Session I: Sat Data for Precision Ag—For Farmers and Farm Services
Two white hot investment themes meet (and synergize) when it comes to geospatial for Ag. Precision Ag drew ~$1.5 billion in 2015, and NewSpace did about the same. ClimateCorp’s sale to Monsanto perfectly connects the two worlds. This opening session will explore some of the biggest applications around predicting crop yields and guiding farmer business and growing strategy, giving priority to the perspectives of “users”—data aggregators and service providers that work directly with farmers and farm coops.

9:00-9:30 Presentation: Agriculture End User Challenges and Needs
Colleen Murphy-Vierra, Research Manager, Plant Data Analysis Services (PDAS), CALIFORNIA DEPARTMENT OF FOOD AND AGRICULTURE

9:30-10:30 Panel Discussion: Sat Data for Precision Ag and Agricultural Commodity Tracking
This panel will bring together both users and providers of agricultural data and enhanced analytics to assess the business structures, partnering dynamics, product pricing and formatting, and the overall growth of the geospatial Ag/precision Ag market. Panelists will also touch on what kinds of new insights can be derived from hyperspectral and multispectral and high refresh rate data, as well as the prospect of fusion of orbital derived data with data from drones.

Panelists:
Lanny Faleide, President, SATSHOT
Ron Osborne, Vice President of Business Development and Strategy, FARMERS EDGE
Fritz Schlereth, Head of Product, DESCARTES LABS
Steven M. Ward, Director of Geospatial Sciences, THE CLIMATE CORPORATION

10:30-11:00 Networking Break

Session II: Financial, Insurance, and Trading Insights from Geospatial
Major media stories have profiled the capabilities that geospatial data can offer the finance world. A few of the leading startups rumor they are working with “dozens of hedge funds,” but little detail has been
forthcoming from either side (hedge funds being notoriously secretive). And the geospatial data tsunami has barely started. No doubt the number of exploitable insights and leverage will bloom. But how much will financial firms pay, and what proof will it take to get them onboard with the new tools and data?

11:00-11:30 Presentation: **Financial End User Challenges and Needs**

11:30-12:30 Panel Discussion: **Sat Data for Financial and Insurance Applications**

Panelists:
- **Pavel Machalek**, Chief Executive Officer, SPACEKNOW
- **Kevin Stein**, Chief Executive Officer, DELOS

**ADDITIONAL PANELISTS TO BE ANNOUNCED**

12:30-2:00 Group Luncheon

*Session III: Energy and Utility Applications*

A whole new segment of geospatial energy users is in the offering. What new applications do the new SmallSat constellations or new frequencies enable?

2:00-2:30 Presentation: **Energy End User Challenges and Needs**

*Mark Nightingale*, Remote Sensing Consultant and Subject Matter Expert (SME) for Aerial and Satellite Sensors, SHELL EXPLORATION AND PRODUCTION COMPANY

2:30-3:30 Panel Discussion: **Sat Data for Energy Applications**

Panelists:
- **Richard Burren**, Director of NPA Satellite Mapping, NPA SATELLITE MAPPING, CGG
- **Michael Ferrari**, Ph.D., Head of Data Science, THE WEATHER COMPANY, AN IBM BUSINESS
- **Jason Lohn**, Vice President of Engineering, ORBITAL INSIGHT

3:30-4:00 Networking Break

*Session IV: Applying Machine Learning to Sat Data*

This conversation veers away from specific applications to broader questions of “how to care and feed your algorithms,” what users need to know about machine learning platforms, how insights can be derived and questions posed to datasets and neural nets, and also touch on the underlying server/cloud architectures needed to support these new capabilities.

Panelists:
- **Sean Gorman**, Chief Executive Officer, TIMBR.IO
- **Matt Hancher**, Engineering Manager, Earth Engine, GOOGLE
- **Christy Maver**, Director of Marketing, NUMENTA
- **Todd Stavish**, IN-Q-TEL
5:00    Earth Pixels Adjourns