STRATEGIC COLLABORATION BETWEEN PEGASUS AND UC BERKELEY TO SHAPE THE AIRLINE EXPERIENCE OF THE FUTURE

News / Airlines

As scientific knowledge guides technological progress and technology accelerates scientific advancement, the lines between the two continue to blur. In today's world, competitiveness is no longer solely defined by the ability to produce goods and services; it is increasingly measured by technological capability and the speed at which knowledge is generated. Recognising this, Pegasus is building strong partnerships with universities, which are essential drivers of innovation, sustainable growth, and global competitiveness.

As part of this vision, The Pegasus Innovation Lab, established in Silicon Valley to guide the company's innovation agenda, is entering a new era through its strategic partnership with UC Berkeley, a powerhouse of academic knowledge and research. Together, the two institutions aim

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to develop data-driven, user-focused, and efficiency-enhancing innovations that will shape the future of the aviation sector. This robust collaboration reinforces Pegasus' international innovation vision by combining UC Berkeley's academic expertise with the practical, technology-led focus of Pegasus Innovation Lab.

Innovation Through Artificial Intelligence

This partnership will bring together Pegasus' industry know-how with the academic strength of the Institute for Business Innovation at the Haas School of Business at UC Berkeley, one of the world's foremost research institutions, to carry out joint projects in operational efficiency, flight safety and AI-based data-driven innovation. Through this collaboration, Pegasus aims to accelerate the development of next-generation business models by transferring academic insights into practical applications.

Seamless Air Travel Experience: Designing the Future Together with Students

A key pillar of this collaboration is the 'Seamless Air Travel' project, which is being carried out in partnership with UC Berkeley's MBA ecosystem. This initiative focuses on creating an end-to-end self-service travel experience, with a particular emphasis on digital aviation, user experience and guest-centric solutions. By combining the creative energy of academia with operational needs, Pegasus seeks to transform innovative ideas into tangible outcomes.

Creative Solutions for Aviation Challenges Through the Innovation Hackathon

Jointly organised with Berkeley, the Innovation Hackathon aims to generate creative solutions for the aviation sector's digitalisation and efficiency-driven needs, particularly in areas such as AI-powered guest experience and operational processes. The ideas developed during the hackathon will not only contribute to Pegasus' technology strategy but also lay the groundwork for inspiring practices across the wider industry.

AI and Data Analytics Training to Deepen Competencies

An educational programme will be offered to Pegasus employees to deepen their knowledge of artificial intelligence and data analytics. Beyond technical training, the initiative aims to foster a culture of innovative thinking and data-driven decision-making across the organisation.

A Strategic Partnership for Sustainable Impact

This partnership is not just a project-based collaboration, but part of a long-term strategic vision. Believing that university-industry partnerships deliver not only technology development but also knowledge exchange, collective intelligence and talent growth, Pegasus is committed to designing the future through this multifaceted cooperation with UC Berkeley.

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