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**FAQ’s: Point 97**

Q. *What is Point 97?*

A. Point 97 (“nine-seven”) is a new, high-tech startup pushing the frontier for ocean planning and management decision support tools. Point 97 creates state of the art ocean data visualization and analysis tools that are powerful and easy to drive, well tuned to serve local needs and identify solutions for today’s ocean management challenges. Point 97 helps partners and clients strengthen coastal communities and ocean ecosystems, bridge different ocean user perspectives, and implement management decisions in a collaborative and transparent way.

Q. *How did Point 97 begin?*

A. Point 97 is the first high-tech, for profit spin-off of Ecotrust, a nonprofit based in Portland, Oregon focusing on creating social equity, economic opportunity, and environmental well-being. Point 97 grew out of the discovered need for accurate and collaborative marine mapping and data collection.

Q. *Why is it called Point 97?*

A. 97% of the earth’s water is in the ocean.

Q. *How will Point 97 and its technologies help marine and coastal communities?*

A. Thousands of communities and millions of people across the globe rely on coastal areas for their livelihoods, and that need is only growing. Governments are trying to set policies, but are discovering there is little data on who is using the ocean, where and why. Part of the solution for a sustainable approach to helping grow coastal economies is collecting accurate information. Point 97’s software and digital tools create a user-friendly application for the ‘boots-on-the-ground’ in our coastal communities, while streamlining the data collection on the back end. That data is then shared on a beautifully displayed, interactive open platform, enabling all sides to collaborate on solutions.

Q. *What types of technology and packages do you offer?*

A. Marine Planner is software for desktop and mobile applications that operates on open source. It is highly customized for each region’s use. For example, MARCO (http://portal.midatlanticocean.org/portal/) is a data portal Point 97 built and rolled out to the Mid-Atlantic region to help gather information for the National Ocean Policy. The portal pulls together disparate data and provides a platform that equalizes various interests in the ocean, allowing different stakeholders to collaborate on decisions based on the same objective information.

Point 97 focuses on software development for data collection analysis and synthesis, while also providing onsite training so its partners can use and fully discover its benefits independently. Digital Deck™ for instance, is a paperless method for fishermen to keep a real-time, digital log of their catch. The information helps them plan and grow their businesses, while governments receive aggregated data on the health of that fishing zone.

Q. *What makes these technologies and strategies unique?*

A. Point 97 offers packaged technology delivered on an open source platform; digital tools; consultation and collaboration. The technology is highly customized for each region, use and nuance. The Point 97 team also delivers on-site training, putting digital tools into the hands of clients and users.

Q. *Who does Point 97 work with?*

A. Our partners include: fishermen, tribes, resource managers, recreationists, government, organizations such as the World Wildlife Federation (WWF), The Nature Conservancy, the United States Agency for International Development (USAID) and the National Oceanic and Atmospheric Administration (NOAA), with plans to scale to offshore energy development, shipping, mining, oil and gas, telecom, and insurance.

Q. *Who makes up the Point 97 team?*

A. Team Point 97 has many different backgrounds based in marine biology, natural resource management, fisheries, biology, environmental science, geography, tribal government, environmental law, computer science and GIS. The team is lead by CEO, Ruby Gates, a veteran of Portland, Oregon’s vibrant high-tech start-up scene.

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