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WORLD
SPACE
FORUM

Making Space-based Earth Observation Mainstream

Aravind Ravichandran, Founder & CEO

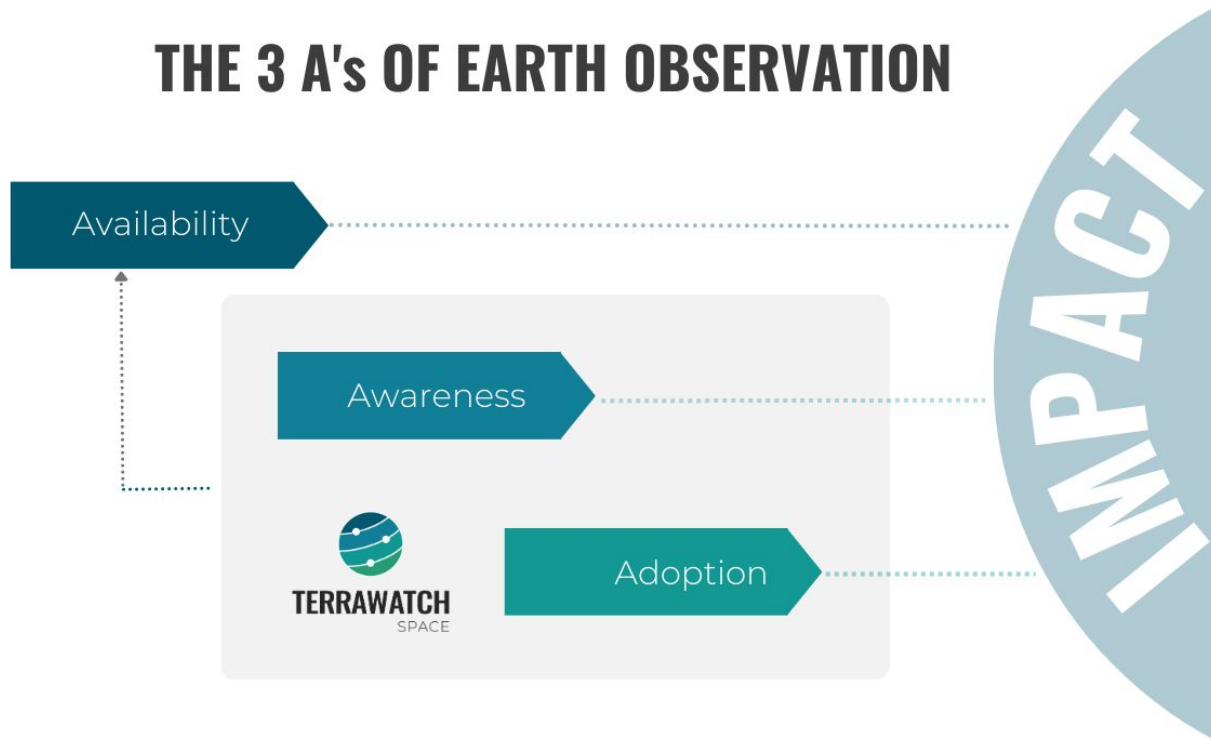


TERRAWATCH
SPACE

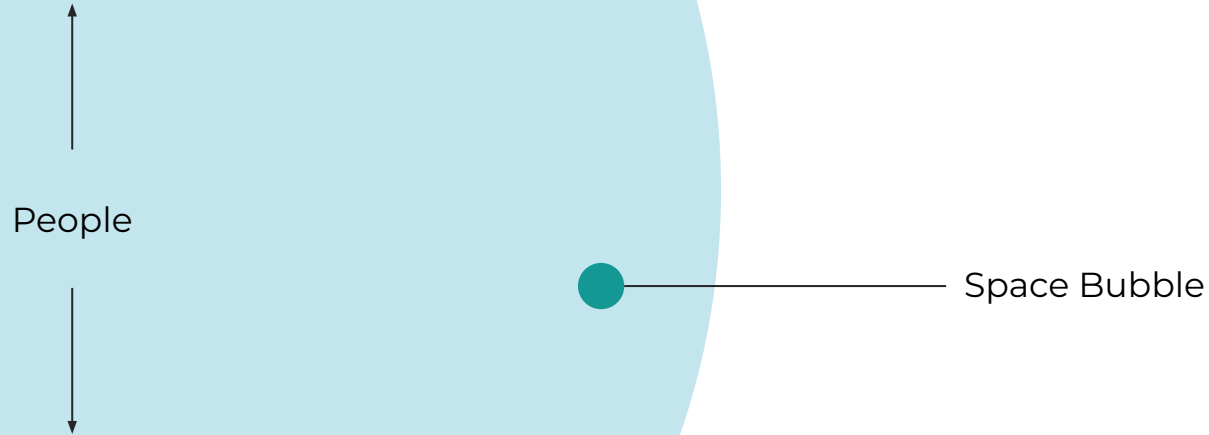
TerraWatch Space Advisory and Insights

Market Intelligence, Strategic Advisory and Communication

THE 3 A's OF EARTH OBSERVATION

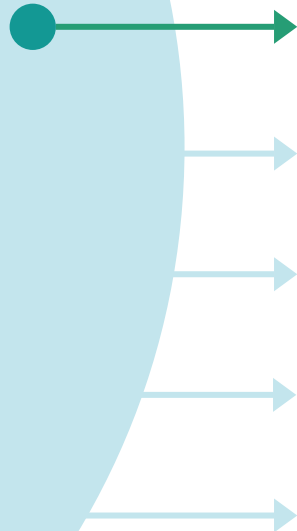


We Tend to Live in a “Space Bubble”



There are Many Audience Personas

Most of Them Outside the Space Bubble



Audience Persona

What They Care About

Type of Communication

The Space Enthusiast

Space

Status Quo
(Space in the Foreground)

The Corporate Executive

Growth

Value of Earth Observation, in
