

TOWARDS A SPACE-POWERED ECONOMY

Company Pitches

Plastic-i

Plastic-i Observatory



James Doherty

CEO & Founder,
Plastic-i

THE
EARTHSHOT
PRIZE



Plastic-i



The Plastic-i Observatory:
Harnessing Space
Technology To End Ocean
Plastic Pollution



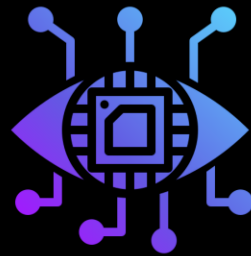
Solution

Satellite Imagery

Computer Vision & AI

Data Distribution

Global Pollution Observatory



BUSINESS
INCUBATION
CENTRE

United
Kingdom



20x

Data-Amplified Impact

 Plastic-i



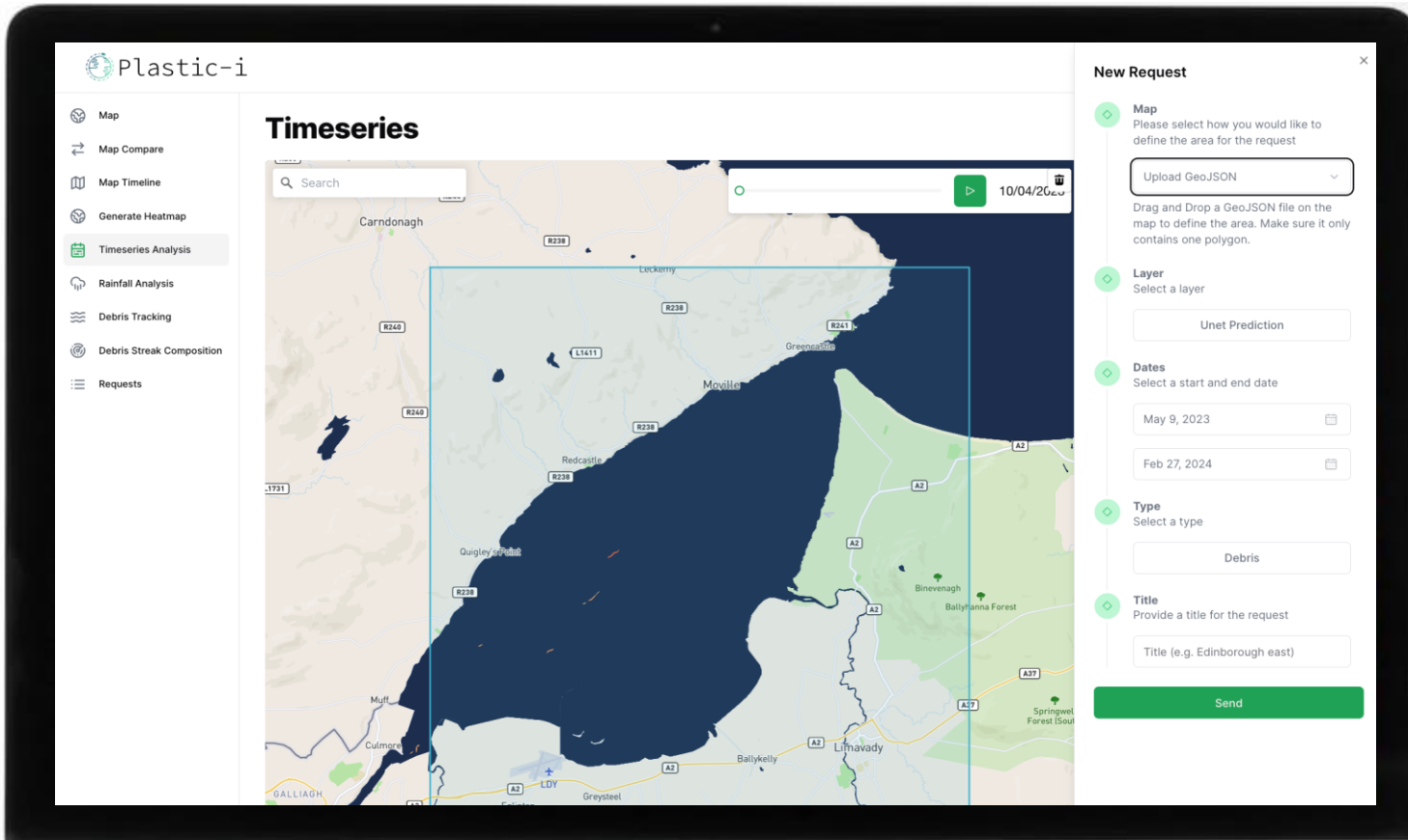
SCIENCE
BASED
TARGETS



Convention on
Biological Diversity



Test the Plastic-i Observatory



The screenshot displays the Plastic-i Observatory web application. On the left is a navigation menu with options: Map, Map Compare, Map Timeline, Generate Heatmap, Timeseries Analysis (highlighted), Rainfall Analysis, Debris Tracking, Debris Streak Composition, and Requests. The main area is titled 'Timeseries' and features a map of a coastal region with a blue polygon overlaid. A search bar and a date selector (10/04/2024) are at the top of the map. On the right, a 'New Request' form is open, containing the following fields:

- Map:** Please select how you would like to define the area for the request. Includes an 'Upload GeoJSON' dropdown and a drag-and-drop instruction.
- Layer:** Select a layer. Includes a 'Unet Prediction' button.
- Dates:** Select a start and end date. Includes date pickers for 'May 9, 2023' and 'Feb 27, 2024'.
- Type:** Select a type. Includes a 'Debris' button.
- Title:** Provide a title for the request. Includes a text input field with the placeholder 'Title (e.g. Edinborough east)'.

A green 'Send' button is located at the bottom of the form.



<https://observatory.plastic-i.com>