

A global non-profit  
technology  
organization  
helping  
governments map  
their urban  
landscapes



# THE PROBLEM

Much of the developing world has not been mapped in over 60 years

The landscape of Africa is changing drastically driven by rapid urban growth and expansion. Africa will be the world's most populous region by 2030 with a population expected to nearly double from 1.3 billion in 2020 to 2.5 billion by 2050. By 2100, 13 of the world's 20 biggest urban areas will be in Africa

Expanding numbers of satellites provide more data but these data can be expensive, difficult to use and can have restrictive licensing terms making them hard for Governments in emerging economies to access and own

Snap, Google, Bing, Niantic Labs, etc., are now the largest global mapping agencies but their maps are used for commercial purposes and are not freely available to Governments

Economies globally are being driven by digital transformations of which mapping data is critical, but emerging economies are currently not able to leverage these data for their benefit. The total annual global market for mapping is worth more than \$400B and is growing at a CAGR of 14%

# THE PROBLEM

## Government Challenges

While governments have historically been the authoritative source of mapping, they face multiple challenges developing reliable solutions



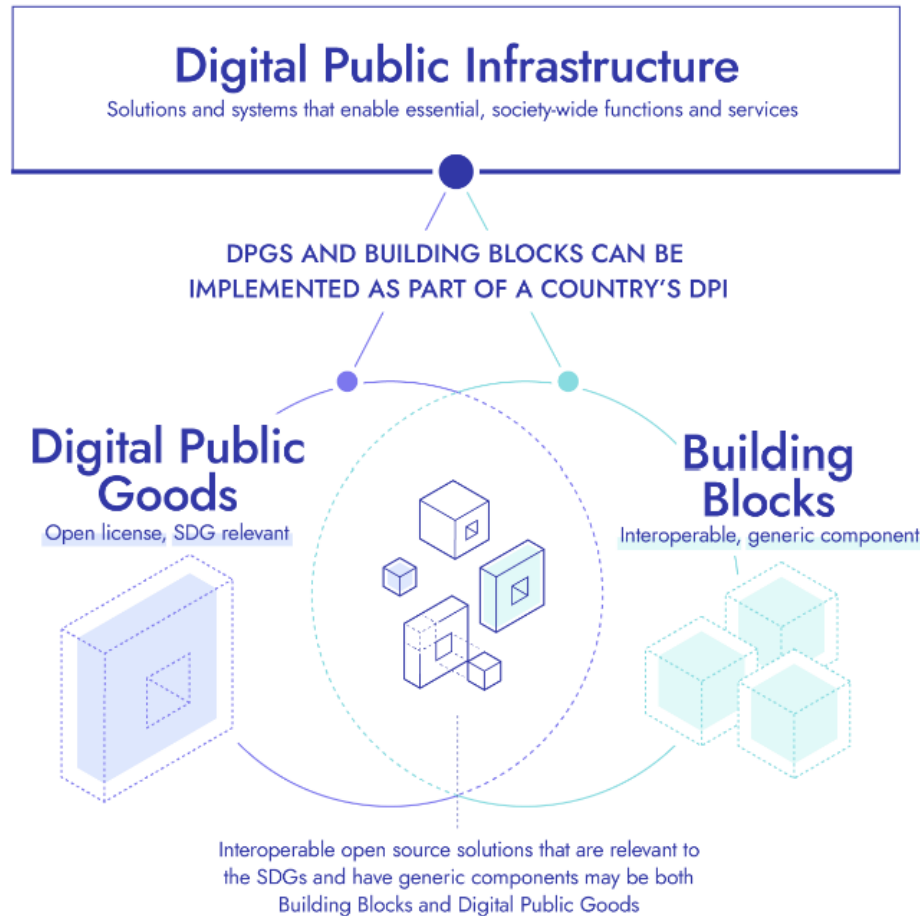
- Lack of funding
- Rapid technological change
- Increasing complexity
- Sourcing and maintaining top tech talent
- Demand for fresh data

Governments are struggling to maintain complete, up to date mapping



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# PLACE – A DIGITAL PUBLIC INFRASTRUCTURE



*"...we have a collective obligation to remove barriers towards realising the public good potential of data. The best option to satisfy this obligation is to manage data access and use for public benefit as a club good."*

