



from  Ordnance
Survey

Geospatial innovation for a better world

ISABELLE CHATEL DE BRANCION

2022



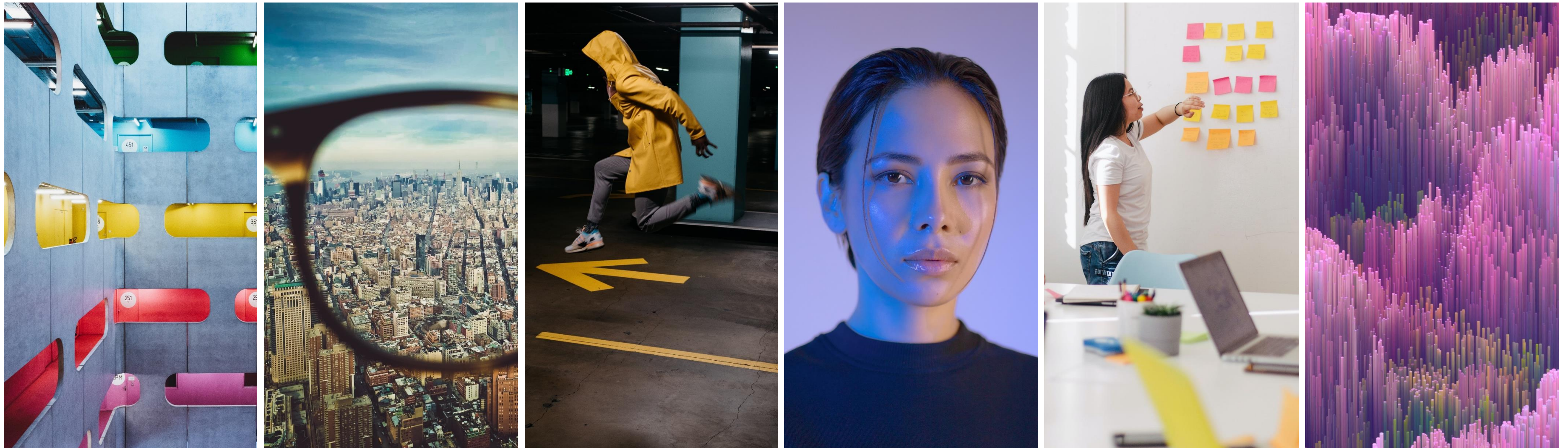
Innovation

I believe **Innovation** is the most powerful force for
change in the world

Bill Gates



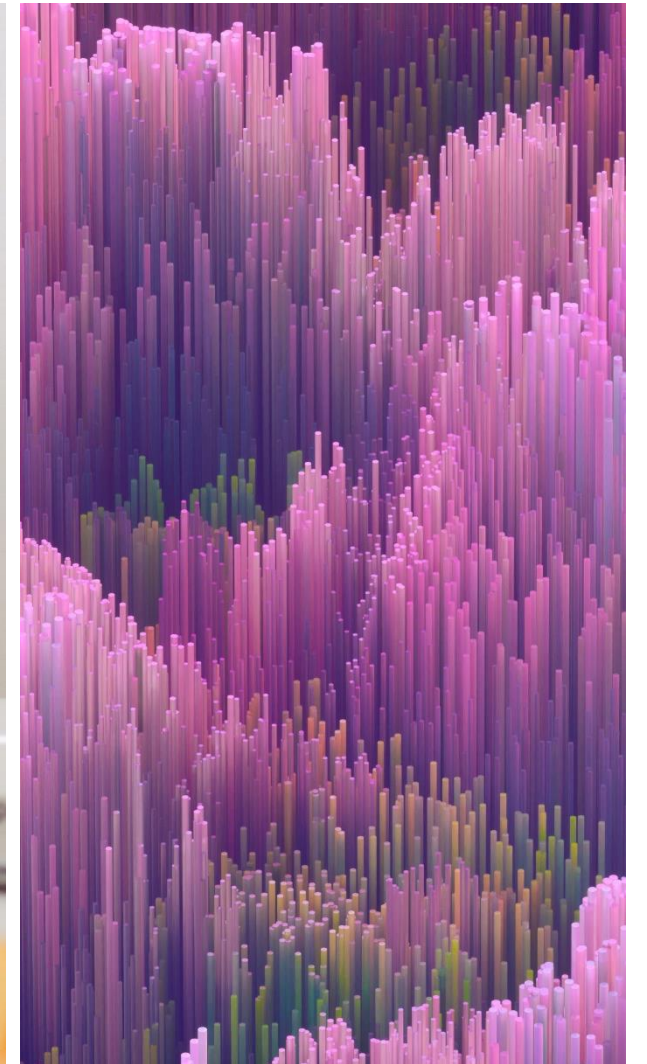
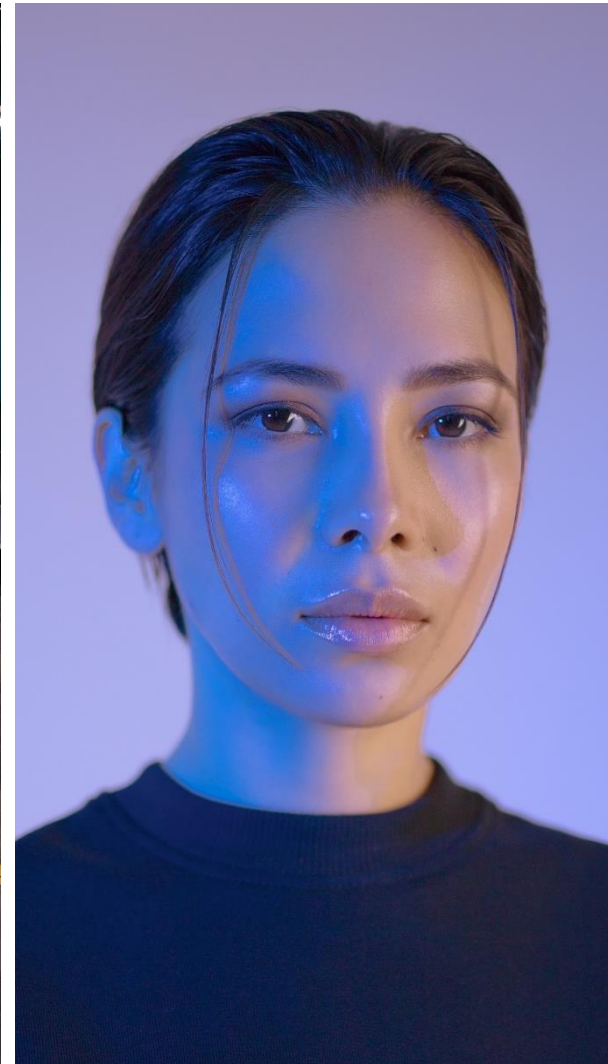
Why Start-ups





