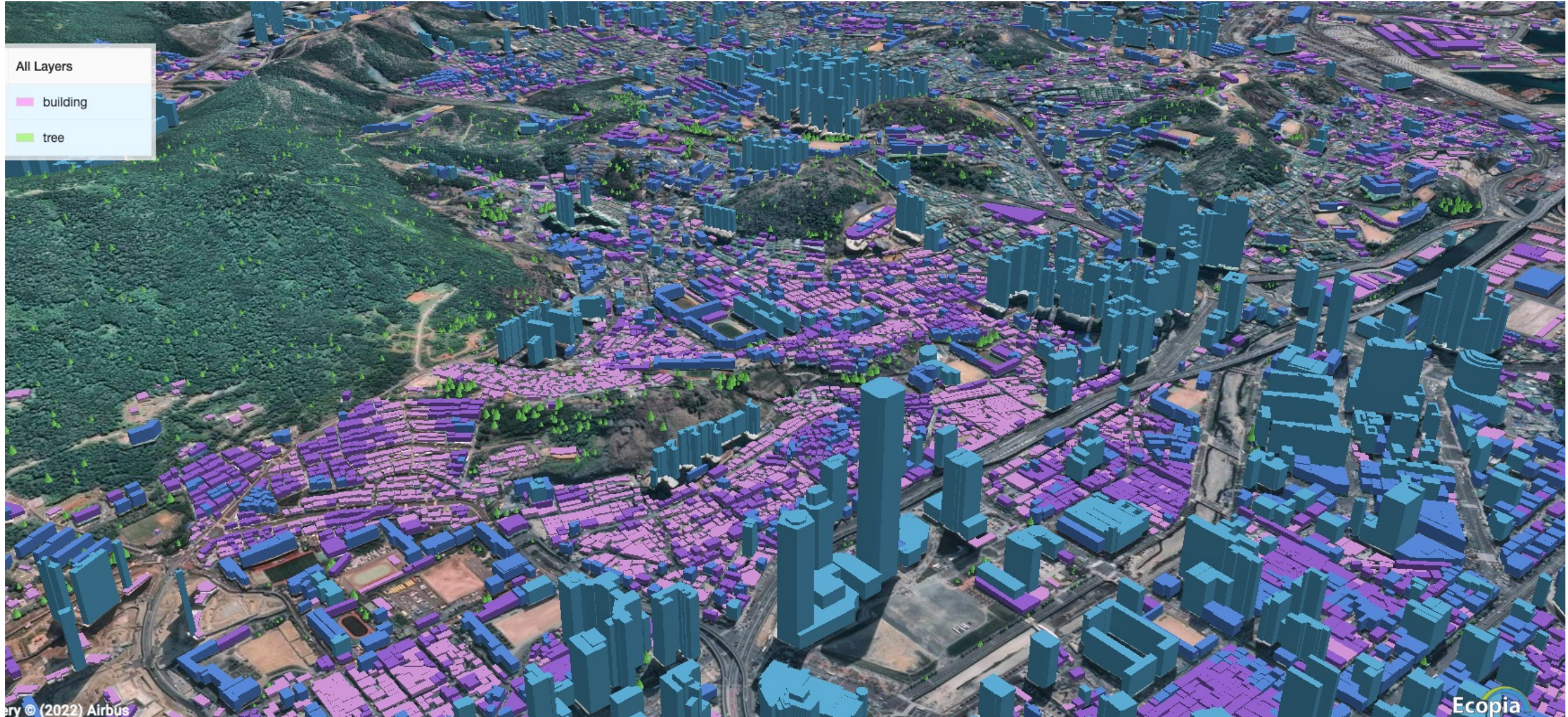# The Economics of a Successful Digital Geospatial Ecosystem

Abigail Coholic
Senior Director – Partnerships
www.ecopia.ai

3D Buildings & 3D Forests of the full countries of Taiwan and South Korea, mapped in just 3.5 weeks at GIS engineer quality

3 Key Findings for a national geospatial information ecosystem from the 2022 GKI Summit

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1

"…And also established that *the geospatial ecosystem cannot be solely driven by the government and the federal geospatial data providers*. While a key player in the ecosystem, the success of the future national geospatial ecosystem relies on agility, and multi-stakeholder collaboration."

