



Geospatial World Forum

Making Earth Observation Mainstream

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Founder, TerraWatch Space



TERRAWATCH
SPACE

May 5, 2023

TerraWatch Space

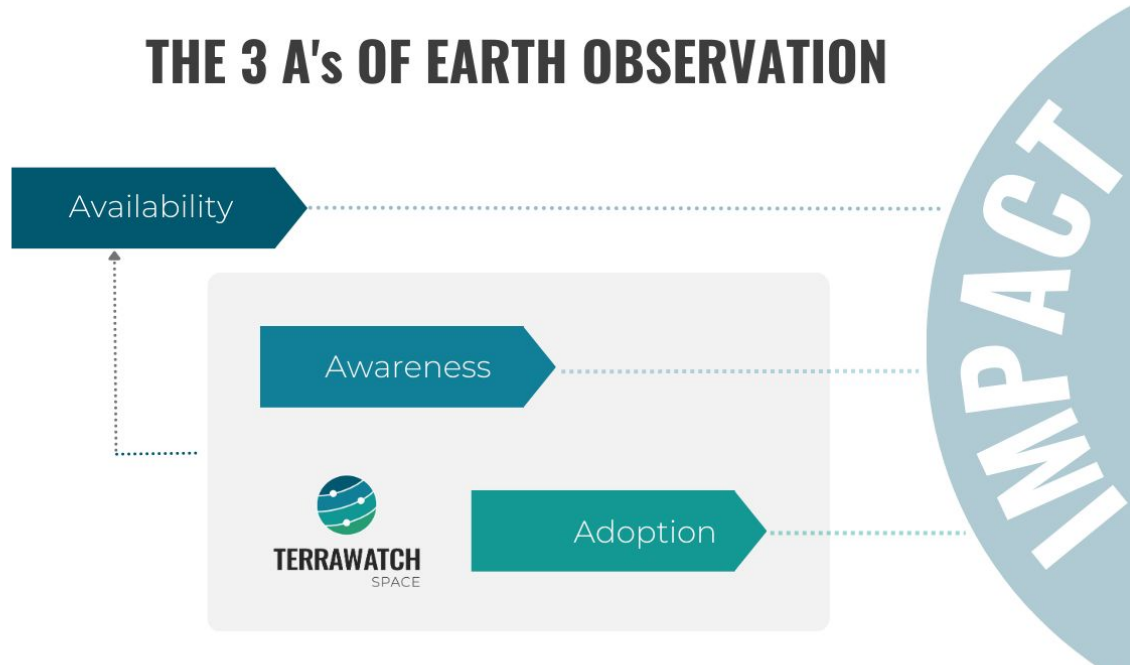
Earth Observation Advisory and Insights



TerraWatch Space

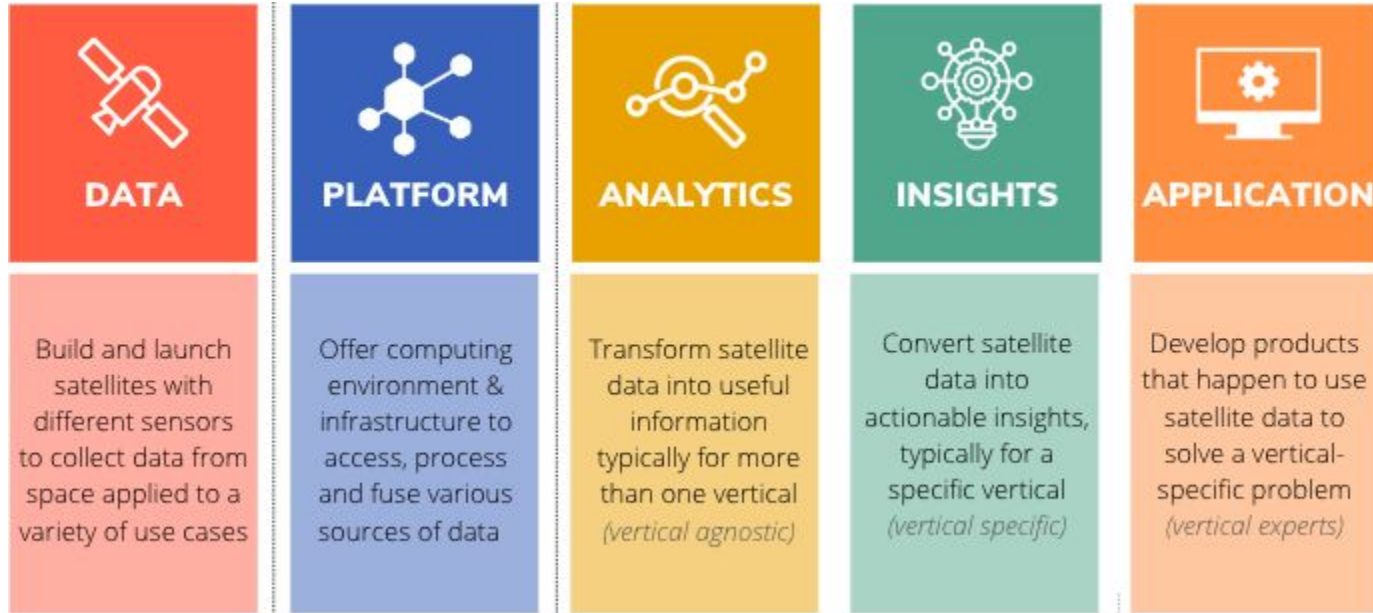
Filling the Awareness Gap and Adoption Gap in Earth Observation

