

Geovation: Nurturing Innovation

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OUR INNOVATION OVER THE YEARS



1791

Building mapping capability



1950s

Consumer maps printed



1999

Ordnance Survey became a trading fund



2007

Launched CORS Network



2010

OS OpenData released

2011

Ordnance Survey International established



Today

Leading geospatial innovation to meet customer demands and technological advancements

1936

Created UK National Grid



1971

First digital maps for sale



2001

Established intelligent national mapping data



2009

Offered web-based mapping



2011

UK Public Sector Mapping Agreement



2015

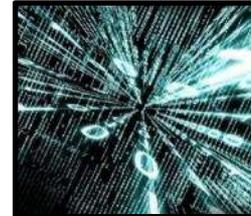
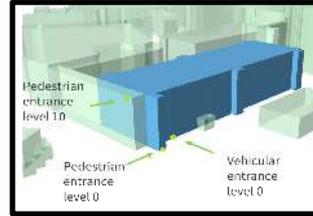
Opened Geovation Hub



DEMAND FOR GEOSPATIAL CONTENT HAS CHANGED

New opportunities and new use cases present a different demand:

- Real time
- Real world
- Machine to machine
- High volume
- Predictive modelling
- Cognitive thinking
- Big data



GEOVATION: AN INNOVATION PLATFORM FOR GEOSPATIAL IDEAS

Location is everywhere, and our mission is to expand not just its use in the UK's innovation community, but across the globe.

For a developer, innovator or entrepreneur it's the perfect funded start-up accelerator if you want to create a product or business using location information and technology

GEOVATION HUB - Incubate

GEOVATION CHALLENGE - Inspire

GEOVATION PROGRAMME - Accelerate



CREATING AN INNOVATION CULTURE

- OS has always embraced technical innovation.
- Our challenge is to embrace innovation in **what** we choose to do and **how** we choose to do it.
- We need to create a culture that embraces values that are proven to stimulate innovation and creativity:

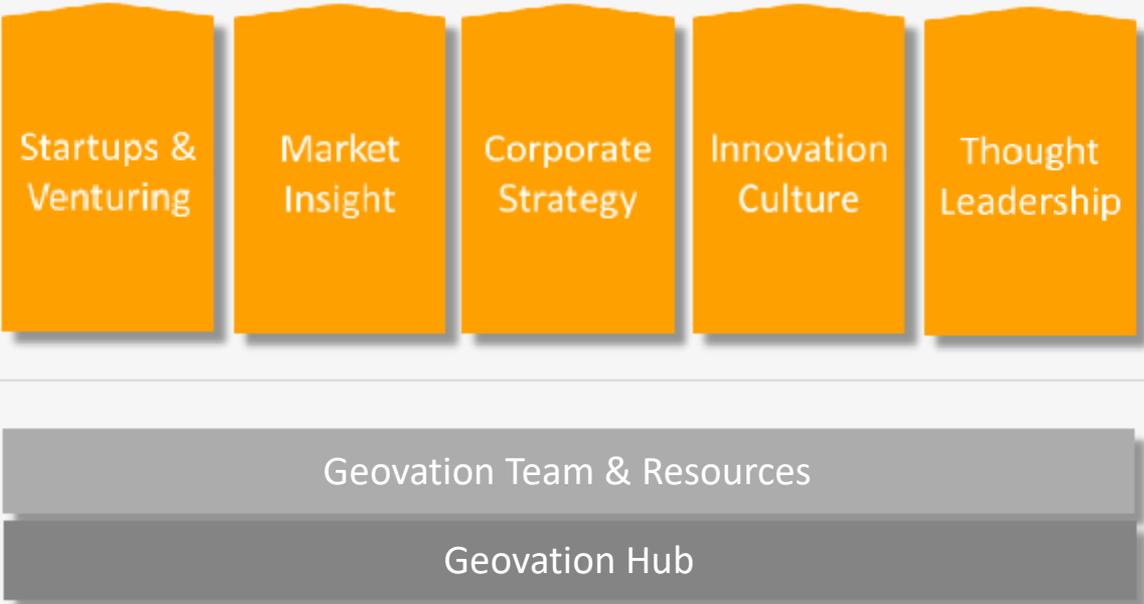
Openness

Transparency

Respect

- We need to find new ways to recognise and reward experimentation.

THE GEOVATION MODEL



GEOVATION HUB

Incubate

GEOVATION CHALLENGE

Inspire

GEOVATION PROGRAMME

Accelerate



The **Hub** is an incubator space designed to support **individuals, SMEs** and **corporate innovators**

The **Challenge** invites the geospatial community to develop innovative solutions to the world's most pressing issues

The **Programme** is a funded accelerator that supports and rewards **entrepreneurship, innovation and creativity**



Phase 1 - Explore

Spend time researching your idea, opportunities and issues.



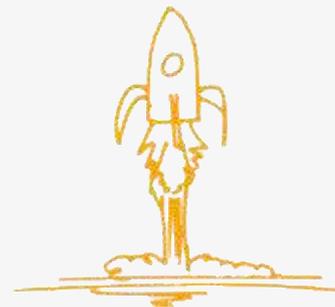
Phase 2 - Discover

Answer the who, why and what? about your idea.



Phase 3 - Create

Design, refine and build a prototype; bring your idea to life.



Phase 4 - Embark

Turn your prototype into a product, a commercial reality; and launch it.

WHAT WE'VE LEARNT

There is huge potential

- Geospatial context is common to almost every new high-growth technology business. It is a foundational element in delivering value to connected customers.
- We've only been running Geovation as a recognised accelerator for a short time but we're already seeing significant interest from corporate partners, investors and academics.
- Our goal is to establish the concept of geotech alongside fintech as a an area of recognised value for startups to explore – and investors to fund.

WHAT WE'VE **LEARNT**

You need to do more than just provide space and coffee

- Networking is key.
- Active support for small companies as they deal with large organisations makes them much more likely to forge meaningful relationships.
- Providing a technical team is a very strong differentiator.
- There is no one-size fits all approach – so it makes sense to keep the numbers small.

Thank you

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