



Advancing Sustainability Technology via the Accelerator Model

August Ritter, Program Director, The Nature Conservancy

CATALYZE MARKET FOR SUSTAINABILITY TECH

**“The best minds of my generation are
thinking about how to make people
click ads, that sucks!”**

– Jeff Hammerbacher



**LEVERS
FOR
SCALE**



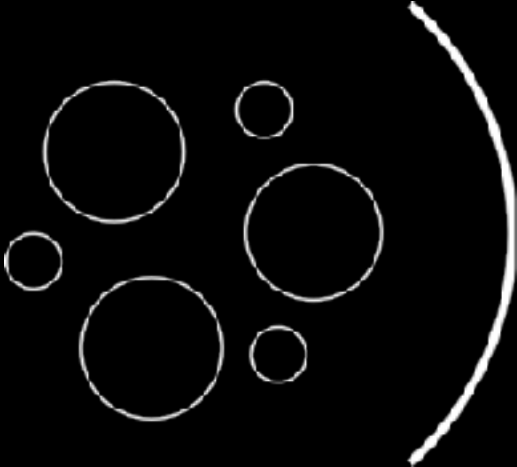


IN PARTNERSHIP WITH

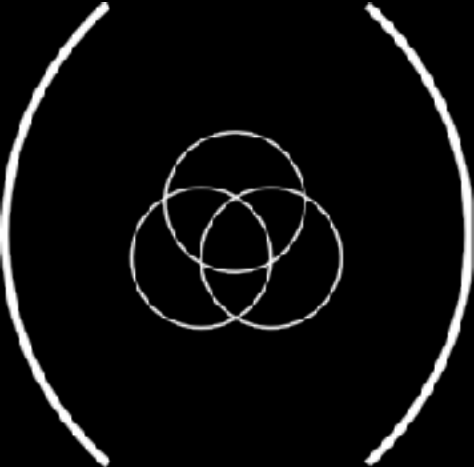
The Nature
Conservancy



**ONE
ACCELERATOR
PER YEAR
FOR 3 YEARS**



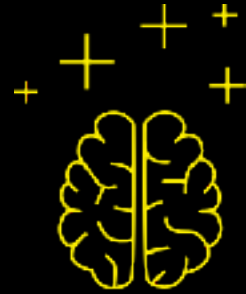
**Start-up
recruitment**



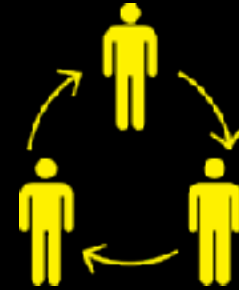