THE 3 A's OF EARTH OBSERVATION



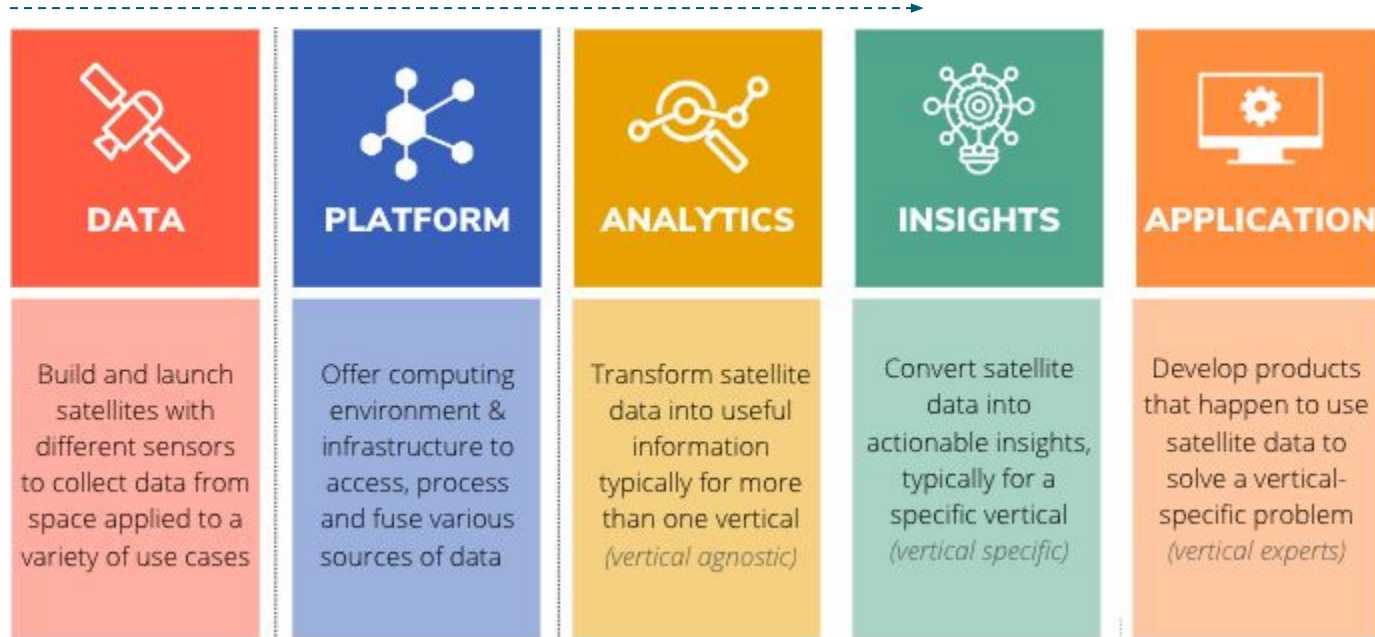
Earth Observation Market

Value Chain Analysis



Earth Observation Market

Value Chain Analysis



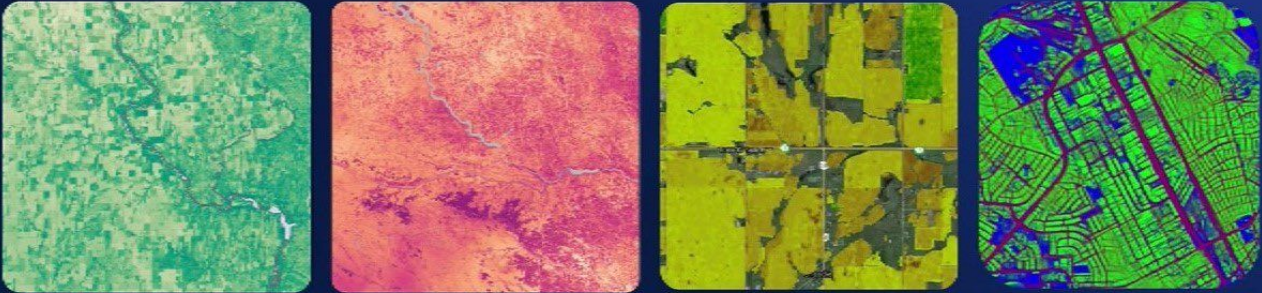
Earth Observation Market

