Esri Startup Zone (SUZ)

The Esri Startup Zone (SUZ) is a unique area hosted by the Esri Startup Program, featuring the work of emerging businesses working in emerging markets. These companies have integrated ArcGIS within their products to improve workflows, deliver better services, and meet current mandates. You can benefit from their knowledge and experience as you interact with CEO's, technical leads, developers, and a wide range of specialists who will present their innovative solutions and showcase their many projects. Join this passionate community and learn how they are leveraging GIS for their business and how it can benefit you, esri.com/fedgis.

Special Events to Meet the Startups:
- Wednesday, February 24, EXPO 12:30 pm – 6:30 pm
- Thursday, February 25, EXPO 10:45 am – 4:00 pm
  - Networking Reception at the Smithsonian National Museum: 6:30 pm - 9:30 pm

Startup Zone Exhibitors:

Startup Zone Exhibitors: *Alphabetically, with industry focus*			
Company	**Industry**	**Description**	**Booth**
DataCapable	Electric/Gas Utility & Telecommunication	DataCapable: Social Data Meets Mapping Technologies - Interact with the digital customer over SMS, MMS, Social, and Real Time Video.	Z3
FireWhat, Inc	Public Safety/Emergency Management/Fire	FireWhat, Inc. is a GIS and technology development company that deploys mobile GIS trailers to disasters, develops web GIS tools for agriculture and water organizations, and publishes the premiere wildfire data feeds in the US.	Z6
Mapillary	Location-based Services	Mapillary is a street view alternative which uses computer vision to instantly turn photos taken with any device into 3D maps. With mobile phones and consumer-grade cameras, government agencies can create virtual landscapes to manage assets, infrastructure, and environmental data. With automated detection tools, our platform can extract and measure objects (e.g., traffic signs) for GIS use. Mapillary is ideal for projects which require recent coverage and frequent updates in transportation, forestry, disaster relief, environmental protection and more.	Z4
Snaptrends	Defense/Intelligence	Snaptrends location-based social media monitoring software empowers organizations to visualize social conversations by capturing and analyzing social media content in any specified geographic location automatically so finding what matters is simple.	Z2
Transit Labs	Transportation/Fleet Management	Transit Labs is a transportation analytics startup moving people and goods faster and cheaper. We provide comprehensive data acquisition and analytics across modes of transportation to optimize transportation.	Z5
UtiliSync	Public Works & Water/Wastewater/ Stormwater	UtiliSync is a mobile app that attaches forms to your GIS data. Complete inspection and asset management forms 75% faster!	Z8
what3words	Location-based Services	what3words enables easier addressing in ArcGIS. Everyone, everything & everywhere now has a simple address.	Z1

SUZ Demo Theater

Wednesday, February 24			
Time	Company	Presentation Title	Presentation Description
1:00 pm–1:30 pm	DataCapable	A Social Nation: Geo-Intelligence from Social Data	Social data provides contextual awareness of events impacting our nation; energy, security, weather, economic, and public health. Learn how DataCapable is empowering customers with non-traditional data, combined with the power of Esri.
2:00 pm–2:30 pm	Mapillary	Bring GIS Data to Life with 3D Maps from Photos	Capturing ground-level visuals from road quality to park infrastructure can be an expensive and protracted process. Learn how a new approach transforms photos from mobile phones into 3D maps for GIS work in transportation, forestry, and disaster relief.
3:00 pm–3:30 pm	what3words	what3words - 3 Words to Address the World	The world is poorly addressed; this is frustrating and costly in developed nations and in developing nations it can be life-threatening. what3words is a unique combination of 3 words that identifies a 3mx3m square, anywhere on the planet - we explore how GIS professionals around the world are using 3 word addressing to improve user experience, grow their businesses and save lives.
4:00 pm–4:30 pm	Snaptrends	Advancing GIS Through Social Media Intelligence	For years, GIS has been essential for understanding spatial and geographical data. This presentation will focus on how Snaptrends enhances GIS data with social media intelligence to help you visualize, interpret, and act on this vital information.
Thursday, February 25			
Time	Company	Presentation Title	Presentation Description
11:30 am–noon	FireWhat, Inc	The 2015 Wildfire Season, UAV's, Wildfires, and Real Time Tracking	The 2015 wildfire season will be remembered for the rapid and destructive fires across the western US burning over 9,400,000 acres. This past summer, FireWhat was fortunate to introduce real time two way GPS based tracking of firefighters, UAV Imagery by use of full motion video, and ArcGIS Online in a hostile firefight! Come join conversation and see the latest in Wildfire Response.
1:00 pm–1:30 pm	UtiliSync	How to Leverage Your GIS to Complete Forms on Mobile Devices	It is time consuming to fill out paper forms, and they are often not completed or filed correctly. Come learn how you can leverage your GIS system to complete forms (inspection, maintenance, etc.) on mobile devices using an exciting new app - UtiliSync!
2:00 pm–2:30 pm	Transit Labs	A Quest to Perfect Map-Driven Data Intelligence	Open data is unleashing opportunities throughout government and across the private sector. We know this data can be leveraged to optimize industry performance - but how do we get there? In this interactive session, we will dive into utilizing data to create the ideal map.

Engage with our Online Community:
- Twitter: @EsriStartups
- Instagram: @EsriStartups
- GeoNet: geonet.esri.com/groups/esristartups

Learn More or Apply to the Esri Startup Program: esri.com/startups

Interested in coordinating a meeting, questions? Contact: startups@esri.com