

Exploring Digital Travel

Opportunities for Co-Creation in Mobility



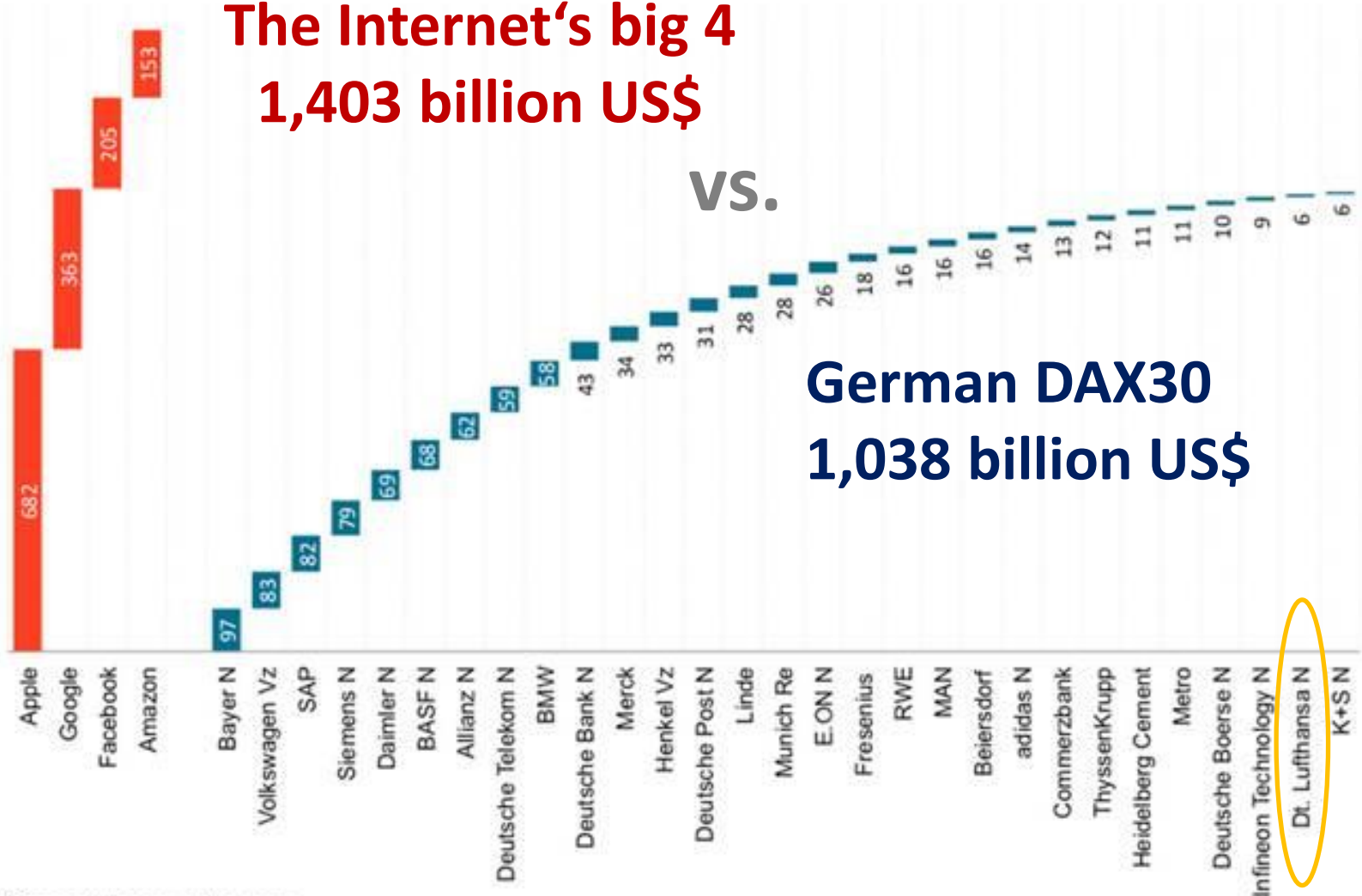
Market Capitalization of 4 US Internet Companies vs. entire German DAX 30 as of 21 November 2014