Value Chain Analysis

AVAILABLE NOW VIA API

ANNOUNCING **PLANETARY VARIABLES**

explore 23



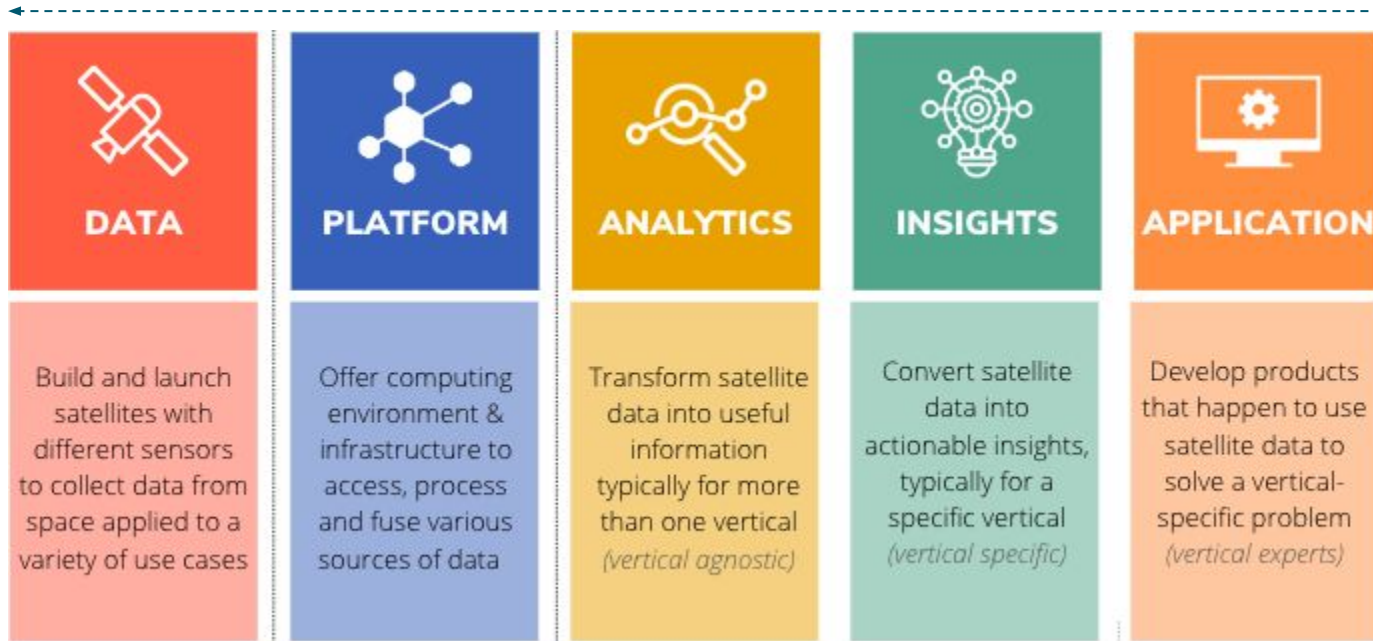
-  **SOIL WATER CONTENT**
-  **LAND SURFACE TEMPERATURE**
-  **BIOMASS PROXY**
-  **ROADS AND BUILDINGS**

