



Airline Evaluation & Due Diligence Guide

Executive Summary

FlyPass is a digital passenger compensation and disruption recovery platform designed to help airlines improve passenger experience and operational outcomes during disruption events. In addition to delivering digital entitlements directly to passengers, FlyPass introduces operational intelligence through Wingman, an optimisation engine designed to improve passenger flow, vendor utilisation and disruption recovery performance.

1. The Solution

Who are FlyPass?

FlyPass is comprised of aviation and technology professionals with over 80 years of experience between them:

- **Dr. Lyndon Gardiner** is a member of the Board and is the Chairman and owner of interCaribbean airlines which he has grown from a single aircraft operation to one of the fastest growing airlines in the region.
- **Richard Stokes** served as a Senior Vice President at SITA for almost 10 years. He is currently the CEO of EDIFly FlyPass's integration partner and also a member of the Board.
- **Ravi Ramamrutham** is a technology professional and the founder of FlyPass. He has extensive experience in the airline industry including developing one of the earliest mobile board pass delivery systems for Qantas.
- Technology and Operational support is provided by our strategic partners **BigRattle Technologies** based in Mumbai, India.
- As we grow, we have identified individuals who will come onboard for various roles such as delivery, customer success, etc.

What is FlyPass?

FlyPass is a digital passenger compensation platform that enables airlines to distribute meal, refreshment, transport and other disruption-related entitlements directly to passengers' mobile devices. FlyPass also provides operational visibility and passenger flow optimisation through its Wingman optimisation engine.

What problem does FlyPass solve?

Airlines face operational and customer service challenges when compensating passengers during disruption events. Traditional approaches often result in queues, uneven vendor utilisation, limited visibility and inconsistent passenger experiences. FlyPass digitises compensation while helping airlines optimise disruption recovery.

How does FlyPass differ from traditional meal vouchers?

Traditional vouchers provide passengers with spending value but offer limited visibility or operational control. FlyPass provides real-time tracking, analytics, digital delivery and optimisation capabilities.

How does FlyPass differ from Swiipr and iCoupon?

Digital voucher providers primarily focus on issuance, redemption and reconciliation. FlyPass provides these capabilities while also introducing passenger flow management, vendor capacity balancing, behavioural analytics and operational optimisation through Wingman.

What is Wingman?

Wingman is FlyPass's disruption optimisation engine. It uses operational rules and behavioural insights to improve passenger distribution and vendor utilisation during disruption events.

Is Wingman AI or rules-based?

Wingman initially operates using operational rules, business logic and optimisation algorithms. As data volumes increase, the platform will evolve to incorporate increasingly sophisticated AI-driven recommendations. It is important to note that passengers personal information is never exposed to any AI LLM.

Why is passenger flow management important during disruption?

Disruption events are the primary cause of frustration for departing passengers causing uncertainty and stress. Once they eventually identify the claim location and manage to claim their voucher, they are further frustrated by a large numbers of passengers who often gravitate toward the same familiar vendors, creating queues and operational strain. Better passenger distribution can improve passenger experience and vendor performance while reducing operational pressure.

2. Passenger Experience

Does the passenger need to download an app?

No. FlyPass is designed to operate without requiring passengers to install an application. FlyPass vouchers are delivered via a web page with the passenger having the option to install it on their home screen as a progressive web app.

How does the passenger receive duty of care relief?

As indicated above, passengers receive a secure link via WhatsApp which is automatically diverted to be delivered by SMS if their number is not registered on the platform. FlyPass can also be integrated into the airline's mobile app, however that will require a coordinated process.

What happens if a passenger has no data connection?

Alternative communication methods may be used, and vouchers can remain available until connectivity is restored. Personalised vouchers can be printed if necessary. Tracking is still capable via the QR code.

How is multilingual content supported?

The platform supports multilingual content and can be localised based on airline requirements or language preferences selected by the passenger.

Can passengers select their preferred merchant?

Yes. Airlines can choose whether passengers receive unrestricted choice or curated recommendations.

What happens if a passenger does not redeem?

The entitlement remains visible to the airline through reporting dashboards and can be analysed for operational insights.

