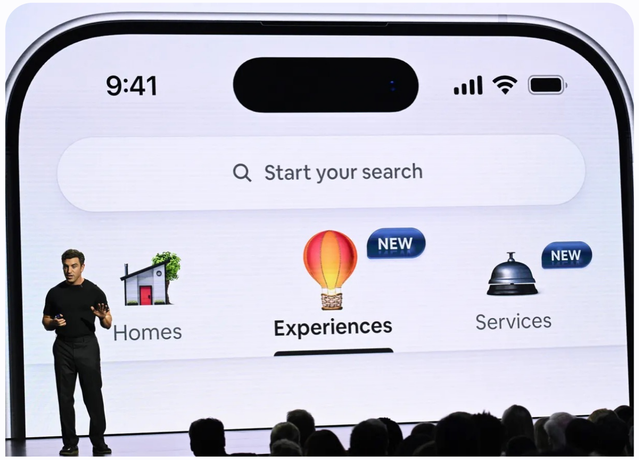
2025 SNAPSHOT: NOTABLE NEWS



Southwest Airlines to start charging checked bag fee, Projected to generate $2B in revenue.



Airbnb introduces redesigned app with services and experiences

jetBlue ventures

SKY

SKY Leasing Announces Acquisition of JetBlue Ventures

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LOOKING AHEAD

Europe

U.S.

Canada



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Panel

Corporate Panel: Business Travel at a Turning Point

FLIGHT CENTRE TRAVEL GROUP™

CWT

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BUSINESS TRAVEL AT A TURNING POINT



John Morhous

Chief Experience Officer
Flight Centre Travel Group



Erica Antony

Chief Product Officer
CWT



MODERATOR

Amir Amidi

Plug and Play
Travel

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Startup Pitches

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SPEAKER

Sophia Nguyen

Program Associate
Plug and Play, Travel

#PNPTCSummit

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BATCH 19 PROGRAM

AncillaryBox

Bonafide

Gan.AI

DECAGON

Iceflower

kalder

Monavate.

obvlo.

Scribe



Gilad Berenstein

Workshop:

Trends in Travel Technology



Carley Hart

Workshop:

Pitching



Daniel Senyard

Workshop:

Working with Corporates

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STARTUP PRESENTATION

Bonafide

Bonafide

Christopher Brown

Founder, Head of Product, Chief Data Scientist

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Bonafide

Enabling Generative and Agentic Commerce

Plug and Play Summit

June 2025

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ChatGPT* (and other LLMs) are selling your products and services. . .

“68% of LLM users are using LLMs like search engines”

- Bain and Company, Feb 2025

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The opportunity and challenge



Do you trust **LLMs** with your customers?

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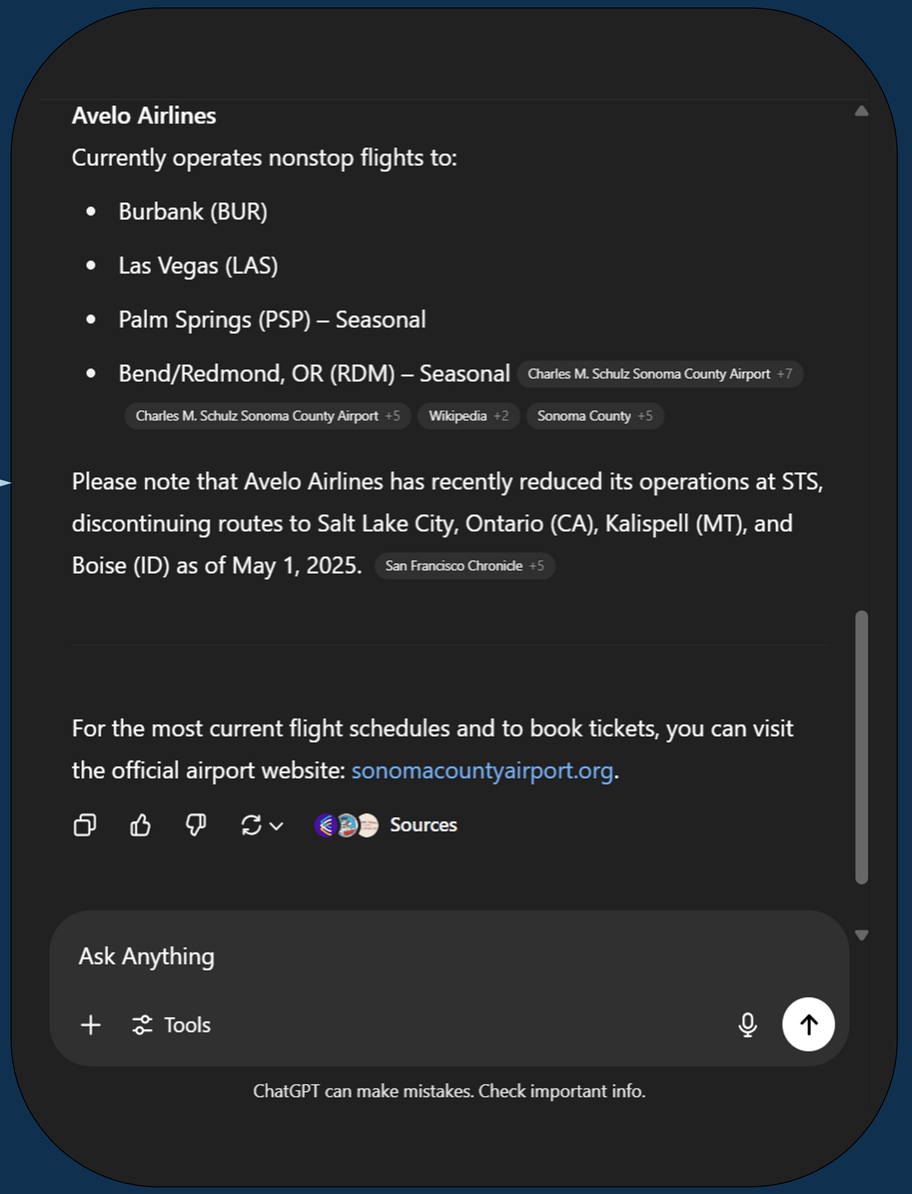
ChatGPT often gets simple facts wrong

22.1%*

LLM Error Rate

avelo *still flies to Kalispell, MT*



There is ***misalignment*** between the Avelo and LLM responses.

* based on **23M** prompts/responses of five leading LLMs and **~4.6M** granular product features.

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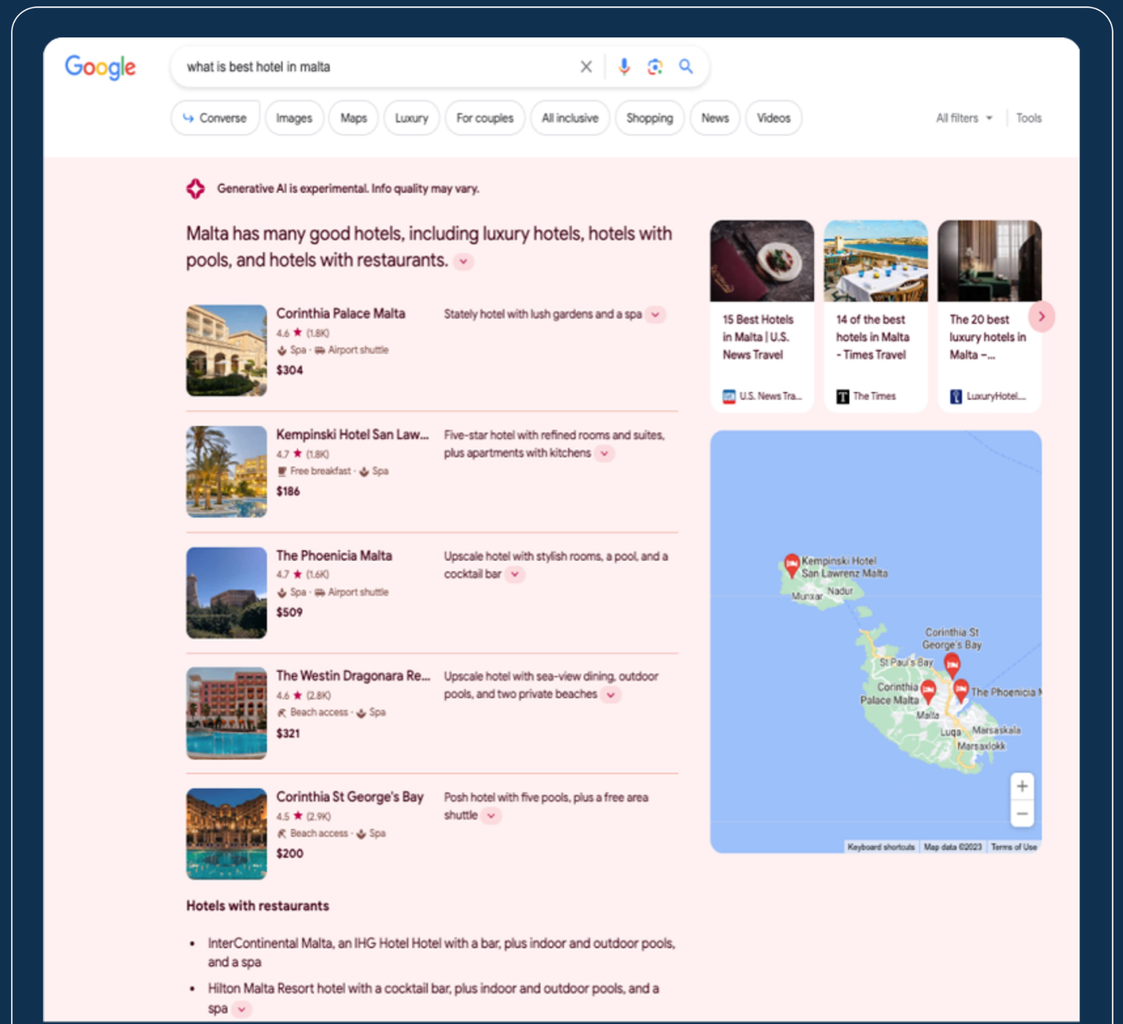
Misalignment impacts discovery, recommendations, and referrals

