



# EO ENTREPRENEURSHIP

ESA EARTH OBSERVATION  $\Phi$ -WEEK

November 2018



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

*William Priest*  
*Chief Executive*  
*UK Geospatial Commission*

+ smarter businesses & consumers



5 reasons for which this is the moment for EO entrepreneurship in geospatial...

## Data availability

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

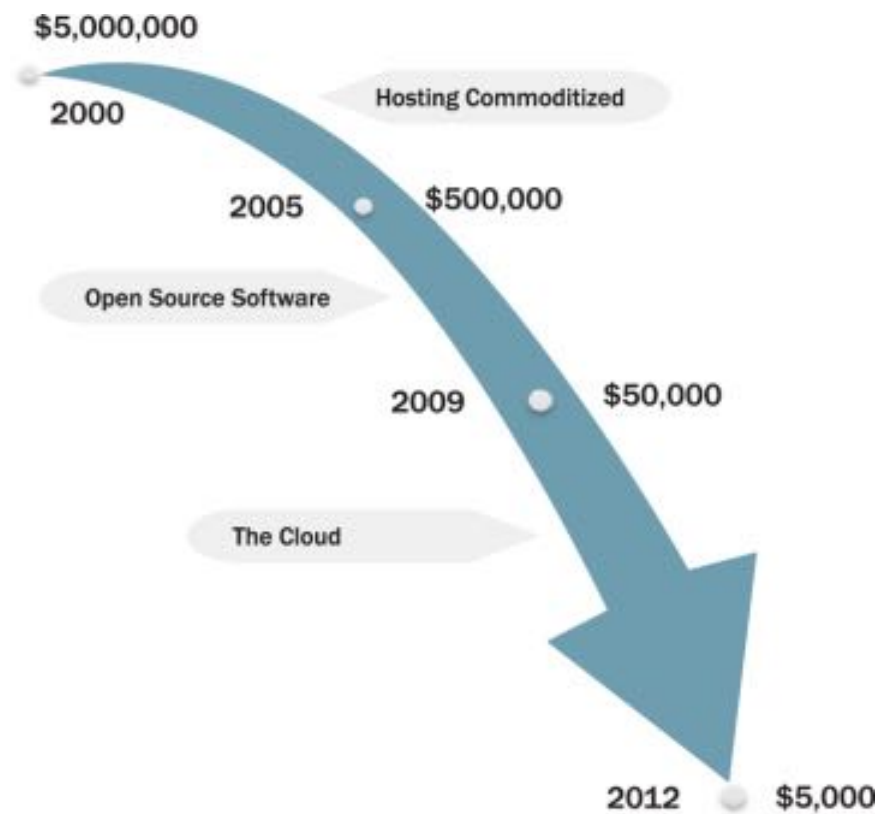


of the world's  
data today has  
been created  
in the last two  
years alone

*Samikshya Gautam's  
Technology Blog, 2017*

## Technology commoditisation

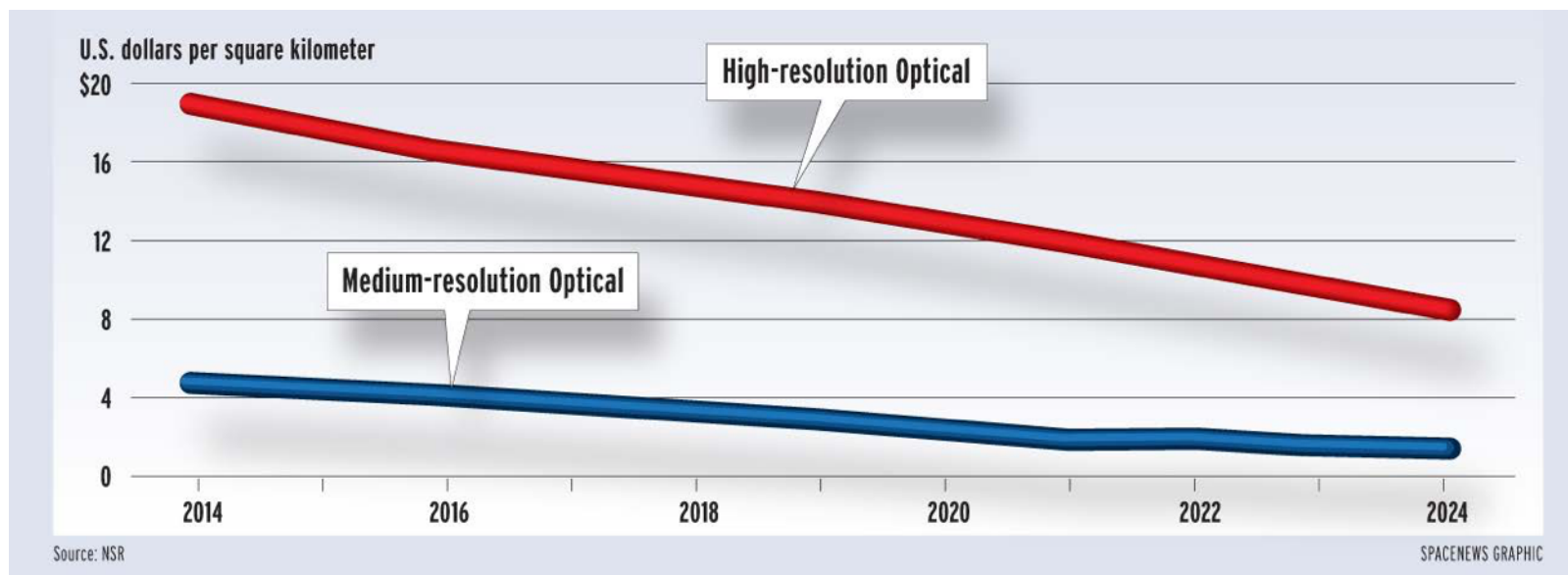
The availability of **machine learning, AI, computer vision, cloud storage and cloud computing** has made it possible to consolidate, process, and analyse very large volumes of data in a cost effective way.



