



EARTH DAILY

Everywhere. *EveryDay.*

Sam Loeff | Global VP Commercial Operations

Newfoundland, Canada



Manager Sales & BD, Canada
2005 – 2011

GM, Canada
2011 - 2015

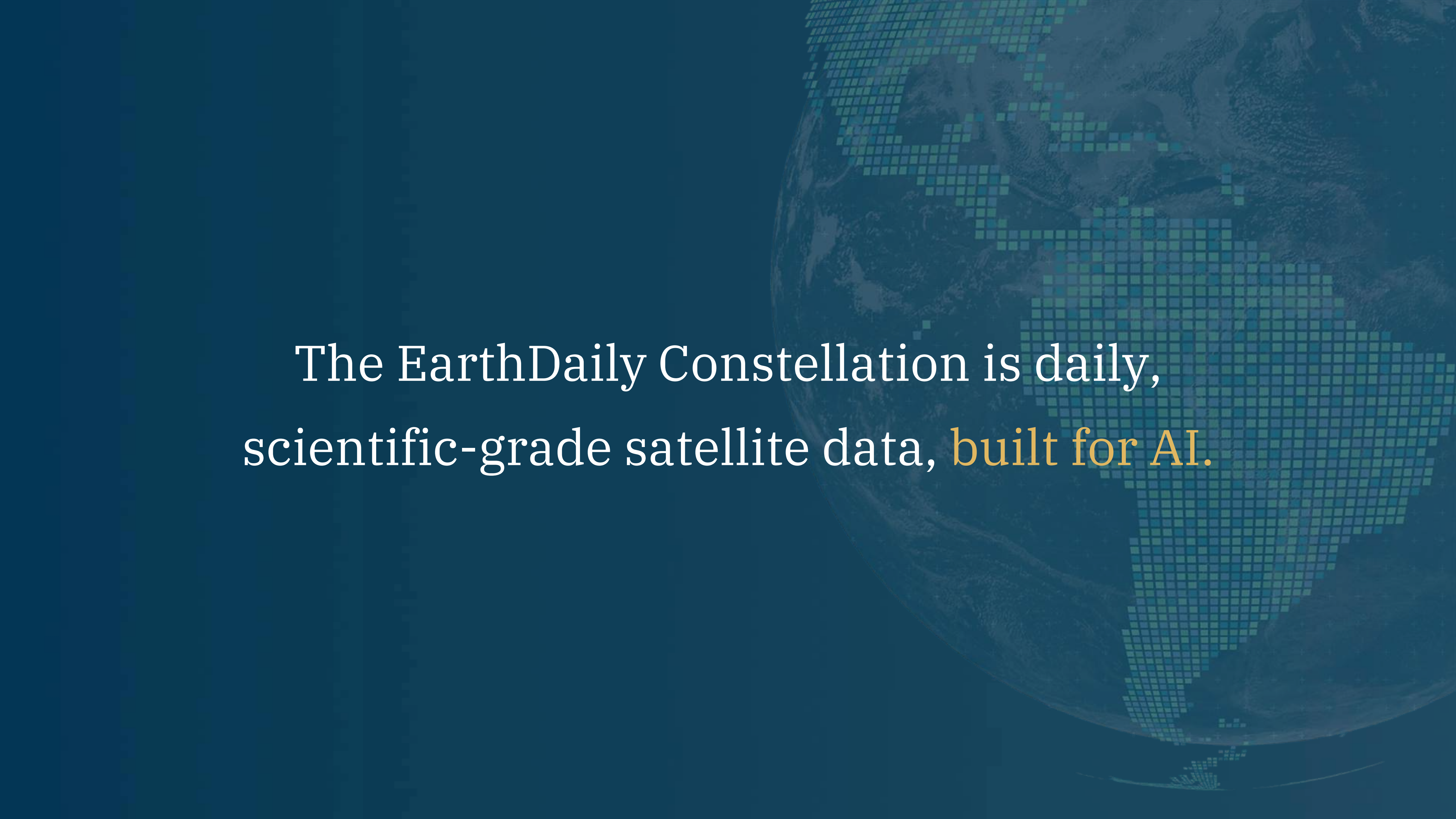


Commercial Director, Canada
2015 - 2022



Global VP, Commercial Operations
2022 -



The background features a dark blue, semi-transparent globe of the Earth. A grid of small, light blue squares is overlaid on the globe, creating a digital or data-like texture. The globe is positioned on the right side of the frame, with the text centered over it.