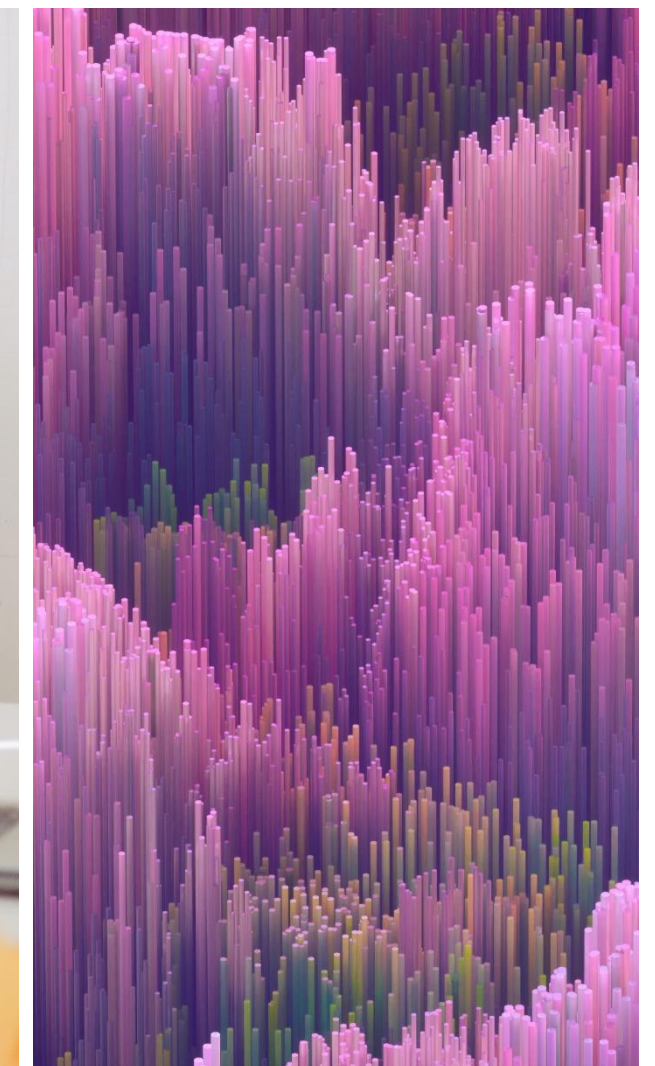
Why Start-ups

NUMBER
AND VARIETY
1 START UP
CREATED
EVERY 3 SEC
IN THE
WORLD



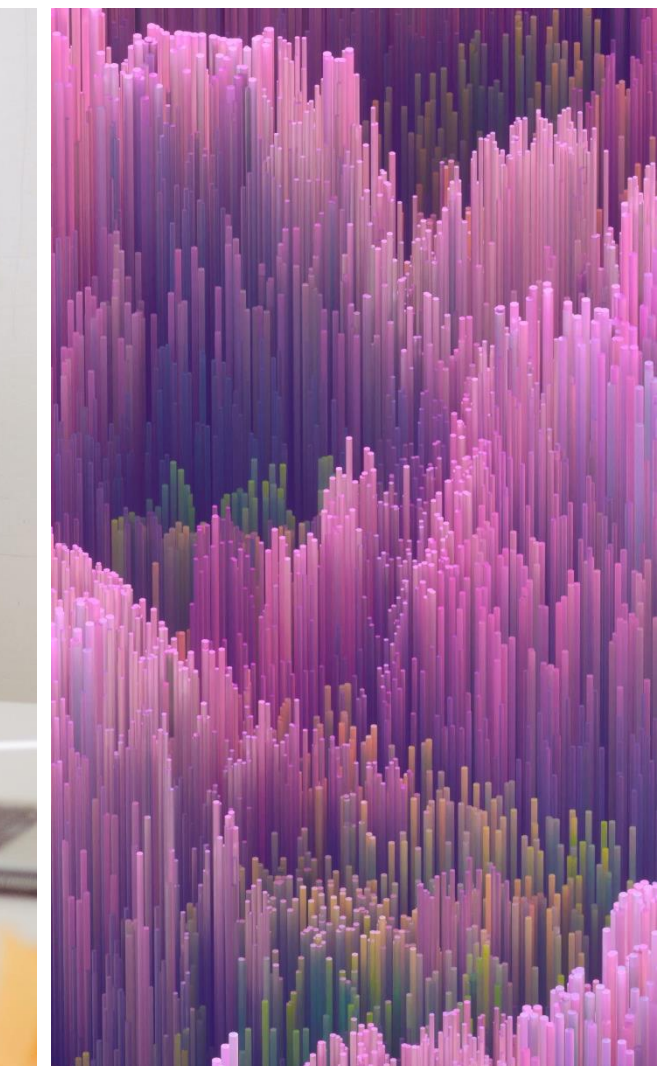
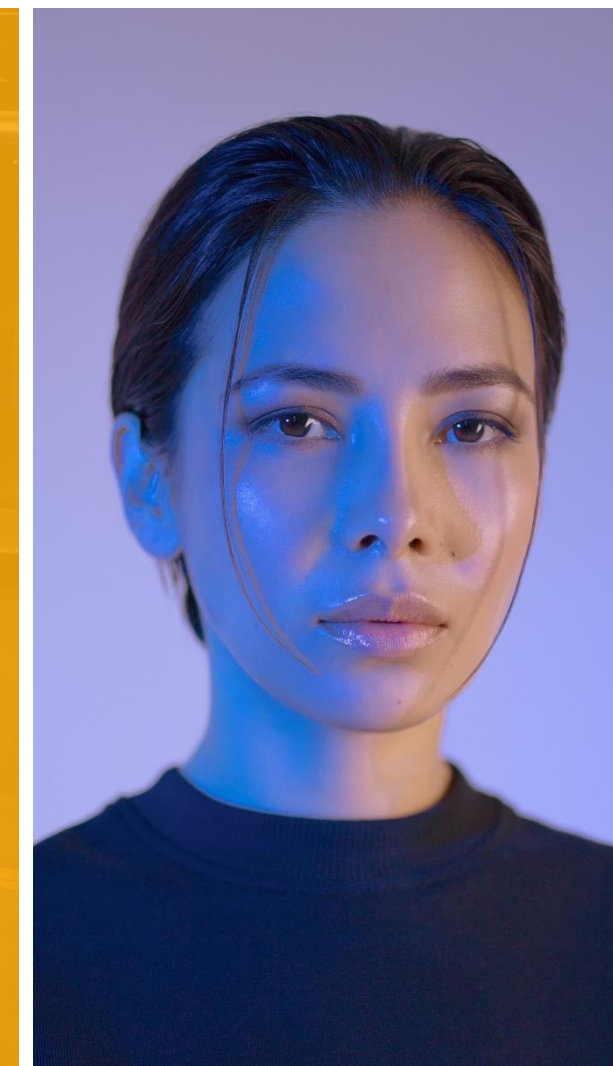


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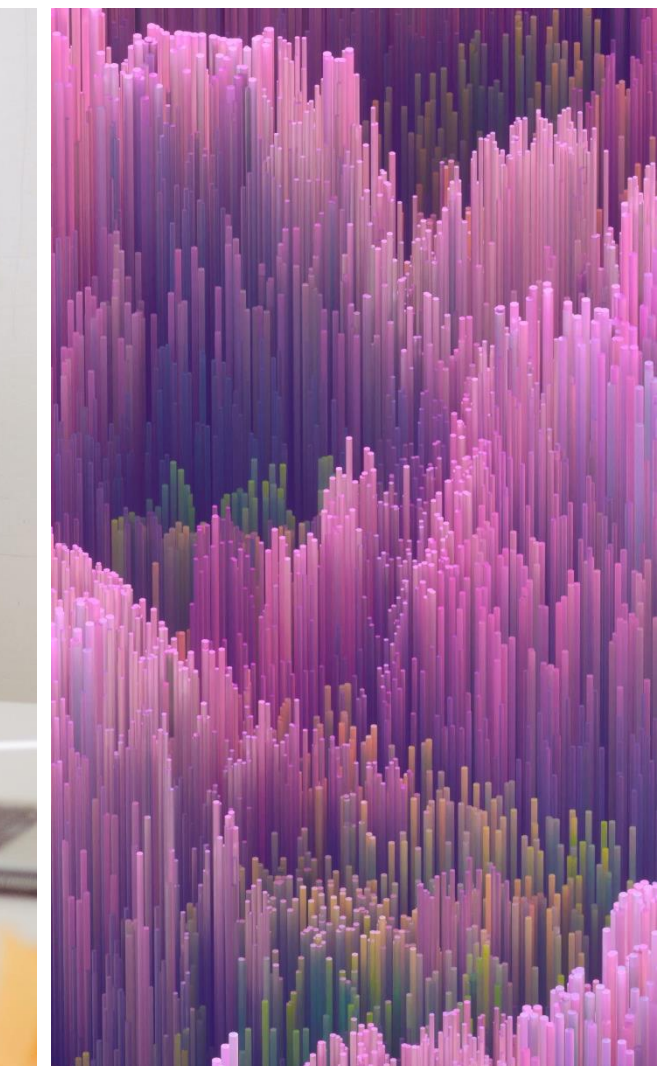


