



Buyer Power

Who are the buyers?

Air travelers who need assistance throughout their journey along with their family members who worry about their safe passage and/or feel guilty to let them fly alone

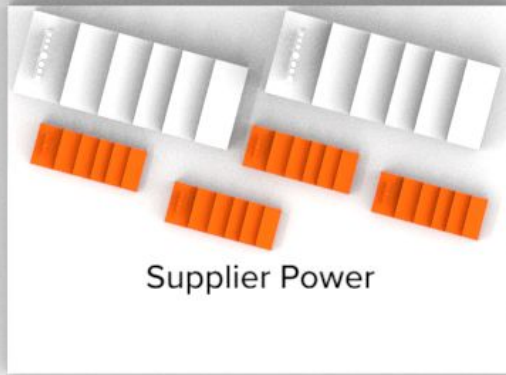
Buyer Power is:

Medium to High

Rationale for rating:

Buyers can switch to free services offered by the airlines and the airports, and hence their bargaining power is high. In the MVP, the service fee is a flat 100 USD per flight, but in the future, we might let travelers negotiate directly with flightaides, thereby giving them significant purchasing power. Also, there may not be enough buyers since ~10% of air travelers need assistance, and ~1% might be willing to hire flightaides.

However, guilt and worry of family members and flying anxiety of air travelers can take the buying power down by one notch to medium.



Supplier Power is:

Medium to High

Who are the suppliers?

Fellow air travelers, dubbed flightaides, who can be students, frequent travelers and business travelers, who are willing to help nervous passengers ease their flying anxiety with security, gates, immigration, customs, baggage claim, lost baggage, medication, small children, language translations and the like.

Affiliate partners like travel and ticketing agencies can also be suppliers.

Rationale for rating:

The services are largely undifferentiated, and hence air travelers, who need assistance, can switch flightaides easily, assuming there are multiple flightaides on the same flight. This makes the supplier power medium. However, until there's critical mass, if there's just one flightaide on a particular flight, then supplier power is high.

In the future, we might let flightaides negotiate the service fee directly with travelers, thereby raising supplier power to high.



Threat of Substitute
Products or Services

Threat of Substitute Products or Services is:

Low

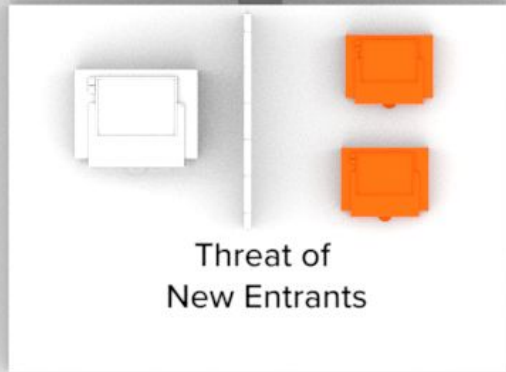
What are the substitute products or services?

Substitute products and services include airline wheelchair services, airline-enabled services like Namashkar, airport-enabled services like Maharba, Facebook groups and similar forums, friends and family, and companies like Murgency.

Rationale for rating:

Free services provided by airlines and airports are impersonal, and have little to no accountability. Paid services are disjoint and do not provide an end-to-end experience throughout their journey that's built on empathy, compassion and accountability. Finding companions using Facebook groups and other forums can be tedious.

Asking friends and family to accompany are expensive and hurt our environment.



Threat of New Entrants is:

Low to Medium

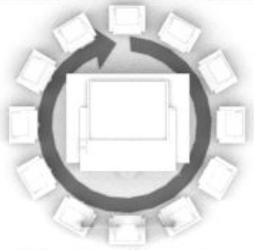
Who might enter the industry as a competitor?

Brand new startups, unused luggage space monetization startups, online ticketing agencies like Expedia and Booking.com, airlines and airports.

Rationale for rating:

The threat, of brand new entrants starting from scratch and getting to where Flightaides is today, is low.

Airlines, airports and ticketing agencies are already an integral part of this ecosystem, and for them to go the rest of the way might be easier than brand new startups. That threat is medium.



Rivalry Among
Existing Competitors

Rivalry Among Existing Competitors is:

Low

Who are the existing competitors?

The existing direct competitors are TripCompanion, Ternster and YatraNinja.

Rationale for rating:

Rivalry among existing competitors is low. Flightaides has completed a soft launch on July 3, 2020 to gather feedback from friends and family. It will be GA (generally available) in August, 2020.

We suspect the competition won't heat up until GA, especially due to the coronavirus pandemic. And hence the rivalry is low to start with. That could change once the economy starts to roll again and/or flights resume normalcy.