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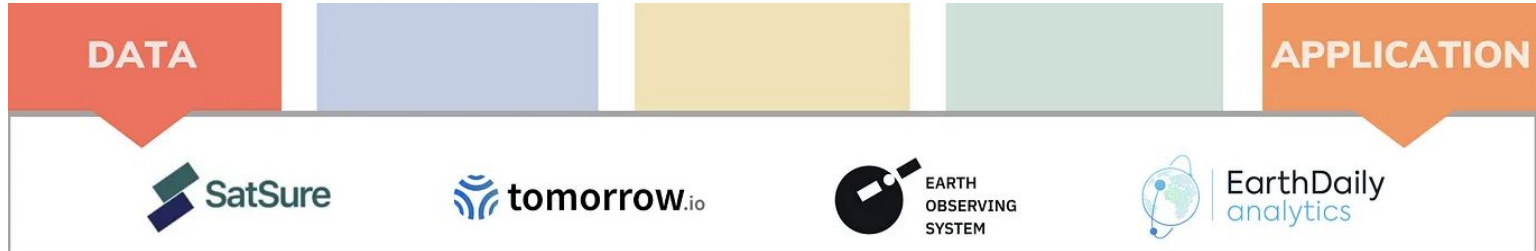
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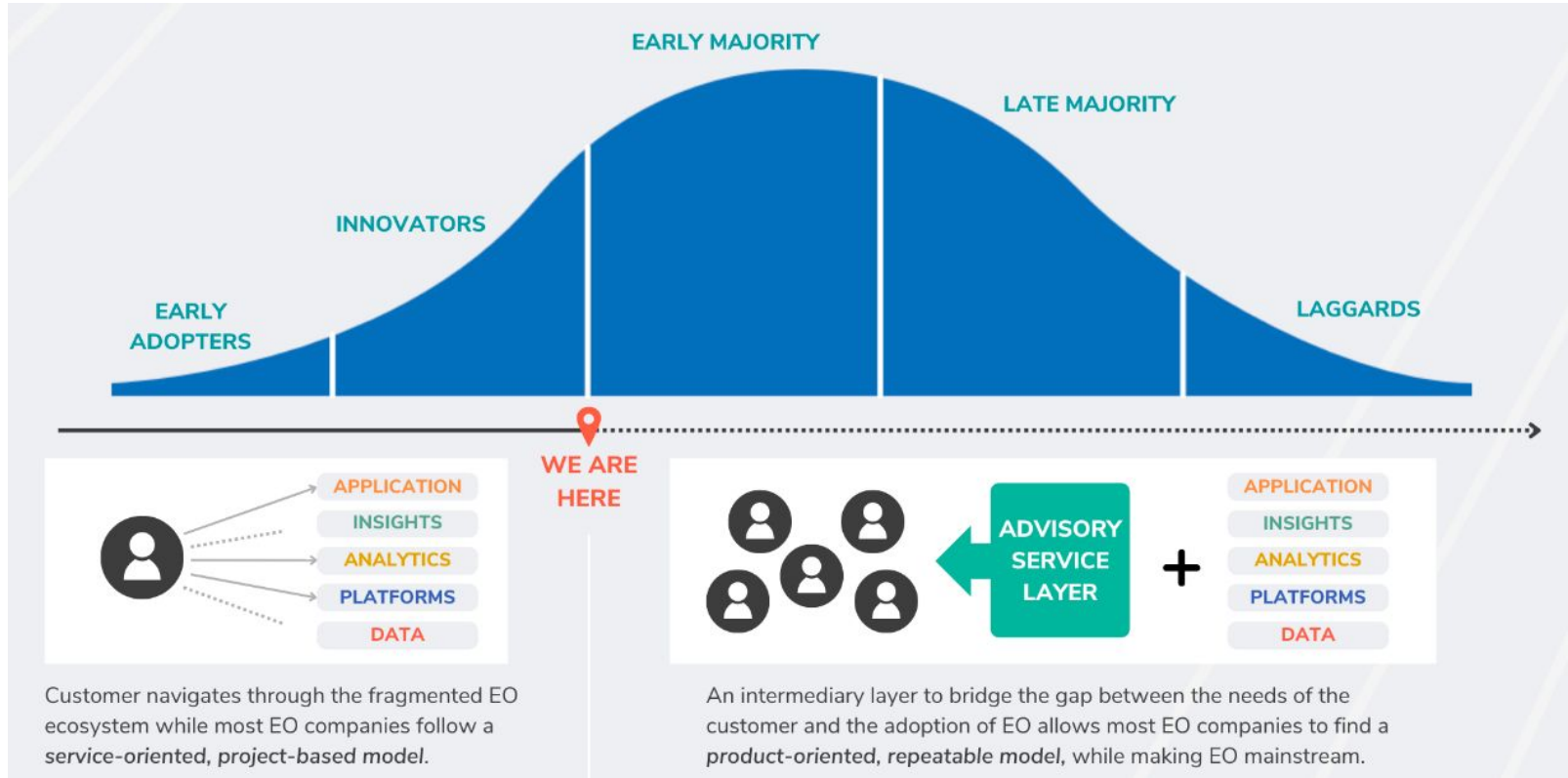
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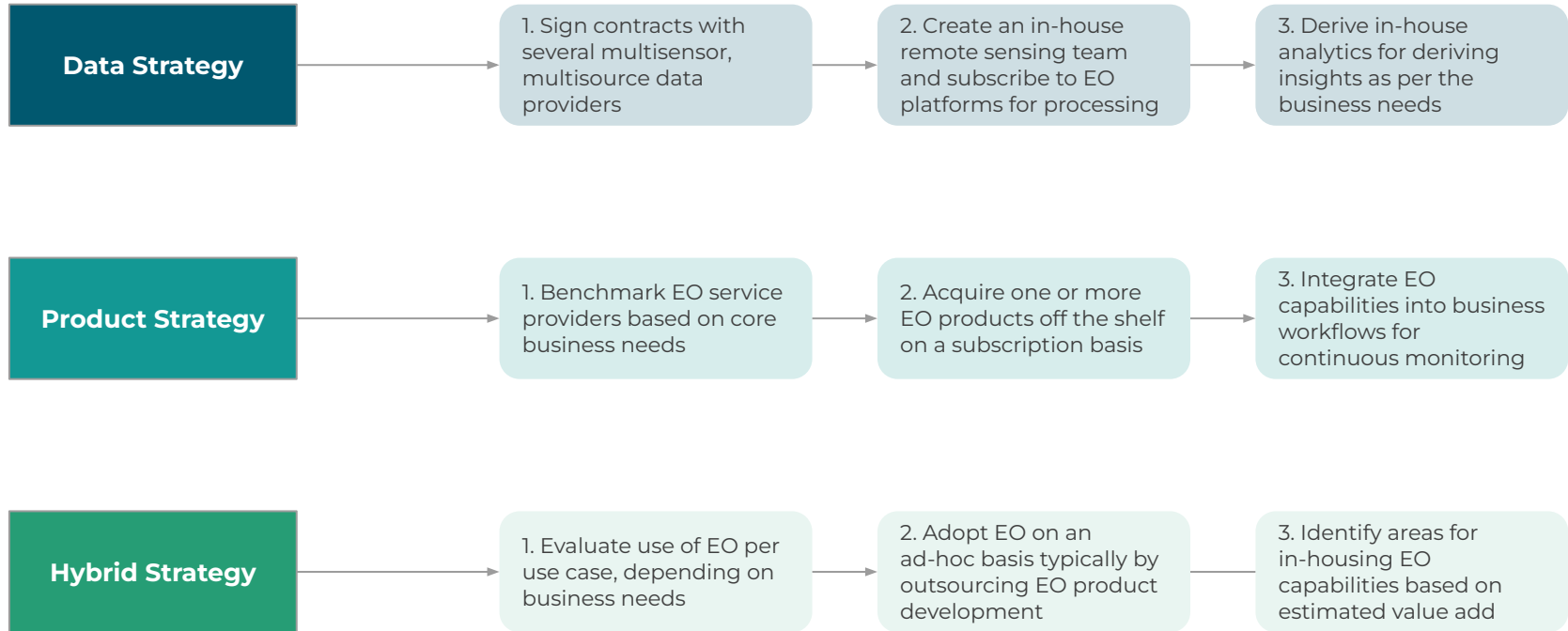
Earth Observation Adoption

