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Esri GIS Conference

Prague, Czechia 2023



IN THE SPAN OF A DAY...

An illegal logging road
is detected...

and authorities can help prevent
**20% of GHG emissions from
deforestation.**

Source: Measuring Carbon Emissions from Tropical Deforestation, EDF.

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IN THE SPAN OF A DAY...

A plane departs
from a location of interest



and a **government** can maintain situational awareness and reduce conflict.



IN THE SPAN OF A DAY...

A field

shows early signs of disease...

and a farmer
saves this season's crop yield.





What would you do if you could
see daily change of _____ ?

Planet provides geospatial insights at the speed of change, equipping users with the data necessary to **make informed, timely decisions.**

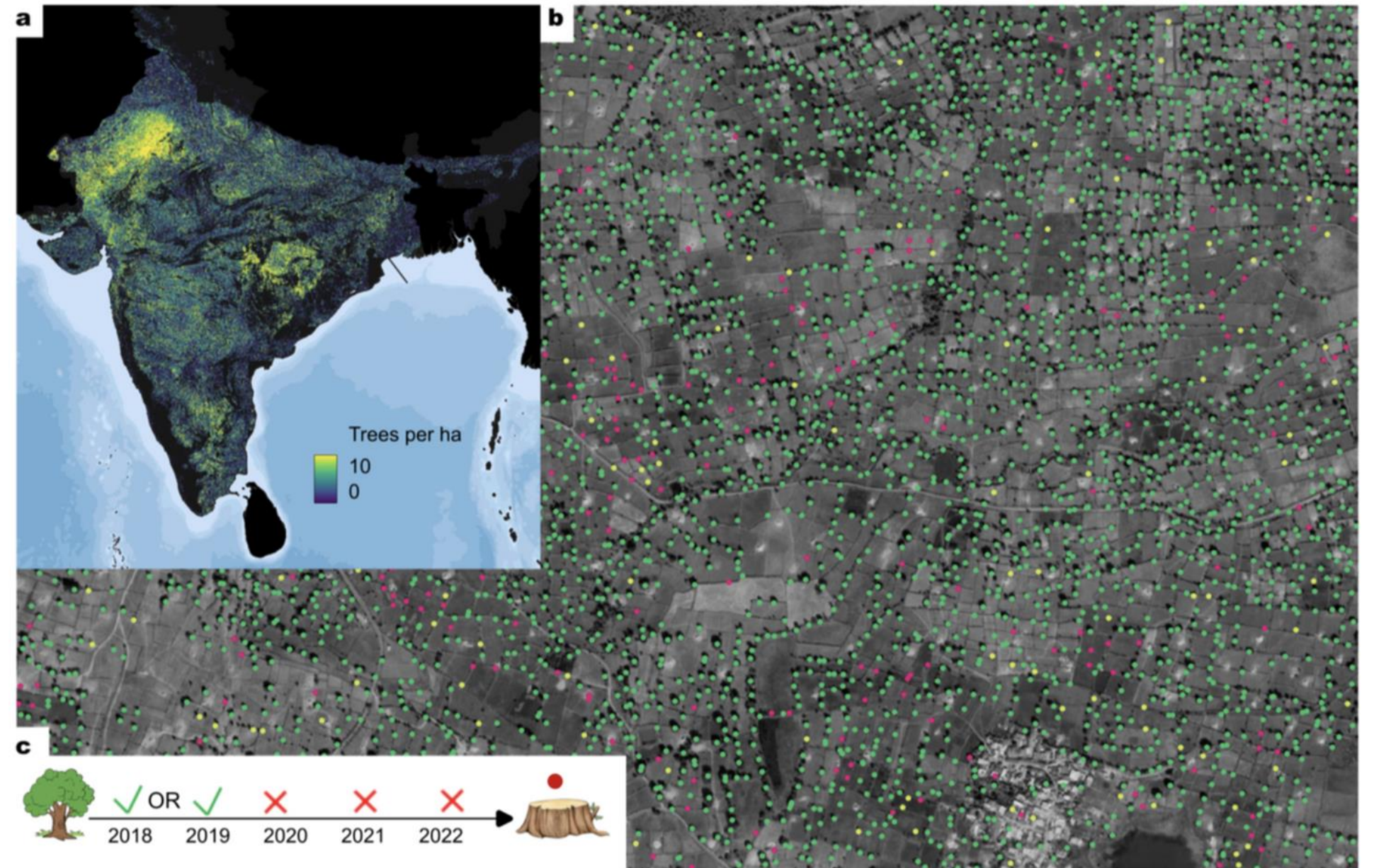




KU Work with Planet Data: India losing Trees Outside Forests

India loses millions of isolated trees:

