



# Sherpa

Easy eVisas.

January, 2019





**Aiysha Varraich**

@Aiyshav

Follow

So im checking in at the airport enroute to Toronto, when @airline staff asks ti see my visa. I reply "oh swedes dont need one". Much to my chagrin Canada has imposed visas like the ESTA

2:27 AM - 8 Nov 2018



3



**spookubi**  
@yubibimbap

The real reason why you show up early to the airport is just in case you don't have a valid ETA visa and need to apply before your flight

8:30 AM - 31 May 2018 from  
3 Likes

**Harjas Singh**  
@fruitcartrule

Can someone here help me answer questions regarding transit visas for layovers in Canada via @airline flights? Your call center agents refused to talk about it at all

3:59 PM - 30 May 2018

**Tara McDouga**  
@TaTa57

@airline my friend is stranded in the airport because she didn't know she needed an eTA to enter the country. Because the system was down she missed her flight and now @airline Customer service is saying she needs to pay full price and book herself a new flight!!

6:22 PM - 30 May 2018

**Yarden Katz**  
@yardenkatz

Just denied boarding to Sydney (in Seattle) for lack of visa to Australia. Israeli citizens, even if US green card holders, aren't eligible for the fast eTA/eVisitor visas. (One settler-colonial state saying "No" to another...) Sad to be missing @Qatar - which looks

**Transforming Escapes**  
@T\_Escapes

@SushmaSwaraj My brother and sister in law (chilean) are stranded at lisbon airport. They were denied boarding because of no evisa. They are coming to attend my wedding. Is there a way to get a urgent visa approval? Awaiting your reply. Thank you

**Cummings & Goings**  
@CummingsGoings1

So found out Australian citizens need an ESTA for a layover at LAX. Sarah almost got left behind...:(. Finally made it to the gate 10 minutes before boarding. God is good. Flight time. Sitting in HK till we fly to LAX. Next stop back to the state of America!!!

**ajaygupta**  
@ajaygupta

@airline guys why dont you in international traveller that they ne visa to fly via @airline . worst exper... ever..and on top of that huge cancellation charges for their mistake????#robbery

10:43 PM - 12 Jun 2018

**じゃがいもさん**  
@jagaimosan1

I forgot to apply for eta which allows me to enter Canada and realize it at airport. I've just done and waiting for approval now. Can stop sweating

10:05 AM - 18 May 2018

**CHE Nice Conference**  
@CHENiceConf

@airline my wife was denied entry to Canada today bc @airline never notified her that she needed ETA

PM - 23 Nov 2016

**Sarie Weaving**  
@SWeave

Only arrived at the airport with the wrong passport. 🙄🇺🇸 this one doesn't have a USA ESTA visa. So by the time I managed to apply for 2nd visa and amend my booking I managed to check in with 4 minutes to spare. On to security. FML.

1:40 AM - 16 Sep 2018

**Nick Gunn**  
@nickggunn

Be careful using @OTA and @airline . My friend bought a tkt from Laos to Sydney, denied boarding cause no visa for the 4 hour stop in KL

**Carina Tsang**  
@eta\_0

Hi I'm am at the airport now and I really need to apply for the eta in order to board my flight, what can I do??? Is there any way I can get to Toronto today?

8:46 AM - 14 Sep 2018

my passport to apply for e am using isn't on ur list deal?

1:24 PM - 10 Oct 2015

not okay, will be writing to the MP Someone should not be nearly denied g because @CitimmCanada decided

to take the ETA system down for maintenance.

2:12 AM - 17 Apr 2018 from Coquitlam, British Columbia

I'm denied to enter the US by visa application is still "being progressed", with unknown outcome. :-/

2:19 PM - 10 Jun 2018

**Jordanna Egan**  
@jordanna\_egan

Hey @airline Let's discuss you check in last night and got a t about needing to check in at find one one of our visas had Checked in much earlier than needed and came very close to not being able to fly.

7:43 PM - 9 Jun 2018 from Mississauga, ON

**Christian Zetzsche**  
@christianzetzsche

Hey @AirCanada, do I need to apply for an eTA when I have a stopover at a Canadian airport en route to the USA and back to Germany?

11:08 AM - 7 May 2017

**Daniel Kirk**  
@danielkirk

Dear @TurkishAirlines I can't believe you're trying to charge me nearly the full price of my ticket to change my flight when the reason I need to change is because the Turkish government won't issue me an evisa to leave the airport. Where did the "Best Airline in Europe" go?

10:05 AM - 25 Nov 2017

What is an eVisa?

