



# Ventures in Travel

jetBlue®

technology  
ventures.

UBER  airbnb 

# JTV Is In the Heart of Silicon Valley

jetBlue  
technology  
ventures

facebook

  
TESLA

Google



intel



# Innovation It's in our DNA



A map of the Americas with Anchorage marked in Alaska and Lima marked in Peru.

# Disruption is accelerating

....because it's easier than ever to  
create a startup





# Innovation is disrupting the Fortune 500

Of the companies on the Fortune 500 from 50 years ago,  
**only 12%** are still on the list.

2008

Walmart 

ExxonMobil



2019



amazon

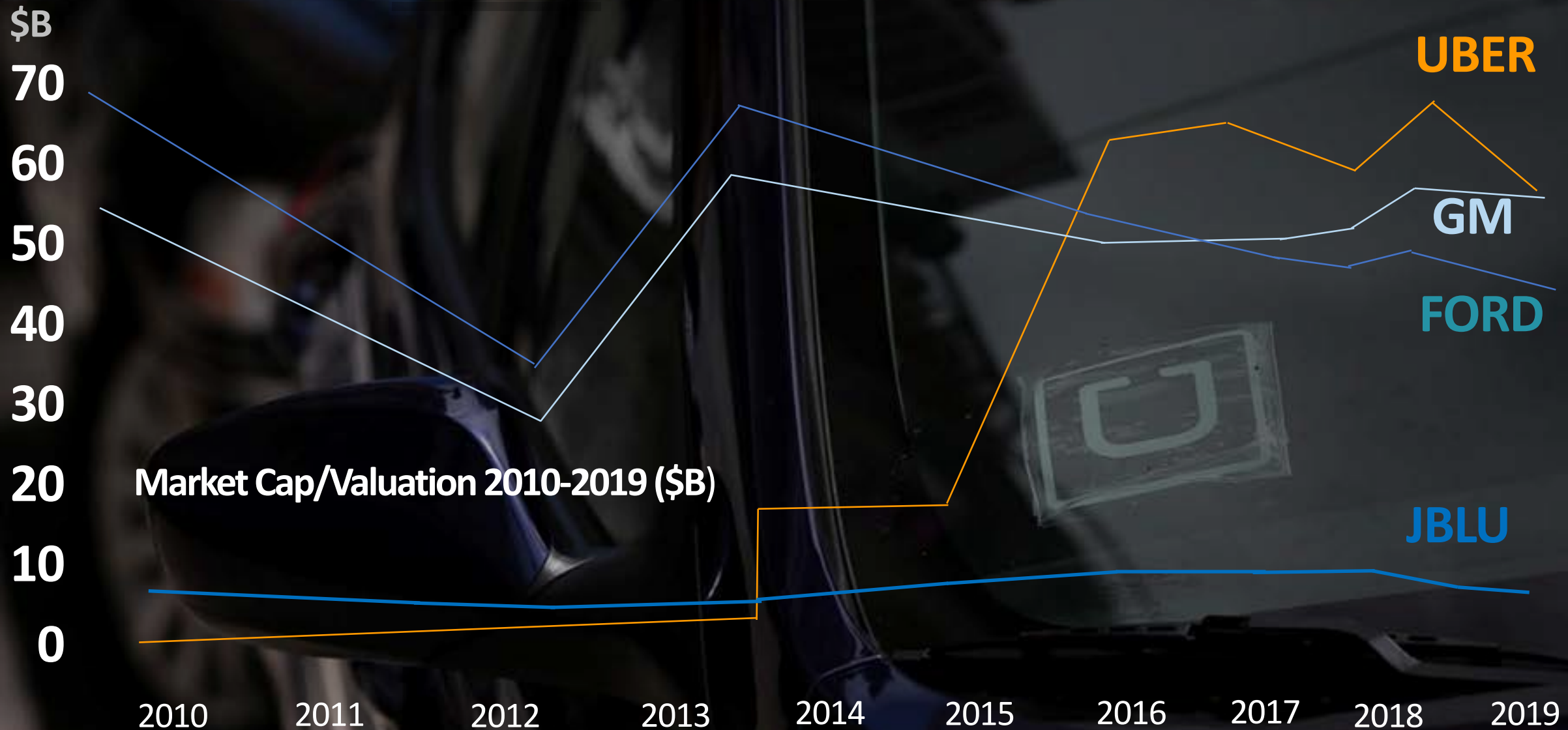


Microsoft

Alphabet



# Uber's Valuation vs. GM/Ford Market Cap





# A constantly evolving startup scene

SOCIAL



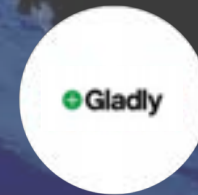
2004-06

ON-DEMAND



2008-10

AI IoT AR MOBILITY  
BLOCKCHAIN



2016-18





**Class of 2020**  
digital natives



The background is a high-angle, nighttime view of a city with numerous illuminated skyscrapers and buildings. Overlaid on this image is a network of white lines connecting various blue circular icons. These icons include a Wi-Fi symbol, a location pin, a smartphone, a shopping cart, a padlock, a magnifying glass, a cloud with an upload arrow, and an airplane. The text "50 billion connected devices by 2020" is centered in the upper half of the image in a white, sans-serif font.

