# Dossier: GEOSITE INC.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,799,999.00

**Award Date:** 2023-05-04

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

GEOSITE INC. (formerly known as Orbital Insight) is a geospatial analytics company that leverages artificial intelligence and machine learning to extract actionable insights from satellite imagery, drone footage, and other geospatial data sources. Its primary business is providing real-time, large-scale monitoring and analysis of global economic, environmental, and security trends to government agencies, commercial enterprises, and non-profit organizations. GEOSITE aims to solve the problems of information overload and limited ground-based data collection by providing automated, scalable, and objective insights into global activity. Their unique value proposition lies in their ability to transform raw geospatial data into predictive intelligence, offering clients a competitive edge and enabling informed decision-making across diverse sectors.

**Technology Focus:**

* GO Platform:\*\* A proprietary, cloud-based platform designed for large-scale geospatial data processing and analytics. It supports ingestion, storage, and analysis of imagery from a variety of sources, including satellite, drone, and aerial.
* AI-Powered Analytics:\*\* Utilizes machine learning models for object detection, change detection, activity monitoring, and predictive analytics. Specific applications include monitoring global supply chains, tracking commodity flows, detecting deforestation, and identifying potential security threats. The platform claims to be able to analyze petabytes of data with high accuracy and efficiency.

**Recent Developments & Traction:**

* October 2022: Rebranded as GEOSITE INC.\*\* This reflects an evolved focus and expanded capabilities.
* April 2022: Awarded multiple contracts from the National Geospatial-Intelligence Agency (NGA).\*\* These contracts relate to commercial GEOINT data and analytics services, suggesting a continued strong relationship with the US government. Specific contract details were not fully disclosed, but represented significant revenue opportunities.
* January 2021: Series D Funding Round.\*\* Raised an undisclosed amount led by Sequoia Capital, signaling continued investor confidence.

**Leadership & Team:**

* Kevin O'Brien (CEO):\*\* Extensive experience in the geospatial and technology sectors, details of previous companies held were not readily available, but background emphasizes data analytics expertise.
* Information on other key leadership such as CTO, or President was not readily available via web search.

**Competitive Landscape:**

* BlackSky Technology:\*\* A satellite imagery and geospatial intelligence company offering real-time imagery and analytics. GEOSITE differentiates itself through its focus on AI-powered analytics and its platform's ability to integrate data from diverse sources beyond satellite imagery, although BlackSky is also increasingly incorporating AI into its analytics.
* Planet Labs:\*\* A satellite imagery provider. While Planet Labs primarily focuses on capturing and selling high-resolution imagery, GEOSITE focuses on deriving insights from that imagery and other data sources, giving it a competitive advantage in offering actionable intelligence.

**Sources:**

1. [https://www.geosite.ai/](https://www.geosite.ai/) (Company website)

2. [https://www.crunchbase.com/organization/orbital-insight](https://www.crunchbase.com/organization/orbital-insight) (Crunchbase profile - still lists company as Orbital Insight but provides funding and overview information)

3. [https://spacenews.com/geosite-nga-contracts/](https://spacenews.com/geosite-nga-contracts/) (Spacenews article regarding NGA contracts)