# eVisa

Paper Visas moving to the web  
+ added eligible nationalities

# eTA

Same technology applied to  
visa exempt travellers

2016

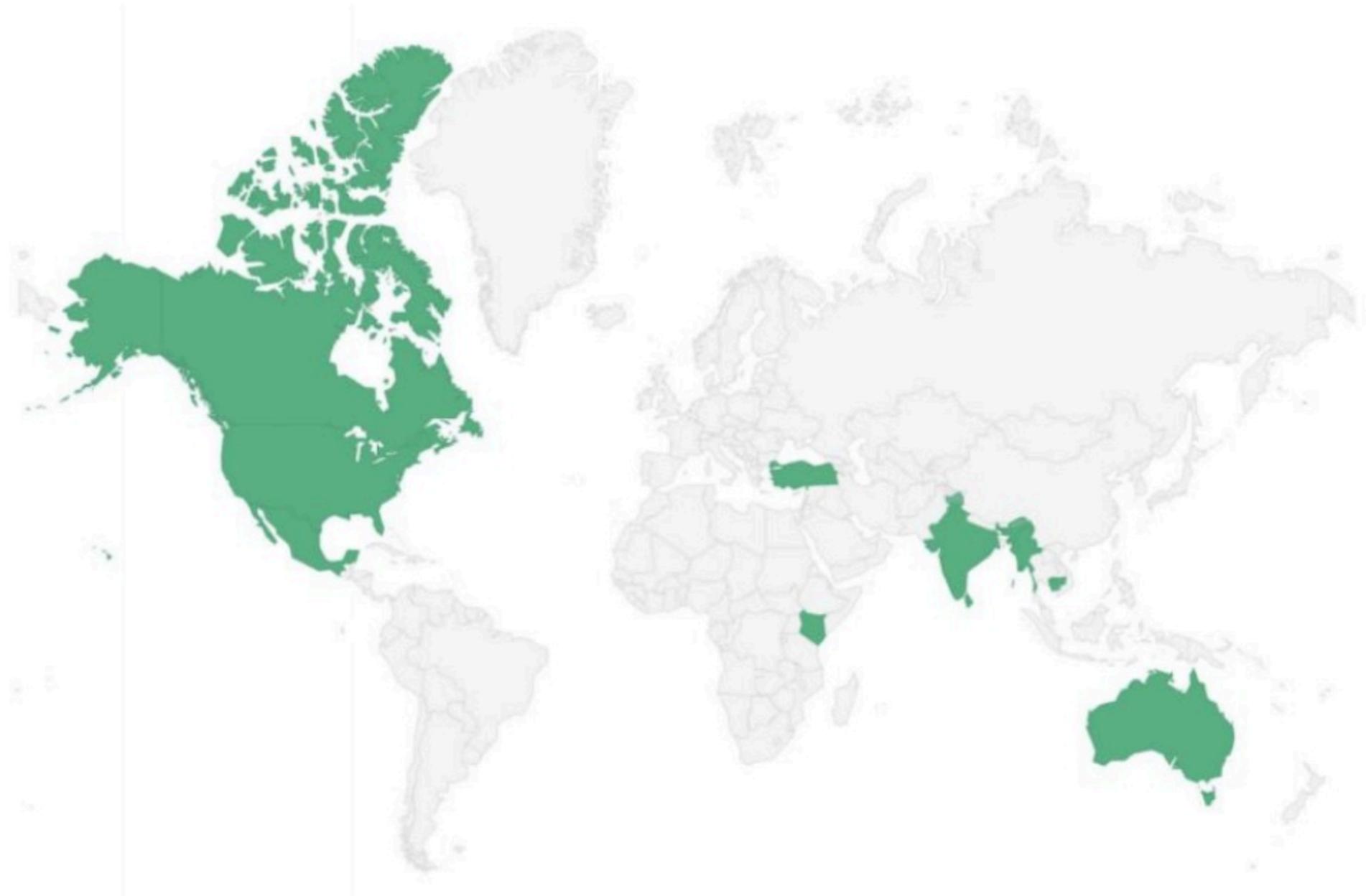
20

Countries

---

1 in 100

international travellers



2018

40+

Countries

---

1 in 10