**50 billion connected  
devices by 2020**



# Seismic changes in transportation underway



# Regional travel is evolving





# The giants are waking up

Over 50% of unicorns  
are backed by a  
corporate VC



jetBlue®

technology  
ventures

Invest in and partner with early stage  
startups at the intersection of technology  
and travel





SPDE

AP  
AT

→ LNAV

VFLCH

FMS  
74 M



GSPD  
480

HGS  
256

FMS2  
77.6 NM



[281]



DTK  
259

154  
17↑

BARO  
230 VS 750

DME2  
85.7 NM  
RNP 2.00

FL360



# How we support JetBlue's mission

*To be the travel partner that brightens the journey*

- 1** Scan the global startup ecosystem for innovations in the travel
- 2** Invest in and partner with emerging startups
- 3** Bring new technologies to JetBlue and our ecosystem partners



# Investment themes

Seamless  
Customer  
Journey



Innovation in  
Customer  
Service &  
Hospitality



Future of  
Maintenance  
and Operations



Innovation in  
Distribution,  
Revenue and  
Loyalty



Evolving  
Regional Travel



Technologies overlap across themes

# JetBlue Technology Ventures Deal flow 2016–2019







FILAMENT

 Gladly

 Stride

  
node

 lumo

*volantio*<sup>®</sup>

 Miles

 Betterez

J<sup>•••</sup>BY<sup>•</sup>  
A V I A T I O N

 Redeem

 CLIMACELL

**mezio**

FLYR

**skyhour**

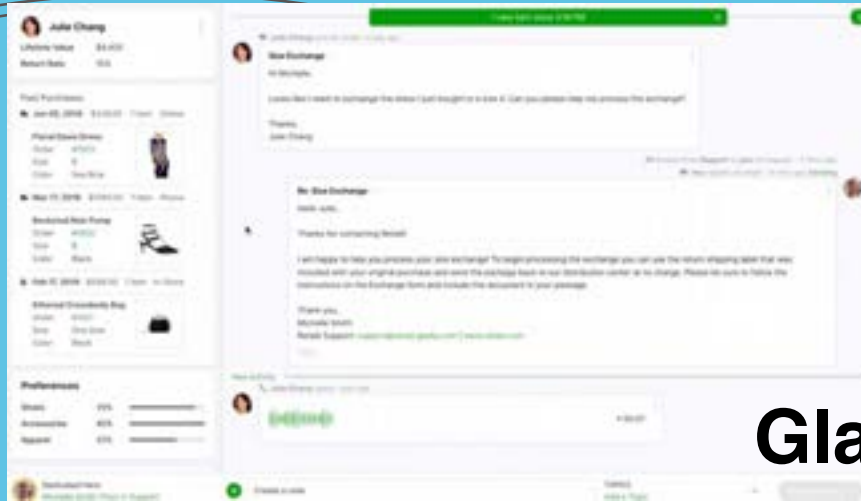
C<sup>•</sup> CLAIRe  
BY 30 SECONDS TO FLY