# OUR ORGANIZATION





# HOW IT WORKS

## 2 PIONEER

PLACE provides personnel to train and develop capacity at our cost. Government provides in kind assistance including permits, clearances, ground control points, and staff and facilities for training and processing. PLACE conducts imagery audit for Government

## 1 MOU

PLACE partners with Government agencies responsible for mapping



## 3 SCALE

PLACE funds local companies at its own cost to collect all imagery. Aerial imagery is collected every 12 months and every 6 months for street level imagery. PLACE Labs processes and checks all data. Existing Government imagery can be put into PLACE Trust at no cost to Government



All data produced by PLACE is owned by Government. PLACE receives a license from Government to a copy of the data and puts it in the PLACE Trust for use by the PLACE Community

Organizations join the PLACE Community\* by agreeing to community principles of use

PLACE raises funding from our community through support contributions and data licensing fees



\* PLACE conducts a thorough know your customer (KYC) process for each organization applying to become a member of the PLACE Community. Data access is provided through a secure API. Members can be removed for violating terms and conditions of membership. We ask members to sign on to the Locus Charter.

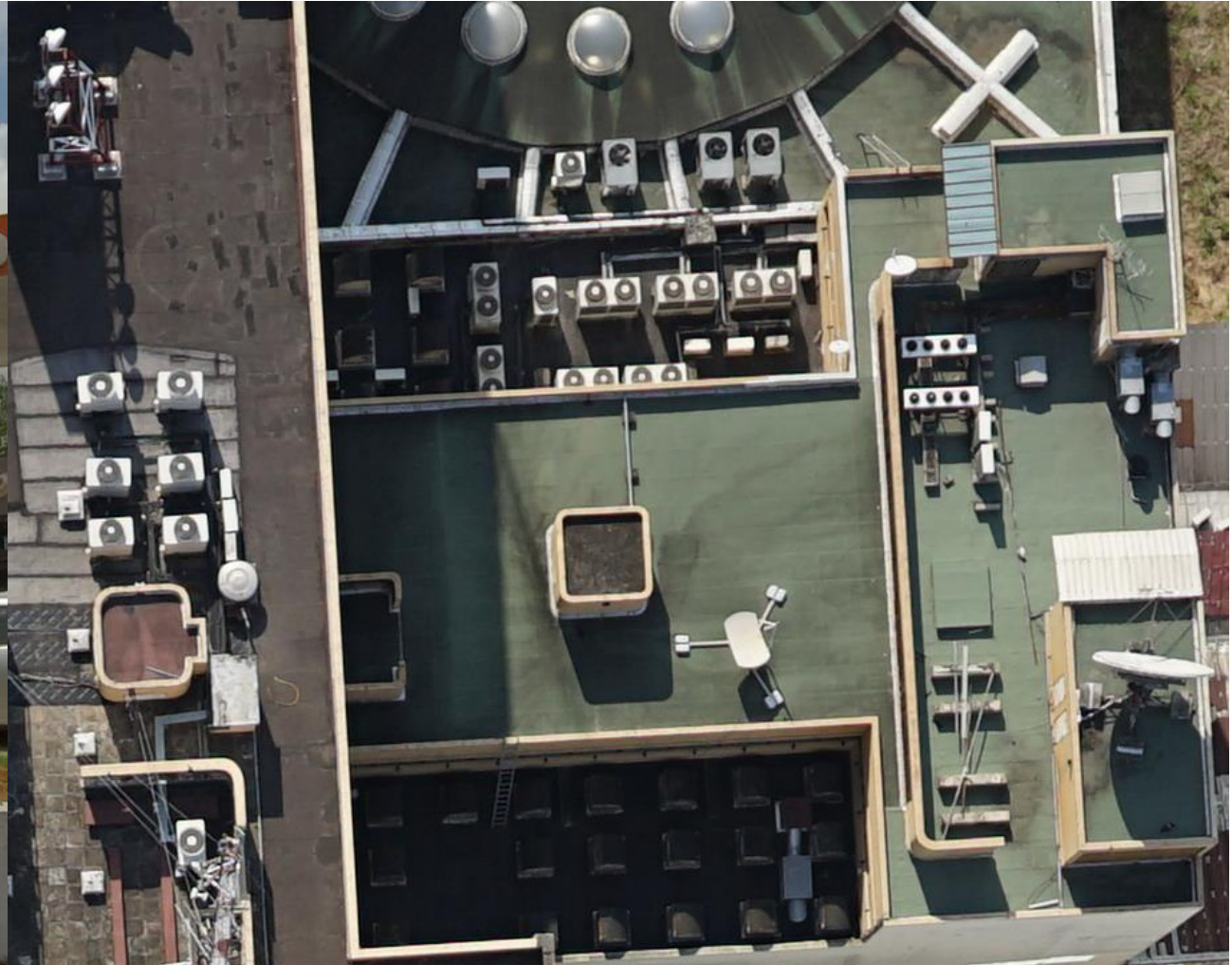
# OUR PRODUCTS

## PLACE Ground



360° high-definition street view imagery  
(Abidjan Nov 2021)

## PLACE Aerial



Ultra-high resolution (5cm GSD) precisely positioned  
(10cm) aerial imagery (Abidjan Nov 2021)



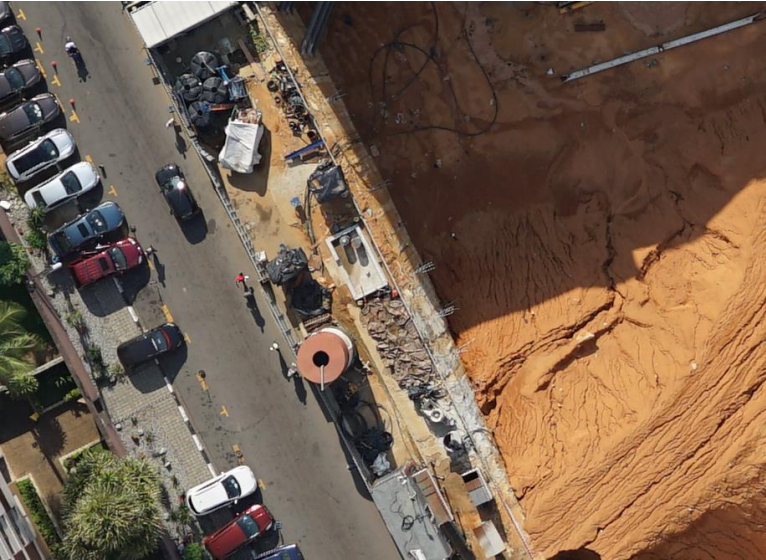
# PLACE Partner: BNETD in Côte d'Ivoire

- “PLACE is creating sustainable, membership-driven data trust that collects, processes, and stores high resolution and up-to-date geospatial imagery for mapping.”  
– **Fernand Bale, Directeur de CIGN**
- Helping BNETD to solve their main problems:
  - Data Availability  
Lack of accurate, up-to-date, reliable and repetitive data
  - Data Access  
Very expensive; inequal access to the Internet
  - Capacity Building  
To collect data, process & extract information
  - Finances  
Budgets constraints, cost prohibitive, and projects require revenue
- BNETD/CIGN have utilized PLACE data for a metro project, a project to enhance Cocody Bay to improve the living environment of the population





