








The background of the slide features a formation of four blue and yellow U.S. Navy Blue Angels fighter jets flying against a clear blue sky. The jets are arranged in a staggered formation, with white smoke trails visible behind them. The text is overlaid on a dark blue rectangular background.

North American Airports

Philipp Schett, President
Detecon Inc.

Detecon, the consulting arm of Deutsche Telekom (T-Mobile), has helped clients across the globe in their innovation endeavors

						
Products		Incubation		Digital & Innovation		Intrapreneur



Service



Industry



Telco



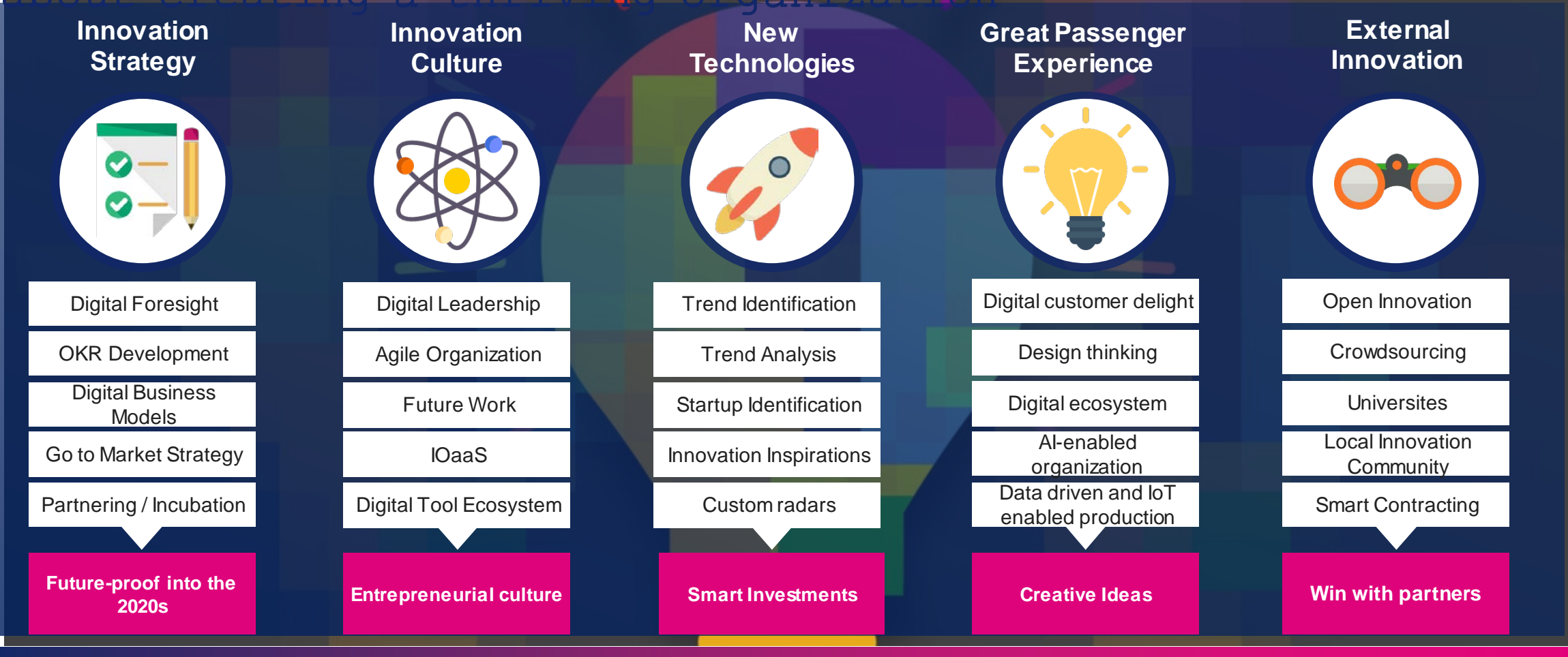
- More than 20k projects completed worldwide
- 1,200 associates in our offices
- Clients in more than 165 countries
- Colleagues from over 40 countries
- Revenue of 300m+

Despite the historical challenges of innovating in the airport environment, airports offer huge growth potential for startups and their solutions. North American Airports have to collaborate to make sure they can remain innovation drivers in the future.