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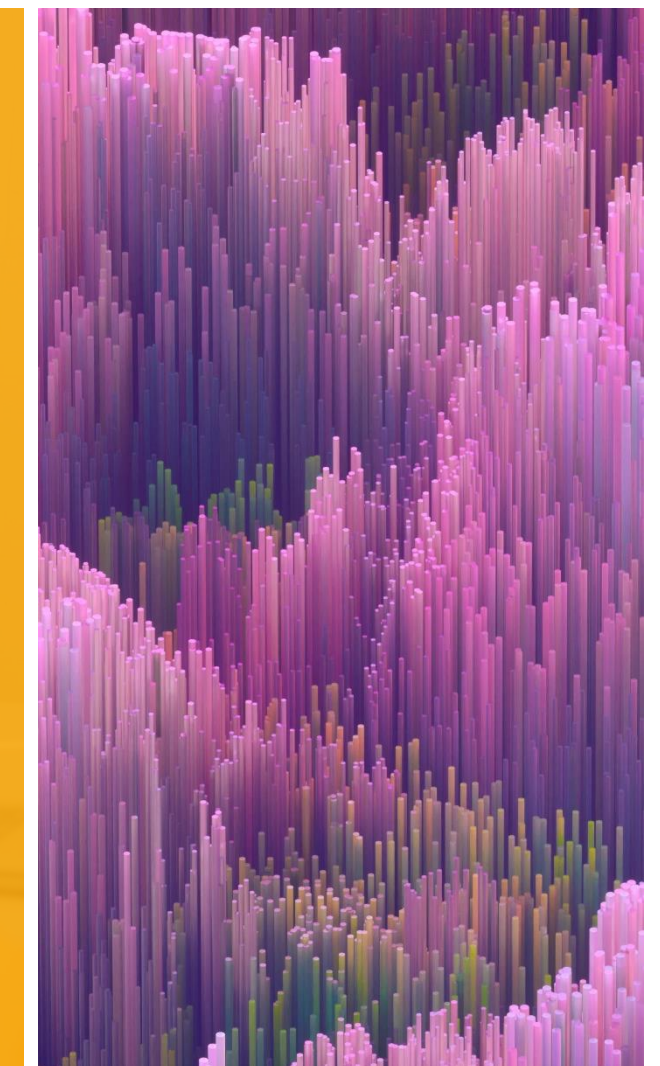


Why Start-ups





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FOCUS ON
SPECIFIC
APPROACH
(EO, DATA ..)



AGILITY
MORE AGILE
AND CAN
MOVE FAST
AND ARE
LEAN



MORE
PRONE TO
RISK AND
THEREFORE
DARING



CAN
PROTOTYPE
FAST AND
CHEAP



CREATE
AND
DISRUPT
BUSINESS
MODELS



Why Start-ups





Sustainable Innovation





Sustainable Innovation

PROBLEM X



Sustainable Innovation

PROBLEM X SOLUTION X



Sustainable Innovation

PROBLEM X SOLUTION X EXECUTION



Myths and Reality





Myths and Reality

45

Average founder
age for
successful start
ups





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20

Of start-ups have
got at least one
female founder





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20% 60%

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start ups fail in the first 3
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600

Billion USD is the amount
global amount of start up
funding





Geovation from Ordnance survey

Geovation is the home of the geospatial start-up ecosystem. Created approx. 10 years ago by OS, Great Britain's mapping agency.



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1800+

Community members



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Community members

150+

Companies actively supported



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Companies actively supported

700+

Events online and offline



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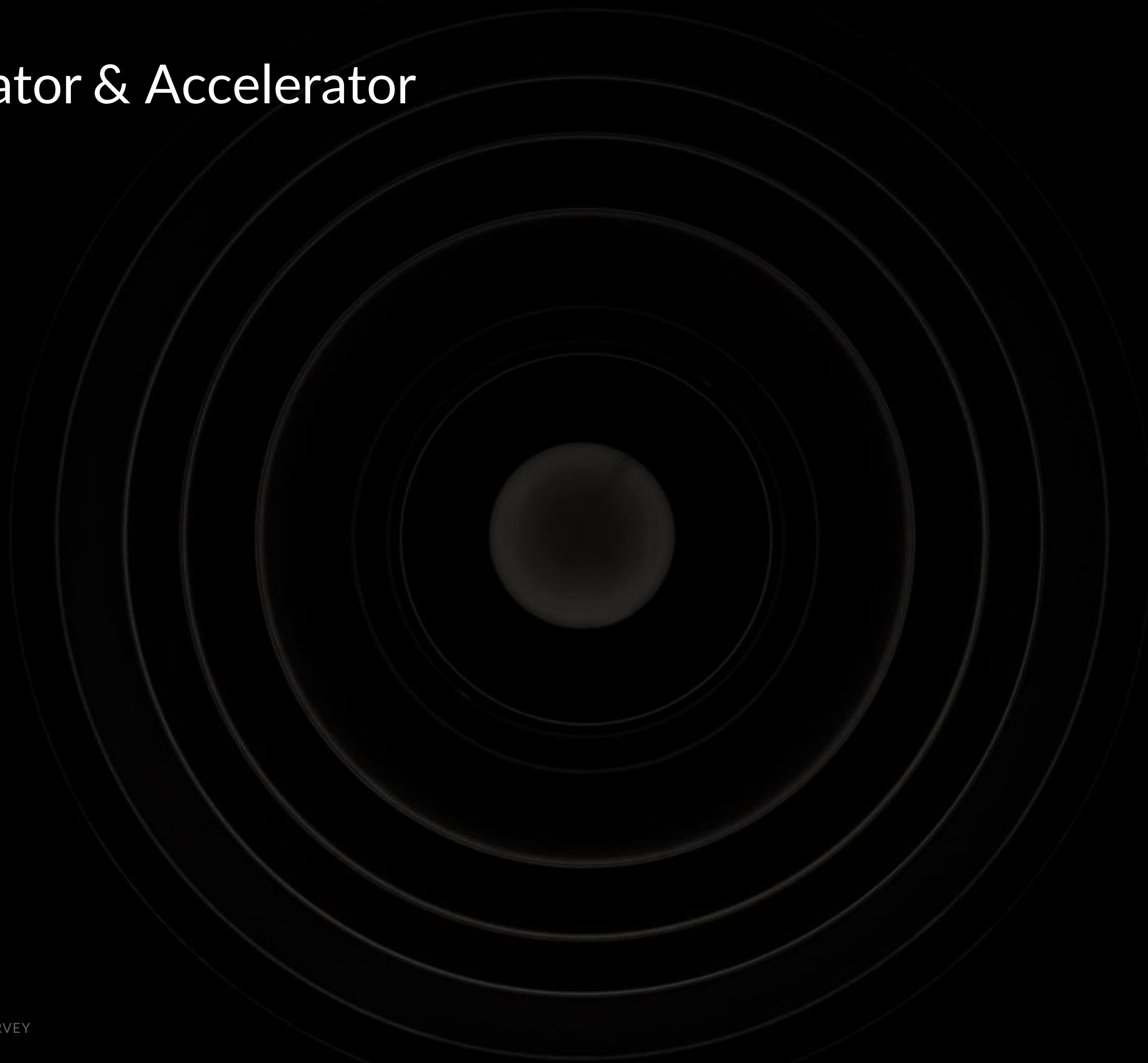
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Incubator & Accelerator