international travellers



2020

80+

Countries

---

1 in 4

international travellers





# Notify



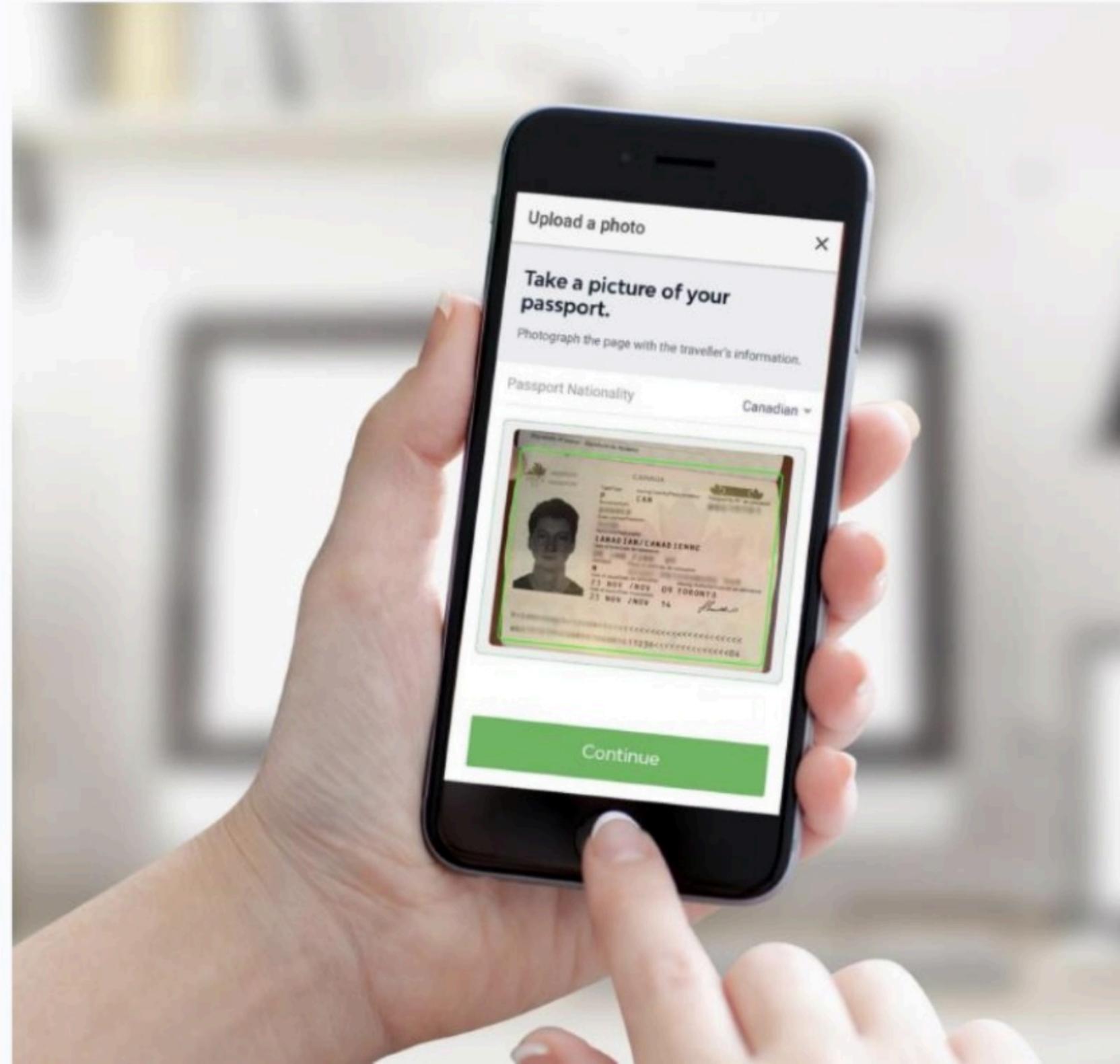
**Mr Smith, we could not find a valid ESTA associated with your passport.**

[Check your ESTA Status](#) or [Apply Now](#)