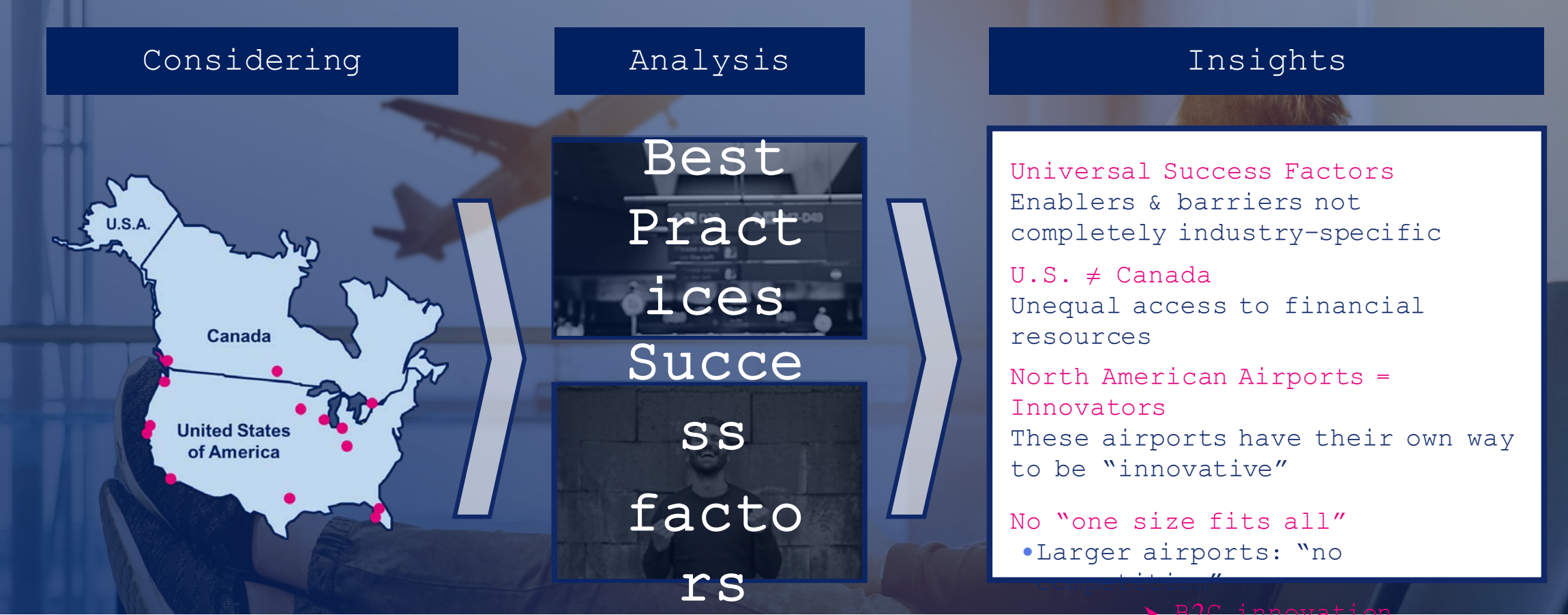


Philipp Scheffler
Managing Director
Detecon Innovation Institute

It cannot be repeated often enough: innovation is not (only) about introducing the next shiny technology – it's about creating a thriving organization




Detecon's research generated insights and knowledge into the state of the art of innovation at North American airports – thanks to all participating airports!