State of Adoption in Commercial and Institutional Sectors



EO Adoption Trends

General Types of Adoption Strategies



EO Adoption Trends

TerraWatch's EO Adoption Strategy

Step 1

Education Phase

Presentation on the emerging trends and relevant capabilities in EO



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Workshops with the heads of different business units and functions to discuss state of affairs and the potential impacts of EO



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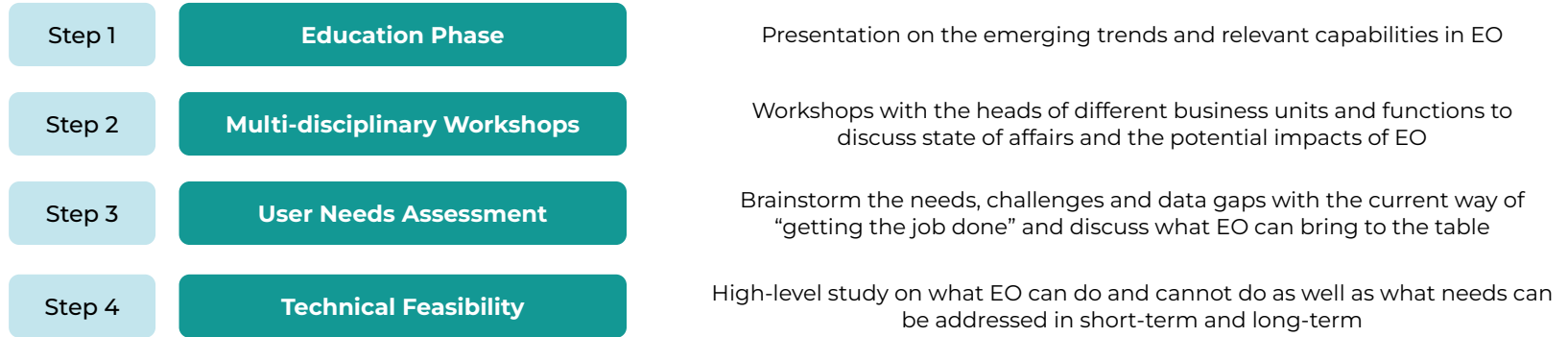
User Needs Assessment

Brainstorm the needs, challenges and data gaps with the current way of “getting the job done” and discuss what EO can bring to the table



EO Adoption Trends

TerraWatch's EO Adoption Strategy



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Step 2	Multi-disciplinary Workshops	Workshops with the heads of different business units and functions to discuss state of affairs and the potential impacts of EO
Step 3	User Needs Assessment	Brainstorm the needs, challenges and data gaps with the current way of “getting the job done” and discuss what EO can bring to the table
Step 4	Technical Feasibility	High-level study on what EO can do and cannot do as well as what needs can be addressed in short-term and long-term
Step 5	Benchmarking Phase	A benchmarking assessment based on high-level criteria decided together followed by comparison of existing and upcoming EO solutions



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Step 6	Commercial Feasibility	Making a business case for adoption of EO through a) RoI/Benefits Assessment and followed by b) Opportunity Cost Assessment



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Step 7	Roadmap Development	Short-term roadmap on use cases for pilot selection based on results followed by plan for one year and evaluation criteria



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Or In Other Words: The So-What Framework

Before Reaching Out to Next Gen Users ...

Continue asking "so *what*" until a point where the "technology-based pitch" turns into a "product-based solution" for solving a customer problem - that they are willing to pay for, over and over!



An aerial photograph of a mountain range, likely the Himalayas, showing rugged terrain with snow-capped peaks and a clear blue sky. The perspective is from a high altitude, looking down on the landscape.

Thank you!

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