**Competitive
Selection process**



3 month accelerator



Leverage Our Expertise



Leverage Our Network

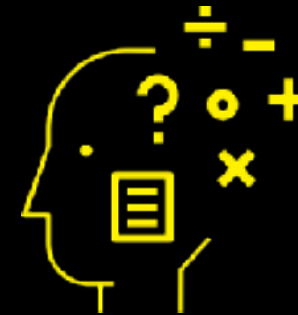
TNC'S ROLE



Investment



Pilot Technology



Learn



3

Pivots

6

Pilots

80%

Funding Goals



190

Investors

850

Attendees at Demo Day

Applications Open

Applications Close

Program Launch

Demo Day

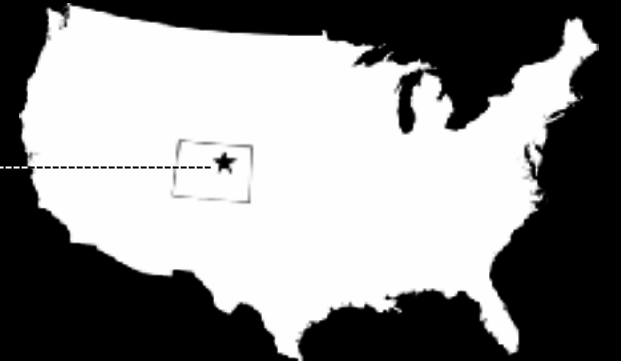
Jan. 7th

Apr. 7th

Jul. 29th

Oct. 30th

Denver, Colorado





Water Quality Remote Sensing

Ivan Lalović
Founder and CEO, Gybe



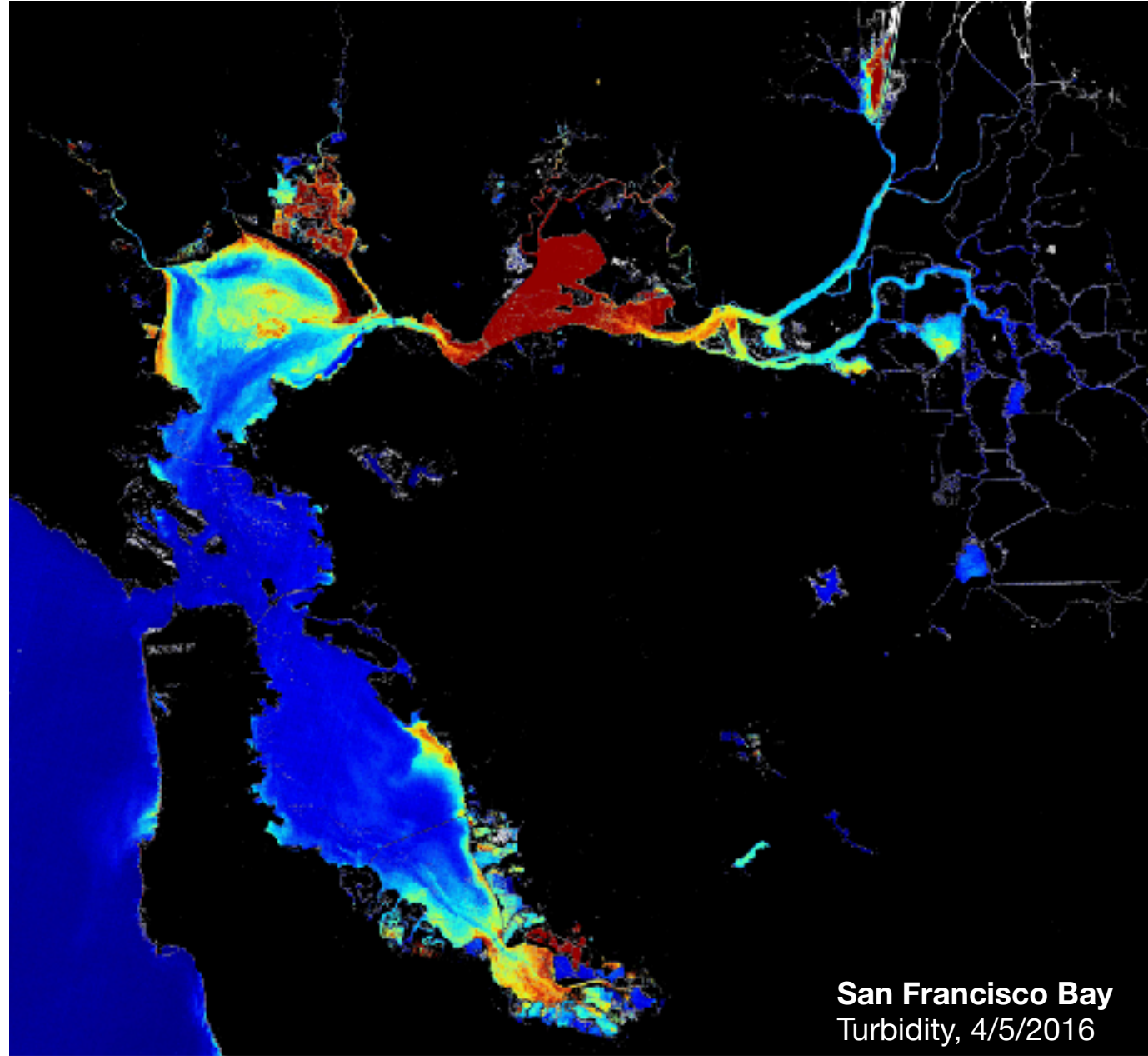
Gybe 

what we do?