The EarthDaily Constellation is daily,
scientific-grade satellite data, **built for AI.**

EarthDaily is a Fully vertically-integrated company.

Upstream:

Capture Scientific
Grade Imagery



Midstream:

Automated
Processing at Scale



Downstream:

Data, Analytics
Products & Services



Daily, systematic coverage of Earth's entire land-surface.

30,000,000+ km² Daily open ocean coverage.

10 identical satellites.

5.0m Resolution

22 spectral bands: VNIR; SWIR; TIR



EarthDaily's Analytics Products & Services

Agriculture



Mining



Insurance



Market Intelligence



Government / D&I



Forestry



EarthDaily data fuels analytics across industry verticals.

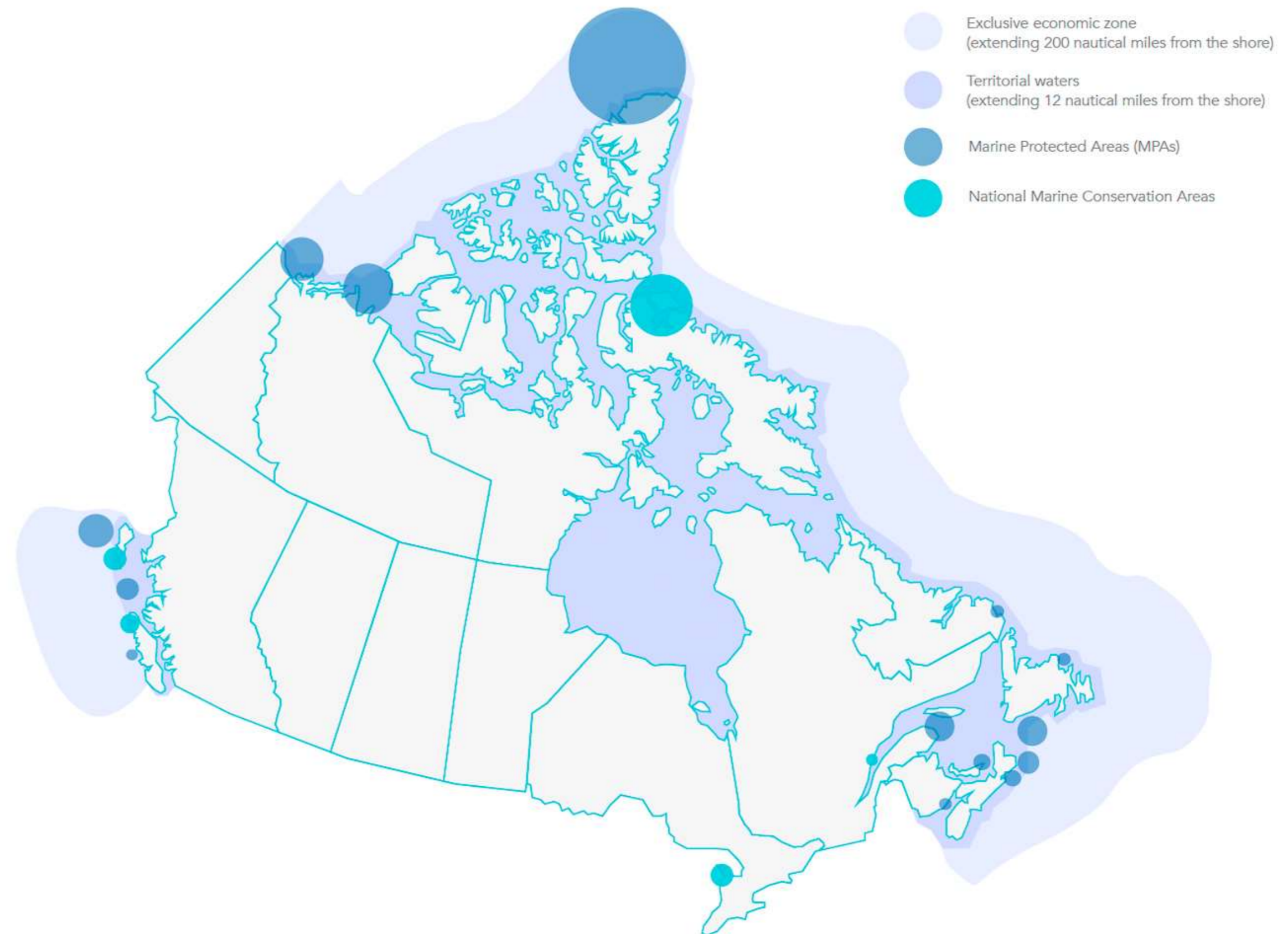
Largest coastline in the world.