# ENDLESS POSSIBILITIES

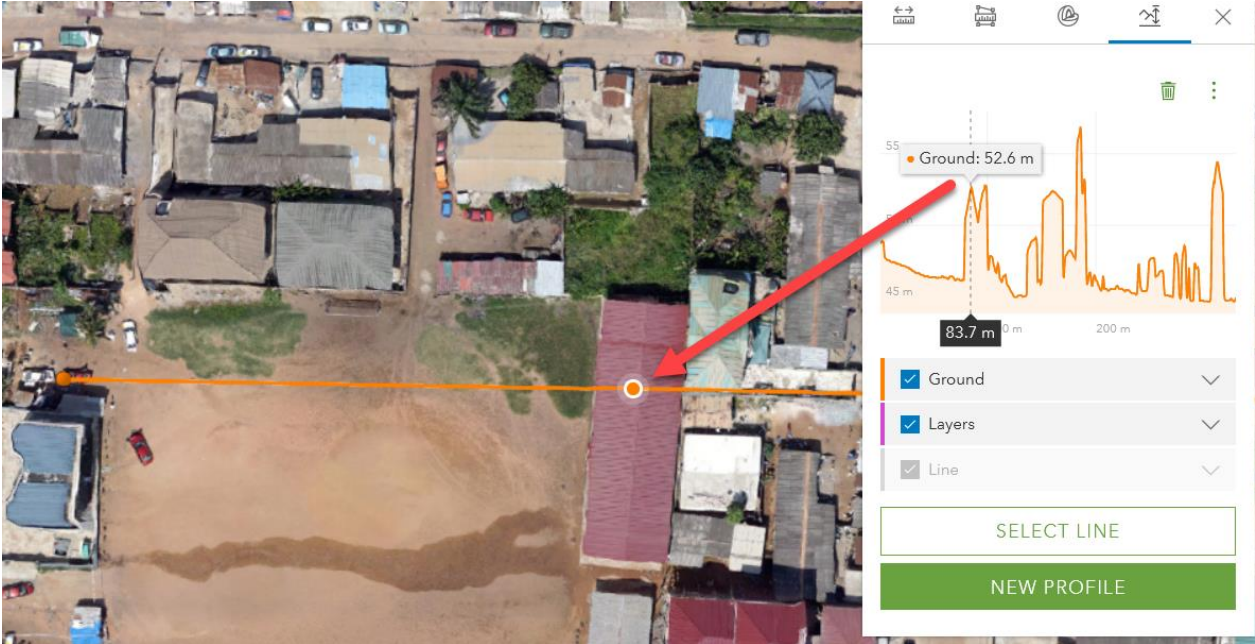


(L) and (R): PLACE data provides rapid update of the everchanging urban landscape (Abidjan)



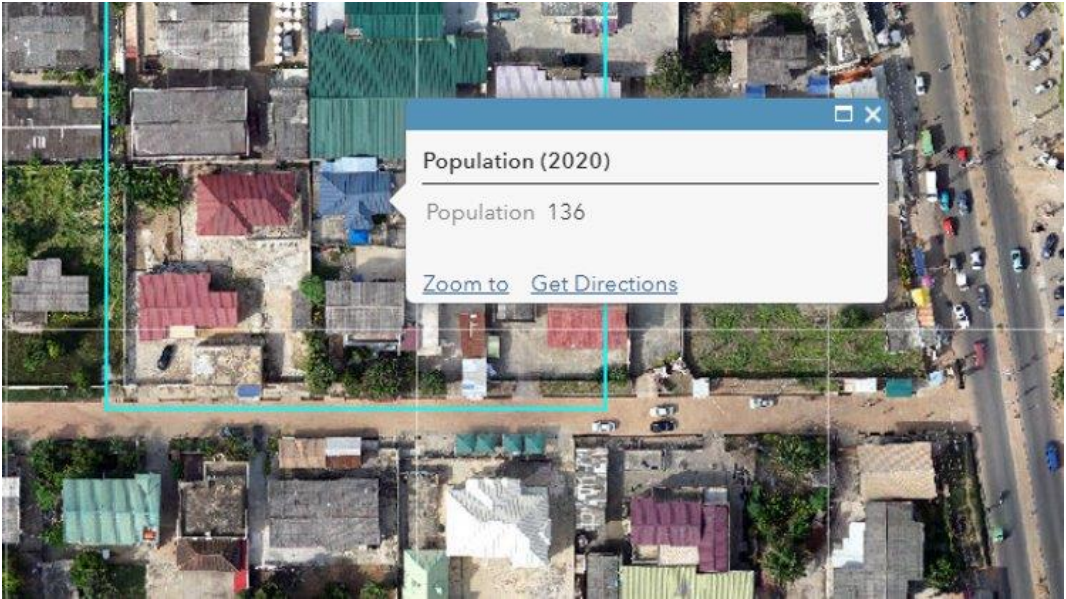
(L): Labeling and feature detection with 3D modeling by the World Bank in Accra, Ghana using PLACE data

(R) Elevation changes over two points as calculated on the fly using PLACE data in Dansoman, Accra, Ghana