Products will not be discovered, recommended, nor referred.



Misalignment leads to lost sales!

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The Challenge (more than GEO)

To maximize sales, brands need to align LLMs to be their *product advocates and experts*

Alignment is the process of ensuring Generative AI platforms respond in the the way that is desired

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Bonafide is the alignment platform for the Generative AI-powered era

We enable brands to drive more sales from LLMs!

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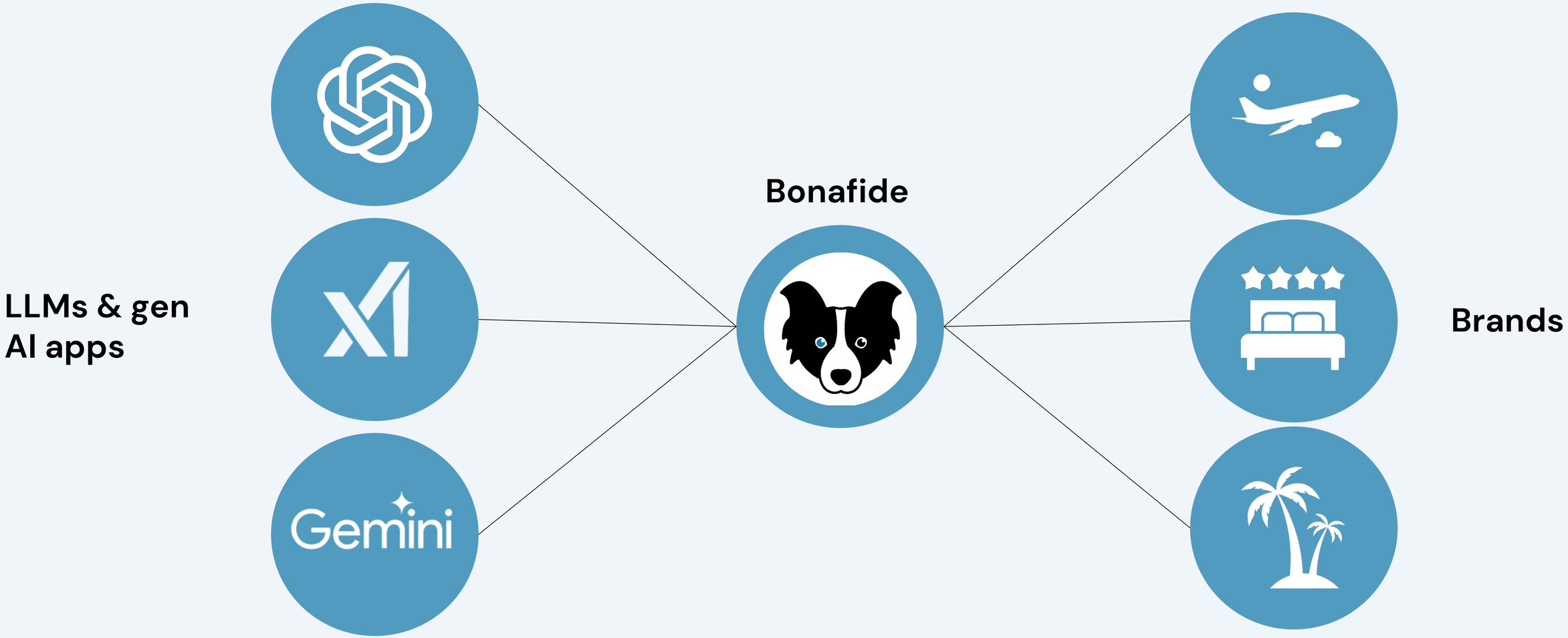
Bonafide aligns LLMs to our customers' products and services
by providing a single source of validated information *at scale*.



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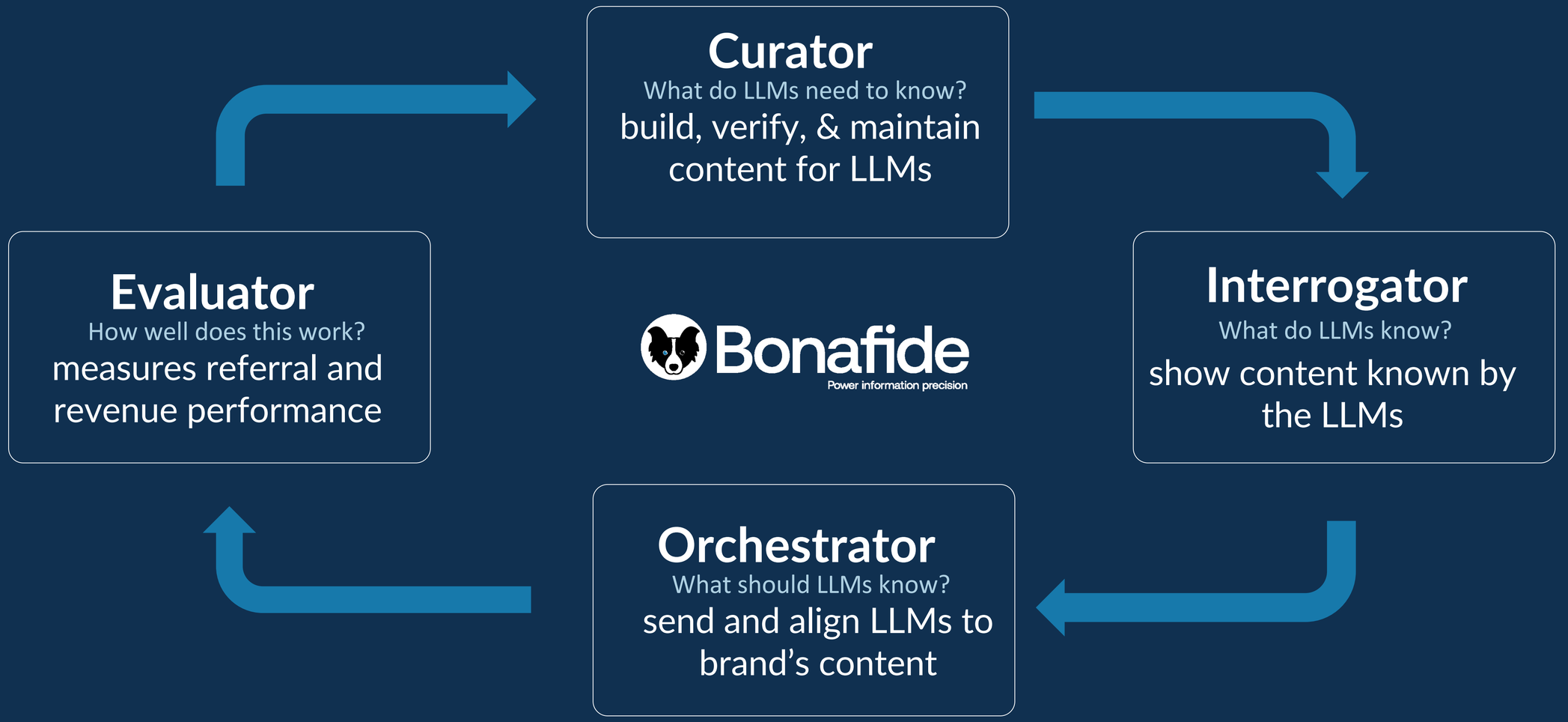
How Brands control content lifecycle



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Case Study

Large Hotel Brand with **global footprint**

The Problem: 34.3% of Brand's property data was misaligned with the LLMs.