*Neal Cabage & Sonya Zhang, 2013  
The Smarter Startup*

## Satellite technology innovation

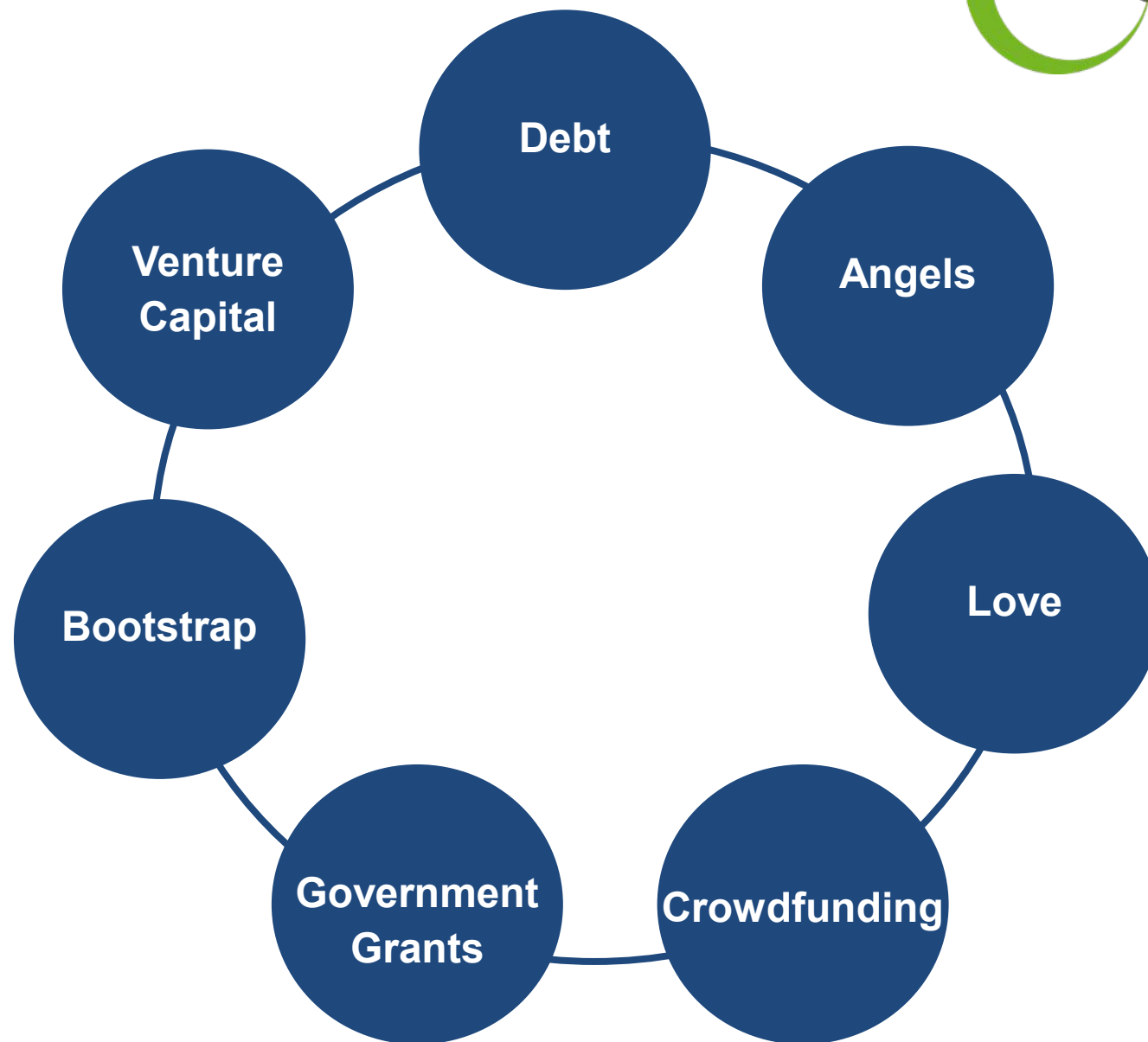
**Low-cost small satellites** built from commercially available off the shelf components has made EO satellites and data much more accessible.