2

"The *technology firms* will *innovate and develop* products, services and solutions which are decision-centric and *provide* the consumer ecosystem with *prescriptive analytics and cognitive search capabilities.*"

3

"There is an immense need to *include economists in the geospatial community.*"

It's time to think about incentives in the context of the future geospatial ecosystem

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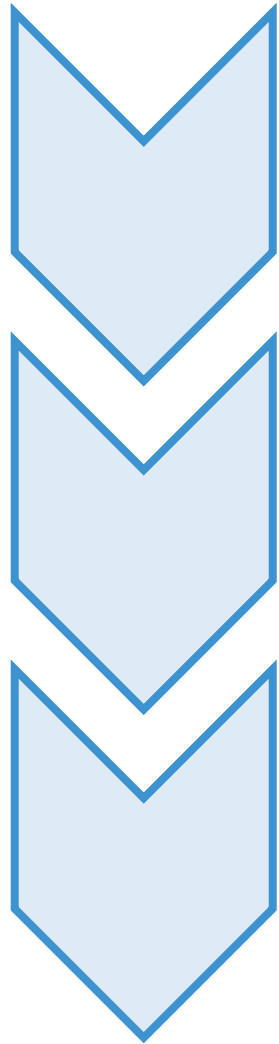
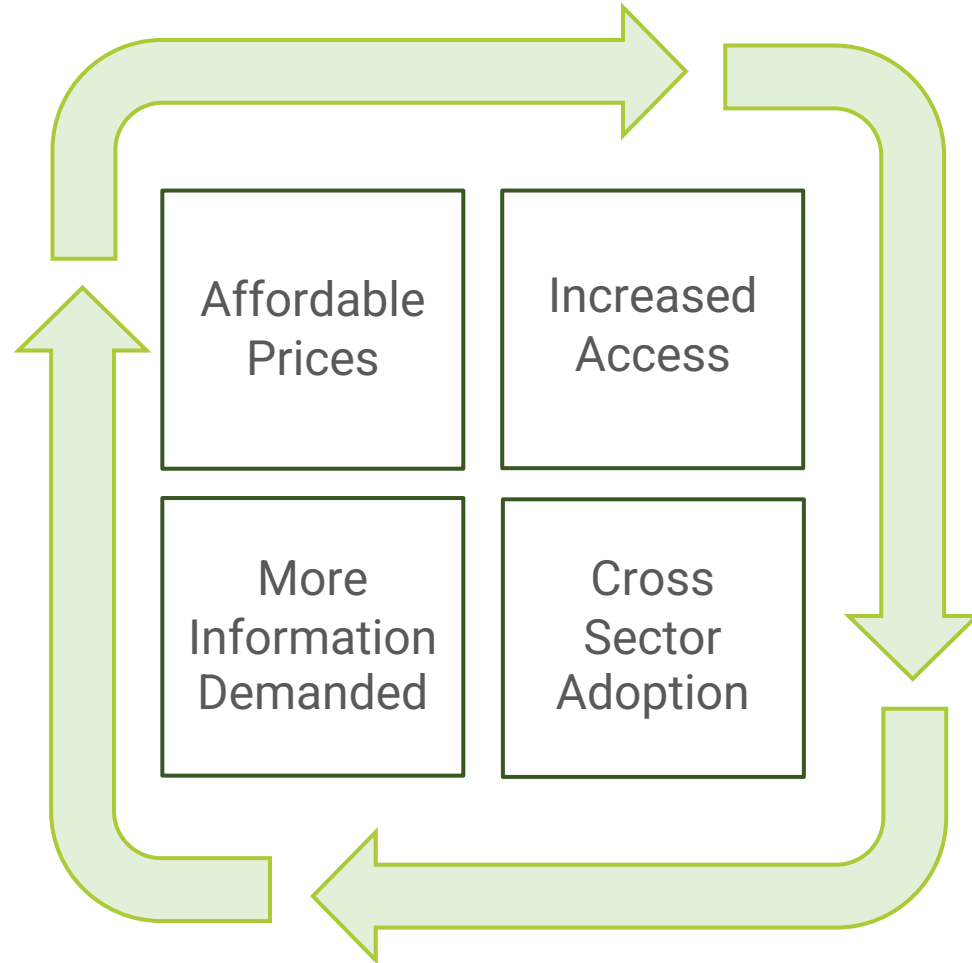- Incentives are used to encourage a desired behavior and discourage undesirable behaviors.