3. Airline Operations

How are disruption events identified?

EDIFly is recognised as the global leader in translating IATA Type B messages and delivering them securely over the Internet. As one of our key strategic partners, all that our partner airlines have to do is to commission their PSS provider to send operational messages to our EDIfly node.

FlyPass continuously monitors and consumes these messages and processes them via Wingman to detect duty of care qualifying disruptions.

Passenger Name List (PNL) messages provide passenger and contact information, while Movement Messages (MVT) provide operational flight status updates.

By correlating passenger and flight activity, FlyPass can automatically identify flights that may require passenger compensation and disruption recovery workflows. Airline operation staff always have oversight and the ability to override FlyPass recommendations.

How are passengers identified?

Passenger information is obtained from Passenger Name List (PNL) messages received from the airline's operational messaging environment.

The PNL contains the passenger information required to determine eligibility, communicate with passengers and deliver compensation where appropriate.

How does FlyPass know when a flight is delayed?

FlyPass monitors Movement Messages (MVT) received from the airline operational environment.

When an MVT indicates a delay, cancellation or other qualifying disruption event, FlyPass can automatically trigger the appropriate passenger compensation workflow based on airline-defined policies.

How quickly can compensation be issued?

Because FlyPass receives passenger and operational information directly from airline messaging systems, compensation can typically be issued within minutes of a qualifying disruption event being identified.

What happens if a flight departs on time?

If a Passenger Name List (PNL) is received and the corresponding Movement Message (MVT) subsequently confirms an on-time departure, no compensation workflow is initiated and the passenger information is automatically purged in accordance with FlyPass data minimisation policies.

Can different compensation values be issued?

Yes.

Compensation values can be configured according to airline policy and may vary based on factors such as:

- Route
- Airport
- Delay duration
- Disruption type
- Passenger category
- Regulatory requirements

Can FlyPass support meal, refreshment, hotel and transport entitlements?

Yes.

FlyPass is designed to support multiple disruption recovery services including:

- Food and beverage vouchers
- Refreshment vouchers
- Hotel accommodation
- Ground transportation
- Lounge access
- Airline-specific discretionary entitlements

Can airport staff monitor redemption activity?

Yes.

- Operational dashboards provide real-time visibility into:
- Passengers compensated
- Voucher issuance
- Voucher redemption
- Vendor utilisation
- Passenger distribution
- Disruption recovery performance

Can FlyPass operate across multiple terminals and airports?

Yes.

FlyPass is designed to support multi-terminal, multi-airport and multi-airline operations while maintaining visibility and control at both local and network levels.

How does Wingman distribute passengers?

Wingman uses operational rules, customisable business rules, vendor availability, redemption activity, capacity information and historical behavioural patterns to encourage balanced utilisation across participating vendors.

To ensure all eligible passengers receive their compensation promptly, vouchers are issued simultaneously. However, Wingman can control when passengers are invited to select and redeem their offers by releasing access in carefully managed waves. This helps prevent large numbers of passengers from converging on the same outlets at the same time.

Wingman can also dynamically adjust vendor recommendations based on live redemption activity, vendor capacity and operational conditions, helping to distribute demand more evenly across participating merchants.

The objective is to optimise airline operations, reduce queue formation, improve passenger flow, maximise vendor utilisation and deliver a smoother disruption recovery experience for both passengers and airport operators.

What happens if a participating merchant reaches capacity?

Wingman continuously monitors redemption activity and vendor utilisation.

If a merchant approaches capacity, Wingman can dynamically reduce the visibility of that offer and promote alternative participating vendors, helping maintain a balanced passenger distribution and reducing operational bottlenecks.

4. Merchant Operations

How are merchants onboarded?

Through the FlyPass merchant management portal.

What equipment does a merchant require?

A smartphone or tablet is typically sufficient.

How are vouchers redeemed?

Merchants validate and redeem vouchers through the FlyPass merchant interface.

How are merchants reimbursed?

Settlement processes are based on existing relationships between the airline and terminal vendors.

What reporting is available to merchants?