Incubator & Accelerator

INCUBATOR





Incubator & Accelerator

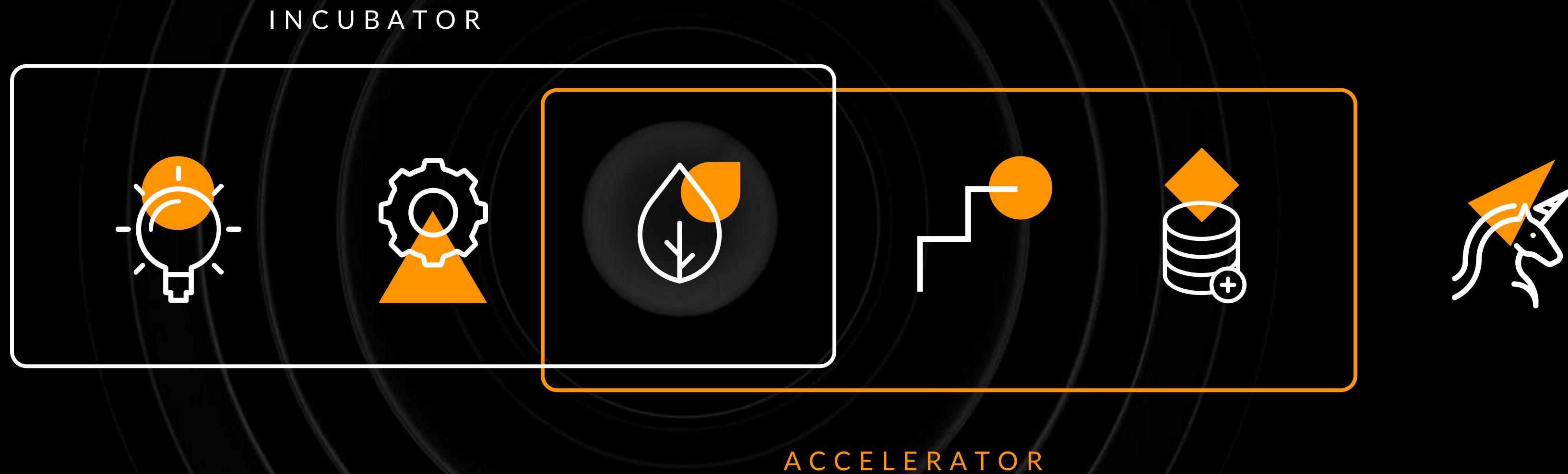
INCUBATOR



ACCELERATOR

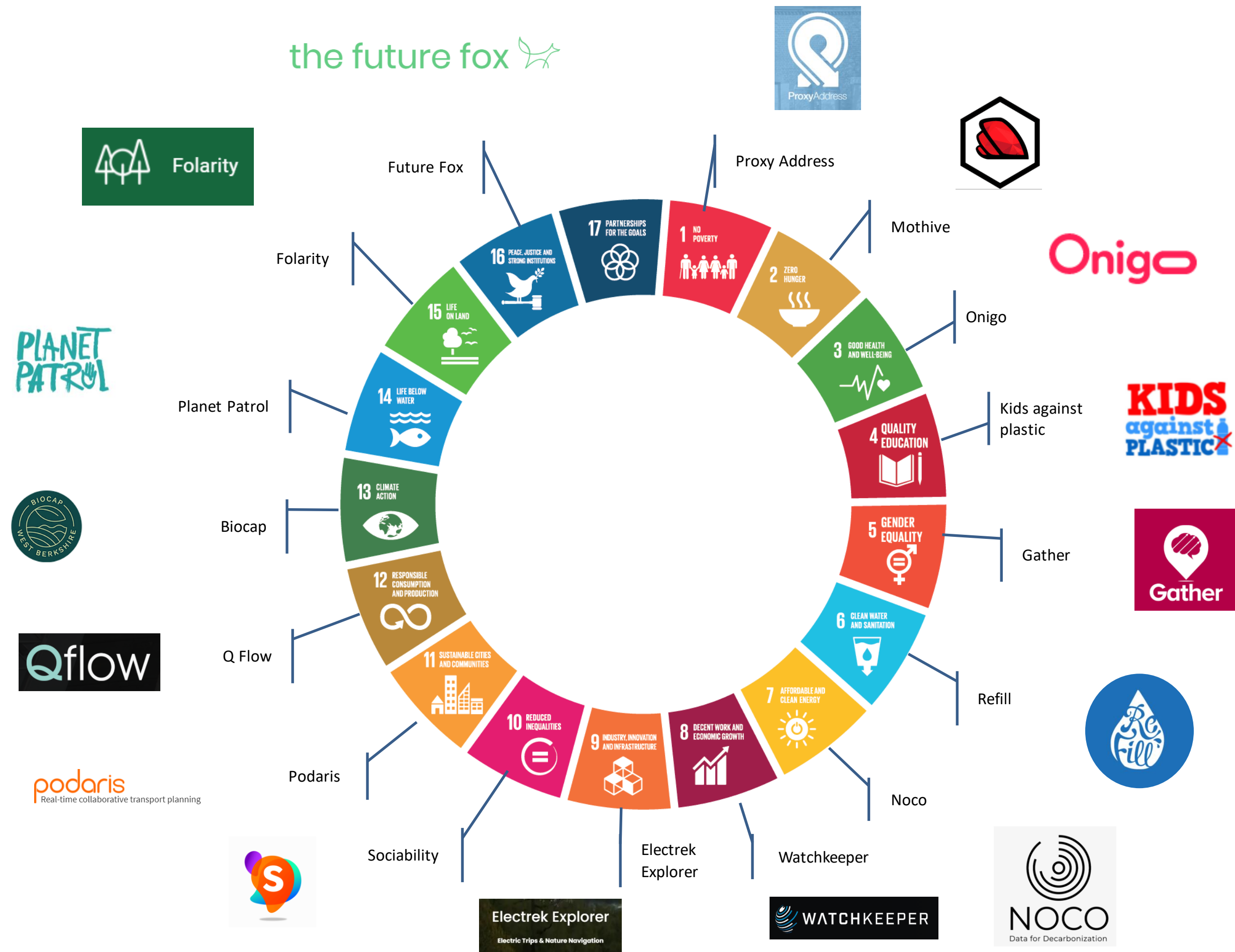


Incubator & Accelerator





The power of Geospatial





Use cases



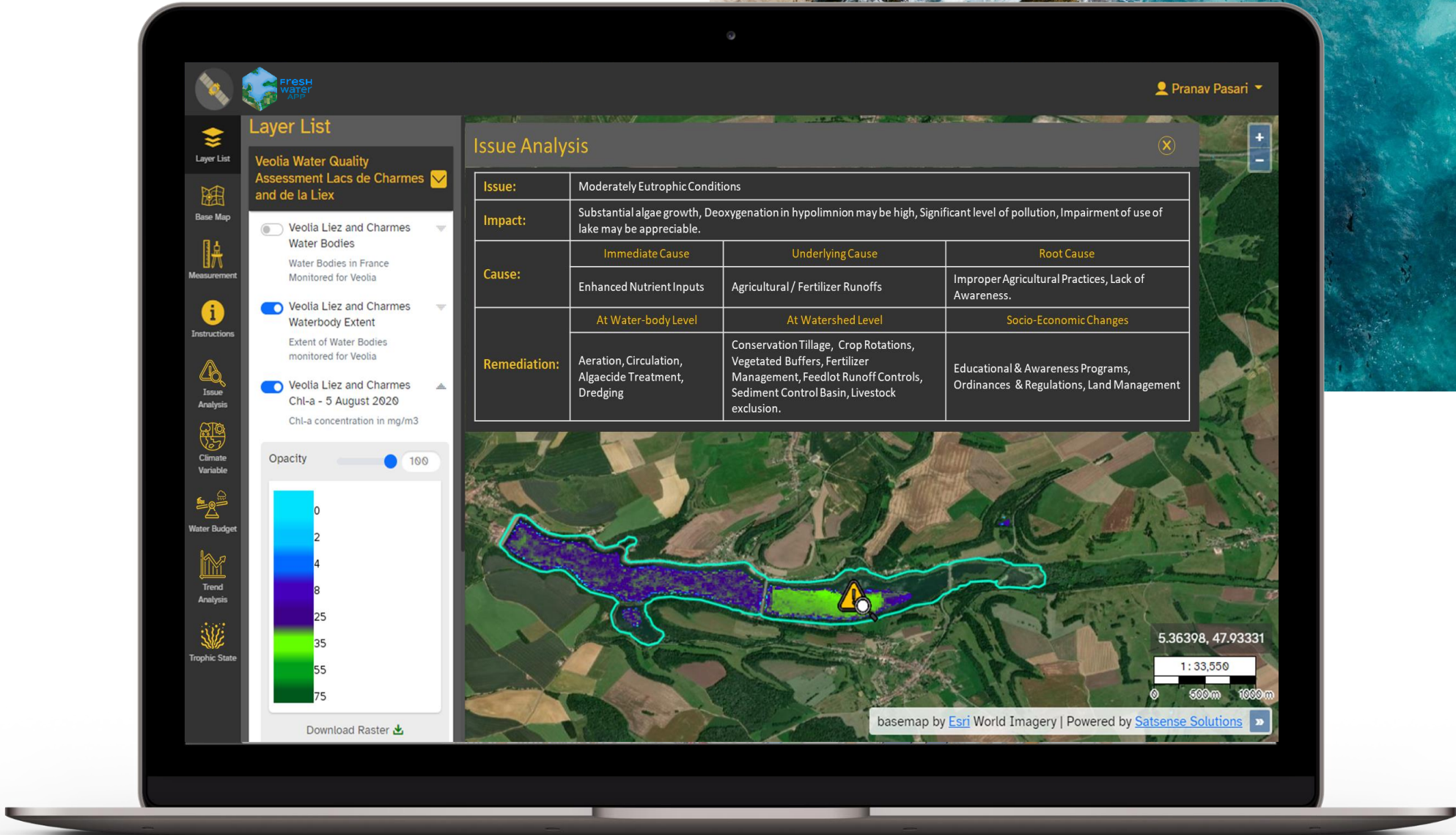
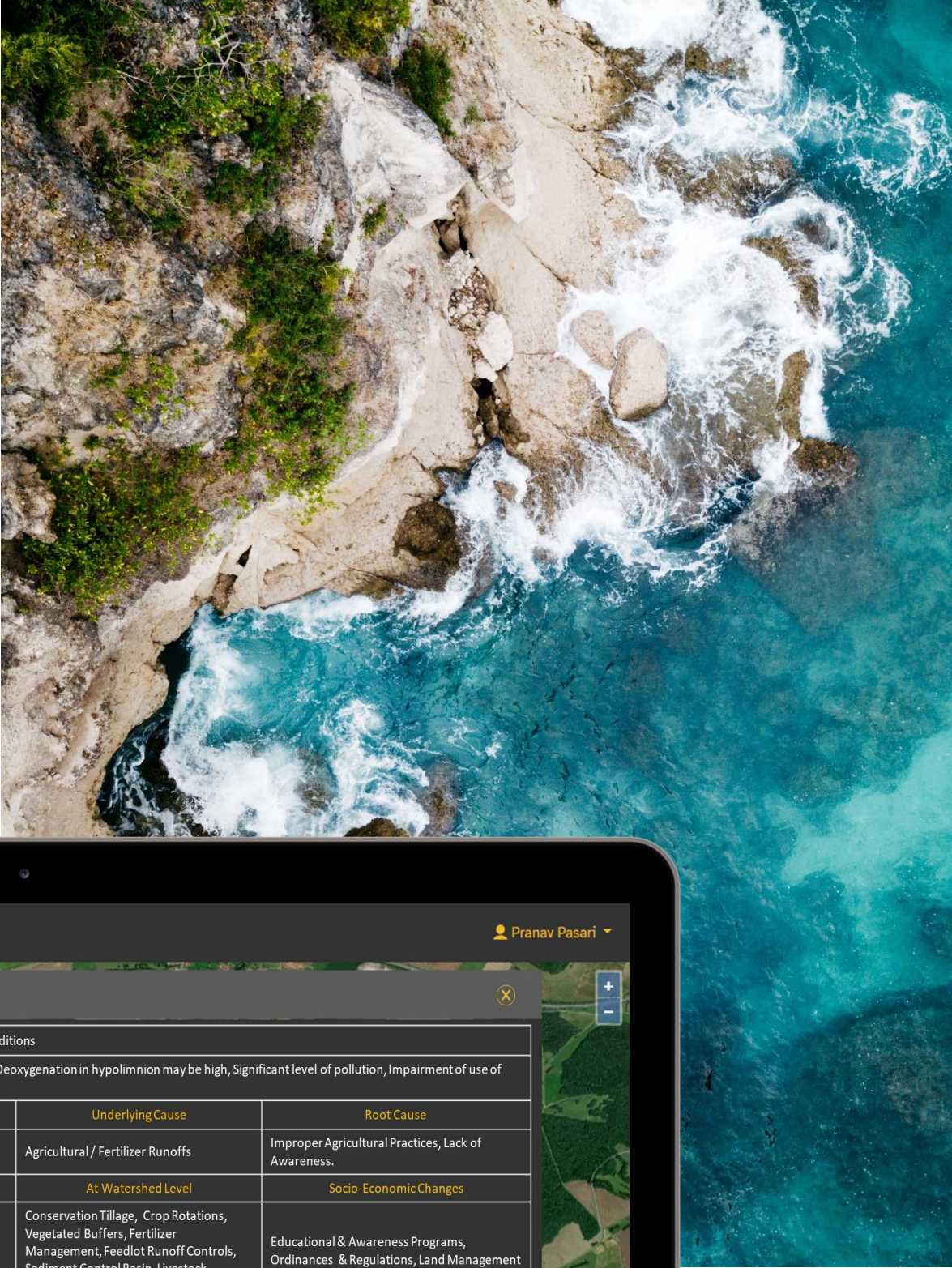


Statsense Solutions

Satsense Solutions was the winner of our Diffuse coastal pollution challenge done in partnerships with UKHO.

Their broad focus is to use EO to solve challenges of climate change.

In this case they used satellite imagery and AI to identify episodes of pollution, and using topometry and catchment areas identify potential sources of pollution.