- In India, trees outside of forests store vast amounts of carbon.
- Copenhagen University hand-labelled 230,000 tree crowns in Planet data.
- Used ML to find a total of 600,000,000 trees over 10 years.
- Found that these isolated trees in India were declining in abundance.
- Demonstrates the operational utility of Planet data for national-scale environmental policy.







[Brandt et al. 2023](#)

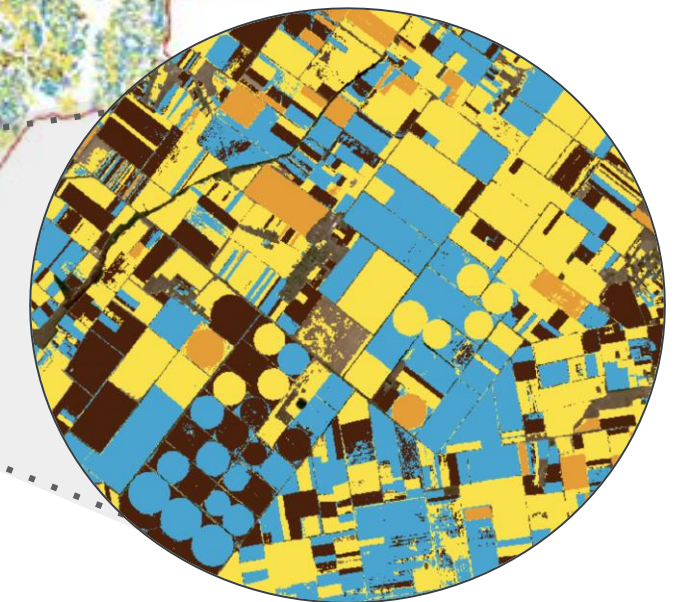


Helping lift the fog of war Ukraine

NASA Harvest calculated that farmers harvested **26.6 million tons of wheat** in 2022, several million tons higher than expected in leading forecasts. However, Ukraine does not have access to 22 percent of that wheat in the eastern part of the country due to the war.

Overall map accuracy 94% based on 4703 ground samples

-  Spring/Summer Crops (sunflower, corn..)
-  Winter Cereals (wheat, barley..)
-  Rapeseed
-  Not planted





