

FLITE Ford Launchpad for Innovative Technologies and Entrepreneurship

ABOUT FLITE

The Gerald R. Ford International Airport Authority has introduced the Ford Launchpad for Innovative Technologies and Entrepreneurship, or FLITE, which provides grants and pilot-testing opportunities to companies focused on bringing emerging air travel technology solutions to market. This is one of the first airport-based initiatives in the nation that provides funding to encourage the design and development of new products and services in a live airport environment.

PARTNER/SPONSORSHIP OPPORTUNITIES

Development and Steering Team

Who they are:

Airport Authority Leadership, MEDC/OFME, Seamless and future sponsors who are highly motivated to drive the program.

What they do:

- Identify and refine goals of the FLITE program and focus areas
- Develop and approve program policies and agreements
- Vote on which applicants will be selected as grantees
- Participate in quarterly update calls
- Attend annual Demo Day

What they get:

- Inform and carry heavy weight in projects selected for funding
- Gain access to industry insights and leading global startups
- Inform and follow projects in the aviation mobility space
- Network with regional and national experts in innovation
- Acknowledgment of involvement

Innovation Sponsor

Who they are:

Organizations who are interested in participating in projects and accessing insights on the innovations and focus areas of the program.

What they do:

- Support program through financial or in-kind contributions of \$50k/year
- Engage in review committee, focus areas working group(s), specific project(s), and more based upon specifics of sponsorship agreement
- Attend annual Demo Day

What they get:

- Preferred access to projects
- Preferred access to industry insights and leading global startups
- Inform and follow projects in the aviation mobility space
- Network with regional and national experts in innovation
- Acknowledgment of sponsorship

FLITE Advisory Council

Who they are:

Airports, airlines, and organizations supporting these entities who are interested in sharing on emerging challenges and opportunities with air travel.

What they do:

- Support program through financial contributions of \$5,000
- Review and provide input on problems that the airport and airlines should be working on and provide feedback on project framing
- Engage in next steps pitches
- Participate in quarterly update calls for a summary of the learnings from projects
- Attend annual Demo Day

What they get:

- Gain access to industry insights
- Summary of projects in the aviation mobility space
- Introductions to leading global startups
- Network with regional and national experts in innovation
- Acknowledgment as a member of the FLITE Advisory Council

Event or Signage Sponsors

Who they are:

Any organization interested in association with the platform.

What they do:

- Support the program through financial or in-kind contributions

What they get:

- Logo on signage in airport and/or acknowledgment at events

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ADDITIONAL ENGAGEMENT OPPORTUNITIES

Focus Area Working Group

Who they are:

At the invitation of the Development and Steering team, experts who may or may not be involved in other aspects of the program, come together to define and refine an area of interest and/or a challenge.

What they do:

- Participate in a limited time working group
- Within a targeted area of aviation mobility, articulate problems and opportunities for sourcing of innovation
- Support FLITE platform with networking and sourcing of innovation
- Make connections for project and awardees
- Attend meetings/workshops based on specifics of the group

What they get:

- Networking opportunities
- Sharing of insights from the working group and relevant projects
- Acknowledgment of involvement

Review Panel

Who they are:

Regional and national members who bring a broader perspective to the review process including but not limited to: investor groups, public organizations, economic development organizations and mobility focused entities.

What they do:

- Attend application review call to provide feedback and insights
- Complete application feedback survey
- Attend Annual Demo Day

What they get:

- Gain access to industry insights and leading global startups
- Network with regional and national experts in innovation

Project Teams

Who they are:

Airport staff designated as the project lead and point of contact for the project's duration.

What they do:

- Attend calls to define the scope of work (SOW)
- Support project during the round's allocated timeline
- Share insights and learnings from the project with colleagues and the broader FLITE community

What they get:

- Participation in the project at FLITE platform
- Opportunity for first hand learning about the technology and project



FLITE is a collaborative effort to further enhance the travel experience and transform the aviation industry through the introduction of new technologies and services.

- Tory Richardson, President & CEO

For more information, please visit grr.org/FLITE or contact FLITE's Program Manager, Kaylee Page, at kaylee@seamlessventures.com.