Solution: Bonafide was able to identify misaligned facts and mitigate the impacts by producing LLM-friendly content and orchestrating data to the Generative AI Ecosystem improving

Outcome: Improve alignment between LLMs and hotel by **+37.0%**.

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Bonafide is creating an **alignment** ecosystem

COMMON CRAWL

Google

LLAMA

AI Alliance

OpenAI

ANTHROP\C

Microsoft

deepseek

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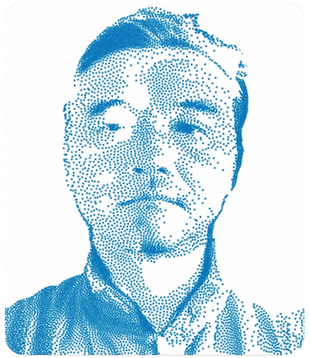
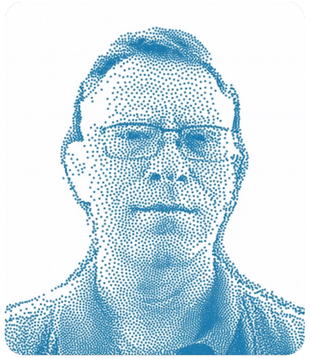
Our Team: entrepreneurs with success innovating early and at scale



Layton Han
CEO

MyPoints®
PAYBACK
ADARA

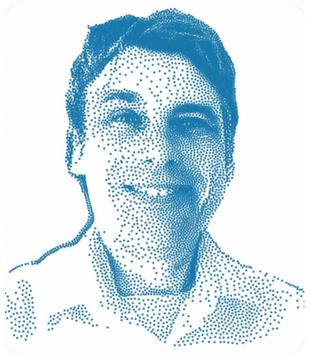
- Co-founder/CEO, IPO (NASDAQ), sold to United Airlines & later to Netzero
- Co-founder, sold to American Express
- CEO, grew travel data company from start-up to $100M+ in revenue



Tom Underwood
COO

ORBITZ
stayntouch

- SVP Hotels, drove revenue from $1 billion to $2 billion growth, enabled company sale to Expedia
- CEO, doubled ARR in less than 20 months to nearly $10 million



Chris Brown
CPO & Chief Scientist

DECISION PATTERNS
ADARA

- Founder, grew company to be a key data science partner for large enterprises including Google, Visa, Gap, US DoD, Wells Fargo and McKesson
- Chief Data Scientist, built the company's ML/AI models



Jeevan Bhattar
CTO

BNP PARIBAS
hp
NESS

- SVP Technology, managed over $100 million budget and 350 technology employees globally
- Eeeq.co/ServiceWRx: Founder, developed wireless lighting/energy systems
- Sr Director, Customer Global Technology Solutions and Services

8 companies founded/part of initial management team

5 Public IPO/M&As

$250M Capital Raised

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DECAGON

Decagon

Zachary Linhart

Enterprise GTM

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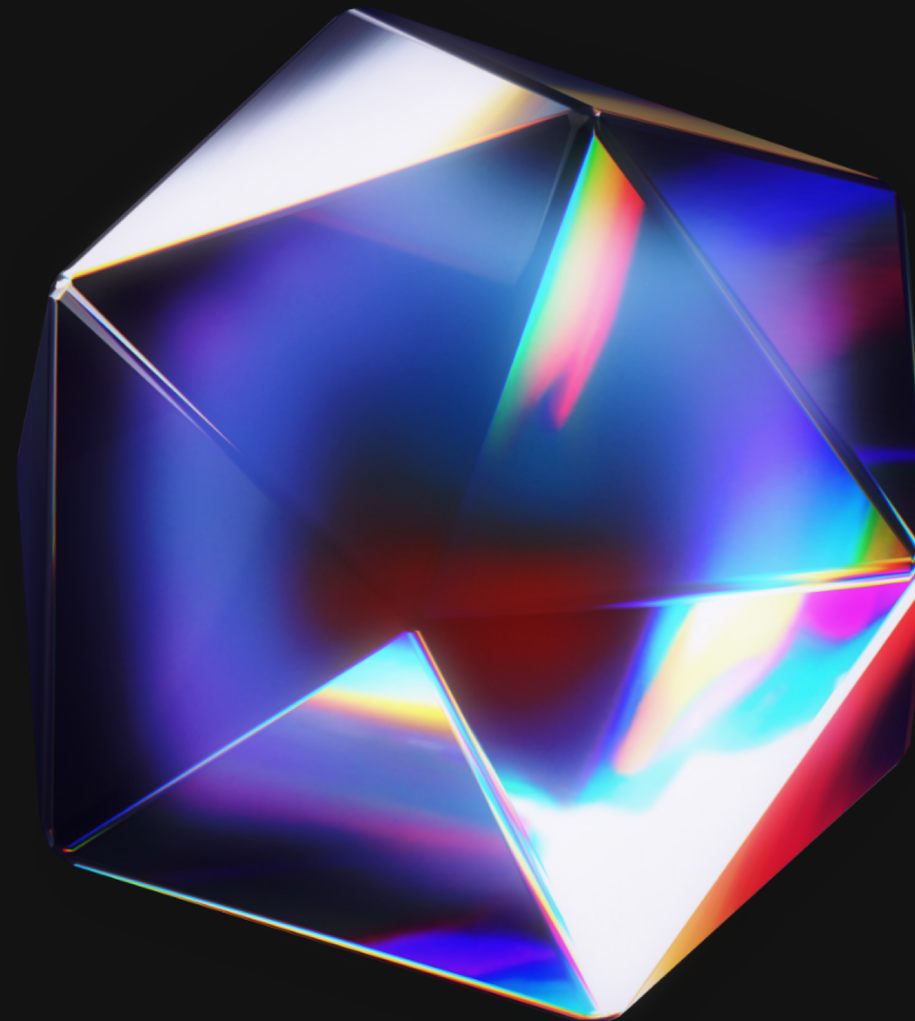
AI Customer Service Agents



Decagon

Case Study: Hertz

60%+ Resolution

<6 weeks Go-Live

Multi-Language Support

expanded support from English and Spanish to many more



“Decagon isn’t just a vendor—they’re a true partner in elevating our Customer Support Hub. Their impact has been incredible, seamlessly automating our most complex playbooks and helping us go live within weeks to manage high-volume operations. The team’s speed and efficiency have been outstanding—I highly recommend Decagon!”

— Vikram Rajagopalan, VP Customer Experience at Hertz

Case #1:Hertz

State of the Industry

The **tourism and travel industry** has some of the highest expectations for customer support. People want to enjoy their vacation experience to the fullest

+10B

trips made a year!

45-120 mins

avg time spent on hold during peak travel times





24/7 tier 1 Support

Allow customer to

- Change/Cancel Flights
- Request Refund
- E-credits
- Seat Help

Loyalty Programs

Driving greater LTV

- Qualifications
- Personalized rewards
- Tailored offers
- Partnership benefits

Monitoring & Alerts

Help business navigate

- Changes in customer sentiment
- Real-time feedback monitoring

Revenue Generating

Drive customer growth

- Improved customer experience
- Travel recommendations
- Upsell Opportunities

The new era of AI needs a new way to build Agents

Rest of the Industry	The Decagon Way
Coded Workflows Decision Trees Developer SDKs	Plain English + Code Agent Operating Procedures (AOPs)

Why are enterprises choosing Decagon as the leader?