terms of Rol of Incorporating EO

The Policymaker

Politics

Socioeconomic Impacts of Earth
Observation

The Space Agnostic

Applications

Applications of Earth Observation
(Space in the Background)

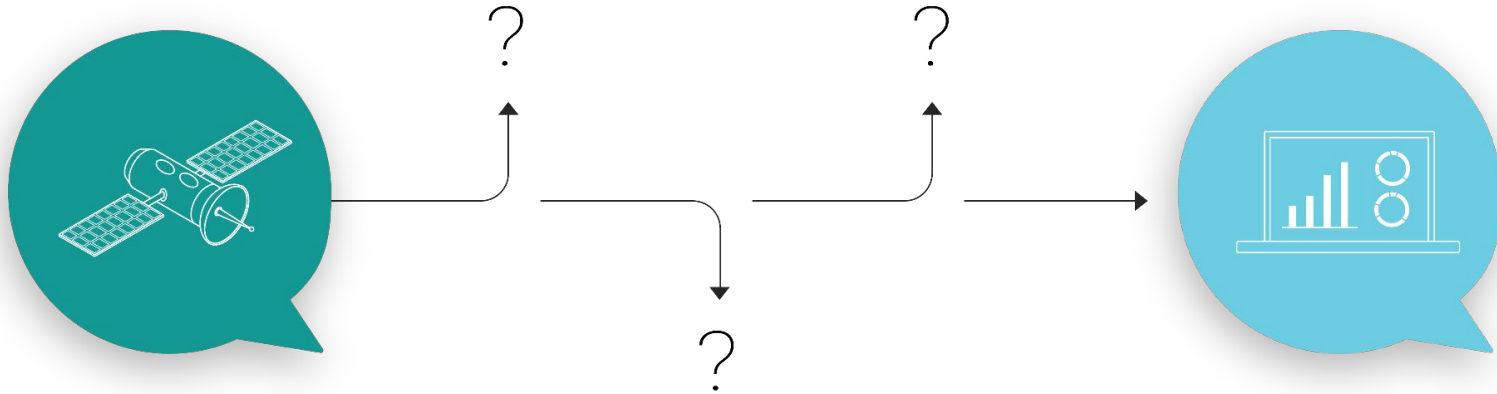
The Investor

Capital

Opportunity Costs and Risks

The “So What” Framework

Continue asking "so what?" until the “technology-based showcase” aimed at those in the space bubble turns into a “**problem-driven solution**” that is done for those not in the space bubble.



An aerial photograph of a mountain range with snow-capped peaks and a blue sky. The mountains are brown and rocky, with patches of snow. The sky is a clear, deep blue. The text "Thank you!" is overlaid in the center in a bold, white, sans-serif font.

Thank you!