- Goals must be deeply understood, to ensure incentives encourage the right actions.

- To date, our industry has outlined incredibly ambitious, world changing goals, but incentives are misaligned.
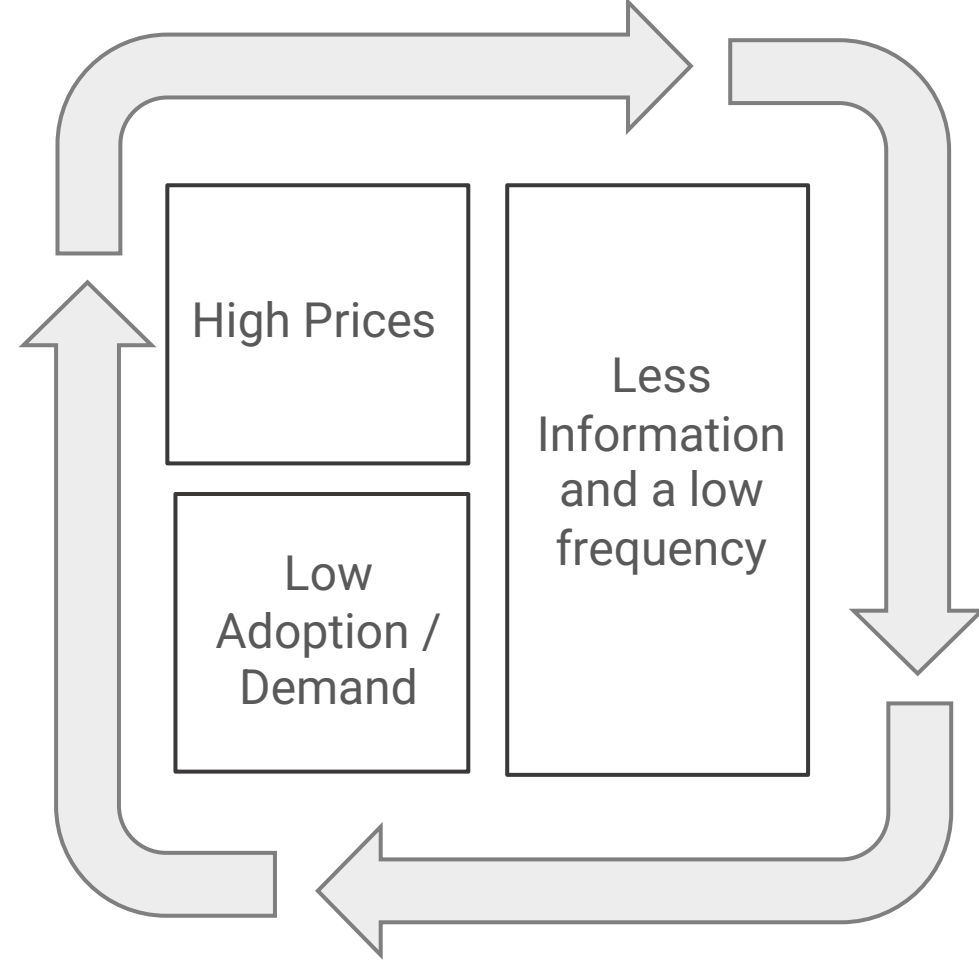
Achieving a digital geospatial ecosystem beyond government procurement.

