



CASE STUDY

Supporting a Legal Tech Startup in Understanding the Commercial Airlines Industry



● OBJECTIVE AND SCOPE

The client, a legal tech startup, wanted to understand the current landscape of the global and the United States commercial airline industries to identify opportunities for legal work. For this, it sought Benori's support in the following areas:

- Cover the current state of the commercial airline industry, along with recent developments, emerging themes, and sector outlook
- Briefly profile key players in the US commercial airline sector





● APPROACH

We assessed and analyzed the global and US airline industries, covering market size (current and forecast), industry dynamics (drivers and challenges), and trends in the technological and legal landscape to identify opportunities for legal work for the client. We covered key players in the US airlines industry, including details such as key facts, recent legal developments/lawsuits, strategic focus and initiatives, and outlook.



● METHODOLOGY



Secondary
Research



Primary
Research



Data
Modeling



● IMPACT

The engagement helped the client in

- Understanding recent developments in the sector to keep its sales and legal team informed
- Identifying opportunities for legal work through identified industry trends

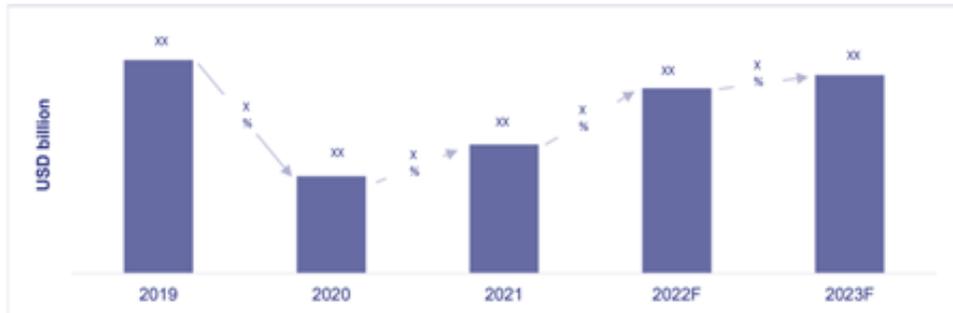




SAMPLE OUTPUT

Industry Revenues

Global Airline Industry Revenues



Source: XX

Due to the increased adoption of air travel and transportation, governments across the world have started supporting airline with capital injections, loans, and reduction in tax liabilities. In 2022, the Government of Dubai injected capital of USD954 million to restore the profits of Emirates Airlines. The US Government also made a new tax credit policy for SAF to reduce carbon emissions. To reduce losses and increase profitability, the airline companies have also started the relocation of aircraft to places with low parking charges, and flight cancellations in underdeveloped regions.

Source: XX

Market Themes

Trending market themes

Based on the recent developments in the airline industry, and the recent comments made by industry leaders, and experts, the following seven prominent themes were identified.

Industry-wide commitment to switch to SAF

With airline industry targeting net zero carbon emissions by 2050, countries such as the US, Germany and the UAE are providing various incentive policies to the companies to accelerate the usage of SAF. The sector is currently facing barriers due to a lack of regulatory support, the high cost of SAF, and concerns about quality, transparency, and communications. Various airline companies signed agreements in 2022 to purchase SAF with airline companies such as Alaska Airlines, Delta Air Lines, and United Airlines already in the implementation phase. In 2022, XX XX advised XX for a multimillion-dollar equity investment from XX to advance XX production of SAF.

Industry chatter – Things we heard in the market

Qatar Airways partners with Gevo to purchase 25 MM gallons of certified SAF

October 2022

"Qatar Airways continues to prioritize our commitment to net-zero flying by the middle of this century. Decarbonizing aviation requires a gradual incorporation of lower carbon and sustainable aviation fuels, and we are proud to collaborate on this global effort for a better future. Joining forces with fellow one world members, we are supporting Gevo to establish its SAF-producing facilities to ramp up SAF supply and get closer to our goal of replacing 10% of our conventional jet fuel with SAF by 2030."

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