Gybe helps customers monitor and manage water pollution

Customers: government agencies, NGOs, private sector, general public

How? Provide calibrated water quality information across the watershed / basin



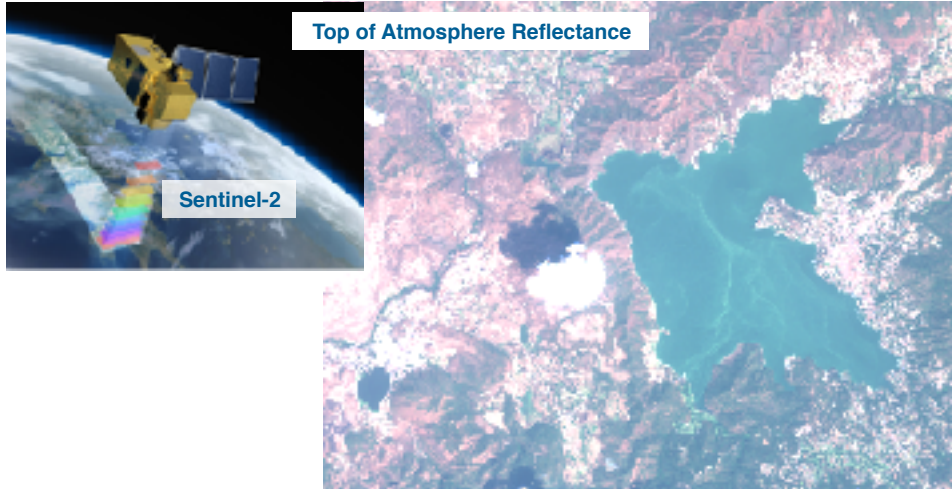
San Francisco Bay
Turbidity, 4/5/2016

Gybe 



Data to Information: Value Proposition

Public domain
**Earth
Observation
Satellites**

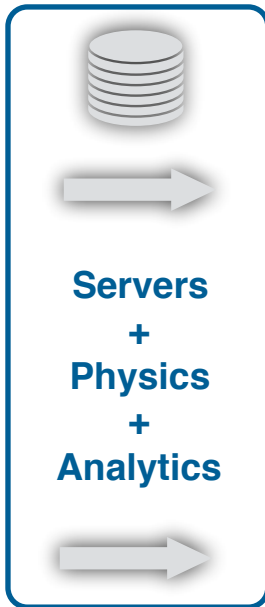


Gybe \approx

**Ground
Sensor
Network**

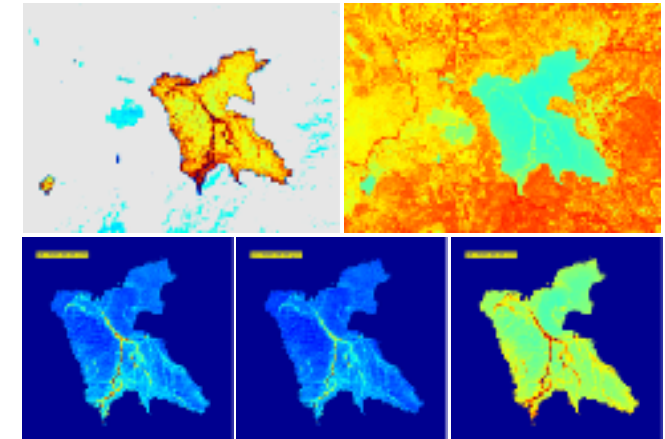


Gybe \approx

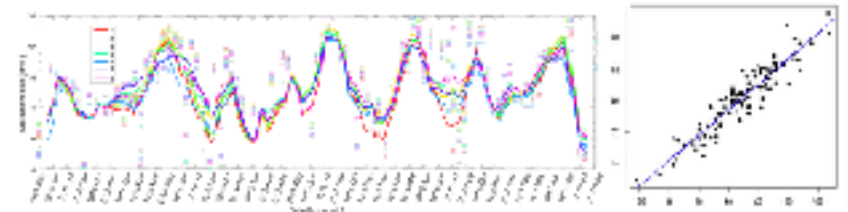


Product Maps: Water Quality

Sediments, Biological productivity (algae and aquatic vegetation), HABs, Dissolved Organics, Nutrients...



