

3rd GEO ●●●  
**DATA**  
**PROVIDERS**  
WORKSHOP

**DATA PROVIDERS  
MEET USERS**

**FRASCATI, ITALY  
2-4 MAY 2018**



# Towards the **sustainable** market uptake of (G)EO-enabled services

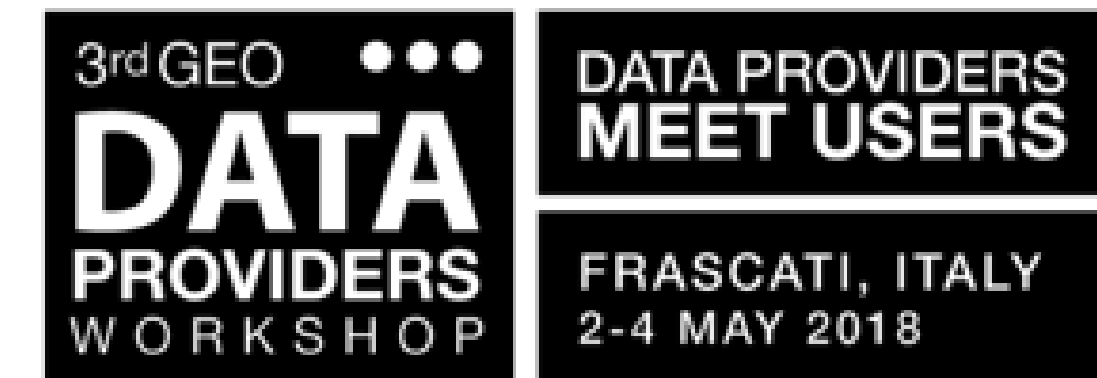
Lefteris Mamais

Co-Founder & Director, Evenflow

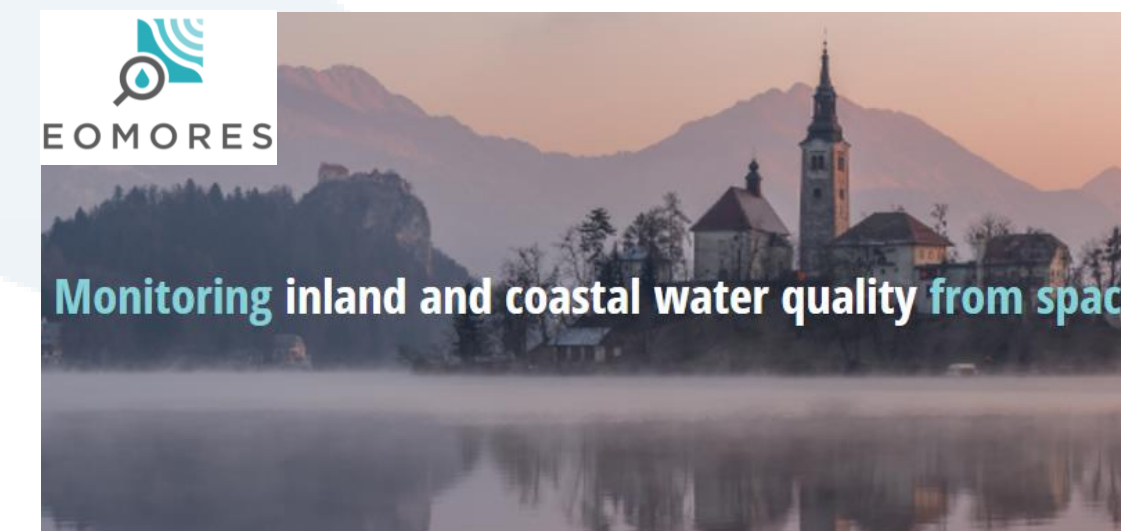
May 4, 2018



# Evenflow is heavily involved in EO-related market uptake and commercialisation activities



- ▶ **We are a young company specialised on**
  - Commercialisation of R&D results
  - Communication, Outreach and Marketing
  - Strategy consulting
- ▶ **We work with all actors across the value chain**
  - EU Institutions (DG GROW, DG RTD)
  - European Agencies (ESA, GSA, SatCen, EEA, ECMWF)
  - Private Sector (EARSC, EO and GNSS companies)
- ▶ **We are involved in a wide range of EO-related activities**
  - Copernicus User Uptake Activities (SEA, CAMS, CMEMS)
  - ESA studies (SEBS, Big Data for Migration)
  - GEO projects (e.g. GEO-CRADLE)
  - H2020 projects (APOLLO, EOMORES)



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# The successful commercialisation of EO services relies heavily on access to 4 key resources

## ▶ Access to Knowledge

- Understanding **user requirements**
- Monitoring **policy priorities**
- Capturing **market, technology and investment trends**