Merchants can view redemptions, transaction volumes and operational performance data.

Can merchant participation be limited by operating hours?

Yes.

5. Data & Analytics

What reporting is available to airlines?

Airlines can access dashboards covering issuance, redemption, utilisation, passenger engagement and operational performance.

What passenger behaviour data is captured?

Subject to airline policy and regulatory requirements, FlyPass can capture engagement, selection and redemption activity.

How does FlyPass measure redemption performance?

Through real-time monitoring of voucher issuance, selection and redemption activity.

What operational insights does Wingman generate?

Passenger distribution, vendor utilisation, queue pressure indicators and redemption trends.

Can airline teams access dashboards in real time?

Yes.

Can data be exported?

Yes.

6. Security & Compliance

Is passenger data stored?

FlyPass is designed around the principle of data minimisation. Passenger information is only retained for as long as it is operationally required to deliver disruption recovery services.

FlyPass receives PNL data containing the information necessary to identify and contact eligible passengers. If the associated flight subsequently departs on schedule, as confirmed by a MVT, the passenger data is automatically purged as no compensation activity is required.

Where a disruption event occurs and passenger compensation is required, the data is retained only for the period necessary to issue, manage and reconcile passenger entitlements.

Once the flight has departed and operational processing has been completed, personally identifiable information is removed or anonymised. For example:

Before anonymisation

- Ravi Ramamrutham
- +1 649 231 1234

After anonymisation

- R*** R*****
- +1 649 *****

This allows FlyPass to retain operational and analytical data while protecting passenger privacy.

What personal data is required?

FlyPass only processes the information required to identify eligible passengers and deliver compensation. Depending on the airline's implementation, this may include passenger name, contact details, flight information and entitlement information.

Is FlyPass GDPR compliant?

FlyPass is designed using privacy-by-design and data-minimisation principles. Passenger data is processed solely for the purpose of delivering disruption recovery services and is retained only for as long as operationally necessary. FlyPass supports airline-specific GDPR, UK GDPR and other applicable data protection requirements.

How is passenger information protected?

Passenger information is protected through multiple layers of security including encrypted transmission, encrypted storage, role-based access controls, authentication mechanisms, audit logging and operational monitoring.

Is passenger information shared with AI systems or Large Language Models?

No personally identifiable passenger information is shared with AI systems or Large Language Models.

Where AI capabilities are introduced within Wingman, only anonymised, aggregated or operational data is used. Passenger identities, contact details and other personally identifiable information remain outside AI processing workflows.

How are vouchers secured against fraud?

Each entitlement is uniquely generated and cryptographically identifiable within the FlyPass platform. Voucher issuance, redemption and settlement activities are fully tracked and auditable.

How is duplicate redemption prevented?

Every voucher is validated at the point of redemption. Once redeemed, the entitlement is immediately marked as consumed, preventing duplicate use across participating vendors.

Where is data hosted?

FlyPass can be deployed in cloud environments and hosting locations that meet airline, regulatory and jurisdictional requirements. Specific hosting arrangements can be agreed as part of implementation planning.

What retention policies are supported?

Retention policies can be configured to align with airline, legal and regulatory requirements.

Operationally, FlyPass is designed to minimise the retention of personally identifiable information. Once disruption recovery activities have been completed, passenger data can be automatically purged or anonymised while retaining non-identifiable operational data required for reporting, analytics and optimisation.

How does FlyPass support privacy while still enabling analytics?

Following anonymisation, FlyPass can continue to analyse operational metrics such as redemption rates, vendor utilisation, passenger behaviour trends and disruption recovery outcomes without retaining information that directly identifies individual passengers.

This approach allows airlines to benefit from operational intelligence and optimisation while maintaining strong privacy controls.

7. Technical Integration

What airline systems does FlyPass integrate with?

For airlines operating on Amadeus Altea, FlyPass receives the operational and passenger data required to manage disruption events directly from Altea messaging streams. This includes the information necessary to identify eligible passengers and issue entitlements.

How does FlyPass receive airline operational data?