Regional Calibration / Tuning Regression, SVD, Machine Learning



Low-latency time-series and Calibrated Products



Water Quality Products (example)

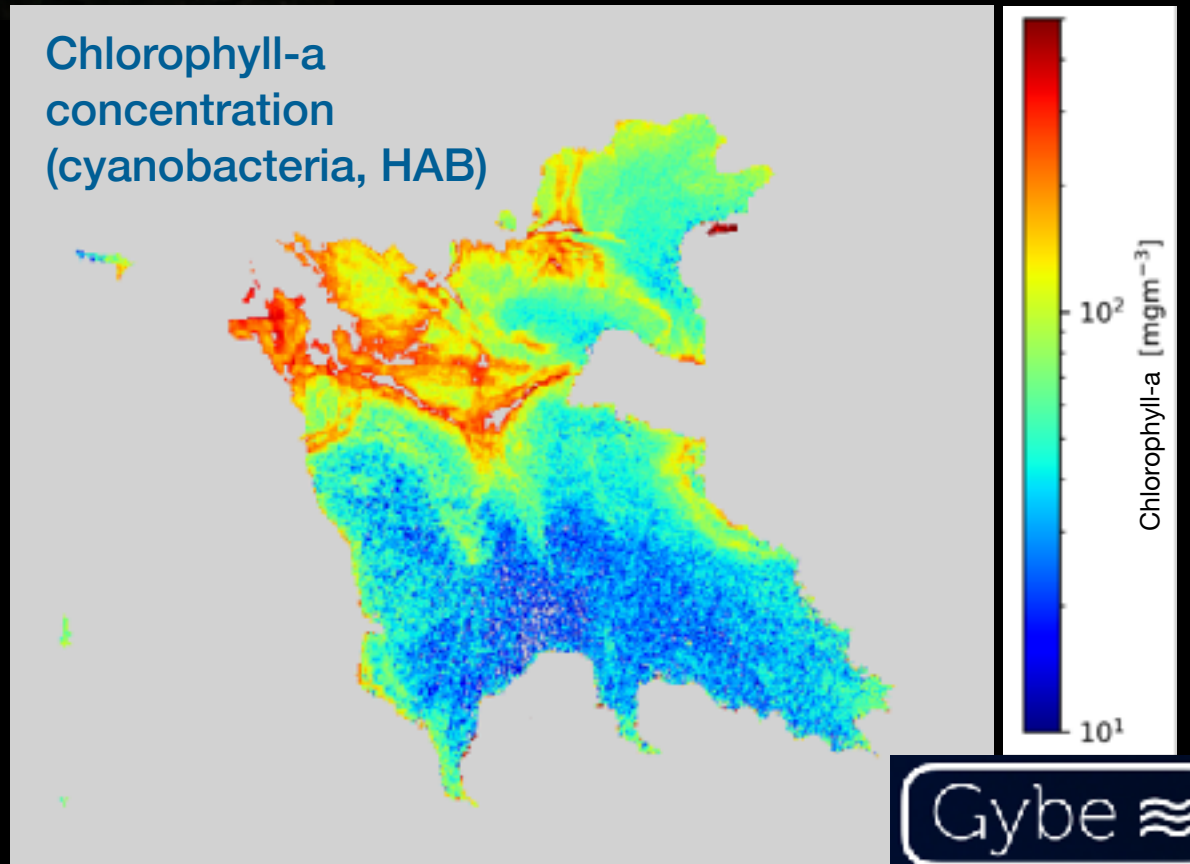


Automated data ingestion & processing

