Entrepreneurship and New Business Models Disrupting EO Industry

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Vision

Pixalytics Ltd believes that scientific research and innovation are vital to the future development of both knowledge and society and wants to be a company that informs, educates, supports and, most importantly, inspires people to become involved in research and innovation.

Loss of wetlands in Uganda. Blue – September 2018 water extent map automatically generated using Copernicus Sentinel-1. Red, comparison to 2005 map from Uganda Bureau of Statistics. The DFMS project is funded by the UK Space Agency and led by the RHEA Group, in cooperation with the Government of Uganda.
Pixalytics is currently focusing on self funding (shareholders loans and retained profits): Consulting and bidding alongside developing products & services that can provide a continuous income stream. Government grants can be difficult to utilise because of the financial risk they can cause.

Gompers and Lerner study (2002, Ubiquity): Ninety percent of new entrepreneurial businesses that don't attract venture capital fail within three years.
Looking to the future, a continued balancing act…

• Business is growing and so need to monitor resources / cash flow management

• Keeping up with the latest developments / self-funding research so can remain as a relevant partner i.e. need to keep some time free for this activity – don’t just look at short term profits

• Balancing different interests when undertaking a portfolio of activities – business, academic and volunteering
Growing Earth Observation by being more USER friendly

Grow markets through gaining new Earth Observation customers

We know there are other approaches!
To attract new customers and markets we need to meet them halfway

- People are used to sites like Amazon
- They don’t care which satellite it came from, who launched it and it’s specifications
- They probably don’t even care it came from a satellite

Focus on the product, not that it’s from space
Make the whole process user friendly
Simple & easy to understand interface

**YES**
- EO Productisation
- Clear description
- Easy to select geographical areas
- Single click-to-buy
- Reviews and social interaction

**NO**
- Questions on map projections
- Complicated file formats
- Requiring latitudes and longitudes, eastings and northings or the satellite track
- Sending people to FTP sites
Go for customers' needs and wants, rather than what we can do.

Be careful of needing to hold customer's hands – you can end up spending more than you're making.

Don't over sell, be honest.

Cost effective solutions.

Make products for a range of customers – not everyone needs, or can afford, everything.

“Even a good decision if made for the wrong reasons can be a bad decision” Pirates of Caribbean.
Thank You