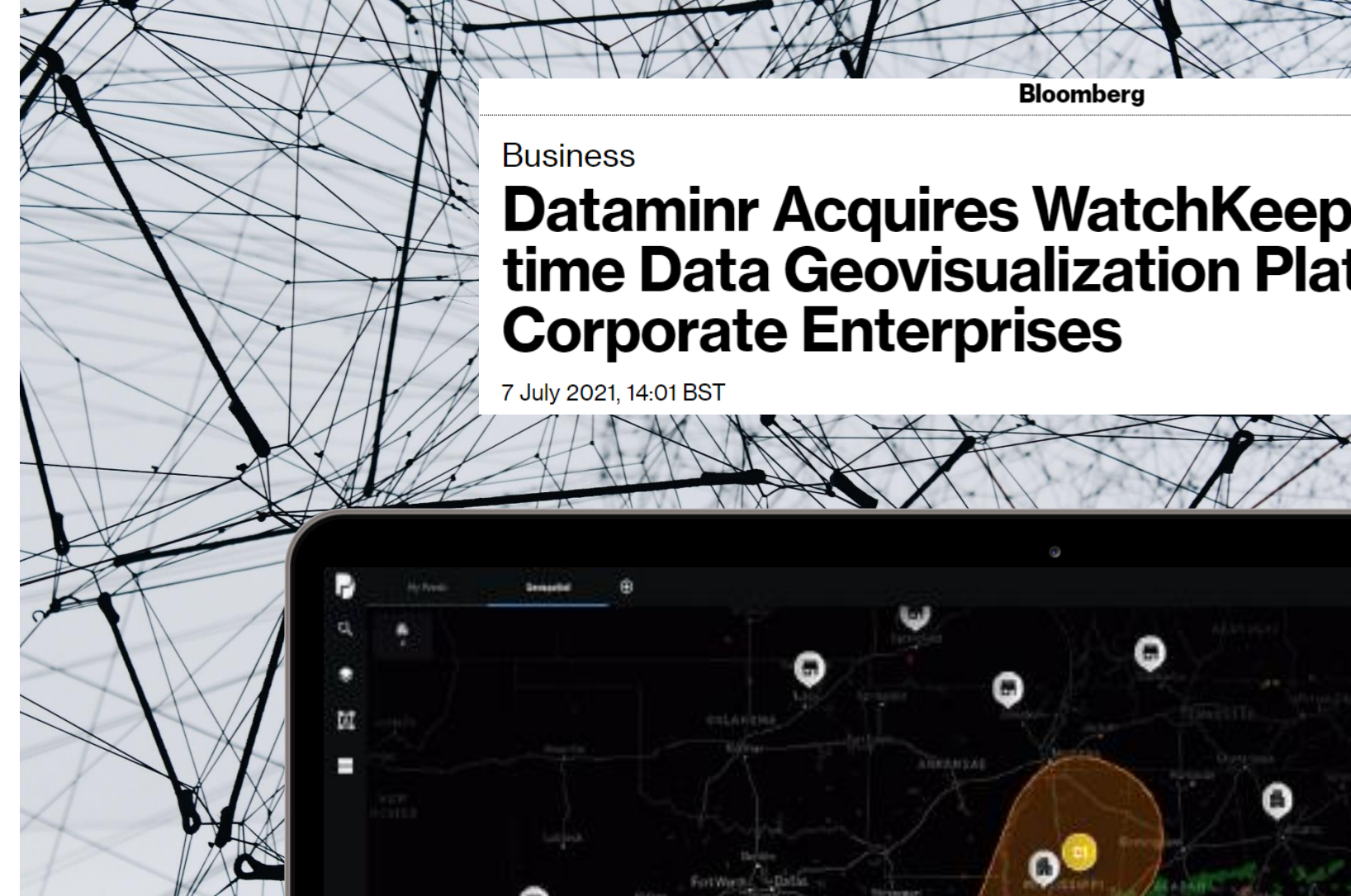




WatchKeeper

WatchKeeper uses AI to help corporate executives visualise how events can affect their company's assets. It was founded 2019 and accepted into Geovation's 8th cohort.

WatchKeeper raised over £1.49 million. They have been acquired by Dataminr in 2021.





NOCO Energy

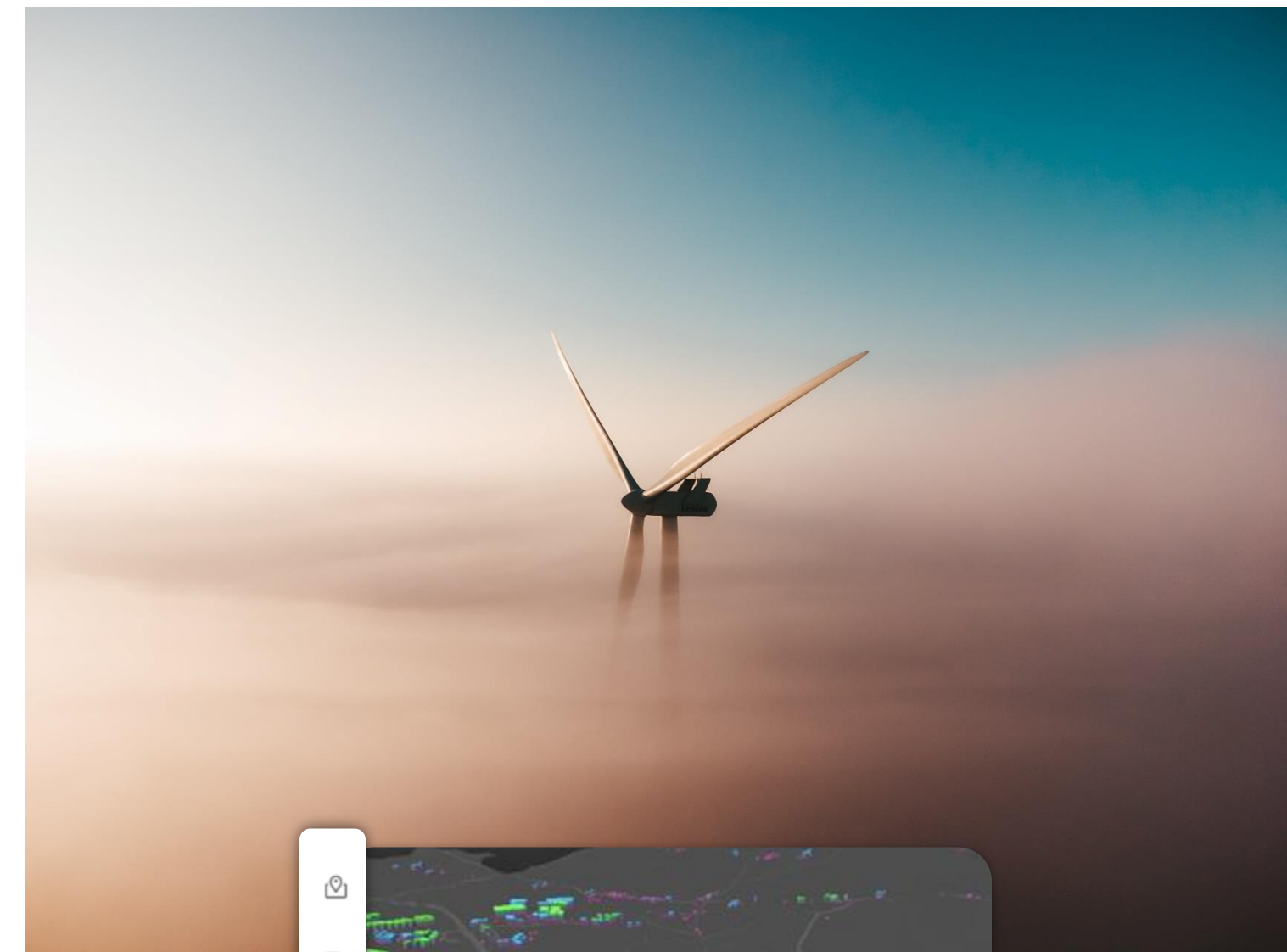
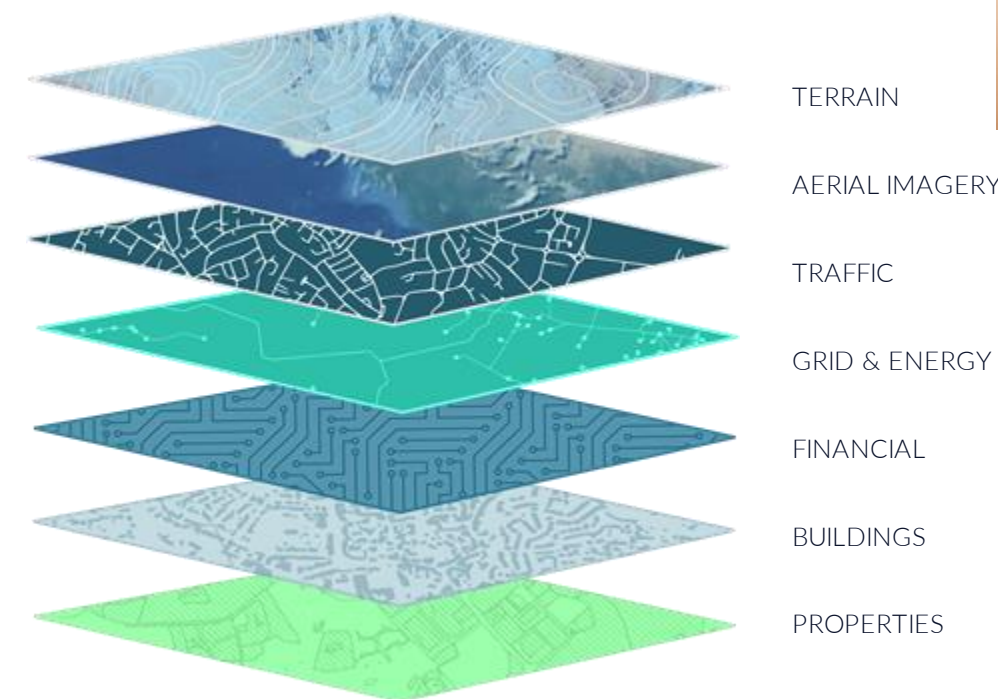
NOCO Energy joined Geovation in spring 2021

