

Model of Excellence Profile – OmniEarth

Company Name:	OmniEarth	ICG#	34311
Address:	251 18 th Street South, Suite 650, Arlington, VA 22202		
Product Name:	OmniEarth		
URL:	www.omniearth.net	President Name:	Lars P. Dyrud, President & CEO

Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Evaluate – Reference & Intelligence	<i>Business Model:</i> Subscription -- Subscription	
	<i>Content Models:</i> Original Compilation – Primary Research	<i>Distribution Model</i> Direct Sales – Captive	
Company Overview	<p>OmniEarth is an emerging company focused on changing the way the Earth is understood. Founded by scientists and geared toward industry, the company delivers a constant stream of geoanalytics – information derived from a number of Earth observation sources – to provide data and enhanced decision-making insights for subscribers in the public and private sectors. OmniEarth capitalizes on the big data trend, taking advantage of the many sources of Earth imagery being captured daily and reformulating this data into useful information.</p>		
Product/Service Description	<p>OmniEarth matches geoinformatics to cadastral data, weather information, and other unique data points to provide an unparalleled ability to monitor and report all sorts of activity and changes -- on a daily basis--and link that data to specific property parcels. This ability to detect and monitor change over time, using artificial intelligence techniques provide unmatched opportunities to understand both properties and communities at the macro and micro level.</p> <p>One example of this technology in action is OmniEarth’s activities in California where the company monitors water usage patterns to help agencies respond to recent drought conditions by accurately identifying when, where, and how significant water savings can be achieved.</p> <p>This same technology has broad-reaching implications for any industry requiring geoinformatics at the parcel, ZIP+4, DMA or national level – particularly mobile commerce and AdTech where OmniEarth helps companies bridge the gap between geo- and cookie.</p> <p>OmniEarth believes that almost all of the world’s economic activity can be observed, quantified and analyzed based on physically verifiable data – data that can be seen. The scale and precision of OmniEarth’s database of attributes enables improved campaign performance and insights for its growing list of customers and partners.</p>		
Year Founded:	2014	BizDev Contact:	
Employees:	40-50 (est.)	Main Telephone:	888-838-6318
Profile Date:	9/28/2016	Primary Market Served:	51 - Information
Ownership:	Private	Funding Source:	Venture Capital-backed
MofE Class:	2016		