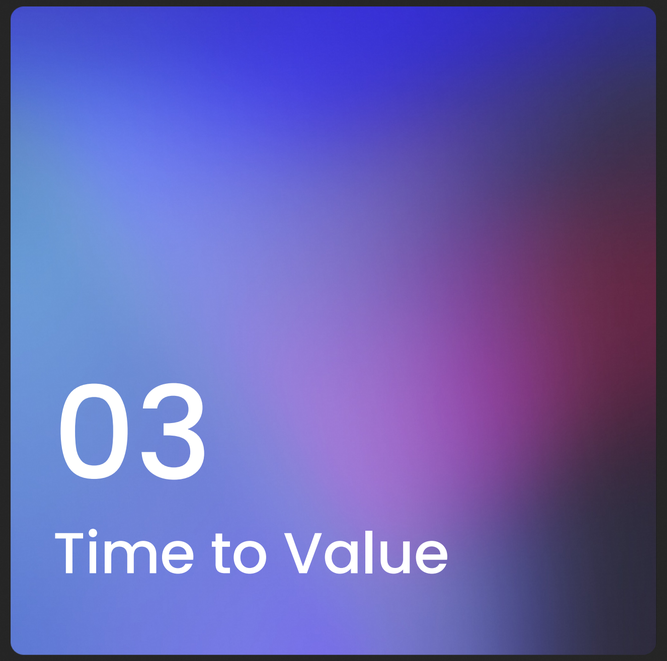
01 Transparency

Your AI should not be a black box. Insights and explainability are key.



02 Quality & Accuracy

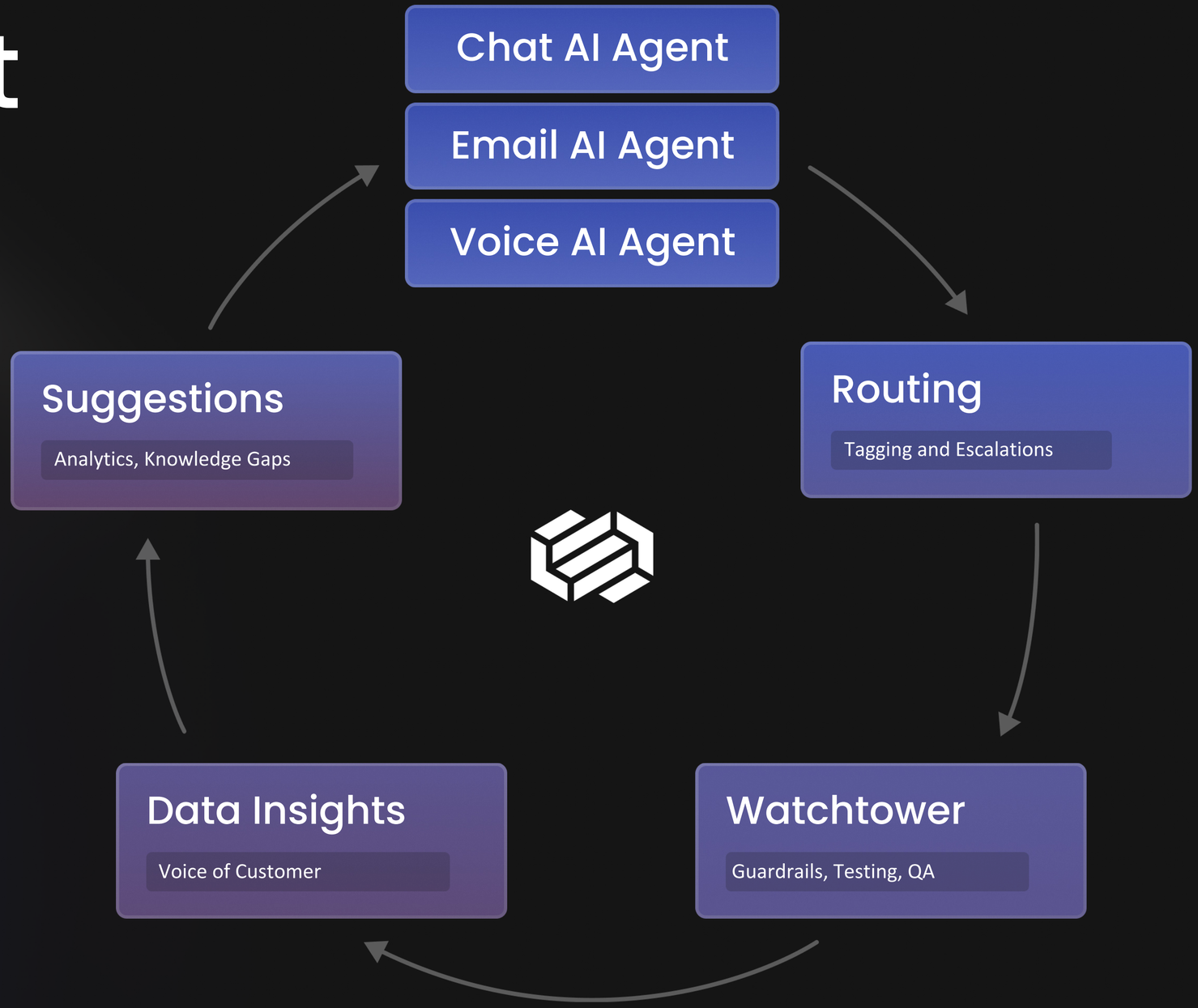
We’ve created a new way to build and iterate on agents together.



03 Time to Value

Deploy in weeks, not months — the ROI is very measurable.

Our Product Suite



World-Class Teams Trust Decagon

We've raised >$100M from Accel, Andreessen Horowitz, and Bain Capital Ventures







Interested?

Set Up a Sandbox

Seeing our product first hand handling your workflows will open up your imagination

Contact me: Zachary@decagon.ai
Website: decagon.ai

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STARTUP PRESENTATION

Gan.AI

Gan.AI

Suvrat Bhooshan

Founder & CEO

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Gan.AI

Our team



Suvrat Bhooshan

Founder & CEO

Education

- M.S. Computer Science **@ Stanford University**
- B.S. Computer Science **@ Georgia Tech (Rank 1 / 2948)** Graduated Early in 3 years

Experience

- Research Engineer **@ Facebook AI Research (FAIR) (First non-PhD hire out of college)**
- **10+** Deep Learning Papers **@ 500+** Citations
- Inventor of **Multimodal Bidirectional Transformers (MMBT)**
- **3+** Core Tech Patents filed @ Gan.AI



Anupreet Singh

CRO

Education

- BTech, Computer Science @ **Guru Govind Singh Indraprastha University (GGSIPU)**

Experience

- Head of US & EU Business @ **Mettl (acquired by Mercer)** (scaled up US from 0 from India)
- Head - GTM (Sales, Marketing, CS) **@ Slintel (acquired by 6sense) (0-$5M ARR in 2 Pandemic years)**

Gan.AI

Our clients

FMCG & Consumer Brands

Cadbury, Hindustan Unilever Limited, Coca-Cola, Nestlé, Johnson&Johnson, Sprite, L'ORÉAL PARIS, SONATA, Royal Stag, AIR INDIA, Havmor ICE CREAM, ADITYA BIRLA GROUP

Marketing agencies

Ogilvy, groupm, FCB, VML, WPP, MINDSHARE, Schbang, dentsu, Leo Burnett, HAVAS

Consumer durables

VOLTAS, SAMSUNG, asianpaints, vivo, BAJAJ

Consumer tech

zomato, G, naukri, Uber, NPCI, agoda, amazon

Healthcare

AMSURG, Narayana Health, EYECARE PARTNERS, Meril, NVISION

B2B

zapier, salesforce, Deloitte.

Financial services

HDFC BANK, ICICI Lombard GENERAL INSURANCE, ADRIAN WEBB

Real Estate

kw KELLERWILLIAMS, KALPATARU, FATHOM REALTY, Shapoorji Pallonji Built to last...since 1865, BRIGADE Building Positive Experiences

Sports

SAN ANTONIO SPURS, RAJASTHAN ROYALS, MUMBAI INDIANS

OTT

JioHotstar, STAR SPORTS

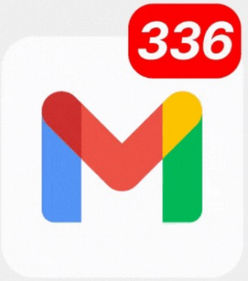
Gan.AI



Personalized video communication is hard but effective.

Gan.AI

Why do travel brands struggle to engage their users?

