AiM – Spend your time with what matters!

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Overview
Your (virtual) assistant for sustainable travels

In a globalized world, business is happening everyday, everywhere, there are no boundaries. Companies are sending their employees on business trips all over the world.

But with climate change, carbon taxes, stress levels growing every day, does it make sense to spend crazy time and money flying? And keep emitting greenhouse gases when the world is looking for more sustainable and climate resilient solutions? For us the answer is no.

How can we change this business as usual into a sustainable, low carbon and happier business model?

That’s our AiM.
The encounter between two services

(Virtual) assistant
- Julie
- Desk
- x.Al
- Evie
- Kono

Travel agencies/
management
- STA
- FCM
- ...

Partners & Leaders:
The employee receives the info:

You need to organize a meeting.

1. He/She sends an email to AiM with the requirements and email address from all participants.

2. AiM checks availability from everybody and search for available solutions:

   - Train & flight schedules
   - Prices
   - GHG emissions
   - Nice spot for the meeting

3. Employee validates his/her choice.

But beyond...

AiM curates your meetings and business travels in a sustainable way, so your employees are relieved, your CSR performance increases and you make a step towards a better future.
Some features AiM could add:

1. Taking care of the reservations.
2. Suggesting carbon offset for all travels and/or for flights that could not be avoided.
3. Offering a (nice) miles program, rewarding every tonne of GHG avoided.
4. Offering a consultancy to improve company’s CSR performance. E.g. calculating GHG emissions from past year in order to show savings with our service.
Market and user’s research
Average time spent in meetings organization

Analysing over 19 million Doodle meeting invitations, it seems that on average people need over 5 hours in best case (Italy, Poland and Israel) and over 10 hours to confirm or decline a meeting in worst case (Sweden, Switzerland, France).

Improvement potential:
This means that the use of AI can decrease dramatically this time.
02 National (Swiss) market

1. 6% of the total trips have been business trips in 2016. In amount of trips, this is 1.3 million travels with at least with an overnight stay.

2. In 2017 the percentage remained the same, representing around 1.5 million business trips at least with an overnight stay, with more than 2/3 of them abroad; more than 1 million trips.

3. In 2017, expenses of Swiss companies for business travels done by airplanes have been increased for first time after 5 years. **371 CHF per booking for internal flights and 433 CHF per booking** for Europe flights.

**Improvement potential:**
AiM can decrease average booking costs taking into consideration sustainability issues.
03 Travel agencies keep expanding their offers

Accommodation agencies >>> flight agency?
Airbnb and booking.com launched their business trip platform and booking.com is even considering to extend its offering into flight.

Source: booking.com

Last minute organization
49% of all business flights and 72% of business hotels are booked less than 7 days before travel.

Source: Sojern

Millennials on the target
STA is launching a business travel brand to target young people with a desire to combine both business and pleasure.
04 Business travelers behavior

Looking for some relief

93% of business travellers feel stressed at some point during their journey – unsurprising given the amount of logistics involved.

Sensitive to environmental and practical aspects

Millennials forecast to make up half of the workforce by 2020 and they’re more worried about other aspects, such as climate change, than their parents.

Across the entire business travel ecosystem, whether that’s the suppliers, corporate travel managers, or traveling employees, a new mindset is emerging: business travel must put people, not policies, first.
Virtual assistants for scheduling
## Scheduling virtual Assistant

**Competitors overview**

<table>
<thead>
<tr>
<th>Company</th>
<th>Foundation</th>
<th>Employees</th>
<th>Total funding</th>
<th>Revenue</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>x.ai</td>
<td>2014</td>
<td>43</td>
<td>$39.8M</td>
<td>$3M</td>
<td>NYC</td>
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<tr>
<td>clara</td>
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<td>$11.6M</td>
<td>$3M</td>
<td>San Francisco</td>
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<tr>
<td>bono</td>
<td>2014</td>
<td>14</td>
<td>$110k</td>
<td>$2M</td>
<td>San Francisco</td>
</tr>
<tr>
<td>Julie Desk</td>
<td>2014</td>
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<td>$879k</td>
<td>$2.2M</td>
<td>Tel Aviv</td>
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<tr>
<td>meekan</td>
<td>2014</td>
<td>44</td>
<td>$3.5</td>
<td>$1.9M</td>
<td>Paris</td>
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<tr>
<td></td>
<td>2012</td>
<td>10</td>
<td>$879k</td>
<td>$2.2M</td>
<td>Tel Aviv</td>
</tr>
</tbody>
</table>
# Scheduling virtual Assistant

## Main features

<table>
<thead>
<tr>
<th>Company/feature</th>
<th>Service interface</th>
<th>Integrated to other tools</th>
<th>Matches all participants’ calendar</th>
<th>Others</th>
<th>Book rooms/ conference calls</th>
<th>Search/ Book flights</th>
<th>Price/ person/ month - Company</th>
<th>Free trial</th>
</tr>
</thead>
<tbody>
<tr>
<td>x.ai</td>
<td>email, slack</td>
<td>Zoom (within teams)</td>
<td>No, only the user’s</td>
<td>Unique URL for one-click scheduling</td>
<td>team/ company pack</td>
<td>no</td>
<td>US$ 8 - 24</td>
<td>14d</td>
</tr>
<tr>
<td>Kono</td>
<td>Email, slack or chrome</td>
<td>-</td>
<td>No, only the user’s</td>
<td>yes</td>
<td>no</td>
<td>no</td>
<td>US$ 10</td>
<td>Free for individuals</td>
</tr>
<tr>
<td>Julie Desk</td>
<td>email</td>
<td>-</td>
<td>No, only the user’s</td>
<td>Language: FR and EN</td>
<td>no</td>
<td>no</td>
<td>From €200</td>
<td>Free for individuals</td>
</tr>
<tr>
<td>meekan</td>
<td>Slack, microsoft</td>
<td>no</td>
<td>yes</td>
<td>-</td>
<td>Search</td>
<td>free</td>
<td>-</td>
<td>-</td>
</tr>
</tbody>
</table>
Business travel planning

Lola (USA) helps you stop wasting time and start saving money when managing corporate travel.