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Cost-Sharing Model: Positive Feedback Loop

Affordable Prices	Increased Access
More Information Demanded	Cross Sector Adoption

Unshared Costs: Negative Feedback Loop

High Prices	Less Information and a low frequency
Low Adoption / Demand	

Incentivizing the Industry to invest in solutions to our most complex problems

When costs outweigh the benefits, an ecosystem is not primed for innovation.

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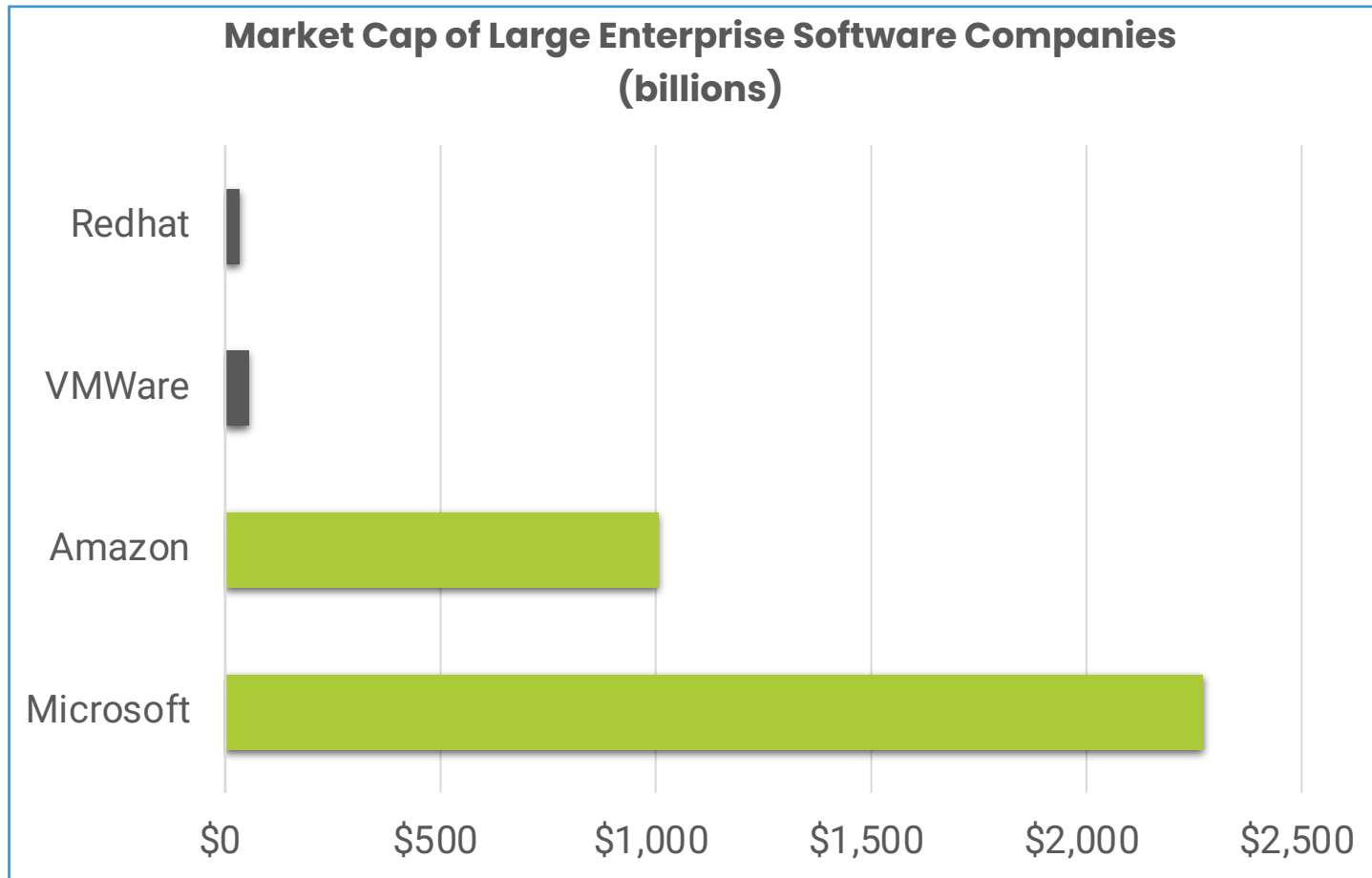**Benefit**

Cost

Incentivizing the Industry to invest in solutions to our most complex problems

When costs outweigh the benefits, an ecosystem is not primed for innovation.