DEFENSE & INTELLIGENCE



EMERGENCY MANAGEMENT



FORESTRY



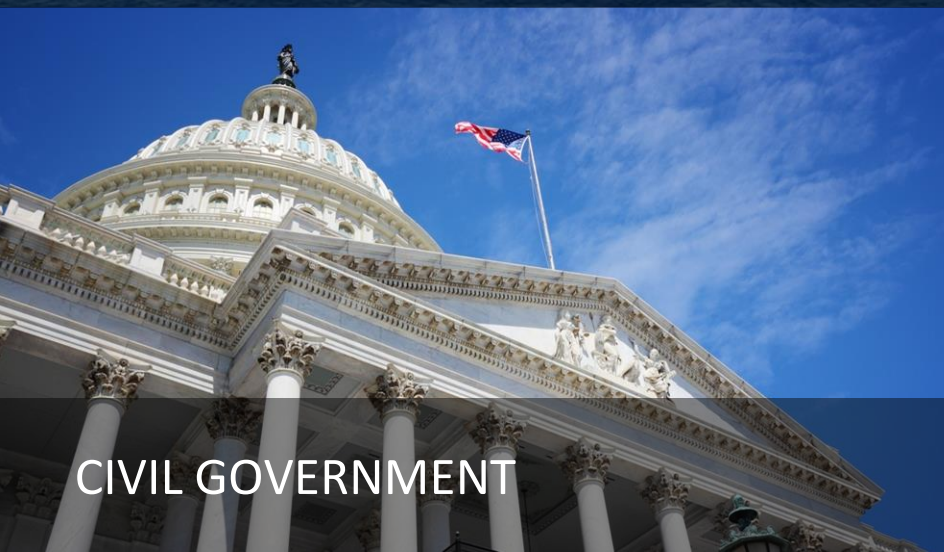
MAPPING



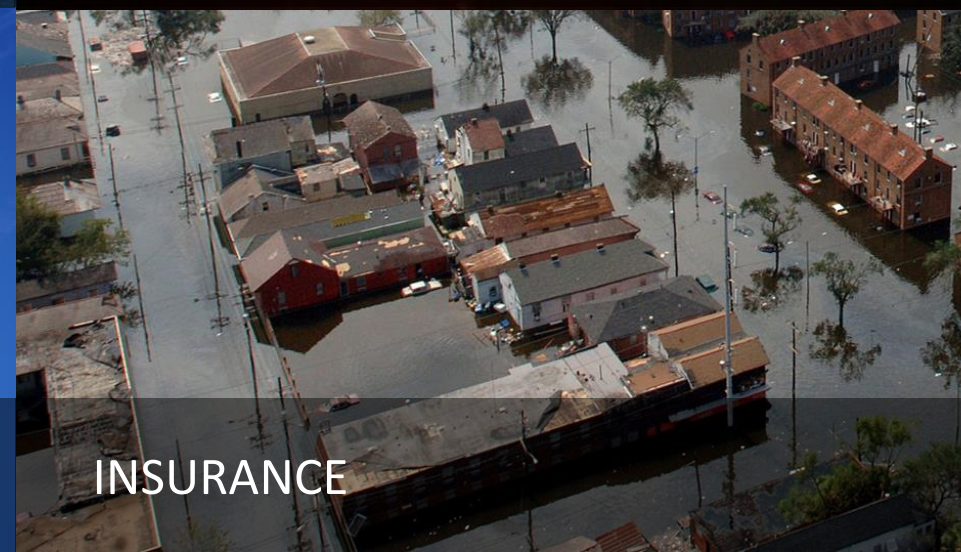
ENERGY & INFRASTRUCTURE



AGRICULTURE



CIVIL GOVERNMENT



INSURANCE



FINANCE & BUSINESS INTELLIGENCE





Zinder, Niger | Q1 2012





Zinder, Niger | Q1 2023





Zinder, Niger | Growth



An aerial photograph of a city coastline, likely San Francisco, showing a river and harbor. The city is densely packed with buildings, and the water is dark blue. The text is overlaid on the image.

AN AVERAGE OF

2000

IMAGES FOR EVERY PLACE ON EARTH



An Impact-Driven Use of Satellite Data

A tangible impact on Green Transition Goals

ECONOMY	SOCIETY	ENVIRONMENT
Economic Development Fostering growth and mitigating the financial impact of disaster response	Urban Development Mapping for urbanisation and related infrastructure	Climate Protection Long-term documentation of climate-related changes in land cover, e.g. tree species mix, land cover changes, loss of land to coastal erosion
Public/Private Cooperation Increased # of partnerships, more efficient partnerships, engagement from the private sector	Education and Research Increased # of publications on climate change vulnerability and resilience	Environmental Protection Protection and change monitoring in water bodies (rivers, lakes, seas) , nature reserves, sensitive biotopes
Agriculture Increased efficiency of agriculture activities and sustainable practices monitoring	Innovation and Digitalization Emerging startups and business models	Carbon Mapping Aboveground live carbon assessment

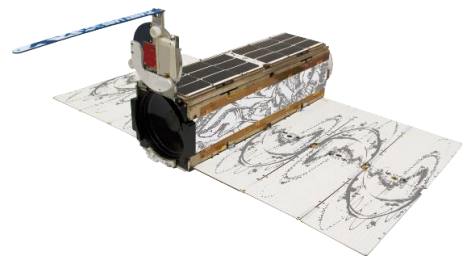
National Impact and Multilateral diplomacy





Hyperspectral Acts as a Force Multiplier

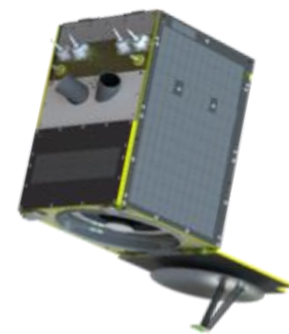
High spectral and radiometric resolution measurements augment Planet's solutions