- Founded by KAYAK’s creators
- Books flights and hotels in minutes;
- Save preferences;
- 24h assistance;
- Company travel management:
  - Individual traveler profiles, digital travel receipts, and straightforward company guidelines
  - Automatic expense reporting

<table>
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<tr>
<th>BOOTSTRAP</th>
<th>STARTUP</th>
<th>CORPORATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get started with a business travel management platform</td>
<td>Company-wide business travel management platform</td>
<td>Travel management platform with custom travel consulting</td>
</tr>
<tr>
<td>$99 / month</td>
<td>$250 / month</td>
<td>$900 / month</td>
</tr>
<tr>
<td>Includes up to 10 travelers, additional travelers or employees not available on this plan</td>
<td>Includes up to 100 employees, $2/month for each additional employee</td>
<td>Includes up to 250 employees, $3/month for each additional employee</td>
</tr>
</tbody>
</table>
ETH Zurich is fostering responsible air travel to help resolve the conflict between international research activities and climate protection. 50%+ of the total GHG produced by ETH Zurich are due to business travel. From these, 94.3% are caused by flights. February 2019: introduction of reduction targets and corresponding measures, including an airline travel decision tool, train for journeys of less than 6-8 hours and carbon compensation.
Interviews and feedback for AiM (AR/VR concept)

**Time period:** October 2018 to April 2019

**Professionals interviewed:** 12 individuals from different sectors (Finance, Electrical Manufacturing, Environmental Sciences, Co-Working spaces, Cryptocurrency, Startup coaching, Innovation organisation)
Valuable feedback 1/3

**responsAbility**

He is positive in the update meetings for virtual meeting,

Added value of the service: **reduce the costs** of the company.

“Personal contact, Trust is developed. If you go and meet somebody, you show interest to the person. Regarding an audit for a construction site, you need to be there to measure, evaluate, check if it is built/constructed according to the plan (Environmental Services)”

“I don’t see AiM as a business, but as an add-on in existing travel management software, Almost impossible to change from one software to another, e.g. from Google Calendar to our software. Huge burden for such an operation. If a company were about to do that, there should be a crucial reason for it,

You should probably discuss with **existing virtual assistants** (e.g. Jule Desk) and try to convince them incorporate in their software the CO2 emissions calculations.”

Innosuisse Start-up Specialist
Skype add-on to google calendar. They already use virtual assistant. Nevertheless, there is no full compatibility with all external partners. The further the video conference system is not compatible with all partners. Some use Cisco and others use Skype,

The use of current software as well as new technologies depends on what the project demands. You need to be close to a new client in order to convince him,

Face to face contact to a new client cannot be substituted by virtual meeting, because you acquire a better overview of the new person.

Lean management partner

“Blockchain implementation. Incentive by giving to employees that use AiM and save CO2, tokens (Cryptocurrency consultant)

I would like to know more for the existing applications concerning optimized travels (CO2 emissions and travelling costs).”

Blockchain developer.
Valuable feedback (3/3):

“The idea is good and you should keep work on it. Climate-KIC is a big organisation in Europe and its members are required to travel a lot for meetings, presentations and educational events (which is not always nice, as we go from the airport to the hotel and from the meeting to the airport). Your project could help us to show that it's not sustainable to flight like this and we could then better use our time at the office while reducing costs. The AR/VR solution would be interesting though to replace physical meetings.

“In Ricolab, we travel a lot to USA and China in order to complete cooperations and attract funds for several projects. This means that I need to be a lot of days during the year away of my family, hence, this induces a lot of pain and stress to my relationship with my family. I think that with your idea a lot of people could decrease this unmeasurable cost of being away of their families.”

Head of innovation and R&D
Problems we identified (1/2)

1. The introduction of carbon tax in several countries, beyond an uncertainty linked to the increase in airline ticket prices since in 2020 this sector will have to report its emissions and probably integrate the ETS, thus paying for carbon offsetting.

2. Need of CSR improvement: Companies (especially big ones) have to show their performance with regards to topics like climate change, sustainability and wellbeing of employees. Investors are looking more often for extra-financial reporting.
Problems we identified (2/2)

3 Employee’s level of **stress** due to the accumulation of external meetings organization, office tasks and personal activities. When the meetings are not for commercial purposes or to meet someone for the first time they would rather stay in the office.

4 Companies have **less money** to pay for assistants (or they don’t want to). But on the other hand, travel agencies also require a lot of money and sometimes don’t deliver a quality work.
Target audience

- Organizations looking for solutions to **reduce their carbon footprint** because of principles and/or to improve their **CSR performance** (either because it’s compulsory or because they try to anticipate problems like carbon taxes).

- Organizations committed to the **Science-based targets initiative (SBTi)**.

- Organizations with **offices in different locations** where the meetings have less a commercial purpose, but more project management.

**Examples:** Environmental organisations / consulting (South Pole, ClimateKIC, UN...)

39th Euroheat & Power Congress | (6) 7-8 May 2019 | Nantes, France - www.ehpcongress.org
Target audience

Personas

**Parents**, who normally have more responsibilities at home and would spend as little time as possible travelling.

**Millennials**, who are very committed to sustainability and looking for alternative solutions to fight climate change.
Thank you!