In US\$ billion

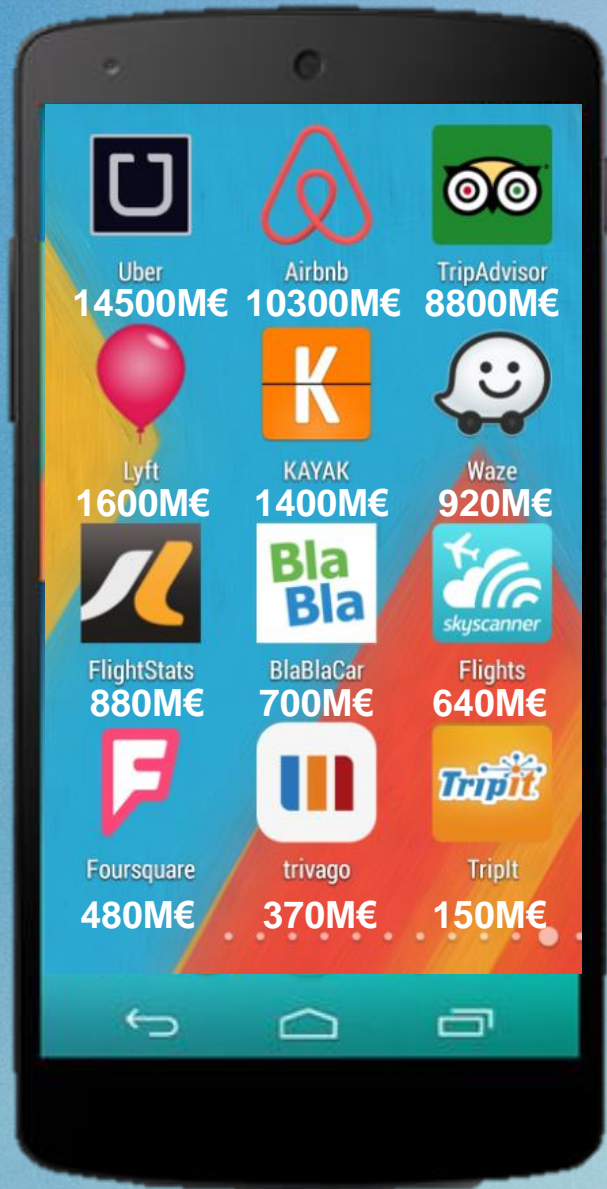
**The Internet's big 4
1,403 billion US\$**

VS.

**German DAX30
1,038 billion US\$**



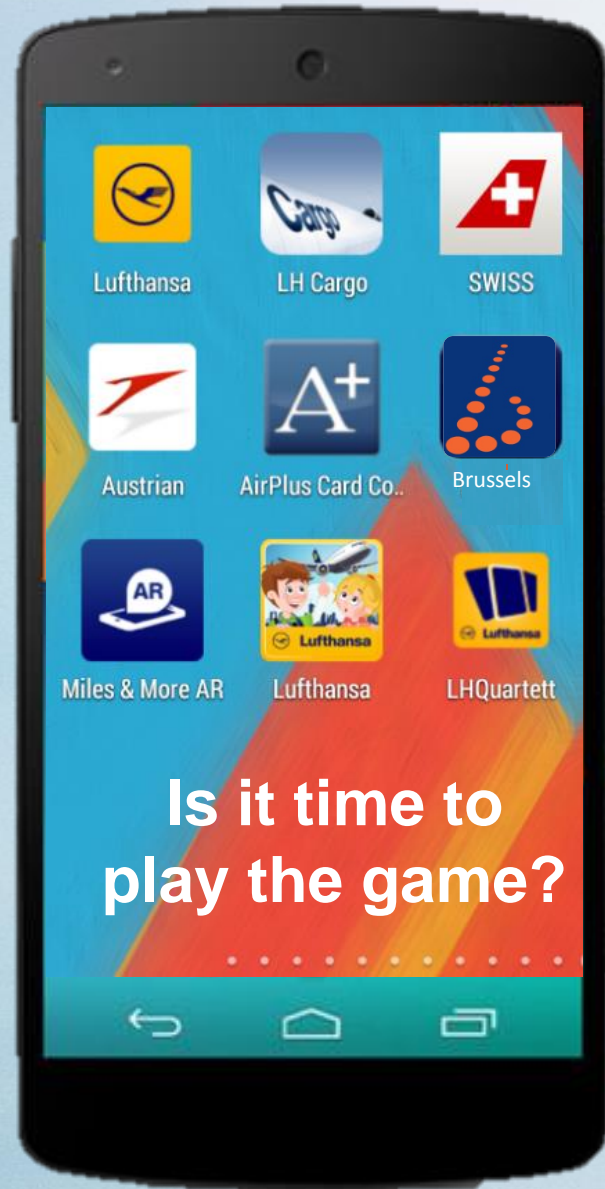
Source: finance.yahoo.com



41 billion €

VS.

6 billion €



**Is it time to
play the game?**



Co-Creation



Engineering

Innovation Hub Lufthansa Group



Ideation

Build your ecosystem.



AN INITIATIVE OF THE
WORLD ECONOMIC FORUM

13.02.2015

WHY FRANKFURT?

Frankfurt and the Rhein-Main area have the potential to become one of the leading locations for B2B Startups in Europe. Given its top infrastructure with the airport, the headquarters of some of the leading corporations and banks and the home of some of the top universities for entrepreneurship & engineering it is perfectly positioned as upcoming B2B startup hotspot.