Vale de Bravo, Mexico



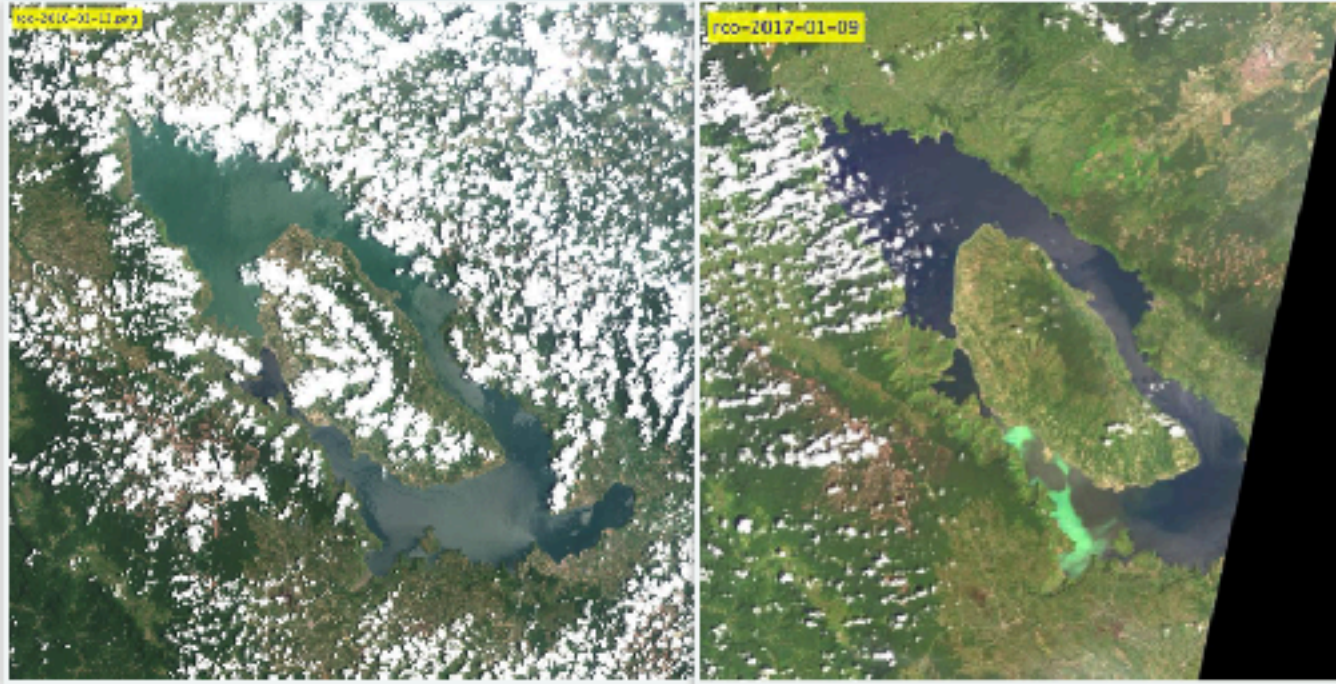
Chlorophyll-a concentration (cyanobacteria, HAB)



Landsat-8 and Sentinel-2A high resolution multi-spectral sensors showing water-quality spatial dynamics