FlyPass is deployed alongside EDIfly, enabling the secure receipt and processing of industry-standard Type B messages over the internet. This allows FlyPass to consume the same operational messaging already used throughout the airline industry.

Does FlyPass require integration with the Departure Control System (DCS)?

No additional DCS integration is required. The required operational data is obtained through existing Altea messaging feeds delivered via EDIfly.

Does FlyPass require a bespoke API integration?

No. FlyPass can operate using industry-standard Type B messaging received through EDIfly. API integrations may be supported where required, but are not necessary for a pilot deployment.

Can FlyPass operate using passenger manifests and operational messages?

Yes. Passenger eligibility and disruption information can be derived from operational messaging received from the airline environment.

What implementation effort is required?

For airlines operating Amadeus Altea, implementation is designed to be lightweight. FlyPass is deployed alongside EDIfly and receives the operational messaging required to support passenger compensation and disruption recovery workflows.

How long does implementation take?

Pilot deployments can typically be implemented significantly faster than traditional enterprise projects because they leverage existing operational messaging rather than requiring extensive new integrations.

What would the airline need to do?

For airlines operating on Amadeus Altea, the primary requirement is a work order to Amadeus instructing them to deliver the required Type B traffic via EDIfly. FlyPass then consumes and processes this information to automate passenger compensation and disruption recovery workflows.

Can FlyPass coexist with existing compensation platforms?

Yes. FlyPass is designed to operate alongside existing compensation solutions such as Swiipr and iCoupon. This allows airlines to conduct controlled evaluations and pilots without disrupting current operational processes.

8. Wingman

What is Wingman?

Wingman is FlyPass's disruption optimisation engine. It uses operational and customizable business rules with behavioral insights to improve passengers disruption and recovery outcomes more effectively during disruption events.

How does Wingman differ from legacy voucher distribution?

Traditional voucher platforms focus on issuing, redeeming and reconciling compensation. Wingman focuses on what happens after compensation is issued, helping airlines optimise passenger flow, reduce congestion and improve the overall disruption recovery experience.

How does Wingman balance passenger flow?

Wingman uses operational rules, redemption patterns and vendor availability to influence how passenger flow is distributed across participating airport vendors. This helps prevent excessive wait time at a small number of outlets.

How does Wingman reduce queue formation?

By managing passenger distribution and vendor recommendations, Wingman helps reduce demand spikes that can occur when large numbers of passengers are compensated simultaneously thus reducing operational burden.

How does Wingman determine vendor allocation?

Wingman considers factors such as vendor participation, operating hours, available capacity, redemption activity, disruption type and airline-defined operational objectives.

What operational data is used?

Wingman can utilise redemption activity, vendor availability, passenger behaviour trends, disruption event information, historical utilisation patterns and other operational data sources available to the airline.

Does Wingman require AI?

No. Wingman is initially powered by operational rules, business logic and optimisation algorithms. This enables immediate operational benefits without requiring large volumes of historical data.

When does AI become part of Wingman?

As FlyPass accumulates operational and behavioural data across disruption events, AI models can be introduced to enhance decision-making and optimisation. This allows Wingman to evolve from a rules-based optimisation engine into an increasingly intelligent operational decision-support platform.

How is passenger privacy protected when AI is used?

No personally identifiable passenger information is shared with AI or Large Language Models. AI systems operate on anonymised, aggregated and operational data, ensuring passenger privacy remains protected at all times.

How does Wingman improve over time?

As operational and behavioural data accumulates, Wingman continuously refines its optimisation strategies. Over time, this may enable increasingly sophisticated recommendations, improved demand forecasting and identification of patterns associated with disruption recovery performance.

What metrics can Wingman optimise?

Wingman is designed to optimise passenger distribution, vendor utilisation, redemption timing, Absolutely. In fact, many airline stakeholders will care more about Business Impact than features, technology, or even AI.

9. Business Impact

How does FlyPass benefit airlines?

FlyPass helps airlines improve disruption recovery by combining digital compensation, operational visibility and passenger flow optimisation within a single platform.

The objective is not simply to issue vouchers more efficiently, but to improve passenger outcomes while reducing operational complexity.

