

## Guest Lecture

# Space Data Strategy: How to Gain Business Value from Geospatial Data

Friday, July 31<sup>st</sup>, 2020 13:00 – 15:00 CET.

- Online -

**In order to attend, you need to register for this lecture**

### Registration Information

- <https://www.bgd.lrg.tum.de/> (see News...)
- <https://tum-conf.zoom.us/meeting/register/tJUvdeCvpjkuE9EF1htysTrW095SR8Jdtxe1>

### Speaker

Martin Szugat

### Abstract

Companies are drowning in data, but are thirsty for information. Although e.g. ESA's Copernicus Open Data Strategy has exploded the availability & quality of geospatial data, only a small number of companies are using it. Because most companies only see their own data instead of seeing the opportunities and looking for new data. A data strategy is the business plan for data & analytics and data thinking is the method to develop this business plan. In this lecture you will get to know some useful tools to design data products yourself.

### Vita

Martin Szugat is the founder and managing director of Datentreiber, a data strategy consulting firm. For his projects e.g. for Roche, ProSiebenSat1 and many more, he applies design thinking to data science and has developed a method and open source tools for data strategy design. Besides he is the program director of the Predictive Analytics & Deep Learning World conferences in Europe. He studied bioinformatics at LMU & TUM. When he has free time, he devotes himself to AI and Space Data and tweets about it on <http://acceleran.do>.



**The presentation is mandatory for students of the lecture Big Geospatial Data and open for all interested guests.**