Monitor Exclusive Economic Zone.

Maintaining Arctic sovereignty.

Supporting search & rescue.

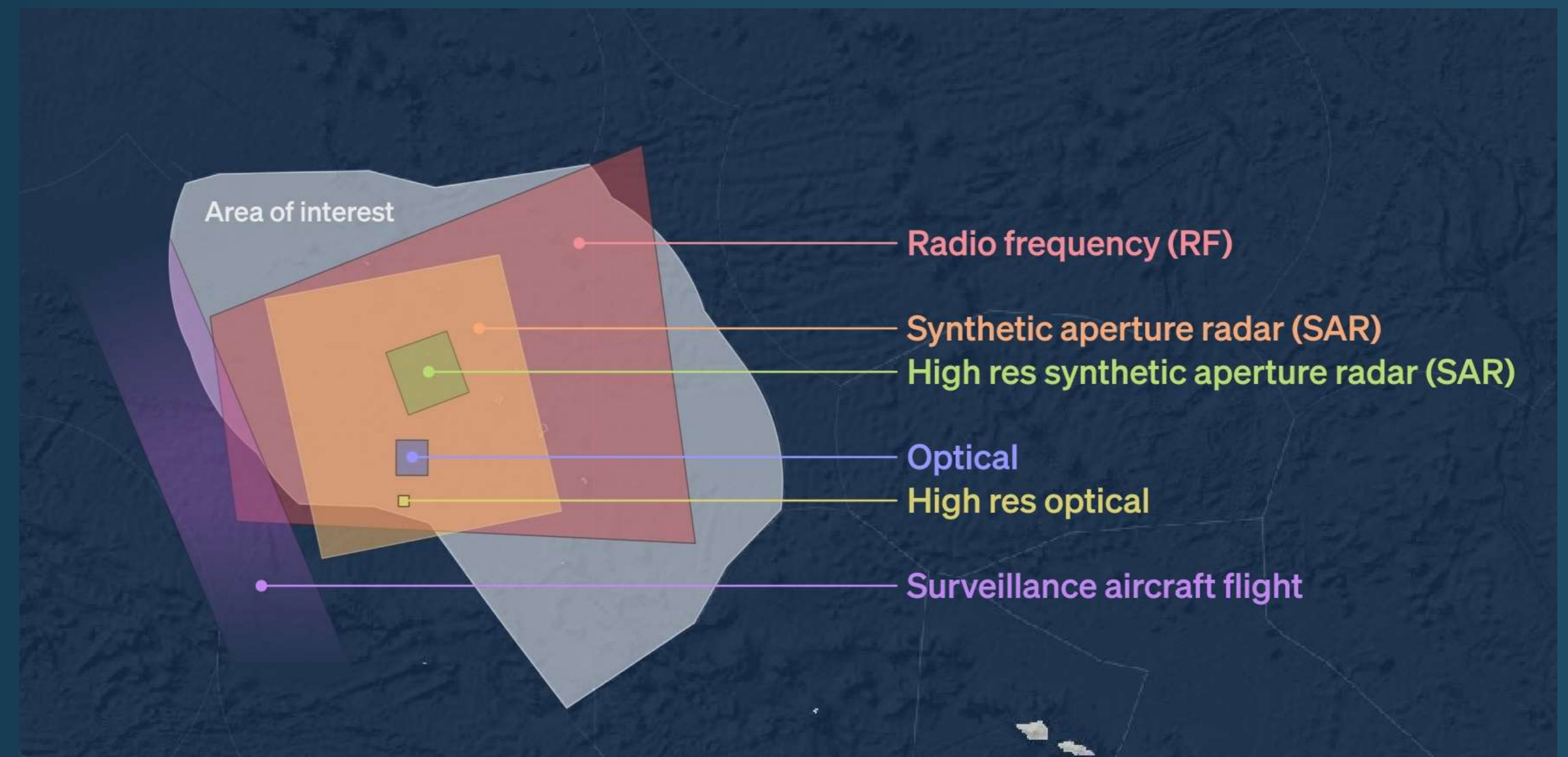
PROTECTED AREAS IN CANADIAN WATERS



Along with AIS (cooperative system), SAR and RF is the most widely used space-based remote sensing data in maritime security applications, while optical data generally serves as a complementary dataset.