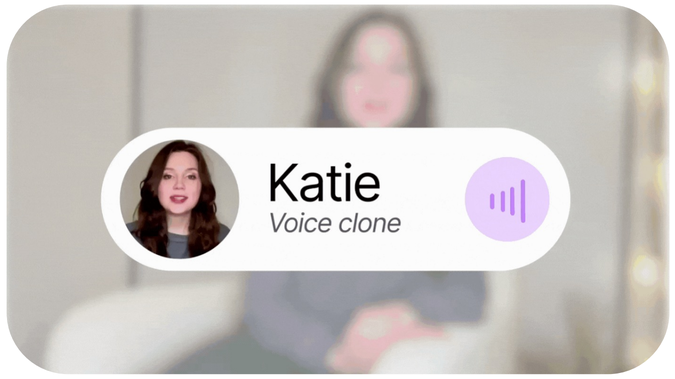


Unread messages

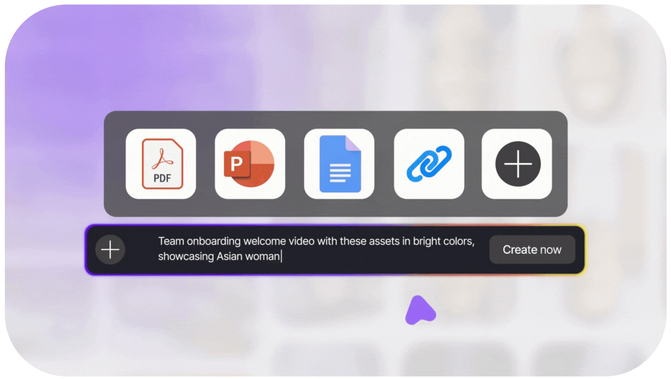
Gan.AI

Solutions

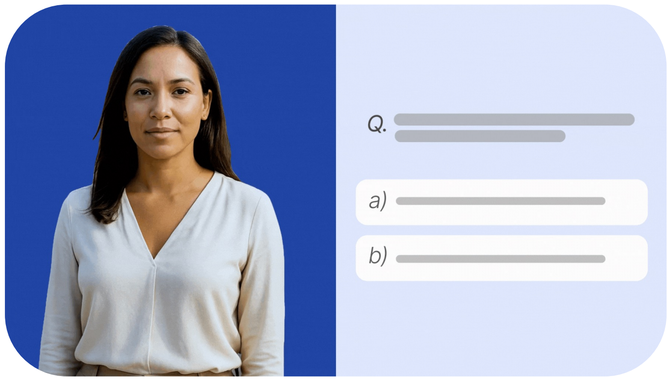
One AI platform for video creation, 1:1 personalization & interactivity



Personalized 1:1 videos



Rapid video creation



Interactive AI avatars

Gan.AI

Speak directly to every traveler

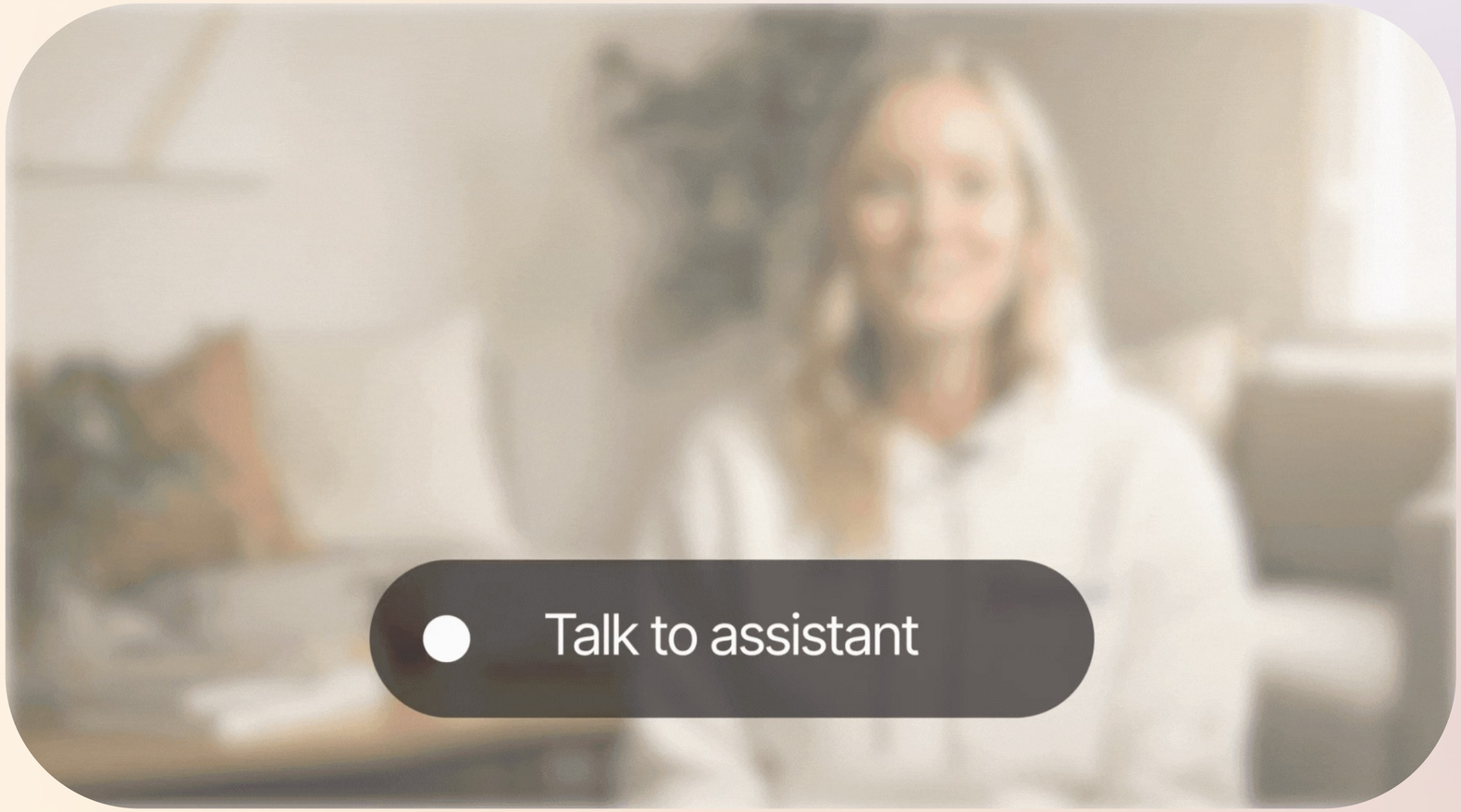


Gan.AI

Goodbye boring PDFs, hello drag & drop videos

Gan.AI

AI agents for Sales & Support



Gan.AI

PLUG AND PLAY

- Real industry insights
- New business opportunities
- Strategic investors

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STARTUP PRESENTATION

AncillaryBox

Ancillary Box

Kim Walbridge

Chief Customer Officer

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AncillaryBox

Turning Airlines into Gateways to the World’s Best Experiences

AncillaryBox Pitch

AncillaryBox

WHY ARE WE HERE?

5B travelers flown.

$180B in experience spend... missed.

AncillaryBox

CUSTOMER PROBLEM

1. Airlines drop the ball on a $180B global experiences market — despite their captive audience

2. Meanwhile, experience providers pay 20-30%+ commission to OTA’s, to reach the very same travelers

AncillaryBox

CUSTOMER PROBLEM

1. Airlines drop the ball on a $180B global experiences market — despite their captive audience

2. Meanwhile, experience providers pay 20-30%+ commission to OTA’s, to reach the very same travelers

AncillaryBox

SOLUTION

1. For airlines: an easy way to offer the right experiences to the right passengers

2. For experience providers: lower-cost distribution; changing the economic model

AncillaryBox

SOLUTION

1. For airlines: an easy way to offer the right experiences to the right passengers

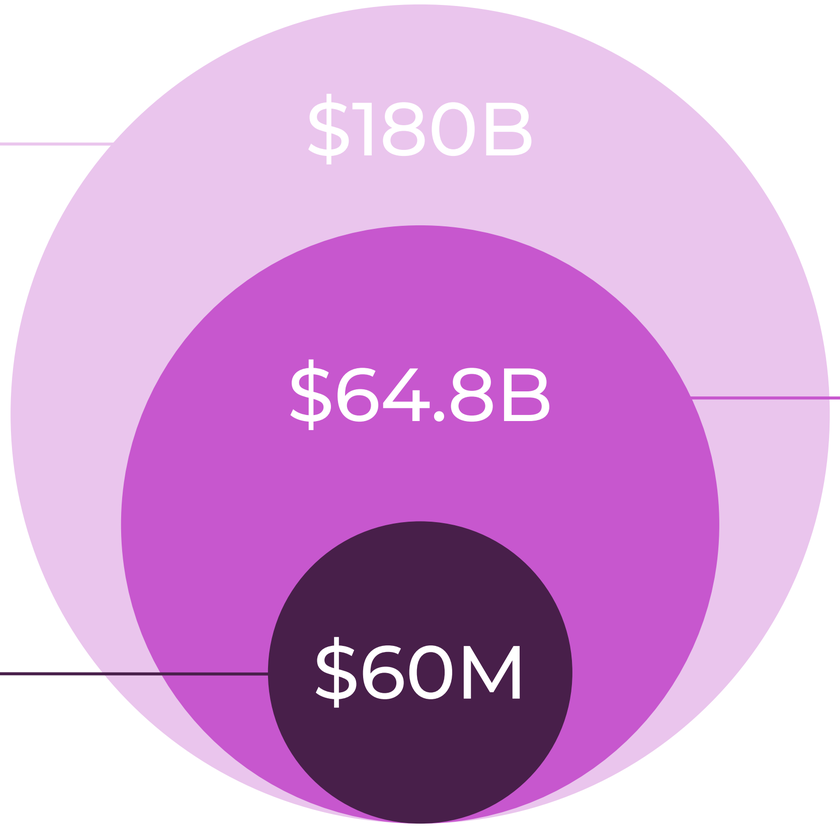
2. For experience providers: lower-cost distribution; changing the economic model

AncillaryBox

BUSINESS CASE

AncillaryBox wins if airlines get just a sliver of the market

Total Addressable Market
Global experiences – transacted online in 2024



Serviceable Addressable Market
Leisure air travellers; booked direct

Serviceable Obtainable Market
ABox with 6 airlines

AncillaryBox

BUSINESS CASE

“What’s in it for me?”