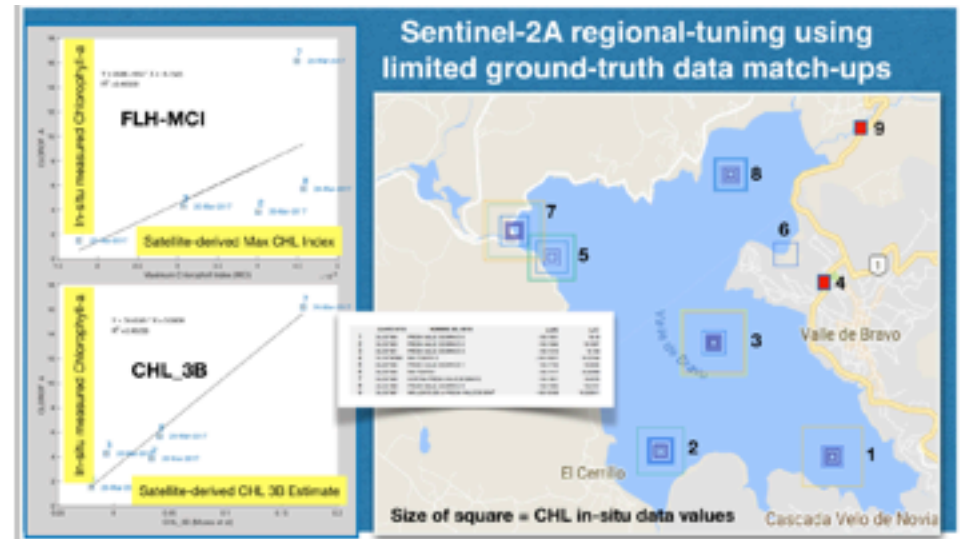
Sentinel-2A

Landsat-8

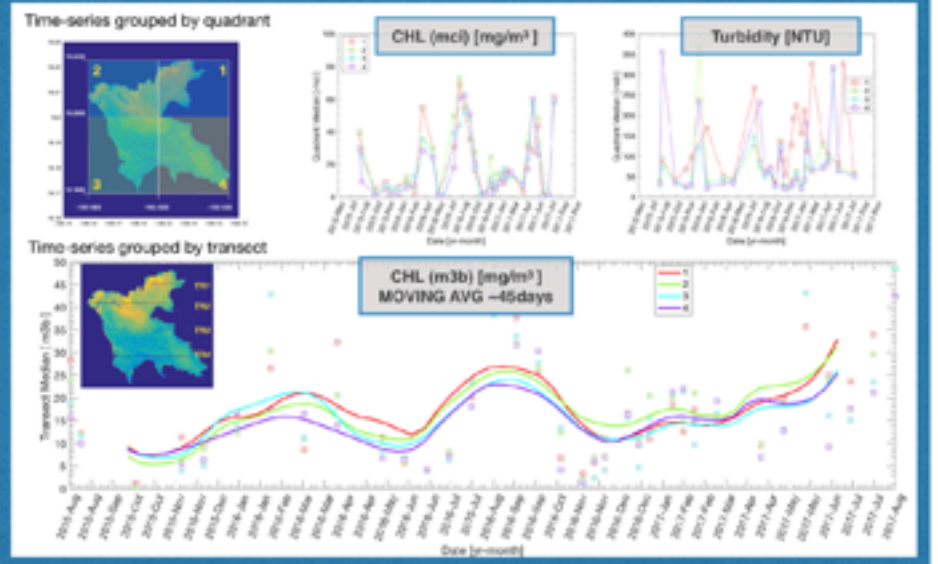


Case studies from Mexico, Uruguay, San Francisco Bay, Oregon and California Reservoirs, and Indonesia, and many more...

Courtesy of collaborators:
The World Bank, NASA, NOAA, USGS, Oregon State University, University of Maryland



Time-series show cyclical algal blooms in the Spring and late Summer and turbidity maxima generally during rainy season





Summary

Significant water quality information gaps exist

Water-resource management actions & conservation policy need quantifiable results

Accurate + Low latency +
Highly Synoptic (watershed / basin-level)

Gybe provides a scalable technology for calibrated measurement of water quality dynamics across rivers, basins and estuaries

Microcystin from Cyanobacteria Bloom
San Luis Reservoir, California 2018



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based on a decision of the German Bundestag



Social Networks: #WaterFunds



SUMMIT OF
WATER
FUNDS

THERE'S NO WATER TO WASTE