SuperDove

Always-on Monitoring

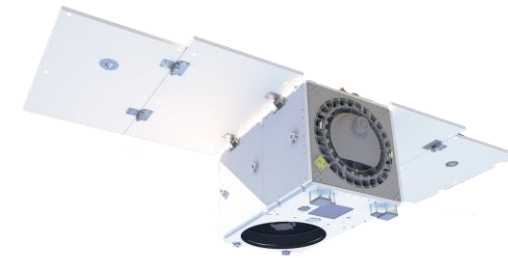
- ~180 satellites
- 3-5m
- Global scanning
- 8-band



SkySat

High-Resolution Tasking

- ~20 satellites
- 50cm resolution
- RGB, NIR, and Pan bands
- Sub-daily tasking



Pelican

Very High Resolution Tasking

- Initial fleet of up to 30 satellites¹
- 30cm resolution
- Pan + 6 RGB+NIR bands
- Up to 30 revisits/day

¹ Does not include initial 2 demonstration satellites planned for FY'24.



Tanager

Hyperspectral Tasking

- 400 - 2500 nm
- ~400 5nm bands
- Technical demo planned to launch in 2024



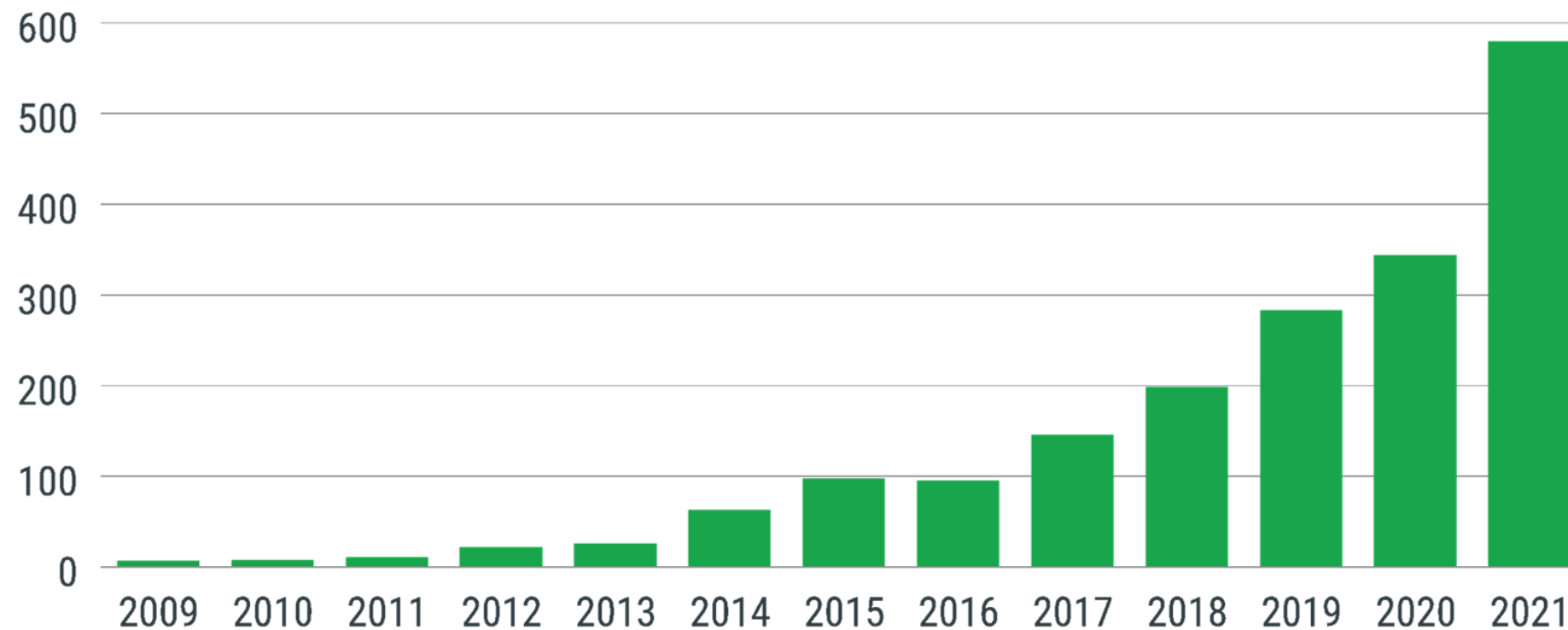


More than One Scientific Paper with Planet Data is Published Each Day

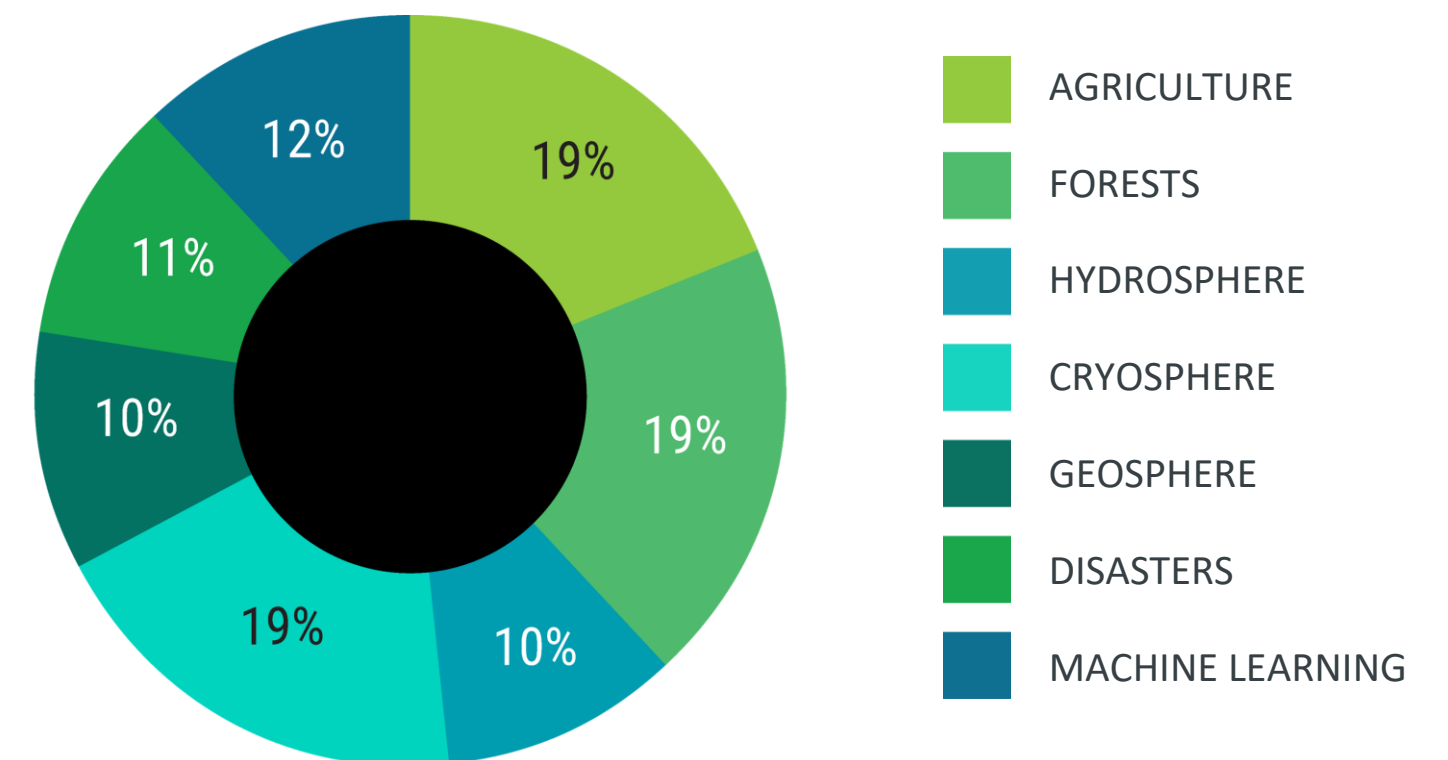
>2,000
PUBLICATIONS IN TOTAL

- Rate is now one every <15 hours
- Publications are Earth-system wide and cover all of Planet's core verticals and use-cases
- It's a Company-wide effort (E&R, NASA, ESA, DLR, R&D, other programs)