## 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.**

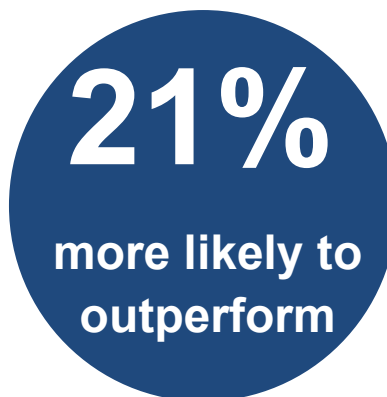


## Diversity & inclusivity

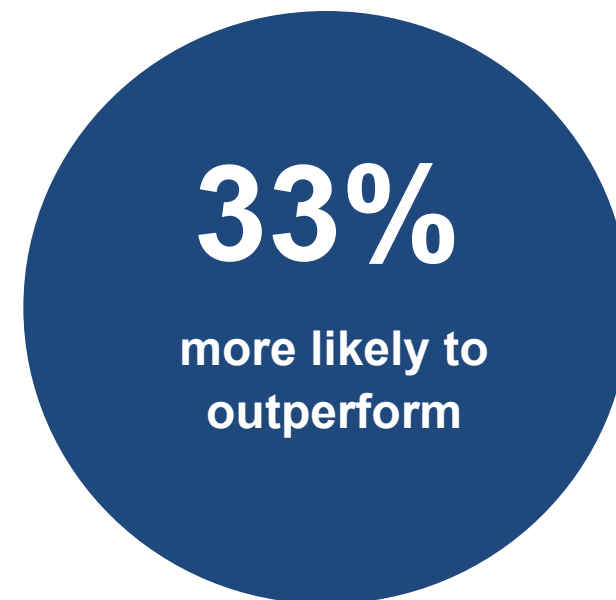
Attracting **experts from outside** the space domain enables EO companies to unlock new applications.

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

### Gender Diverse Companies



### Ethnically Diverse Companies

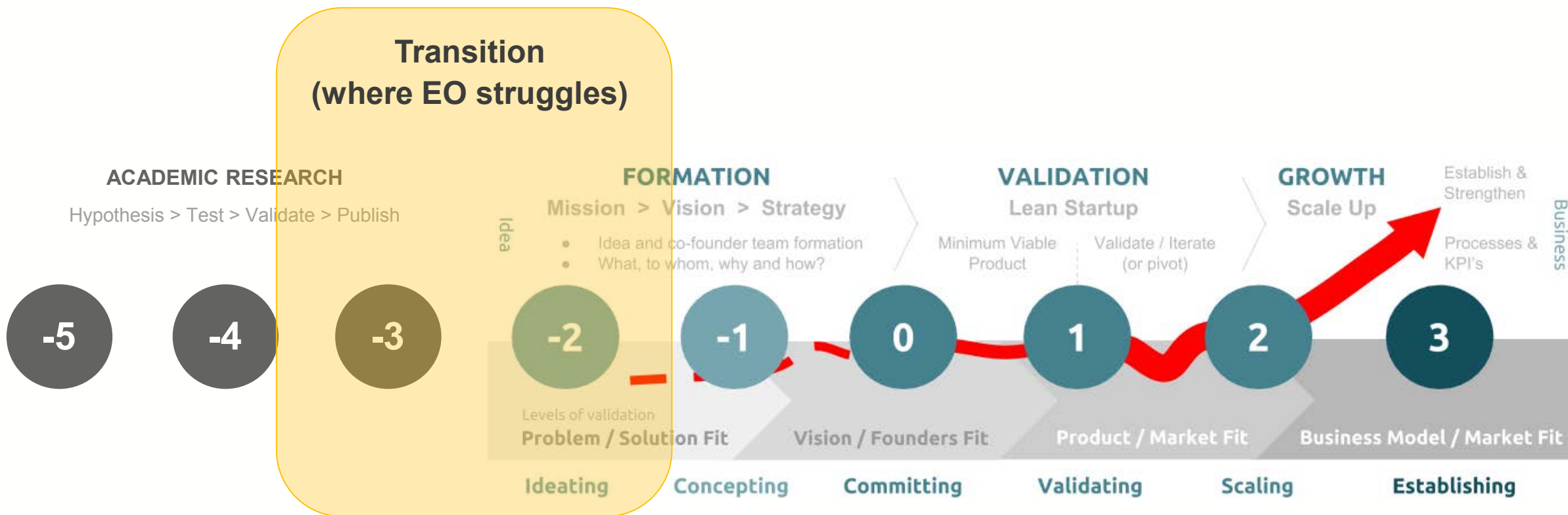


*Stats from 2017 McKinsey Report:  
Delivering Through Diversity*





The startup journey...