They use geospatial data and data science to reduce the cost of project development for low carbon energy production. The current focus is solar panel deployment on rooftops.

Their digital twin algorithmically identifies technically feasible local energy markets and platform brings together the ecosystem to deliver them.



The NOCO Lens is a data-driven decarbonisation solution that breaks down national net-zero pathways to the local energy network level.





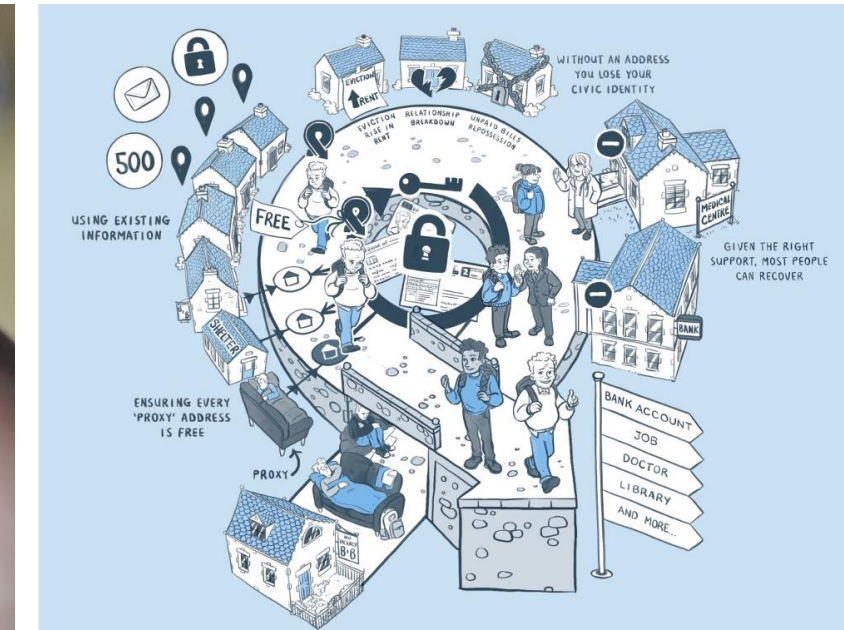
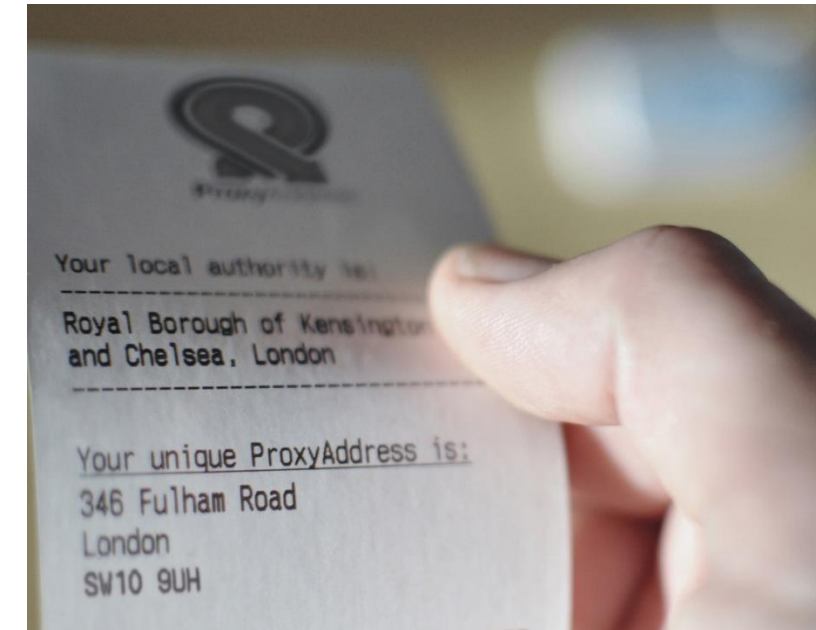
ProxyAddress

Around 1 in 200 people in England currently face some form of homelessness. ProxyAddress provides stable address details for those facing the instability of homelessness.

An address describes a location but, today, it also serves as a de facto form of ID necessary for accessing key services and support

First pilot in London allowed over 90% of the homeless provided with a proxy address managed to return to a stable home within six months - far beyond typical expected outcomes.

ProxyAddress was part of our 7th cohort in 2018.





Archangel Imaging

Making autonomous machines smarter, more resilient & easier to work with as teammates

Part of 2022 Accelerator Programme cohort.

Created Xnaut for mission decisions and on-platform detections, Argonaut smart cameras for remote monitoring and Cerebella Human Machine Teaming software

Archangel technology overcomes denied or unreliable infrastructure to support remote operations and monitoring