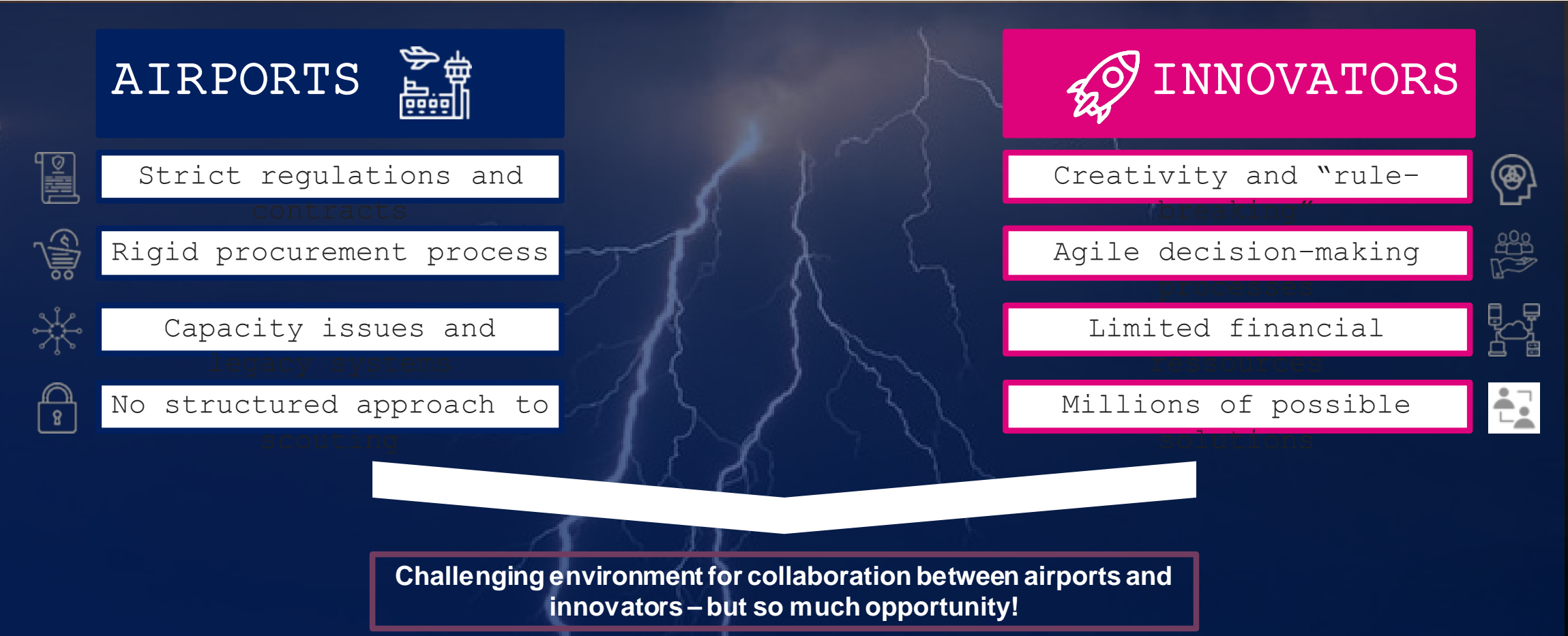


A focus on innovation will help to increase non-aeronautical revenue, develop new business, decrease costs ~~or improve the passenger experience - but it's not easy~~

"Of the 142 startups in Travel & Mobility Tech that have raised more than \$100 million in total VC funding, ~~not a single company~~ focuses on the airport experience."

Source 

High entry barriers and bulky procurement processes make it difficult for innovators to enter the aviation industry



Through our research, we identified the most important best practices to enable, but also the most common barriers of innovation at airports – it remains difficult, but there's

Establish the right mindset for the right amount of risk taking

Define a unique and captivating innovation strategy

Live effective communication within and outside of the organization

Build a diverse talent pool – based on industry experience and innovation experience simultaneously

Put appropriate organizational structures in place

Embrace external inspiration – but be strategic about scouting

Work within your boundaries – or try to change them

Establish a diverse pool of human resources

Embrace your peers – collaborate within the industry

Form strategic partnerships within open innovation

Secure financing for innovation

Leverage the advantages of being a governmental entity

Skip “failure culture” – move to “learning culture”

Create the right IT infrastructure – good data is key

Careers for innovators

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Careers for innovators

Innovation strategies often encompass challenging internal realignment of business functions to realize ~~game-changing~~ ideas.



- ✓ **Operational Environment**
Know your airport's unique USPs
- ✓ **Working Culture**
Define the airport's organizational core values
- ✓ **Sourcing Ideas**
Enable employee engagement



- ✗ **Risk Aversion**
Creates strategies based on status quo
- ✗ **Over-Optimism**
Not checking own abilities and forecasts
- ✗ **Personal Interest**
Not serving the overall interest of the industry