- **Customer airlines** unlock high-yield, low-risk ancillary revenue and deeper passenger engagement
- **Experience providers** gain lower-cost distribution and access to a travel-ready audience
- **AncillaryBox and its investors** benefit from platform economics, turning scale into margin once fixed costs are covered

AncillaryBox

BUSINESS CASE

Why AncillaryBox?

- MVP with customer traction
- We understand airlines and how to overcome barriers to adoption
- Roadmap: loyalty integration, letting travelers pay with FFP miles / points

Lauch Customers

DOHOP

FIJI AIRWAYS

oneworld

AncillaryBox

ASK

Fresh capital and wise counsel

We seek early investment from partners who believe in the vision — and want to help us scale from initial traction to industry presence.

AncillaryBox

TEAM



David Hoppin

CEO

SEABURY Airline Strategy Group

d!io Data in. Intelligence out.



Kim Walbridge

CCO

AIR NEW ZEALAND



Baddý Breidert

CEO 1xINTERNET

1x INTERNET

Drupal

AncillaryBox

PLUG AND PLAY SUMMIT

Let’s connect



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STARTUP PRESENTATION

Iceflower

Iceflower

Benedikt Ernst

Founder & CEO

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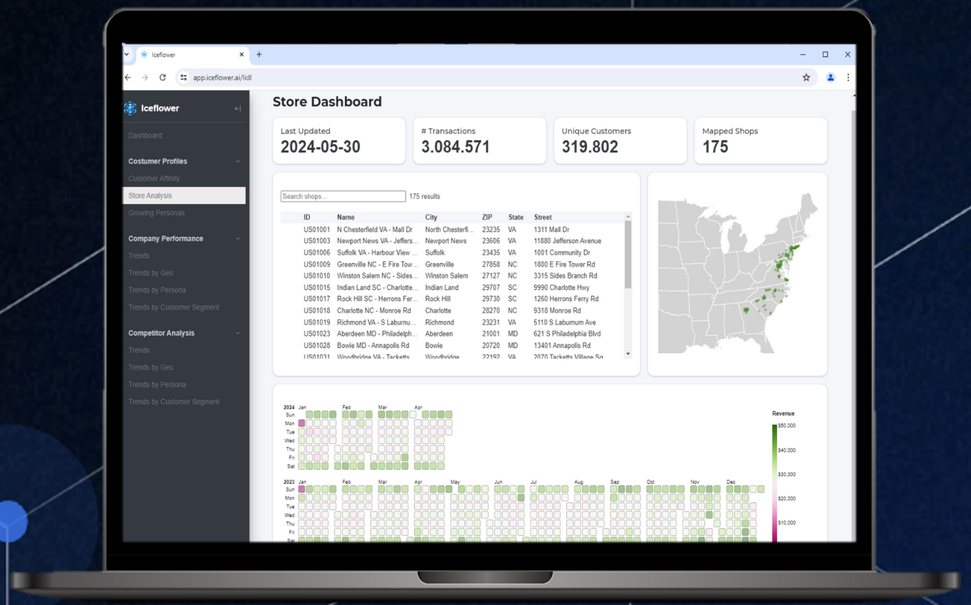
Iceflower

Unlocking the Power of Consumer Spend



PLUGANDPLAY



Problem:



Consumer behavior data is limited 1st party data

Problem:



Consumer behavior data is limited 1st party data



Small consumer panels lead to biased results

Problem:



Consumer behavior data is limited 1st party data



Small consumer panels lead to biased results

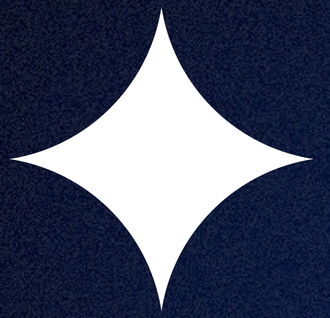


Today’s solutions are disparate, expensive & require significant R&D

Access to best in class data is more crucial than ever



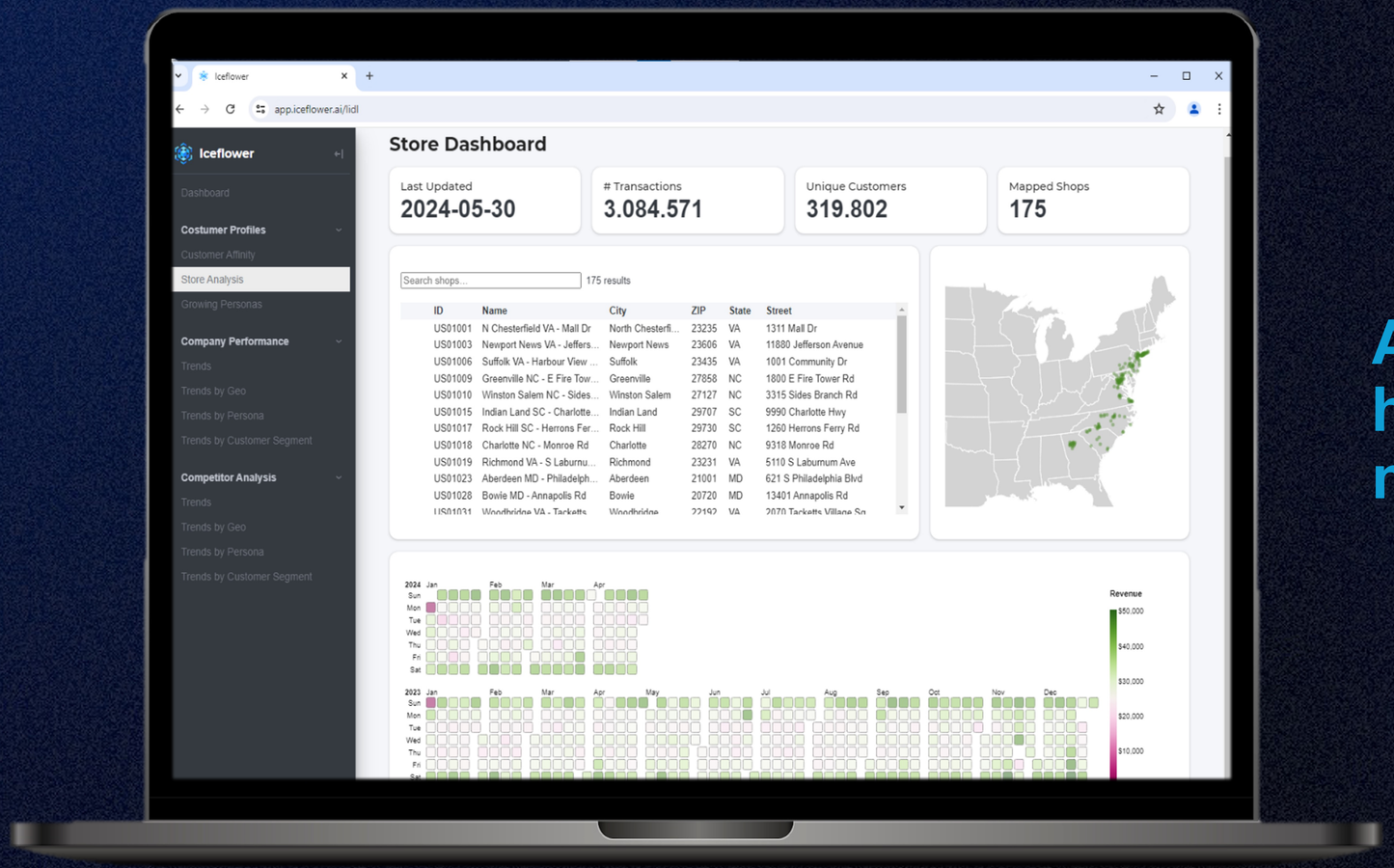






Iceflower

unlocks these insights for you

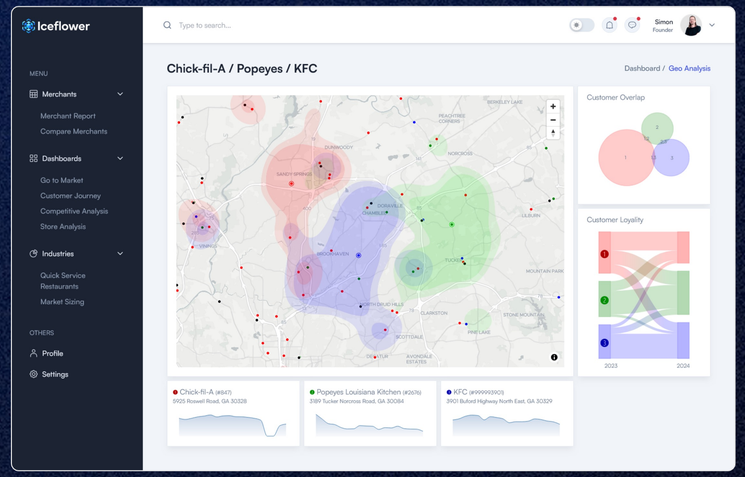


AI-powered platform for hyper local & real-time market insights

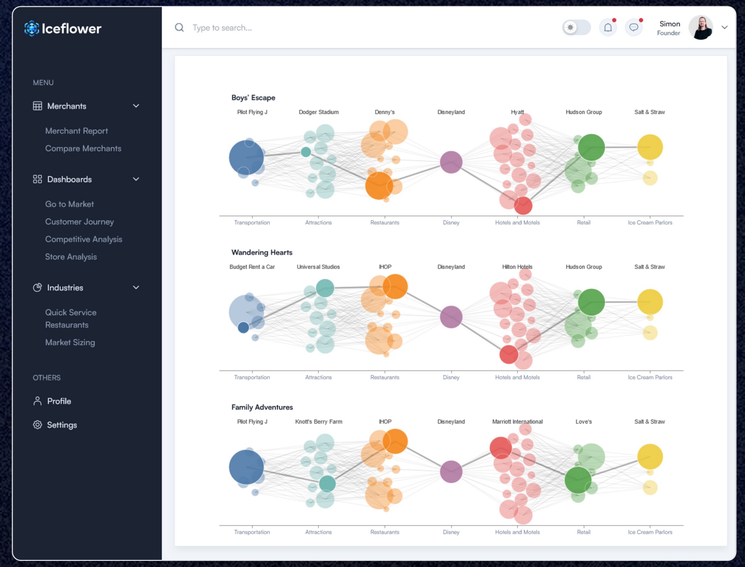


Spend data of 100m US and EU consumers on a daily base

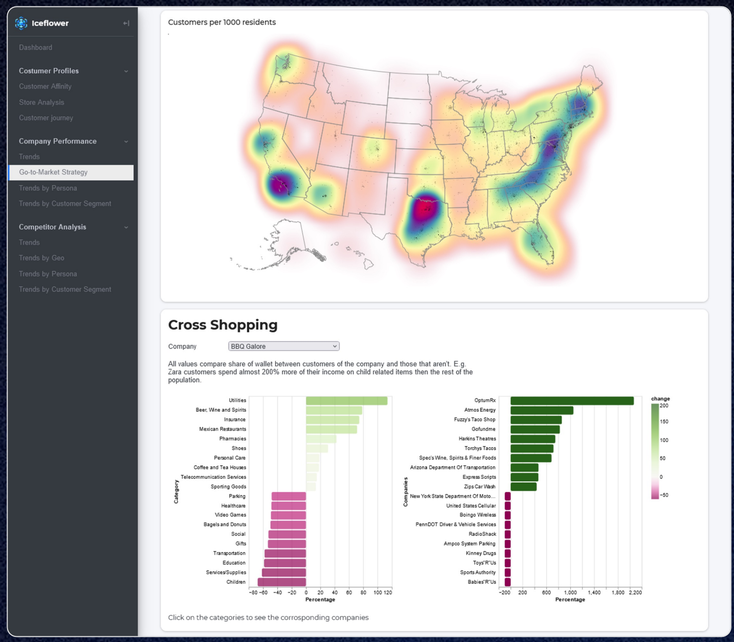
Harness data to generate:



1 Location Level Merchant Insights



2 Customer Journey Mapping



3 Cross Shopping Analysis

Iceflower

Type to search...

Simon
Founder

MENU

- Merchants
  - Merchant Report
  - Compare Merchants
- Dashboards
  - Go to Market
  - Customer Journey
  - Competitive Analysis
  - Store Analysis
- Industries
  - Geo Analysis
  - Cross Shopping

OTHERS

- Profile
- Settings

Merchant Geo Analysis

Dashboard / Geo Analysis

Group 1 Search for merchants...

Group 2 Search for merchants...

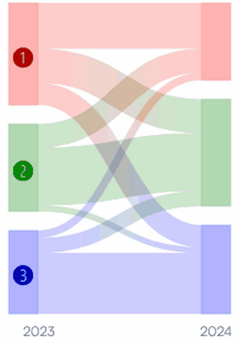
Group 3 Search for merchants...



Customer Overlap



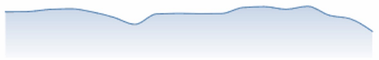
Customer Loyality



Chick-fil-A (#2956)
2222 Shearn Street, TX 77007



Popeyes Louisiana Kitchen (#2036)
1101 North Shepherd Drive, TX 77008



KFC (#999991526)
1526 North Loop West, TX 77018



We are serial entrepreneurs who exited their last data company and are backed by renowned industry experts and investors.



Benedikt Ernst

Founder & CEO

Consumer Edge · METRO · BIT capital. · finleap · Qentnis · Retailtech Hub

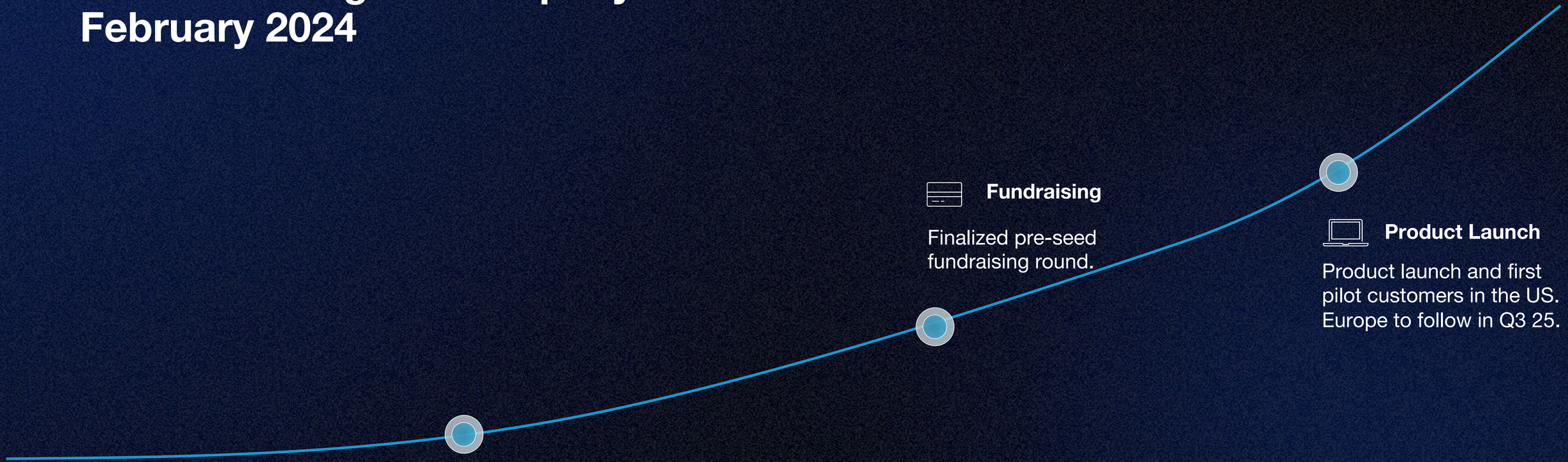


Simon Kröger

Founder & CTO

Consumer Edge · aws · Qentnis · Fyber · B

We achieved rapid progress since founding the company in February 2024



Data

Established access to core datasets.

