

Start-ups & Skills Challenging Talk



Agenda

- How Copernicus changed our business models
- How Copernicus changed the skills we are seeking
- Mid term and long term strategy
- Lessons learned

Planetek Group

Since 1994...



Bari



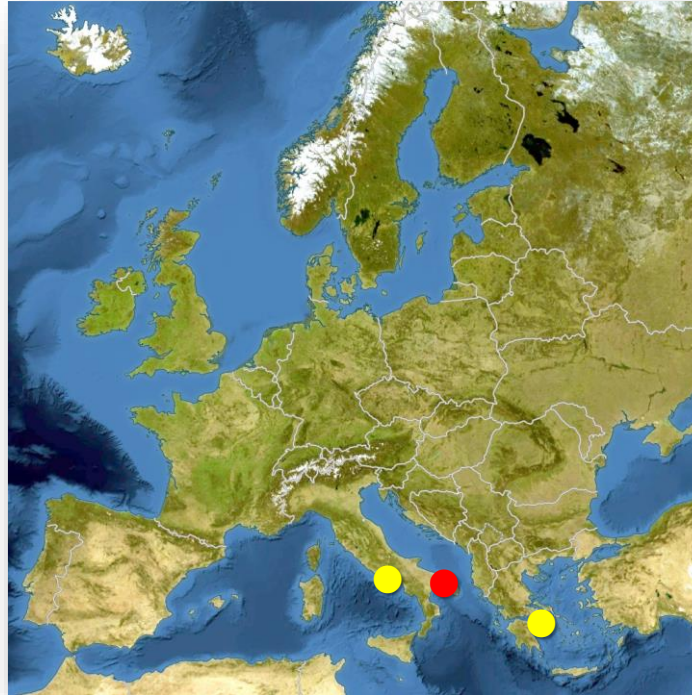
Athens



Rome



Bari



Earth Observation



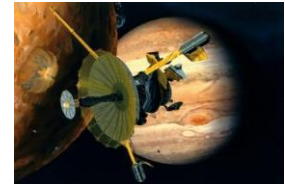
Spatial Data
Infrastructure & GIS



Location Based
Systems



Space Software



Premium Partner



From satellite data flows to Geospatial Analytics



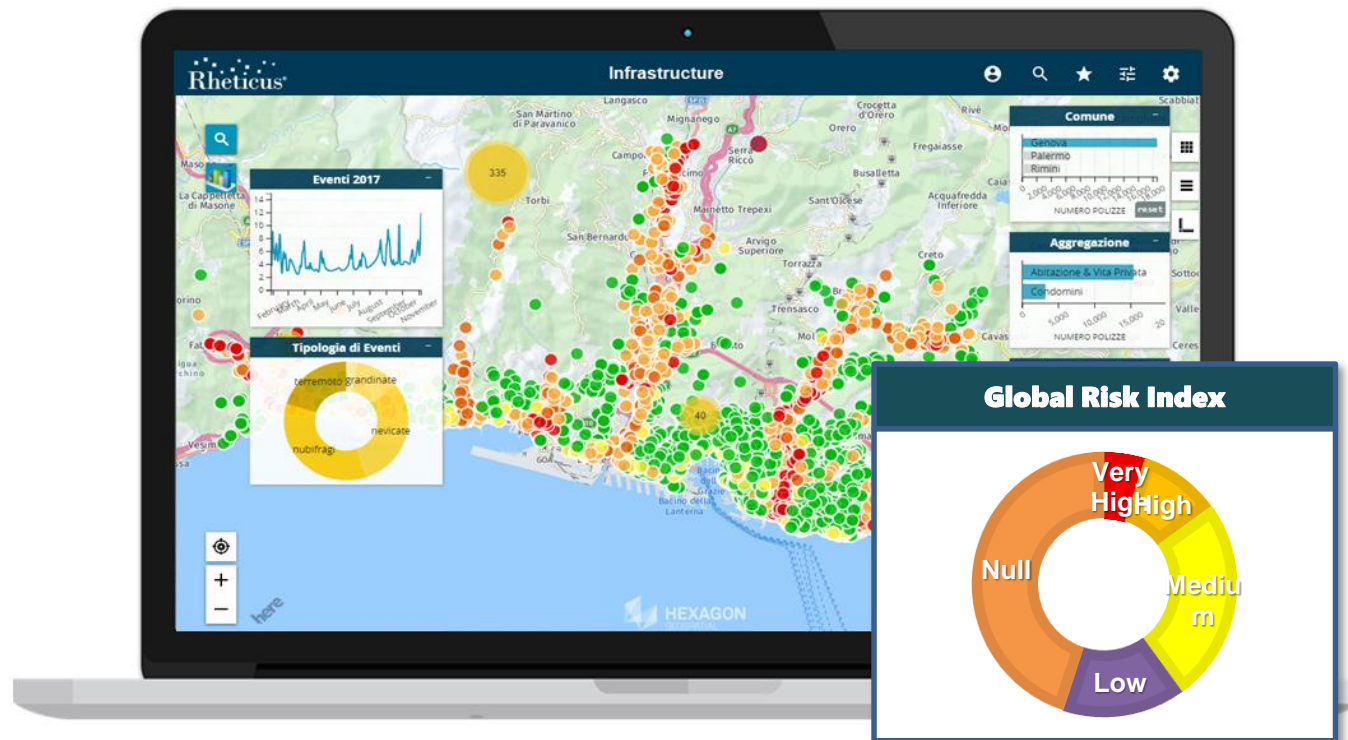
Satellite Data

Automatic Selection & Download
Automatic Processing

Continuous
flow of
information


Rheticus[®]
Monitoring the evolution of our Earth






Geospatial Analytics



Change of business model: from CAPEX to OPEX




Rheticus®

-  Cloud Based
-  Indicators, maps, reports and alerts
-  Satellite derived information
-  Subscription based
-  Continuous updates and historical analysis

Skills we are seeking now

■ Technical staff

- Data Scientists
- Machine Learning Specialist
- Developers with background in statistics or mathematics

■ Sales force

- Address C-Level
→ transform your sales messaging
- Business Development for Enterprise Solutions

Mid Term and Long Term strategy

- There is NOT short term
- Collaboration with local universities
- Go Global : MSCA-RISE
(Marie Skłodowska-Curie Research and Innovation Staff Exchange)
- User Uptake
- EO4GEO

3D IMINT - Learning Management System

Il sistema avanzato di e-learning per apprendere tutte le nozioni relative al Remote Sensing in ambito IMINT.

Access to the platform

Username

Password

Log in

[Forgotten your username or password?](#)