# ENDLESS POSSIBILITIES

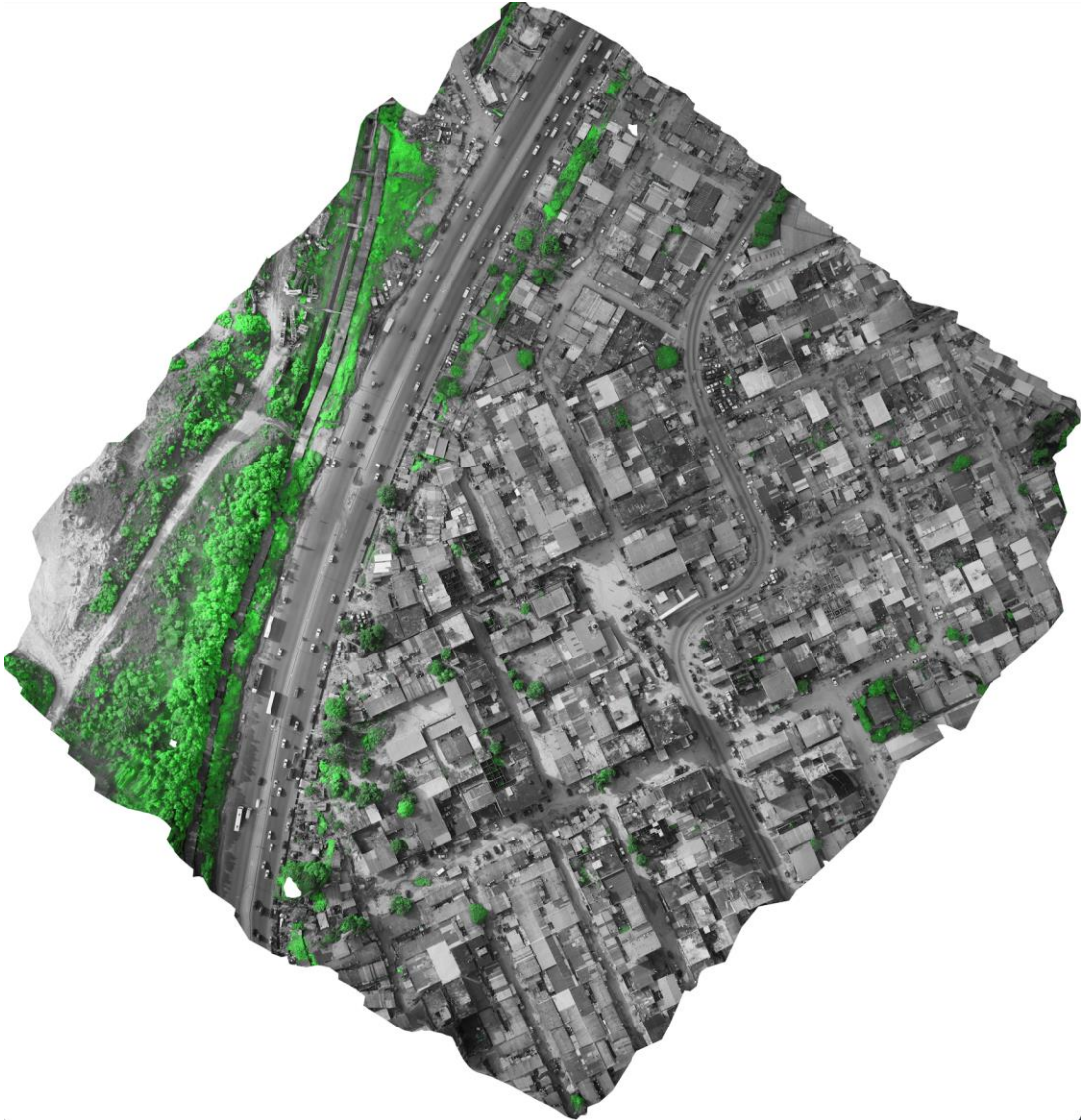


(L): PLACE data allows more detailed urban population modeling & analysis, Accra (WorldPop)



(L): PLACE data provides an updated base to plan road expansion and properties that would be affected (Abidjan geo-spatial analytics by Esri)

(Below) PLACE data allows machine learning to detect the location, condition and expanse of vegetation in an urban environment (Abidjan geospatial analysis by AtlasAI)







## FROM OUR PARTNERS

*“The primary concern that we have is updating our geographic information. Place has allowed us to make a significant leap forward by offering these tools and quality training. The place model is horizontal; it is an alternative partnership model in which we work side-by-side. From the start, we worked together on the areas of interest we had”*