Fundraising

Finalized pre-seed fundraising round.

Product Launch

Product launch and first pilot customers in the US. Europe to follow in Q3 25.

Key benefits for travel & hospitality companies:



Unlock hidden Revenue Potential in real-time

Gain visibility into traveler behavior across channels and brands, uncovering new revenue streams through hyper-local, real-time data.



Zero IT Overhead – Insights Live in 1 Day

Our platform requires zero internal data resources. Start extracting value within 24 hours, not months.



Access to the most granular dataset in the market

We track $100B+ in transactions at the POI level, offering a more granular, timely, and unique data advantage your competitors can’t access.

Start your pilot with us now.



Benedikt Ernst
Founder & CEO

benedikt@iceflower.ai
LinkedIn

PLUGANDPLAY

SV SUMMIT

STARTUP PRESENTATION

Scribe

Scribe

Jennifer Smith

Founder & CEO

#PNPTCSiliconValley

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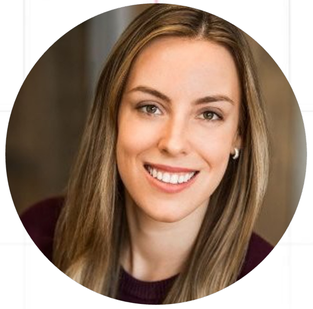
Scribe

Workflow AI | How work gets done



Jennifer Smith
CEO



Founding Team

Jennifer Smith, CEO

McKinsey & Company

greylockpartners.

PRINCETON UNIVERSITY

HARVARD UNIVERSITY

Aaron Podolny, CTO

Google

Onward
(acq. Google)

Yale University

The problem hiding in plain sight.

Knowledge is trapped in your team members' heads.

Documentation is too painful to create.

People can't get access to critical know-how.

They're blocked from doing their best work.

The pains

YOUR PEOPLE	YOUR TOOLS	YOUR CUSTOMERS
Wasted time	Poor software adoption	Low customer adoption
Loss of institutional knowledge	Unsuccessful tool implementations	Lots of support tickets, slow SLAs
Slow ramp times	Too many help desk tickets	Customer churn

It’s an expensive problem.

71%
of company know-how isn’t documented.

Source: Scribe Team & Enterprise customer survey 2025

2/3
of employees don’t have what they need to know their jobs.

Source: Scribe Team & Enterprise customer survey 2025

50%
of time is spent searching for and duplicating work.

Source: IDC study 2018

In production with

41%+ of Fortune 500

Trusted by

52,000 enterprises

Loved by

4 million users



IMPACT

Automatically document and scale how work gets done

Document faster

12x

faster document creation

Find answers more easily

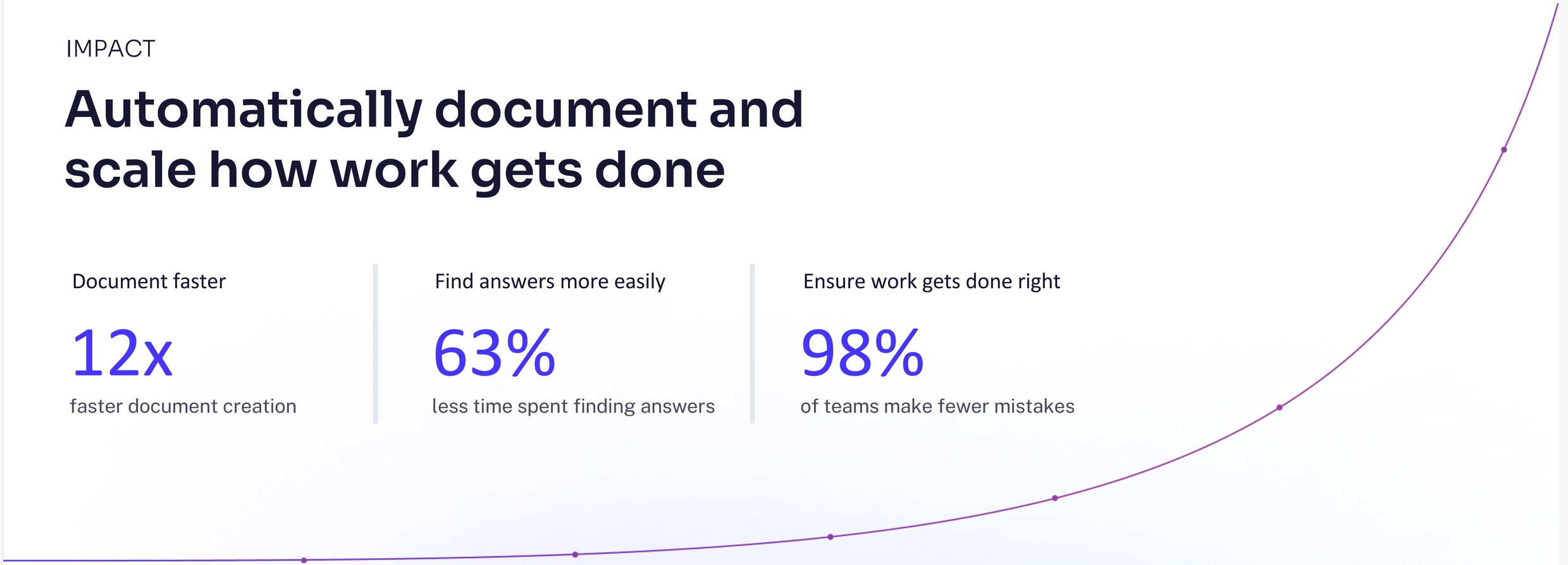
63%

less time spent finding answers

Ensure work gets done right

98%

of teams make fewer mistakes



NEW YORK LIFE

Saves 41.6 hours per month per user.

HubSpot

Reduces time spent responding to customers by 93%.

NORTHERN TRUST

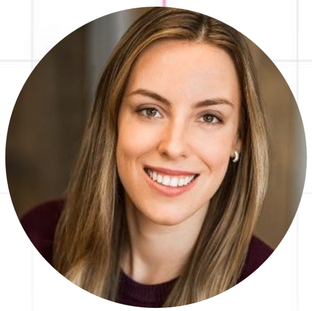
Saves $14k per employee per year.

THE HOME DEPOT

“Scribe is bridging the knowledge transfer gap in ways we only dreamed were possible.”

Thank you!

jennifer@scribehow.com
(202) 480-4322



Jennifer Smith
CEO

PLUG AND PLAY

SV SUMMIT



SPEAKER

Kaycee Antosiak

Travel Ventures

Plug and Play

#PNPTCSummit

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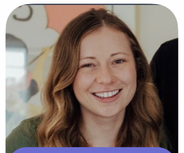
INVESTING IN THE FUTURE OF TRAVEL



Kaycee Antosiak

Travel Ventures
Plug and Play



Gilad Berenstein

Founder
Brook Bay Capital, LLC



Hani Azzam

Principal
Propeller



Kosuke "Ko" Yamada

Director
ANA Future Frontier Fund



Giovanni Gennaro

Head of Open Innovation
Aeroporti di Roma

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PLUGANDPLAY

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SPEAKER

Anastasiia Brovkina

Partner Success

Plug and Play, Travel

#PNPTCSummit

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PLUG AND PLAY TRAVEL TEAM



Amir Amidi
Managing Partner
Silicon Valley



Anastasiia Brovkina
Partner Success Manager
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Kaycee Antosiak
Analyst, Ventures
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Inés López
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APAC



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Vienna



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Sr Associate, Ventures
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Vienna



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Christina Schiefauer
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Batch 19 Travel Partner

AWARD

FLIGHT CENTRE TRAVEL GROUP™

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BATCH 19 PARTNER INNOVATION AWARD

FLIGHT CENTRE TRAVEL GROUP™



John Morhous
Chief Experience Officer



Daniel Senyard
SVP of Commercial Platforms and Innovation

Years of Partnership 8

Internal Product Innovation Sessions

Leadership across product teams sets a benchmark for innovation culture

POCs/Pilots 3

in the past 6 months

Startup Exposure 50+

in the past 6 months

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SV SUMMIT

Batch 19 Travel Startup

AWARD



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WHAT'S NEXT

Partner Lunch
• All partners please head up to the 3rd floor. Food will be served in the Team Room.

Partner Dinner
• 6:00 PM - Please check calendar or ask your travel team contact for more information.

Brella Networking
▪ Refer to Brella for more information about conference networking.

Winter Summit
▪ November 17-19

PLUG AND PLAY

SV SUMMIT

THANK YOU FOR ATTENDING!

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