## ▶ Access to Capital

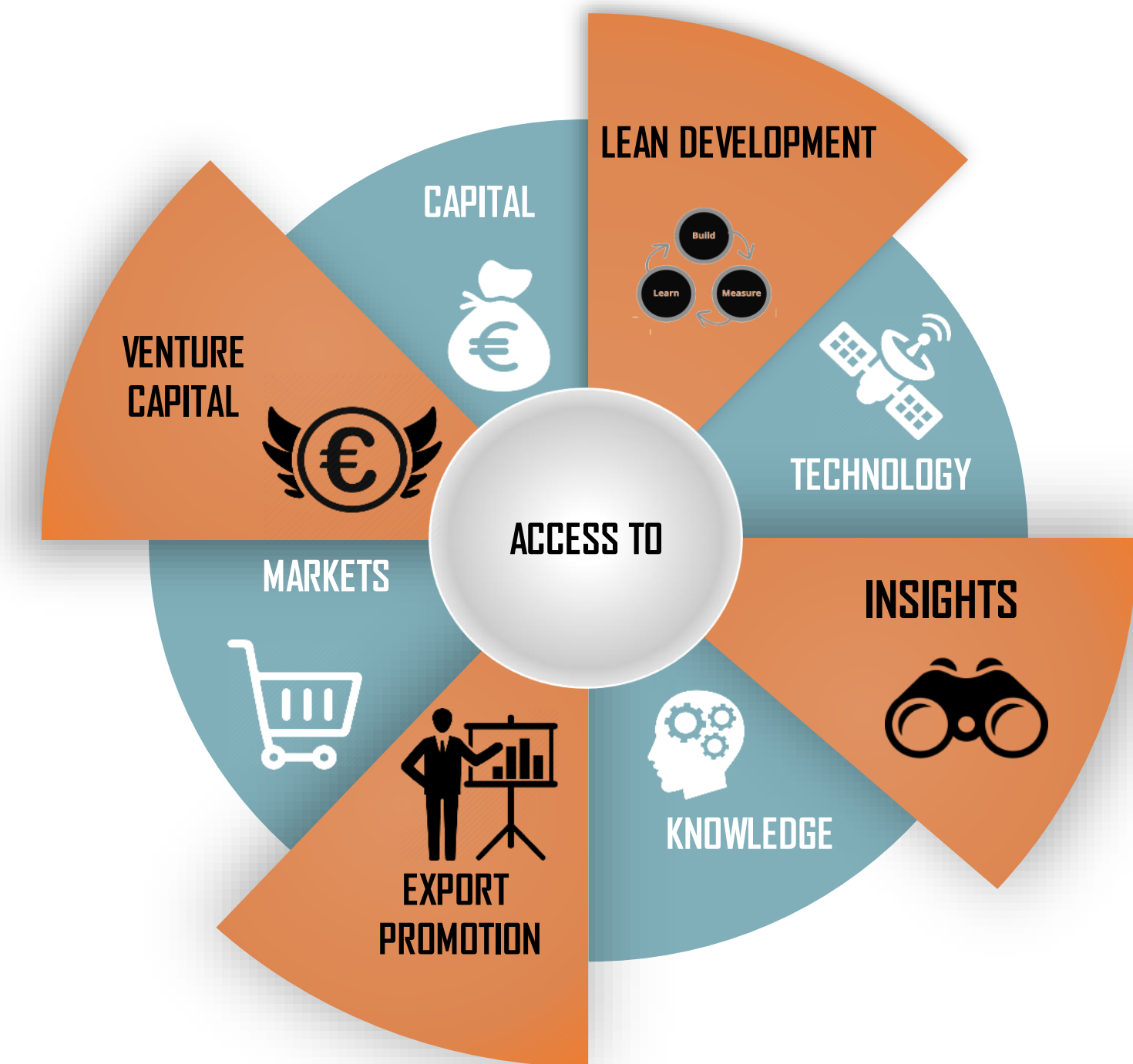
- Receiving **incubation and acceleration support**
- Tapping into relevant **funding schemes and vehicles**

## ▶ Access to Technology

- Having continuous **access to EO data** (satellite, in-situ, airborne, etc.)
- Utilising necessary **tools** (data analytics, cloud resources, etc.)