*Fernand Bale, Director of CIGN/BNETD (National Mapping Agency of Côte d'Ivoire)*

*“Place is a very insightful and practical program. It really helps our day-to-day activities and broadened our knowledge”*

*Exec Director CSIR-BRRI (Council for Scientific & Industrial Research, Building & Road Research Institute) Ghana*

# Global Fundamental Geospatial Data Themes



Global Geodetic  
Reference Frame



Addresses



Buildings and  
Settlements



Elevation and  
Depth



Functional Areas



Geographical  
Names



Geology and  
Soils



Land Cover  
and Use



Land Parcels



Orthoimagery



Physical  
Infrastructure



Population  
Distribution



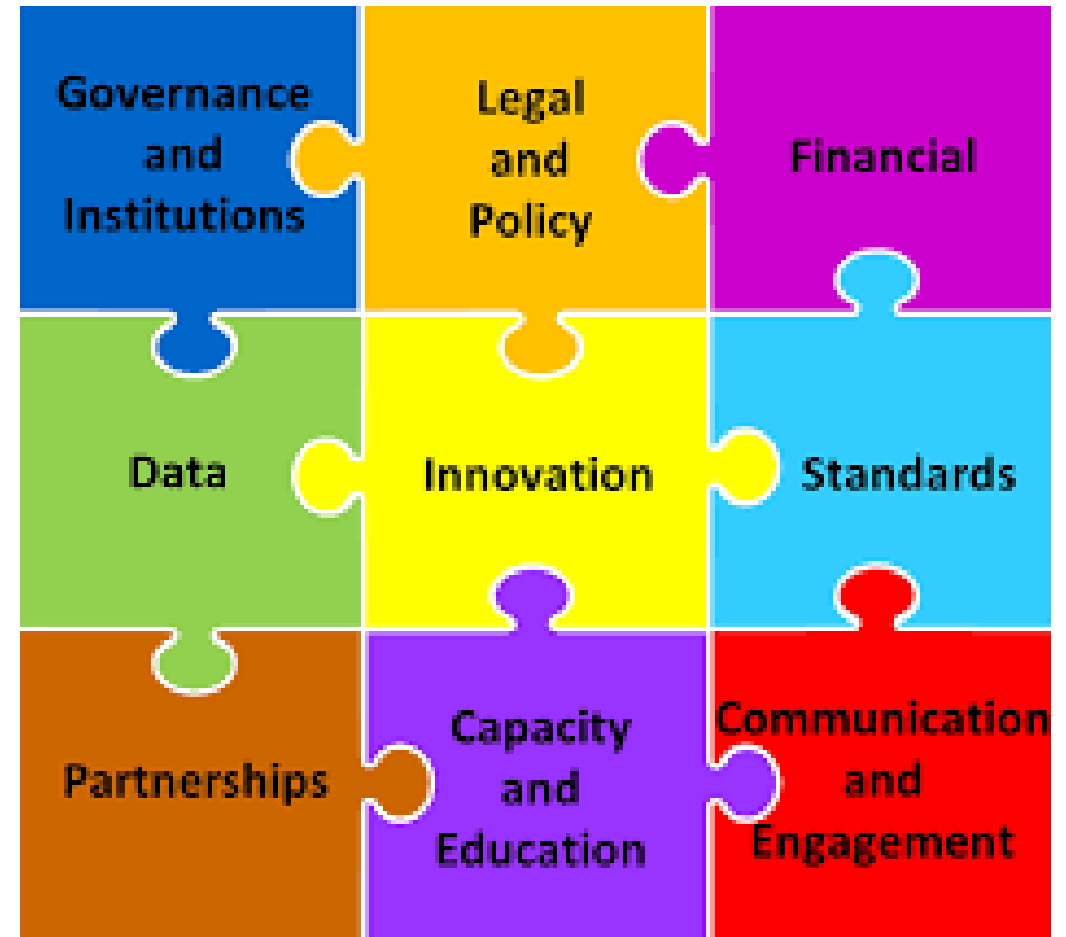
Transport  
Networks



Water

## HOW PLACE HELPS WITH IGIF

- Financial
- Data
- Innovation
- Standards
- Partnerships
- Capacity & Education
- Communication & Engagement





# JOIN US

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