Geospatial Network Integrator

AGIS Board Meeting 4th December 2020 Ashley Stewart

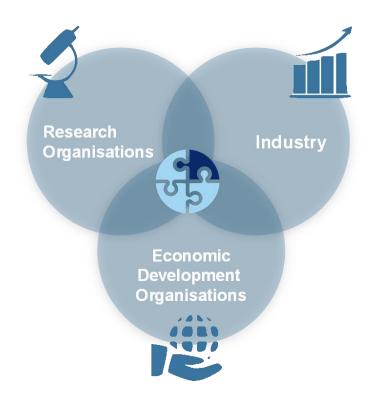


Agenda

- Introduction
- Partnership approach to developing the GNI
- Aims of the GNI
- Purpose of the GNI
- Our approach to developing the GNI
- Engagement & communication
- Next steps
- Summary

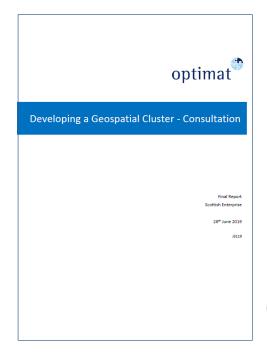


Introduction



 We help clients generate wealth by exploiting new technologies and markets

- Work at the interface of public, private and academic sectors
- Strong data track record
- Highly relevant prior experience





Partnership approach









Aims of GNI

 To establish an inclusive geospatial community across Scotland to unlock the value in location data.



 We will connect, inform and facilitate collaboration between industry, academia, public and third sector, across multiple sectors, to drive innovation, unlock skills and enable economic growth.





Purpose of the GNI

 It has been established to leverage location data as an enabler of innovation and to create greater efficiency in the products and services delivered and utilised by businesses and the public sector in Scotland.







Our approach to developing the GNI

Network Integrator Engagement Journey & Outputs

Cluster Engagement Activities

Partner Communications

Trade Press

Cluster Events

Social Media

Industry Events

Word of Mouth

Trade Bodies in other industries

Optimat Network Integrators Activities

Understand the organisations' geospatial offer/need

Assess organisational requirements – potential to grow

Identify support needs of NWI members

Understand R&D / Innovation capabilities

Map the Supply Chain

Understand the strength of NWI members partner network – do they need to collaborate? **Support** Activities

Signpost to SE support/Account Managers eg R&D grants, Innovation Loans, Covid funding etc.

Signpost to other types of support e.g. Interface Industry bodies such as AGI, SDI, Business Gateway, Innovate UK etc.

Add to/update the directory

 $Sign post \, to \, cluster \, events$

 $Sign post \, to \, research \, reports$

Introduce to collaboration partners

Target
Outputs

Clearly defined geospatial cluster with market analysis to support this

Strong cluster network of partners

Database of companies in the directory

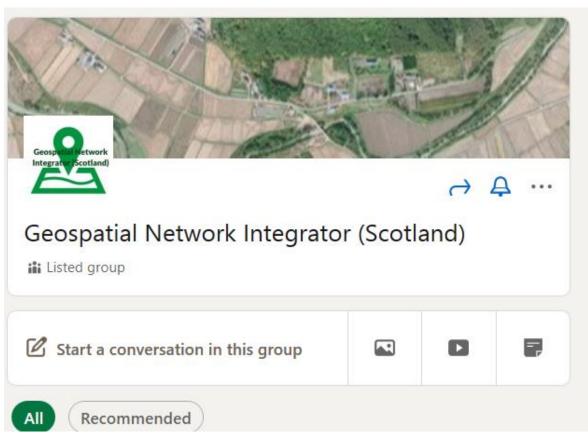
Defined linkages with international partners

Suite of case studies/success stories

Knowledge Hub including market research reports, external links to funding and support, event content, case studies & blogs

optimat

Engagement & Communication







Additional Comms Channels:

- Website information page knowledge hub
- Twitter
- Events



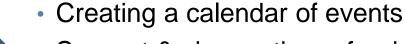
Next steps

- Ongoing sector & company profiling research - network of networks approach
- Initial market survey & consultations determine the characteristics, issues,
 challenges and opportunities in relation to
 the specific company profiles

Development of a Geospatial Directory



 Map company capabilities, needs and challenges with either support providers and/or fellow companies within the ecosystem



 Support & signposting – forging connections, facilitating introductions & collaboration

Summary

- We want the GNI to be an inclusive geospatial community across Scotland to unlock the value in location data.
- We want to facilitate connections and collaborations between industry, academia, public and third sector, across multiple sectors, to drive innovation, unlock skills and enable economic growth.
- But we need your support and engagement please do get involved!



Questions





THANK YOU

Ashley Stewart – <u>ashley.stewart@optimat.co.uk</u>

Optimat Ltd.
Torus Building
Rankine Avenue
Scottish Enterprise Technology Park
East Kilbride
G75 0QF

Tel: 01355 272800 www.optimat.co.uk