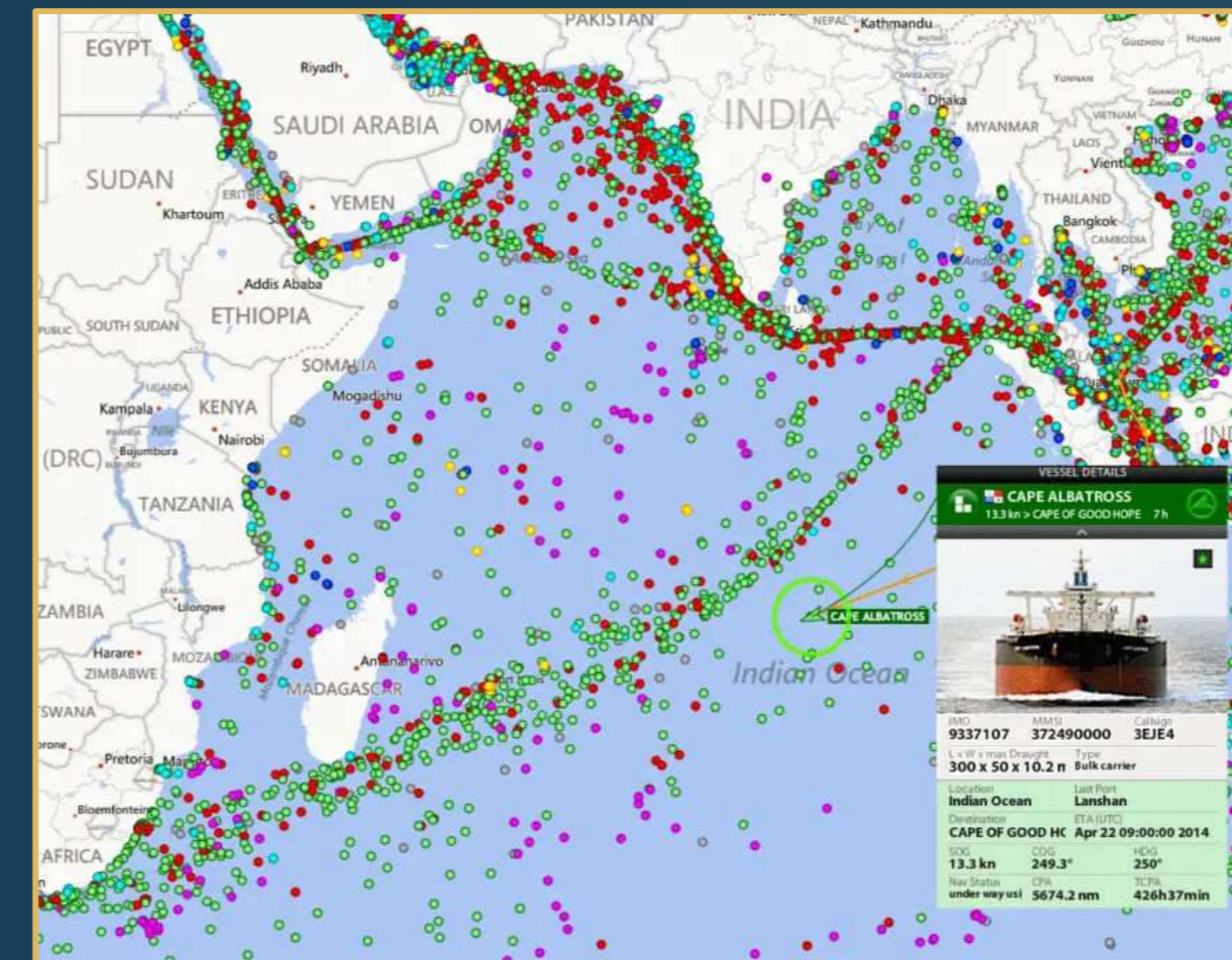
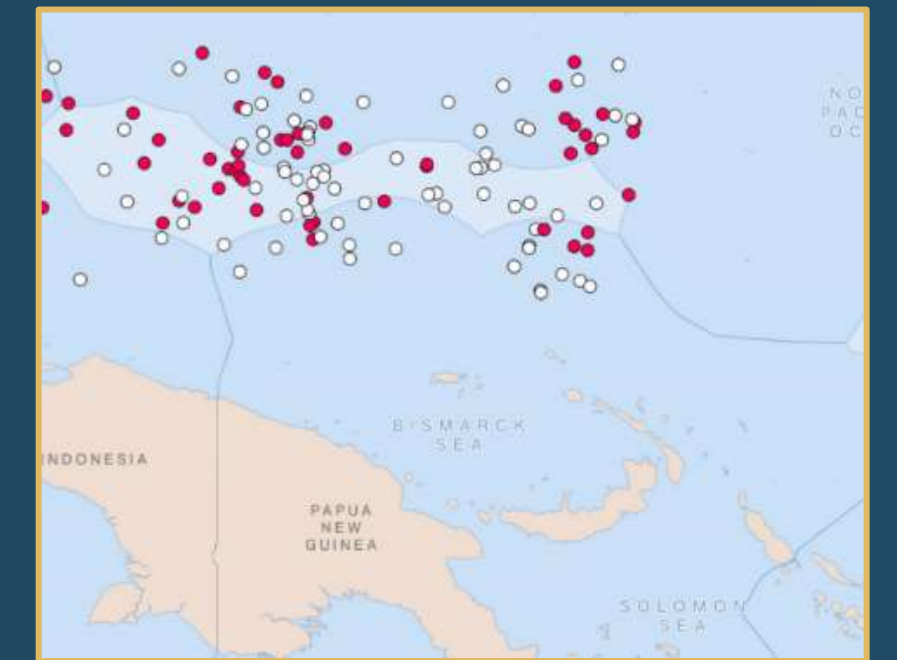
Optical data use in has historically been limited by:

- Collection capacity
- Cloud cover
- Latency



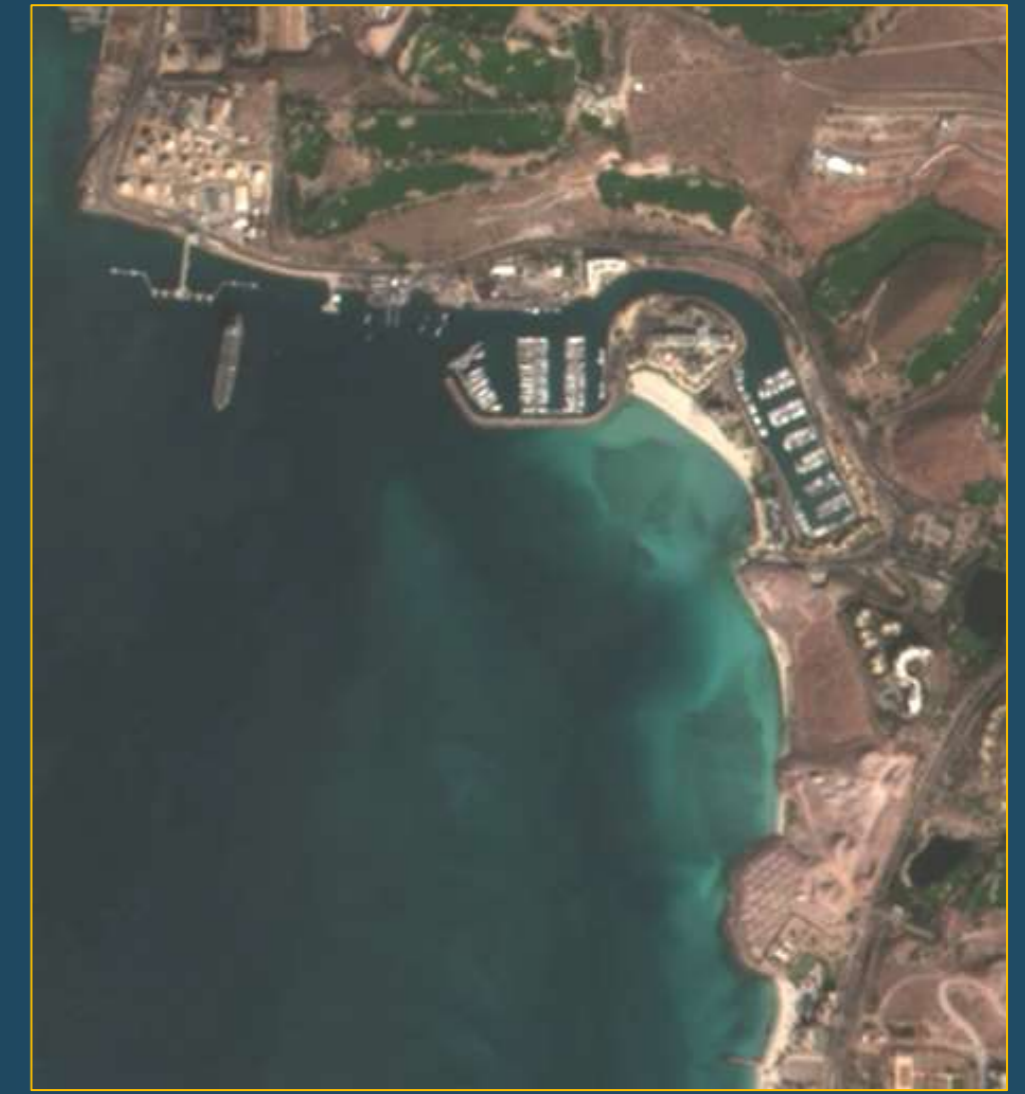