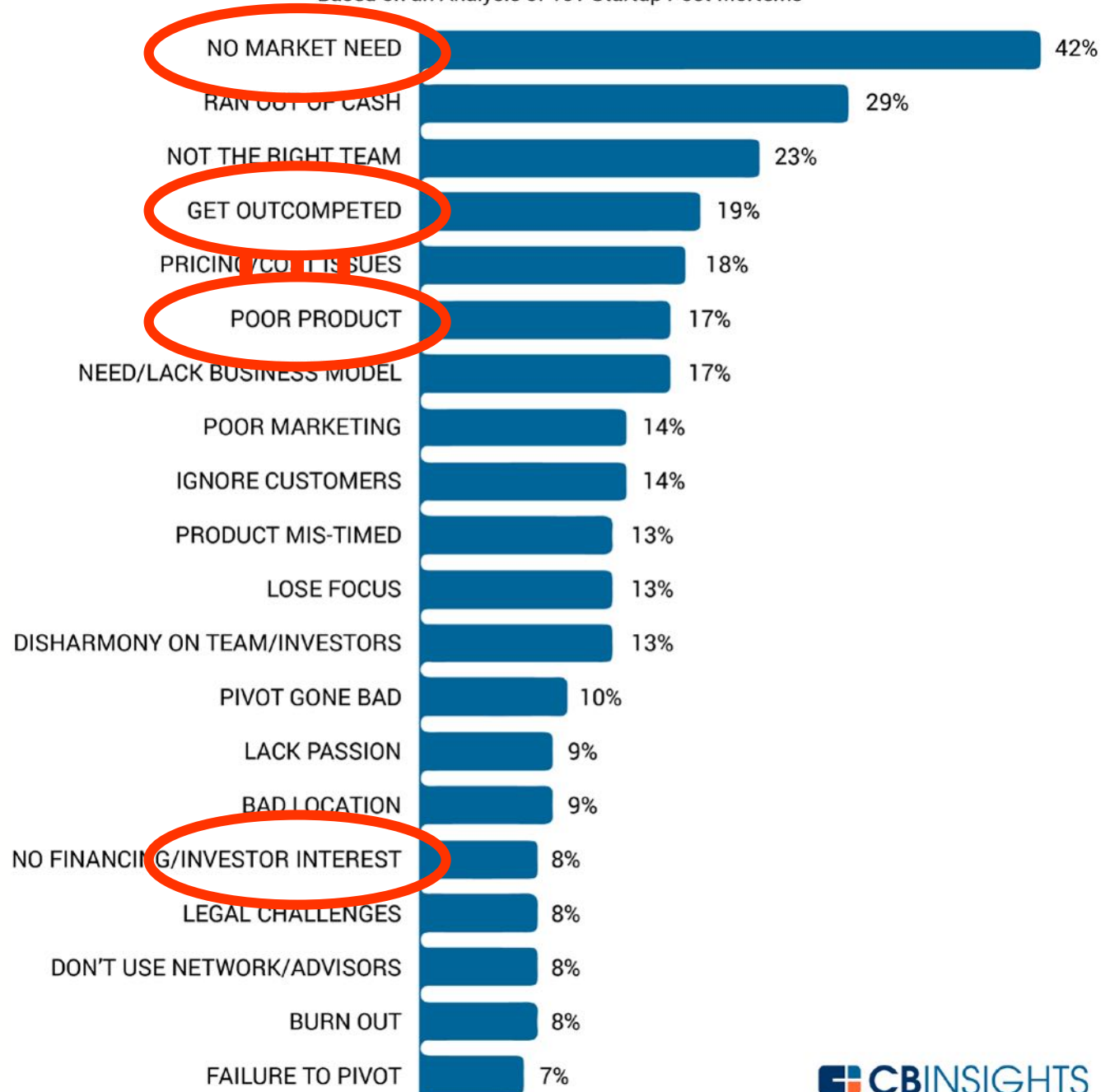
Modified from:  
Startup Development Phases - from *idea to business and talent to organization*.

Version 3.6 - [www.startupcommons.org](http://www.startupcommons.org)



# THE TOP 20 REASONS STARTUPS FAIL

Based on an Analysis of 101 Startup Post-Mortems





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!**