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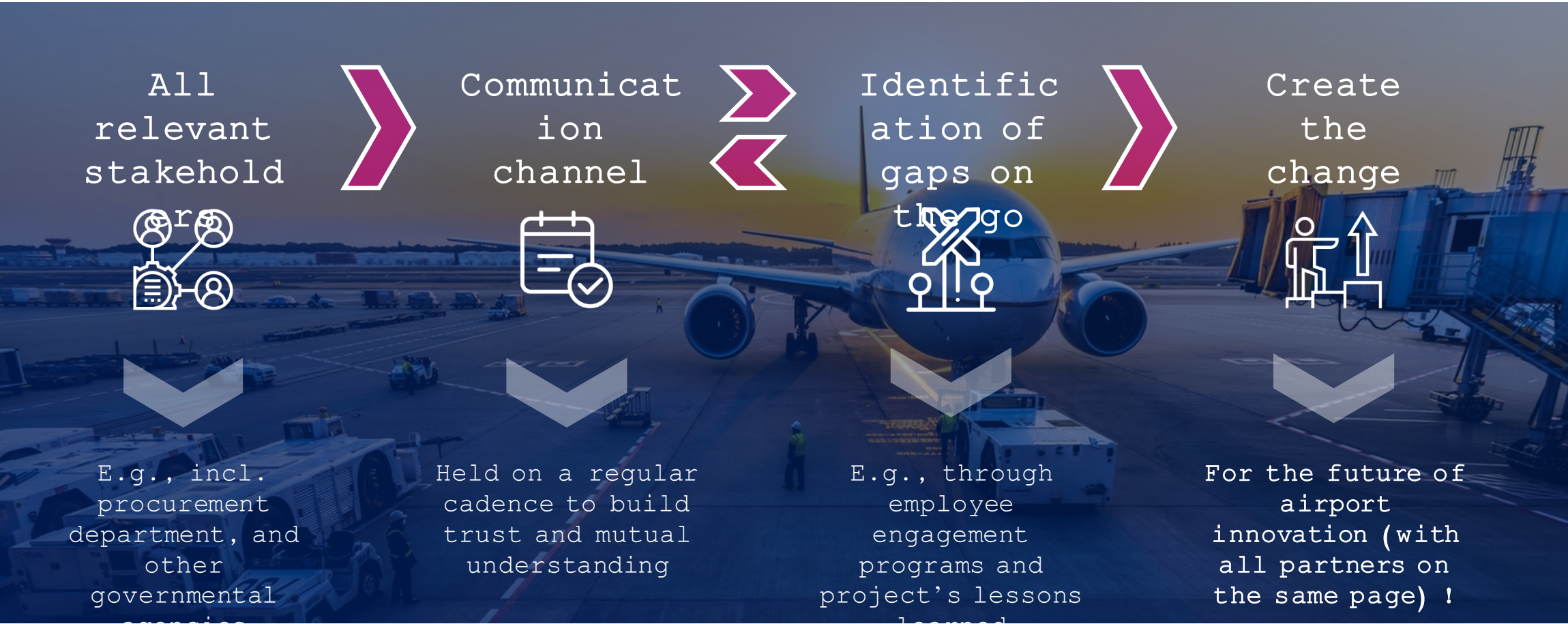
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Reducing bureaucracy enables dynamic environments and swift growth opportunities for new innovative players.



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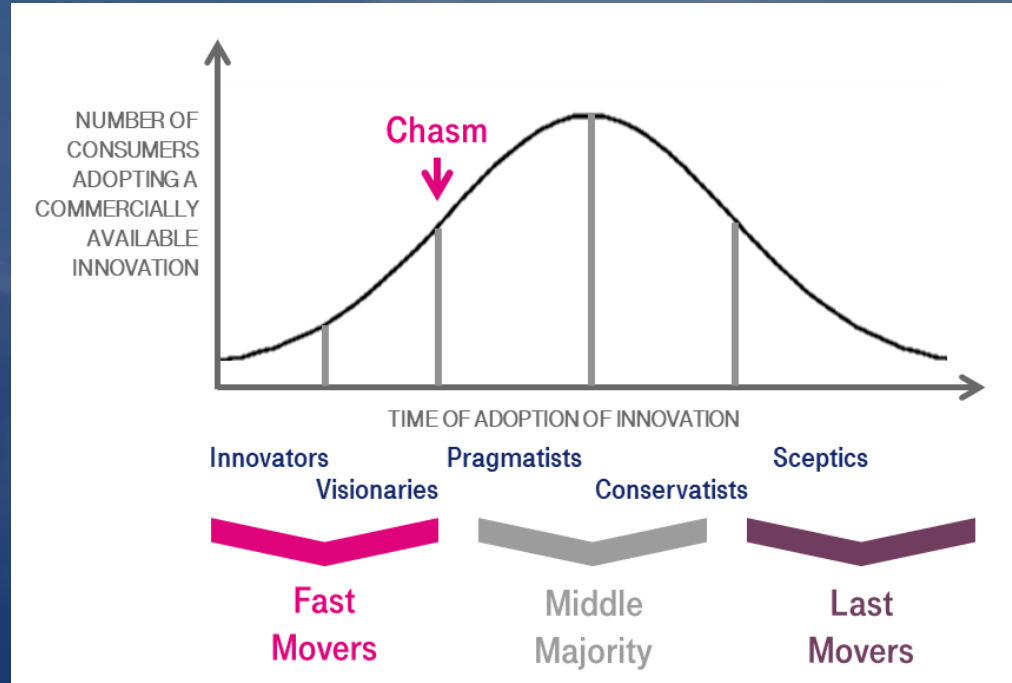
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Careers for innovators

Collaboration across airports and establishment of specialized innovation hubs creates a viable environment for startups.



“ I think that is something that is missing in our industry. ”
One interviewee

Foundation of scaling opportunities within the airport industry for innovative players.

Thank
you!

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