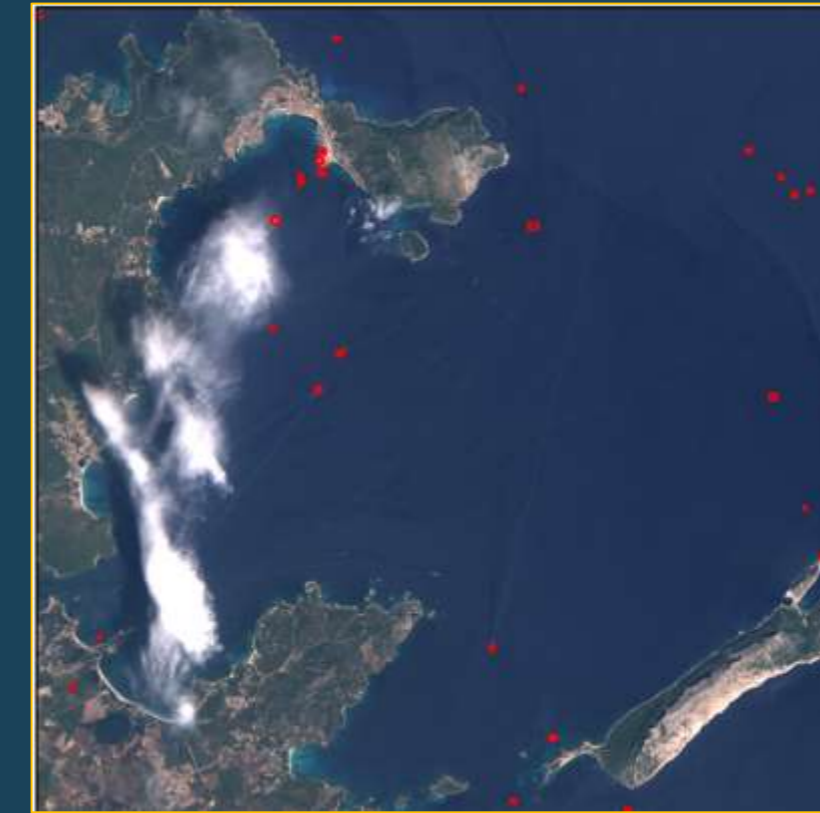
Challenges with AIS, SAR and RF