PUBLICATIONS PER YEAR

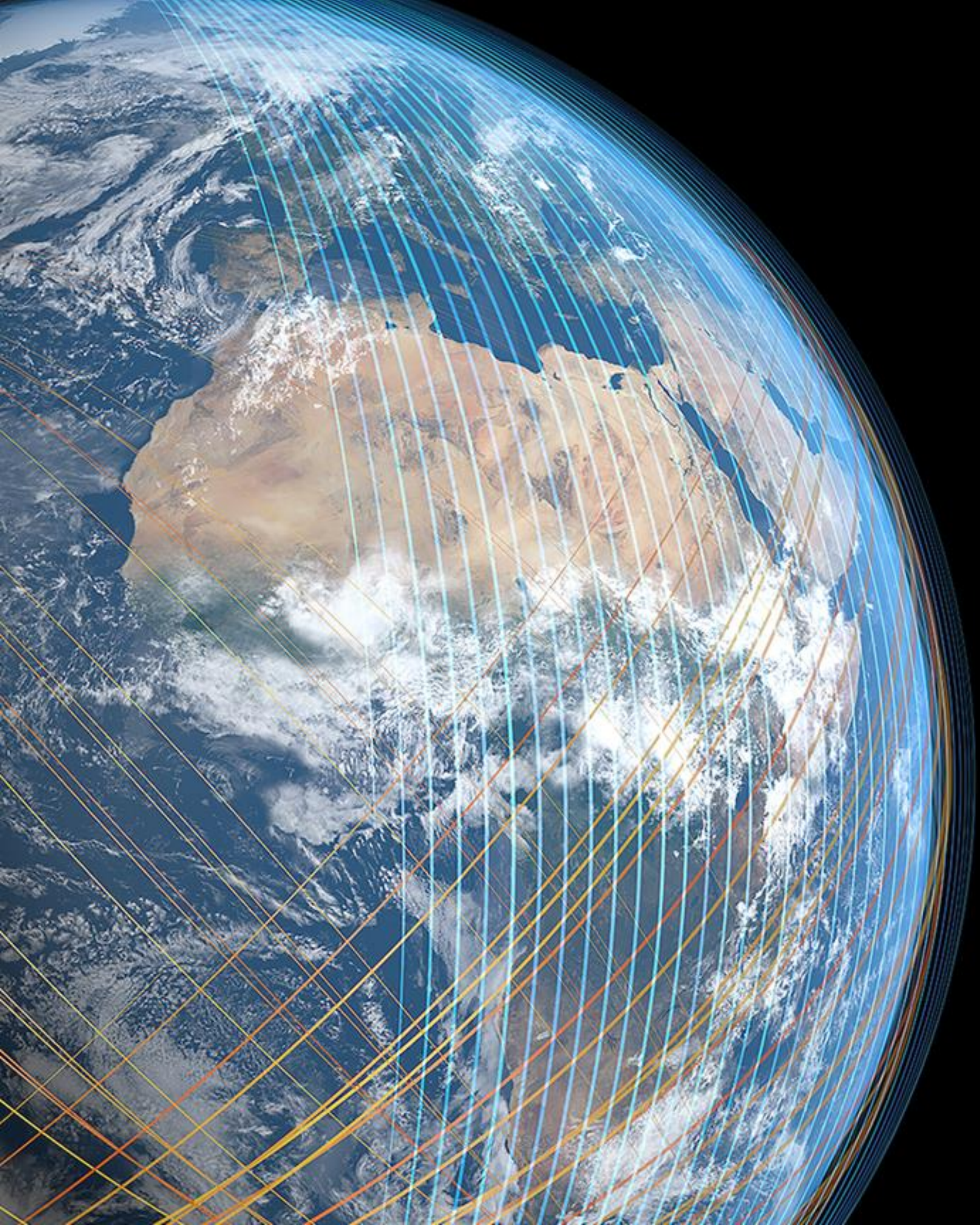


A DIVERSITY OF SUBJECT MATTER AREAS¹



¹ Subject matter by common title keywords from database of papers using Planet data or products through end of June 2022.





Thank You.



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