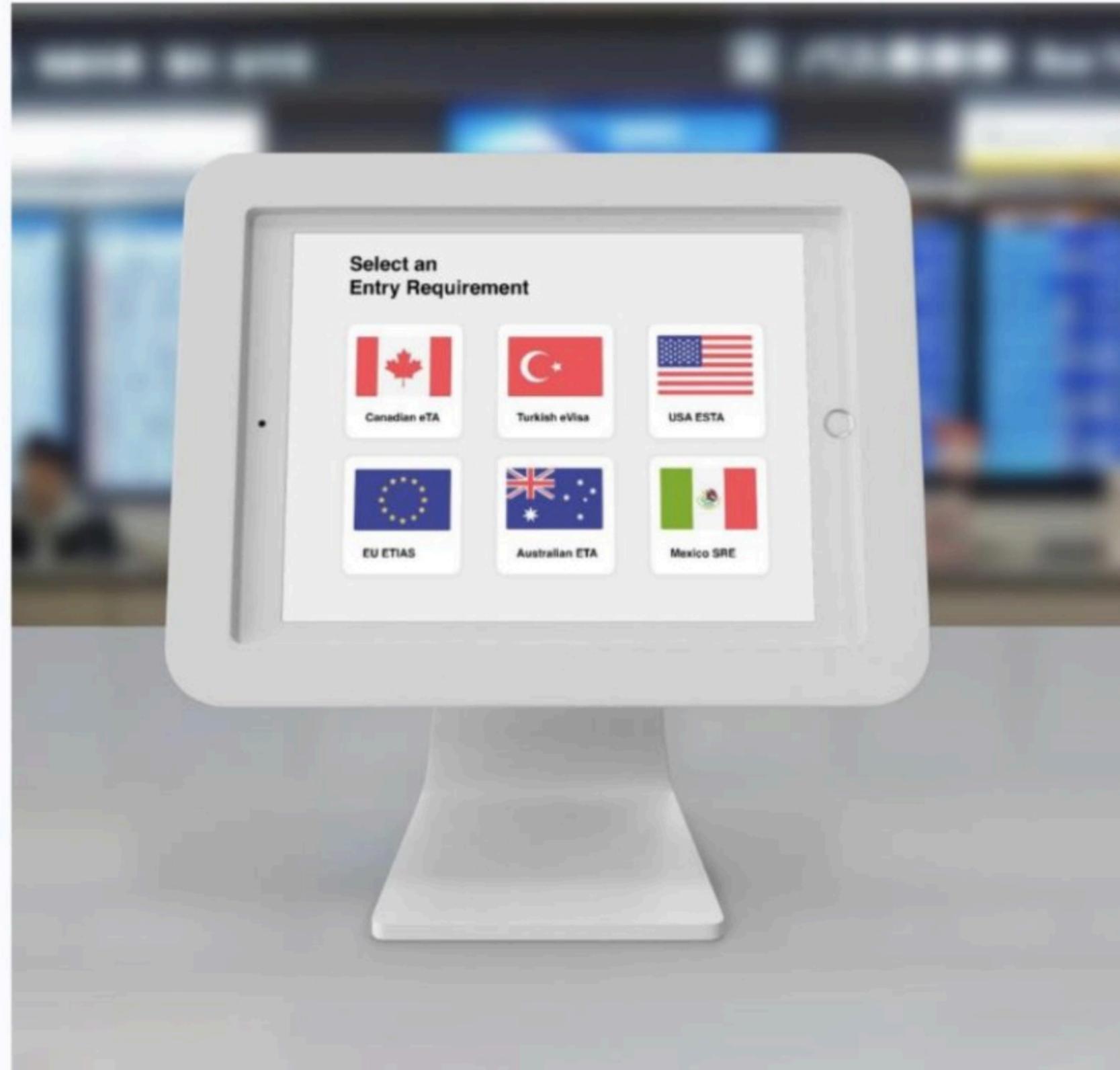
# Guide

- **Apply in an Airline/OTA Experience**
- **Pre-filled Application**
- **Reduced Error**



# Guide

- **Apply at the Last Minute in an Airport**
- **Granted in Seconds/Minutes**



# Validate



## eTA Status

- Invalid eTA
- Valid eTA
- Does not need eTA

Main Cabin

	A	B		D	E	F
7	✕	✕		✕	✕	✕
8	✕	✕		✕	✖	✕
9	✕	✕		✕	✖	✕
10	✖	✖		✖	✖	✕
11	✖	✕		✕	✖	✕
12	★	★		✕	★	★
13	★	★		✕	★	★
14	★	★		✕	✕	✕
15	★	★		✕	★	★
16	★	✕		★	★	★
17	★	✕		★	★	★
18	★	★		✕	★	★
19	★	★		★	★	★
EXIT	✖	✖		✖	✖	✕
EXIT	✖	✕		✕	✖	✖
	★	★		★	★	★
	★	★		★	★	★
	★	★		★	★	★
	★	★		✕	★	★

# Key Benefits



Improved Operational  
Efficiency



Large Ancillary Revenue  
Opportunity



Increased Customer  
Satisfaction

# SaaS Opportunity

Average documentation fine

**\$3,500** /PAX

Check-In Costs and Lost Opportunity

**\$0.45** /PAX

TAM =

**\$500M**

**\$2B**

# Ancillary Revenue Opportunity

Average service fee

**\$20** /eVisa

Sherpa's share

**\$5** /eVisa

TAM =

**\$6B**

**\$1.5B**