## ▶ Access to Markets

- Getting coordinated support for **export promotion**
- Being involved in **cross-border and cross-sectoral matchmaking**
- Receiving **investment readiness support**



Idea



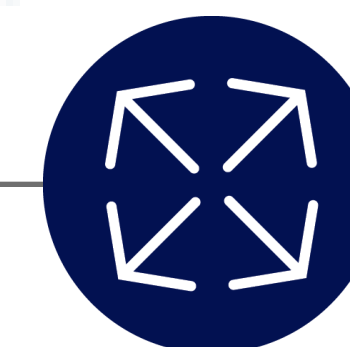
Business  
Plan



Marketable  
Product



Commercialisation



Expansion

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A photograph of two men standing in a field of tall green grass and yellow wildflowers. The man on the left, with dark hair, is wearing a light blue button-down shirt and has his right arm extended, pointing towards the horizon. The man on the right, with white hair and a beard, is wearing a maroon button-down shirt and is looking towards the first man with a smile. The background shows a clear sky and more of the field. The text is overlaid in white, bold, sans-serif font.

How can GEO/GEOSS support the sustainable delivery of EO-based benefits to the users?



# Access to Knowledge

GEO offers a channel for continuous engagement of users

## ► Understanding user requirements

- Pursue extensive involvement of private sector in co-design processes → **nurture user-oriented product development “culture”**
- Bring value out of numerous “user requirement databases” → **visualise findings in a digestible manner**

## ► Monitoring policy priorities

- Support interfaces for the continuous promotion of EO-based solutions in SDG reporting → **ensure involvement of private sector for the operational delivery of services**

## ► Capturing market, technology and investment trends

- Collect “ground-truth” by mobilising local resources → **National GEO Offices but also through convergence with like-minded structures (e.g. Copernicus Relays)**
- Maintain an overview of EO-maturity in the GEO countries → **offer up-to-date and longer-term market perspective for various actors along the value chain**



Idea



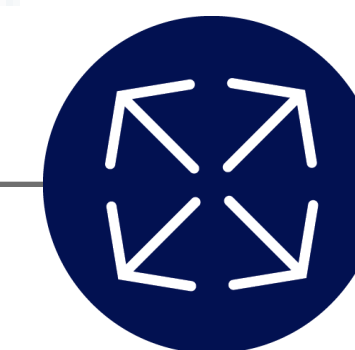
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# Access to Markets

GEO offers a unique networking and export promotion channel

## ▶ Getting coordinated support for export promotion

- Coordinate with industry-driven initiatives → link with EARSC's IDEEO project, nurture more like-minded activities
- Enable promotion of GEO-enabled services on online marketplace(s) → link with EARSC-led eoMALL but also with thematic ones (e.g. EIP Smart Cities, EIP Water)

## ▶ Being involved in cross-border and cross-sectoral matchmaking

- Build interfaces with networking communities and advocate on EO-driven benefits → link with KICs (e.g. Climate, Raw Materials, InnoEnergy, Food); scale up regional networking (see GEO-CRADLE networking platform)
- Promote “community-to-community” matchmaking → link with EOSC (and similar structures beyond EU); synergies with COST actions (e.g. InDust)

## ▶ Receiving investment readiness support

- Not a GEO activity



# Access to Capital

Linking GEO Activities with other initiatives – leveraging investments

## ► Receiving incubation and acceleration support

- Promote GEOSS-related entrepreneurial ideas → **scale up MyGEOSS type of activities**
- Link GEO activities and GEOSS data (especially in-situ) to Copernicus-related incubation/acceleration schemes → **explore opportunities for “GEOSS Copernicus Masters Challenge”**

## ► Tapping into relevant funding schemes and vehicles

- Support “closer-to-the-market” EO-related schemes → **EuroGEOSS commercial activities**
- Further engage with IFIs → **ensuring private sector involvement for operational delivery of services**
- Link with user-oriented, non-EO initiatives → **see PRIMA**



Idea



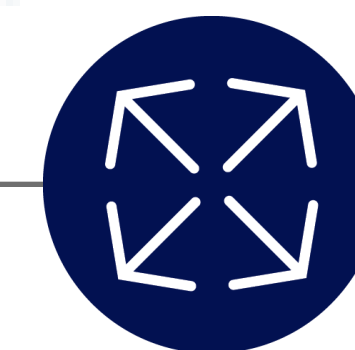
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# Access to Technology

GEOSS can play a crucial role as global connector of key resources

- ▶ **Having continuous access to EO data (satellite, in-situ, airborne, etc.)**
  - Push ahead with Data Sharing principles to bring access to national, regional and thematic datasets linked to GCI  
→ see example of approach in [GEO-CRADLE Regional Data Hub](#)
- ▶ **Utilising necessary tools (data analytics, cloud resources, etc.)**
  - Bring GCI data next to DIAS resources, ESA TEPS and other platforms (e.g. NextGEOSS)
  - Maintain Hackathons and FabLabs → further link with communities such as SGAC, FOSS4G, Copernicus Academy, FabSpace 2.0





# **Sustain** the “user-oriented” and “application-driven” wave





# Thank you

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