



## How might we turn multi-source, global aviation data into real time, actionable intelligence that's seamless to adopt across the aviation sector?



### SITUATION

Aviation data and domain knowledge are fragmented across disconnected systems, formats, and individual experts, with no shared, consolidated source of truth.

### OPPORTUNITY

Every team could finally work from one trusted source instead of rebuilding the same knowledge on their own. Products that can unify multi-source data into a live, queryable layer are well positioned to take this on.

## BOARDING CALL



<https://go.gov.sg/lai-aviation>

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In collaboration with CAAS, SATS, SIA



## How might we keep workforce assignment models reliable as conditions change, so issues are caught early and every recommendation is tested before it goes live?



### SITUATION

Workforce assignment models can drift unnoticed as operating conditions change, and there is no automated way to feed live outcomes back in or test updates before they go live.

### OPPORTUNITY

Workforce recommendations could stay reliable as conditions shift, with every update tested and validated before it reaches the floor. Products that automate live feedback and pre-deployment testing fit naturally into solving this.

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## How might we enable hyper-personalised learning across different operational roles in the aviation sector?



### SITUATION

Training content, coaching, and performance feedback across roles are still largely generalised, making it hard to meet each learner's individual needs as they grow.

### OPPORTUNITY

Training could actually grow with each learner instead of staying generic. Products capable of hyper-personalised coaching are exactly the kind of capability this problem calls for.

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## How might we transform large volumes of product, service and operational knowledge into engaging, effective and scalable digital learning content?



### SITUATION

Product, service and operational knowledge is growing in volume, but turning it into digital learning content still takes heavy time, effort and cost.

### OPPORTUNITY

Large volumes of knowledge could become engaging, scalable learning content, while maintaining instructional quality, governance and cost-effectiveness across both content creation and post-production.

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**How might we provide pilots private insights on every landing, shaped by operating conditions and their own trends, so they can build targeted skills and prepare for the next sector?**



## SITUATION

Landing performance is shaped by aircraft, weather, runway and operational factors, making it difficult to turn performance data into meaningful insights for individual development.

## OPPORTUNITY

Context-aware feedback could benchmark each landing against operating standards and personal/fleet trends, helping pilots track progress and prepare for upcoming sectors while keeping individual data private.

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## How might we eliminate the effort required to keep tight, shared spaces in the aircraft clean for the next user?



### SITUATION

Lavatory cleaning and servicing remains a repetitive, physically demanding task for cabin crew, made harder by the tight, constrained space of an aircraft interior.

### OPPORTUNITY

Crew could get back the time this repetitive task takes, time that would go straight to passengers instead. Products built for safe automation in constrained spaces are a strong fit for this challenge.

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