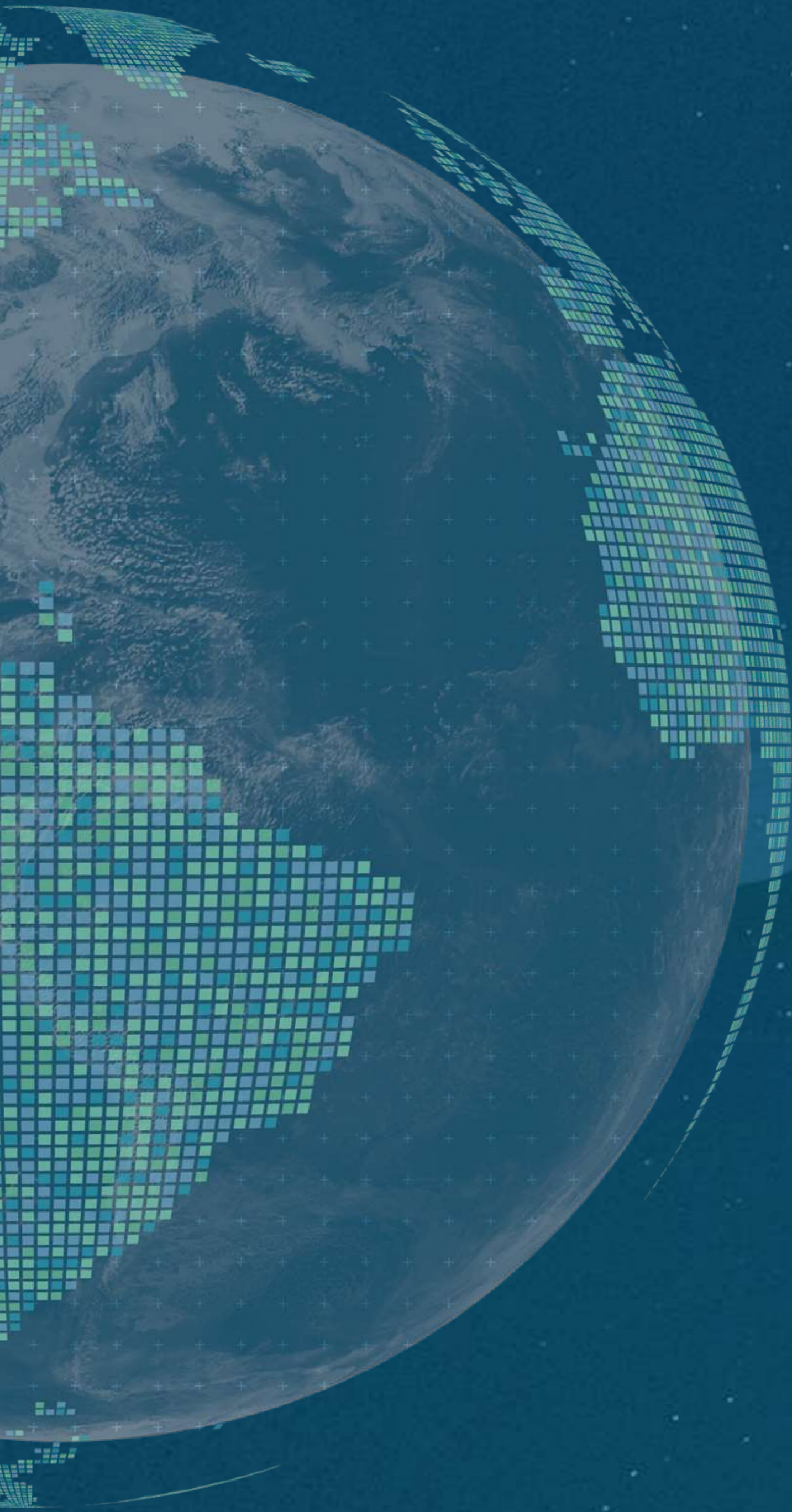
- **AIS:** spoofing, dark Ships and identity manipulation.
- **SAR:** can miss vessels with low radar cross section (RCS); false positives.
- **RF:** signal interference near coastlines; vessels can operate with RF silence.



New satellite optical remote sensing systems are coming to market with capabilities that allow them to be more useful for maritime security applications than ever before.

Challenge	Addressed by Optical
Dark ships	Visible hulls, wakes
Vessel ID	Clear visual + spectral signatures
Activity detection	Thermal IR + material cues
False positives	Clean visual discrimination
Ports & coastlines	True geometry + daily change
Illicit behavior	Detects all vessels, all behaviors
Communicating findings	Human-interpretable evidence





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Thank you.