SUCCESSFUL ENTREPRENEURSHIP REQUIRES A HEALTHY ECO-SYSTEM

CLOUDEO teams with world-leading content and software providers to offer to you a unique geo-infrastructure as a Service bringing together data, software and processing power.
Looking From Above Helps Businesses – But Requires More than Data
(>200 Satellites, Hundreds Of Applications, Billions € invested)

http://gisgeography.com/100-earth-remote-sensing-applications-uses/
EO Needs to Connect to Mainstream
Buzz Words: Big Data, Internet of the Things, Cloud ...

24 billion connected devices anticipated by 2020

Realtime, geo-related environmental data will be crucial in many of the future application markets

Source: Texas Instruments, WT Conference San Francisco 2013
Current Market Model is Project Based and Government Focused

**WORKFLOW STAGES**

1. Client comes to Service provider with their business needs
2. Service provider applies to Distributor for specific data delivery
3. Distributor requests data from Satellite operator
4. Satellite operator collects imagery and provides it to Distributor
5. Distributor delivers data to Service provider
6. Service provider processes raw data and provides Client with results

**MAJOR USAGE BARRIERS**

- Highly skilled client-oriented business model
- Resources difficult to access
- High upfront costs and risks for service development
- Project-focused value-added chain
- The business is in the hands of a limited number of big players
Simplify, Removing Entry Barriers!

- Complementary to the existing model
- Risk and profit sharing
- Lower upfront investment
- Fast access to EO and other geodata resources
- Disruptive technology (Big Data, in the Cloud)
The Geo-Collaboration Platform Enables a Productive Ecosystem

CloudEO Partner: CONTENT PROVIDER

CloudEO Partner: GEO-IT & APP PROVIDER

CloudEO User: APPLICATION DEVELOPER; SERVICE PROVIDER

Software / Applications

CONTENT LIBRARY

APP LIBRARY

CLOUDEO STORE

DEVELOP

PRODUCE

MARKET

Content

Geo-IT as a Service

Content as a Service

Software as a Service

CloudEO User: CUSTOMER OF SERVICE
CloudEO Enables New Business Models

- Pay per use
- Risk & profit share
- Buy

On WORKBENCH
"Bringing data, software & IT together"

<table>
<thead>
<tr>
<th>Project</th>
<th>Service Development</th>
<th>Service Operations</th>
<th>Direct Access</th>
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</thead>
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| • Geo-IT on daily, monthly or yearly base  
• archive service for your project results | • reduced cost to access multiple geo-resources  
• no commercial use  
• available up to 6 month  
• business plan required | • revenue share  
• accounting service  
• marketing service  
• delivery service  
• SLA available | • FTP / Download  
• web services  
• subscriptions |

CLOUDEO Project License  
CLOUDEO Service Development License  
CLOUDEO Service Operations License  
EULA
CloudEO Marketplace is Launched and Transacting

- Dozens of signed up partners
- More than 50 service product groups available
- More than 100 collaborating companies