The Geospatial Cambrian Explosion

Keith Fraley, President 40Geo (40geo.com)
Geospatial World Forum
Amsterdam, The Netherlands
April 2nd, 2019
40Geo turns IoT APIs into location based intelligence
The what:

delivering Knowledge as a Service
The why:

tremendous granularity at massive scale
The how:

leveraging the geospatial cambrian explosion
The Cambrian Explosion
Rising Sea Levels
Regional Erosion
Increased Habitat
Food Web Complexity
Increased Oxygen
Genome Patterning
The Geospatial Cambrian Explosion
An explosion of (leads to):

- sensors, leads to
- data, leads to
- big data needs, and in turn, capabilities, leads to
- needs for elastic, scalable cloud computing, leads to
- ML/AI to make sense of the big data, leads to
- open source software to address the speed and complexity of the ecosystem evolving, leads to
- derived products addressing real world problems, leads to
- *knowledge* and ultimately a better planet for you and I :)
So, how best to get started?

First step, *say out loud* “The technology is the easy part” Then use the following guide :)  

- State the challenge and work backwards  
- Data Access > Data Ownership (there’s an API for that)  
- The second mouse gets the cheese  
- Presentation matters  
- Ignore the shiny toy in the box  
- Simplicity is the ultimate sophistication  
- Perfection is the enemy of progress
“What makes the IoT a disruptive technology is that it dramatically increases productivity without compromising the ecological relationships that govern the planet.

Using less of the Earth’s resources more efficiently and productively are defining features of the emerging economic paradigm.”

— Jeremy Rifkin
40Geo is a products and consulting company focused on the integration of geospatial technologies into enterprise wide systems. Our leadership has been designing, developing and delivering world class geospatial solutions for 20 years in a wide variety of industries.

**Better. Faster. Simpler.**

What if it all just worked? Our ethos can be summed up in three words: better, faster, simpler. Industries are not immune to the fundamental digital transformation our world is currently going through. Our goal is to make that journey as seamless as possible for our clients and to help them reach their full digital potential.