Market Cap of Large Enterprise Software Companies (billions)
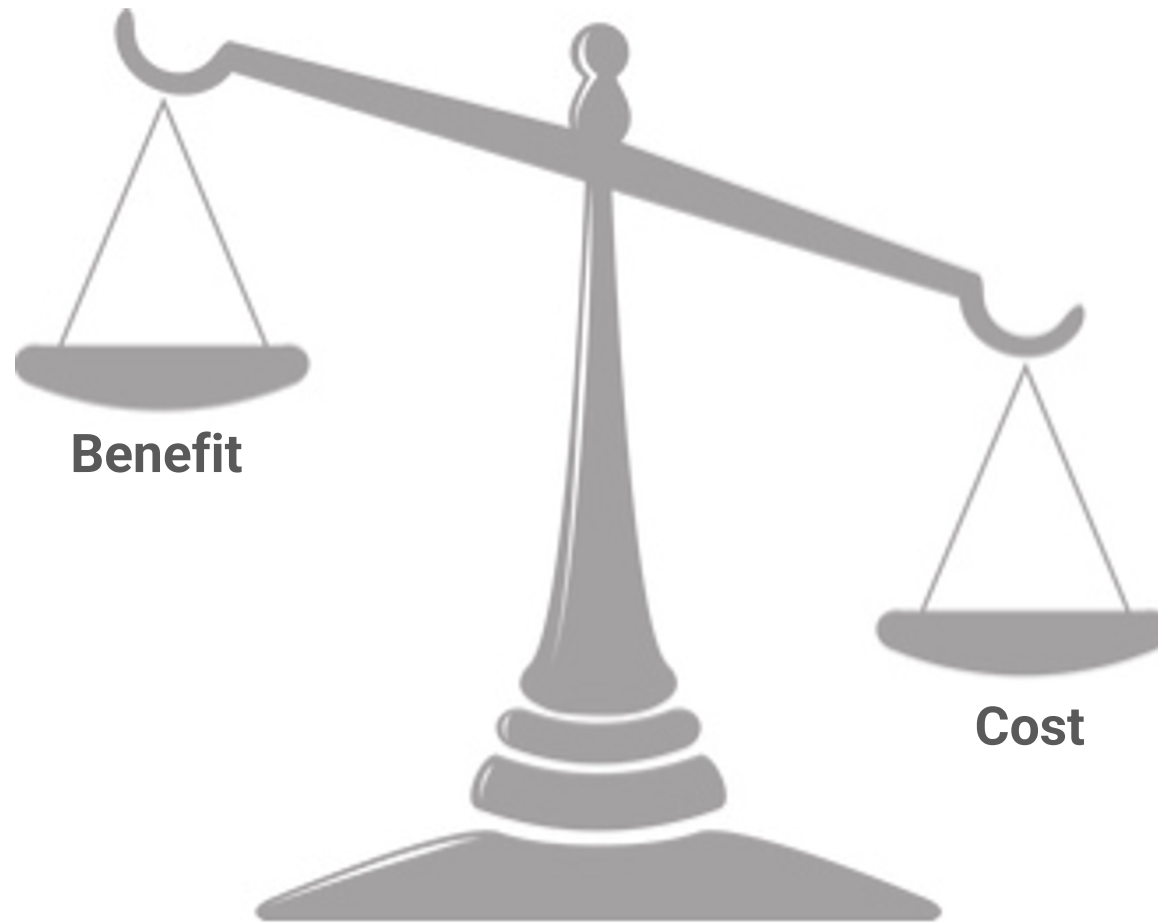
Example 1: Redhat (Linux) vs. Microsoft

Example 2: Industry Attempts at Open Information

Thank you.

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