 CoinFlip

*Slice*

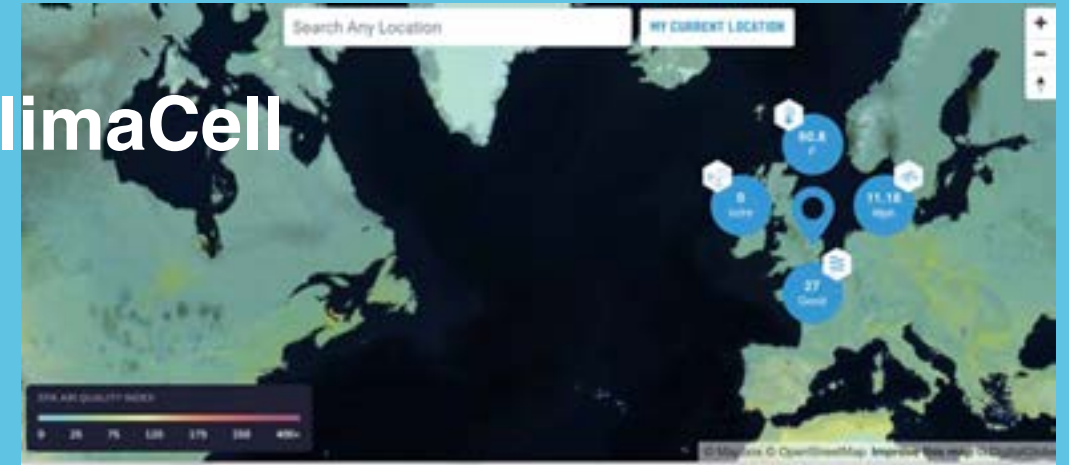
 Unicoaero

# Data & Personalization



Gladly

ClimaCell



Assaia

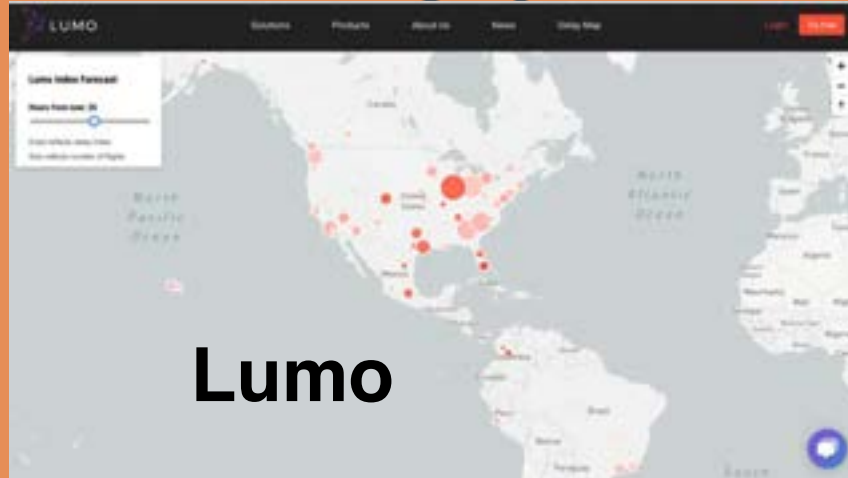


Miles

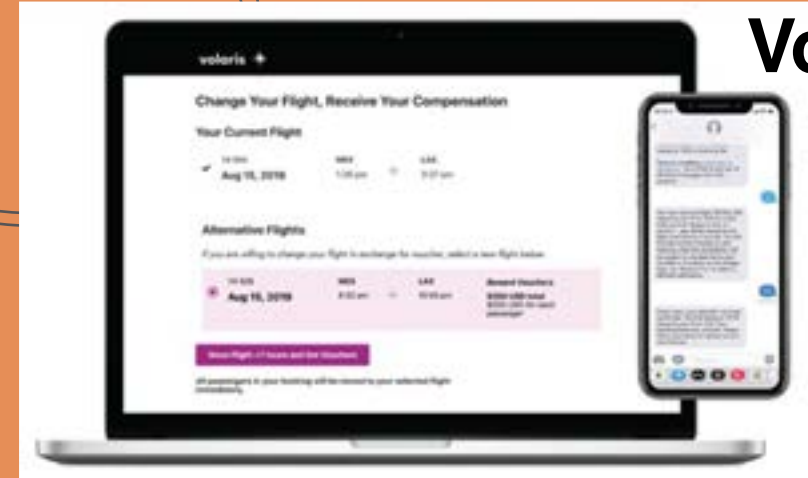




# Artificial Intelligence & Machine Learning



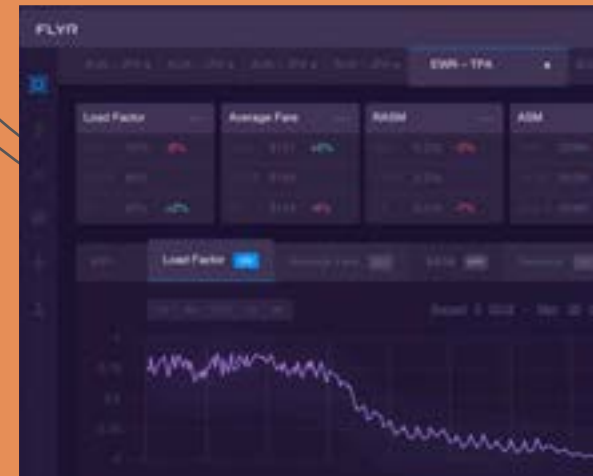
**Lumo**



**Volantio**



**Shape  
Security**



**FLYR**

# Urban Mobility

**Joby**



**Volocopter**



**Mozio**



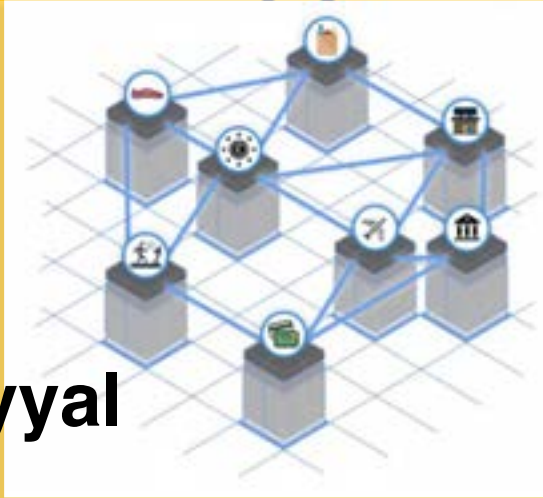
**Betterez**





# Distributed Ledger Technology

Loyyal



Blockskye



Cirravia



Singapore Airlines



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ventures

[www.jetblueventures.com](http://www.jetblueventures.com)