This is the geospatial moment for smarter governments & smarter nations.

+ smarter businesses & consumers

William Priest
Chief Executive
UK Geospatial Commission
5 reasons for which this is the moment for EO entrepreneurship in geospatial...
The availability of big data and open source data sets (including Copernicus) has created the opportunity for cost effective data fusion and better insights that include EO.

HOW MUCH DATA IS CREATED IN A DAY?

2,500,000,000,000,000,000
(2.5 QUINTILLION) BYTES OF DATA

90% of the world’s data today has been created in the last two years alone.

Samikshya Gautam’s Technology Blog, 2017
The availability of **machine learning, AI, computer vision, cloud storage and cloud computing** has made it possible to consolidate, process, and analyse very large volumes of data in a cost effective way.

*Neal Cabage & Sonya Zhang, 2013*

*The Smarter Startup*
Low-cost small satellites built from commercially available off the shelf components has made EO satellites and data much more accessible.
Access to finance

The **availability of funding** in a changing financial landscape over the past decade is enabling new approaches to startup financing.

Investors today are more likely to offer access to **experts, sales opportunities and strategic planning**.
Diversity & inclusivity

Attracting experts from outside the space domain enables EO companies to unlock new applications.

Improving gender and ethnic diversity in company leadership positions is directly linked to greater profitability and longer-term value creation.

The startup journey...
ACADEMIC RESEARCH
Hypothesis > Test > Validate > Publish

Transition (where EO struggles)

FORMULATION
Mission > Vision > Strategy
- Idea and co-founder team formation
- What, to whom, why and how?

LEVELS OF VALIDATION
Problem / Solution
- Ideating
- Concepting
- Committing
- Validating
- Scaling
- Establishing

VALIDATION
Lean Startup
- Minimum Viable Product
- Validate / Iterate (or pivot)

GROWTH
Scale Up
- Establish & Strengthen Processes & KPI’s

Modified from:
Startup Development Phases - from idea to business and talent to organization.

Version 3.6 - www.startupcommons.org
THE TOP 20 REASONS STARTUPS FAIL

Based on an Analysis of 101 Startup Post-Mortems

1. NO MARKET NEED
2. RAN OUT OF CASH
3. NOT THE RIGHT TEAM
4. GET OUTCOMPETED
5. PRICINGISSUES
6. POOR PRODUCT
7. NEED/LACK BUSINESS MODEL
8. POOR MARKETING
9. IGNORE CUSTOMERS
10. PRODUCT MIS-TIMED
11. LOSE FOCUS
12. DISHARMONY ON TEAM/INVESTORS
13. PIVOT GONE BAD
14. LACK PASSION
15. BAD LOCATION
16. NO FINANCING/INVESTOR INTEREST
17. LEGAL CHALLENGES
18. DON'T USE NETWORK/ADVISORS
19. BURN OUT
20. FAILURE TO PIVOT

42% 29% 23% 19% 18% 17% 17% 14% 14% 13% 13% 13% 10% 9% 9% 8% 8% 8% 8% 7%
What is the opportunity?
To escape the research & government grant award cycles.

To solve complex problems by leveraging technical & financial tools alongside diverse, innovative thinkers.

And to sell those solutions commercially!