How can FlyPass improve passenger satisfaction?

Passengers receive compensation directly to their mobile devices within minutes, eliminating the need for manual distribution processes.

Wingman helps reduce congestion and queue formation at participating vendors, creating a smoother and more positive disruption recovery experience.

How can FlyPass improve operational efficiency?

FlyPass automates many of the manual processes associated with passenger compensation, reducing the burden on airport and customer service teams.

Real-time dashboards provide visibility into passenger compensation, redemption activity and vendor utilisation, allowing operational teams to make informed decisions during disruption events.

How can FlyPass help manage airport congestion?

Large disruption events often result in hundreds of passengers attempting to redeem compensation simultaneously at a small number of familiar outlets.

Wingman helps distribute demand across multiple participating vendors and can release redemption access in controlled waves, reducing queue pressure and improving passenger flow throughout the airport.

How can FlyPass improve vendor utilisation?

Traditional compensation methods often concentrate demand at a limited number of outlets.

FlyPass provides visibility into vendor participation and utilisation, helping direct passengers towards available capacity and creating a more balanced distribution of demand.

How does FlyPass support data-driven decision making?

FlyPass provides detailed operational reporting including:

- Compensation issued
- Redemption rates
- Passenger engagement
- Vendor utilisation
- Redemption timing
- Passenger distribution patterns

This enables airlines to better understand disruption recovery performance and identify opportunities for improvement.

How can FlyPass reduce operational risk?

By providing real-time visibility into compensation activity and passenger behaviour, FlyPass helps airlines identify emerging operational bottlenecks before they become significant passenger experience issues.

What long-term value does FlyPass create?

As operational and behavioural data accumulates, FlyPass and Wingman become increasingly valuable sources of disruption recovery intelligence.

Over time, this enables airlines to move from reactive compensation management towards increasingly proactive and data-driven disruption recovery strategies.

What is the ultimate business outcome?

FlyPass transforms passenger compensation from a transactional process into an operational recovery capability, helping airlines improve passenger satisfaction, optimise airport operations and make better disruption management decisions.

10. Proof of Concept

What would a pilot look like?

Selected disruption events would use existing compensation solutions while comparable events would use FlyPass and Wingman.

How long would a pilot run?

The duration would be agreed with the participating airline based on disruption volume and evaluation objectives.

What airport resources are required?

Minimal operational support and access to participating vendors.

How are success metrics measured?

Using passenger, operational and commercial KPIs.

How would FlyPass be compared to existing solutions?

Through side-by-side evaluation using comparable disruption events.

What outcomes would constitute a successful pilot?

Improved passenger experience, operational visibility, vendor utilisation and disruption recovery performance.

11. Commercial Model**How is FlyPass priced?**

Typically through a combination of platform fees and transaction-based charges.

Are there setup fees?

Depending on deployment scope.

Are there annual platform fees?

Yes.

Are fees charged per compensated passenger?

Yes.

How does FlyPass scale across airports?

The platform is designed to support multi-airport and multi-airline deployment.

What is the expected ROI?

ROI depends on disruption volume, operational efficiency gains and passenger experience improvements.

Questions We Often Receive**Why couldn't an existing voucher provider build this?**

Many providers could potentially build optimisation features. FlyPass was designed from ground up as a passenger centric disruption recovery and operational platform rather than solely voucher issuance.

Why do airlines need FlyPass if they already use digital vouchers?

Digital vouchers focus on compensation delivery through complex delivery mechanisms. FlyPass addresses the broader disruption challenge with a 360° focus, with a goal of improving the passenger experience.

What evidence suggests passenger flow optimisation matters?

It reduces stress in the Terminal for all. It moves passenger disruption management from a purely reactive operational situation to a choreographed and pro-active one.

What makes FlyPass defensible?

FlyPass combines compensation, redemption, analytics and operational optimisation within a seamless passenger experience, reducing frustration and improving the airline's NPS.

Conclusion

The objective of FlyPass is not simply to digitise compensation.

The objective is to help airlines recover from disruption more effectively while improving the passenger experience in a more efficient and cost effective manner.