



Program Overview

Goals of Program:

As a primary goal, the purpose of the Virtuoso Incubator is to ensure Virtuoso Member Agencies have access to the very best technology available in the industry, regardless of source. As a leader in the travel industry, we want to encourage investment in tools and technology for the reseller channel as a long-term viable category in the travel industry, as efficiency in leveraging technology will play a key role in the long term relevance of the channel. With over \$5.2B USD invested in online travel technology tools in 2015 alone, we want to ensure entrepreneurs have access to the tools to take advantage of this important channel.

As such, we provide an opportunity for entrepreneurs and investors in this space to learn the needs and insights of Virtuoso Member Agencies and Advisors. Our Members lead the industry in both the quality of their businesses, and their vision and strategy for the future. They can provide a vital link to finesse business models, prioritize business requirements, and test and validate many assumptions facing emerging technology tools.

Program Size:

Virtuoso will accept up to 10 Incubator companies on an annual basis, reviewed on a rolling basis.

Program Timeline:

- The deadline for submitting the [expression of interest](#) form is December 15th of a given year
- Acceptance decisions are communicated in February
- Meetings with Advisory Panel begins in April

Program Scope:

The program is designed to be lightweight and flexible for all parties with the following components:

- Welcome call to determine goals for interaction with Virtuoso Network during Incubator year.
- Assignment of no less than 3 Virtuoso Advisor/Owners who will work an Incubator Advisory Panel throughout the year to test and provide feedback on an Incubator's tools.
- Up to 3 scheduled and facilitated calls (by Virtuoso) with Incubator Advisory Panel, scheduled at all participants convenience. Additional interaction between Incubator Advisory Panel and Incubator staff are at the free will of both parties.
- Each Advisory Panel call will have a coinciding product feedback survey (provided by Virtuoso) to be completed.
- Year-end call with Virtuoso to evaluate success and feedback during Incubator year, with evaluation if Incubator term should continue for agreed upon additional time period (2-year maximum participation).
- Virtuoso Incubator designation and logo which may be used in your own company's materials, including website.

- Virtuoso may promote your brand through our own PR and online initiatives as a participant in the Virtuoso Incubator program.

What is NOT included:

- There is no investment from Virtuoso in the Virtuoso Incubator program.
- There is no physical workspace offered by Virtuoso as part of Incubator program.
- Preferred Supplier benefits, such as full access to Virtuoso Events, Marketing or Technology Tools, such as Virtuoso.com or Product Data Feeds.

Program Participation:

Interested *companies* should complete two items:

- [Expression of Interest](#) completed online
- Mutual NDA (sent after completing the Expression of Interest form)

Applicants with the above completed items will be reviewed by the Virtuoso Technology Committee on a continual basis throughout the year. Applicants will be evaluated on their ability to benefit from working with the Virtuoso network, contribution to the reseller channel, and product usefulness and readiness.

Accepted *companies* will be asked to:

- Sign a mutual participation agreement.
- Minimum commitment to exclusive preferred partnership to Virtuoso consortium for two-year period - or - pay participation fee of \$2,500.

Interested *panelists* (*Virtuoso members*) should:

- Email incubator@virtuoso.com.
- If you are not a manager, your supervisor must approve you to be a panelist.

More Information:

Please visit www.virtuoso.com/incubator or email incubator@virtuoso.com for further information.

About Virtuoso:

Virtuoso® is the leading international travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 800 travel agency partners with more than 16,000 elite travel advisors in over 45 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with 1,700 of the world's best hotels and resorts, cruise lines, airlines, tour companies and premier destinations, the network provides its upscale clientele with exclusive amenities, rare experiences and privileged access. More than (U.S.) \$21.2 billion in annual travel sales makes Virtuoso a powerhouse in the luxury travel industry. For more information, visit www.virtuoso.com.