Corso Base di Telerilevamento

Si parte dalla definizione e dai principi di base del telerilevamento, per poi trattare i tipi di sensori, fino a fornire una panoramica delle componenti dello Space-Segment e del Ground-Segment

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Pre-processing dei dati satellitari

Vengono trattati argomenti come i processi di ortorettifica, correzioni atmosferiche e calibrazione per dati ottici e correzione ed interferometria per dati SAR

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Elaborazione avanzata di dati satellitari

Il corso tratta argomenti legati all'estrazione di contenuto informativo da immagini telerilevate con le moderne tecniche di elaborazione

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3D IMINT Processi e Workflow

Il corso presenta una dettagliata spiegazione dei processi e dei processi realizzati per il progetto 3D IMINT. Inoltre viene descritto il funzionamento del sistema 3D IMINT con tutte le relative funzionalità e moduli

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EO4GEO – the role of Planetek

- Which evolution for the Space and the Earth observation sector, from a technological and application point of view?
- What needs shall we met in the near future?
- What professional skills will be needed?
 - Identify training needs and future professional profiles to meet the employment needs of the next years.

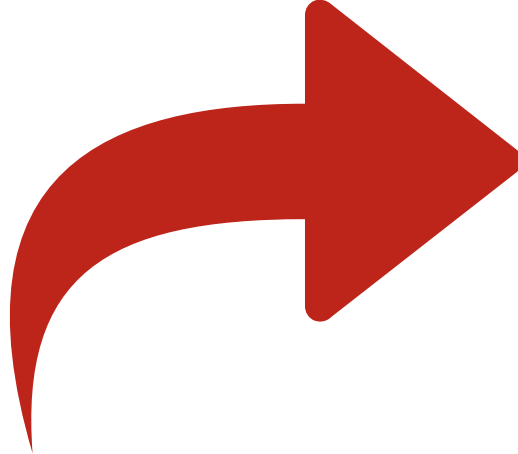


Lessons learned

- Hint to startups:
«Find the right product/service but also the **domain experts** to focus on **vertical markets** and not on general purpose platforms»



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