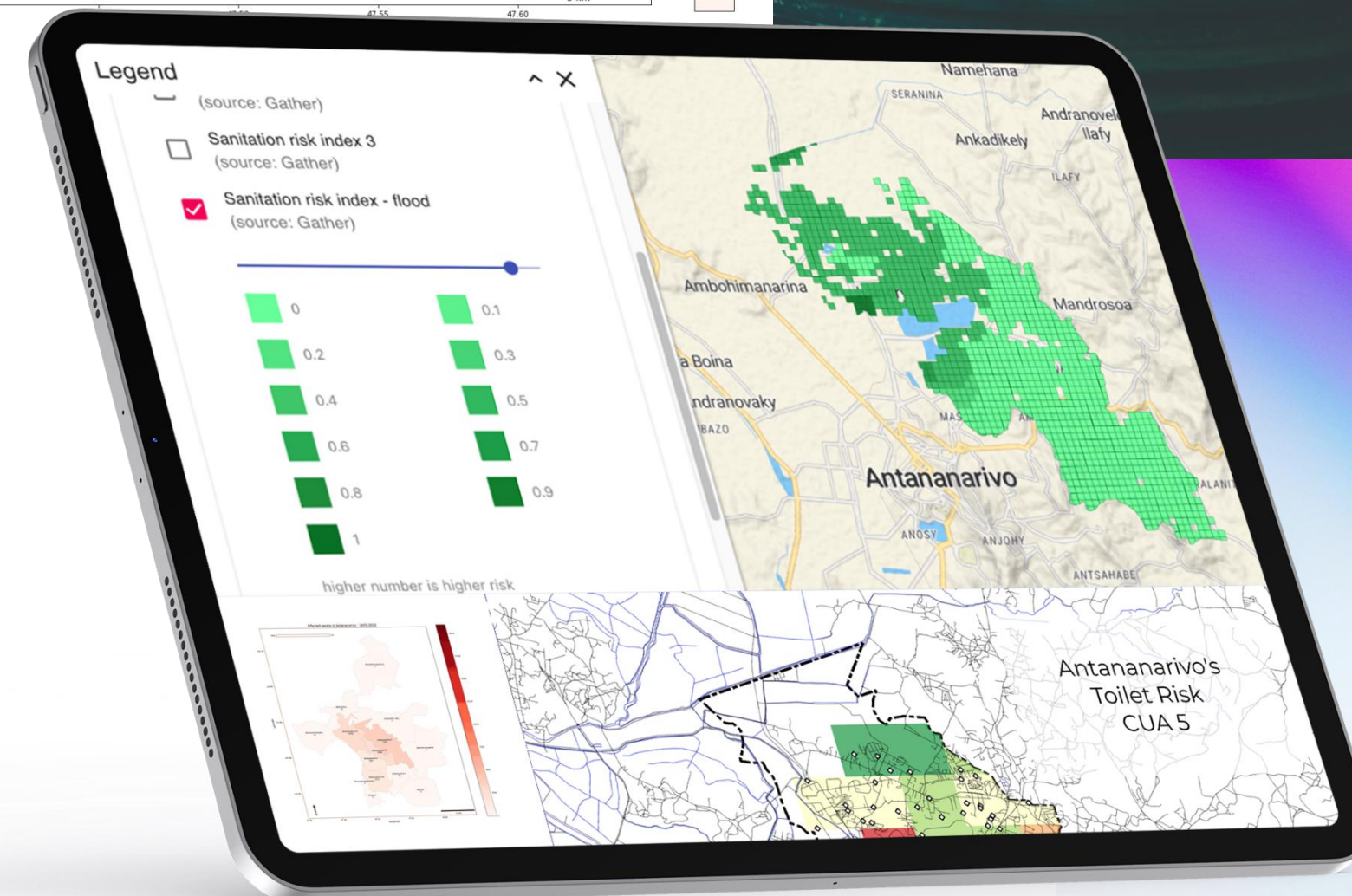
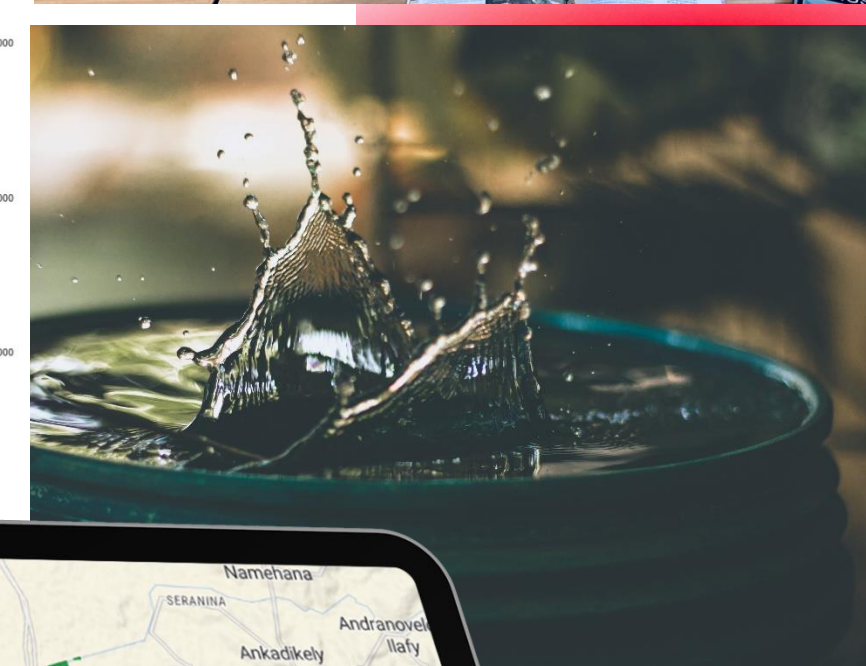
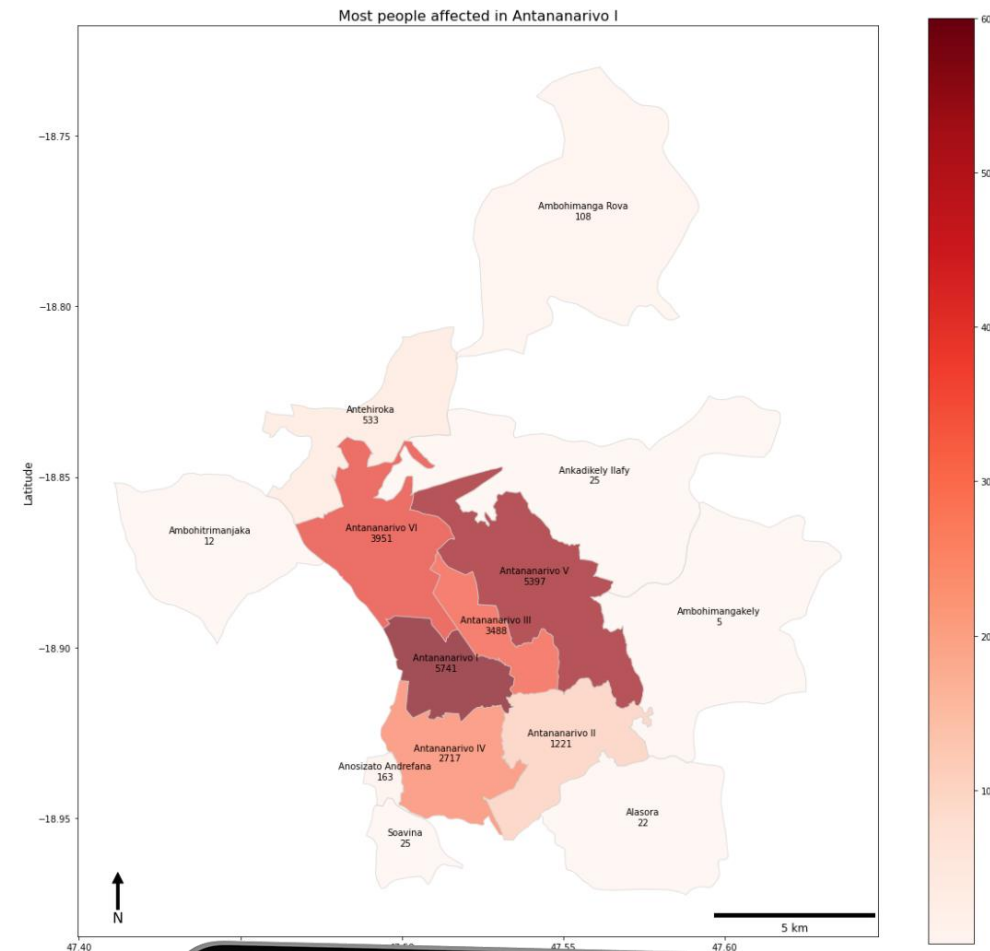
Gather

Gather is and NGO part of our community. Their focus is on bridging the sanitation gap.

Today, 2.5 billion people live in cities around the world without access to safely managed sanitation. Gender minorities, young children and disadvantaged people are all disproportionately affected by this sanitation crisis.

They have developed a sanitation data platform.

They have now joined forces with Athena Infonomics, based in Chennai.





Benefits





Benefits

SHORT
TERM

I



Benefits

SHORT
TERM

DIRECT

Innovation

Feedback on data

“Captive” customer
data base

Partnerships

Data sales

High ROI

LONG
TERM



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Job creation

Influence

Ecosystem

Value creation



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150+

Companies actively supported



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Influence

Ecosystem

Value creation

150+

Companies actively supported

1500+

New jobs created

LONG
TERM



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Companies actively supported

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New jobs created

79%

Accelerator Active

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Value creation

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Companies actively supported

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New jobs created

\$160M+

raised

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Job creation

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Ecosystem

Value creation

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Companies actively supported

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New jobs created

250x

Value creation

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THANK YOU

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GEOVATION

from



Ordnance
Survey