



## **KLM Technology Innovation**

Setting up a new corporate  
technology innovation venturing  
organization called BlueLabs



# About the client



KLM was established in 1919 and is one of the worlds oldest airlines, carrying over 35M passengers, over 600K tons of cargo to 160+ destinations in the world. Since 2004, KLM is part of the Air France KLM Group and is part of the SkyTeam Alliance.



# The Challenge

BlueLabs is a new organization within KLM focused on introducing technology to the business. Technology which is new to KLM but known and proven in the world. Its main purpose is to find, explore, develop, and scale technology opportunities with and in the businesses of KLM.

# The Solution

Together with the core team of BlueLabs, RevelX has designed the new department, its core processes, and roles and responsibilities. The main activities of BlueLabs are scouting, match making, exploring, and creating new technology opportunities.

An important part of our approach was to create buy-in from important stakeholders and start executing with some early internal customers.

# Results

A new process for corporate venturing, focused on technological innovation has been designed. In co-creation with the team, an operating model, governance, and way of working through the set-up of technology labs in the businesses has been developed. The BlueLabs Innovation Playbook serves as a guide for internal and external collaboration.

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