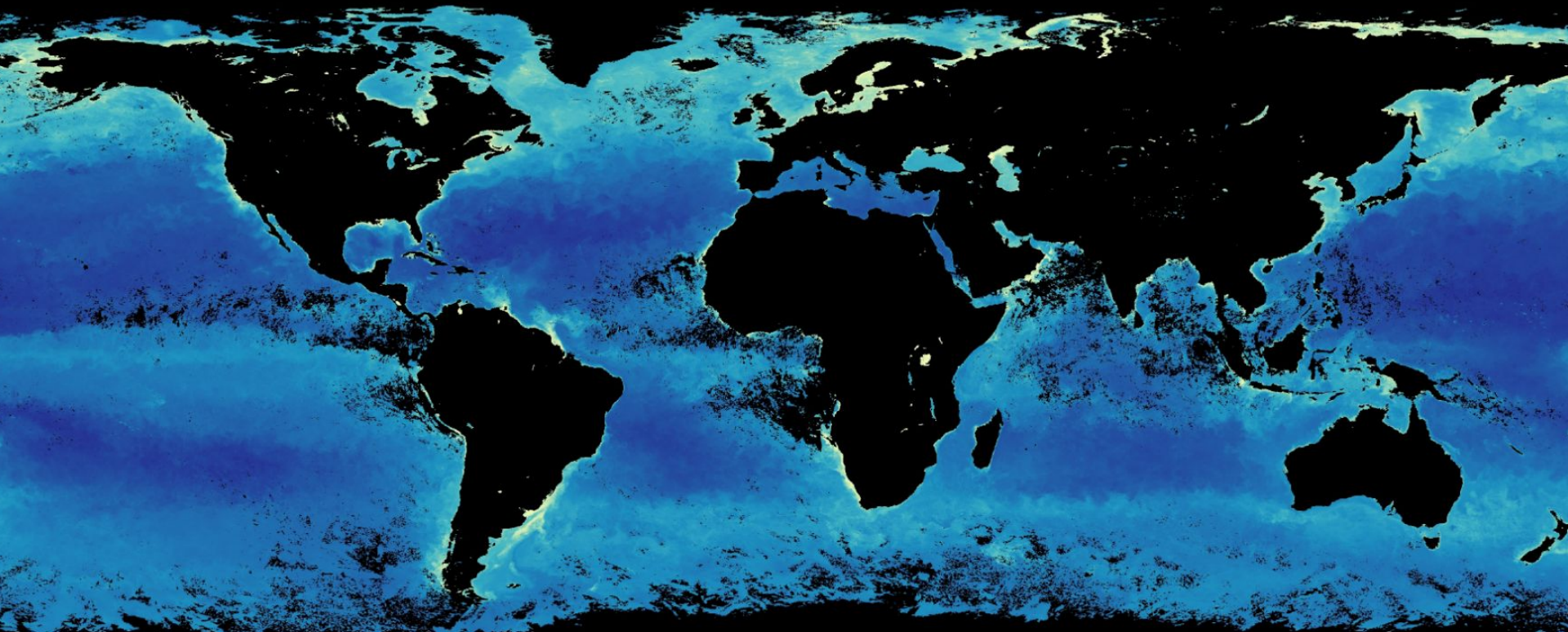
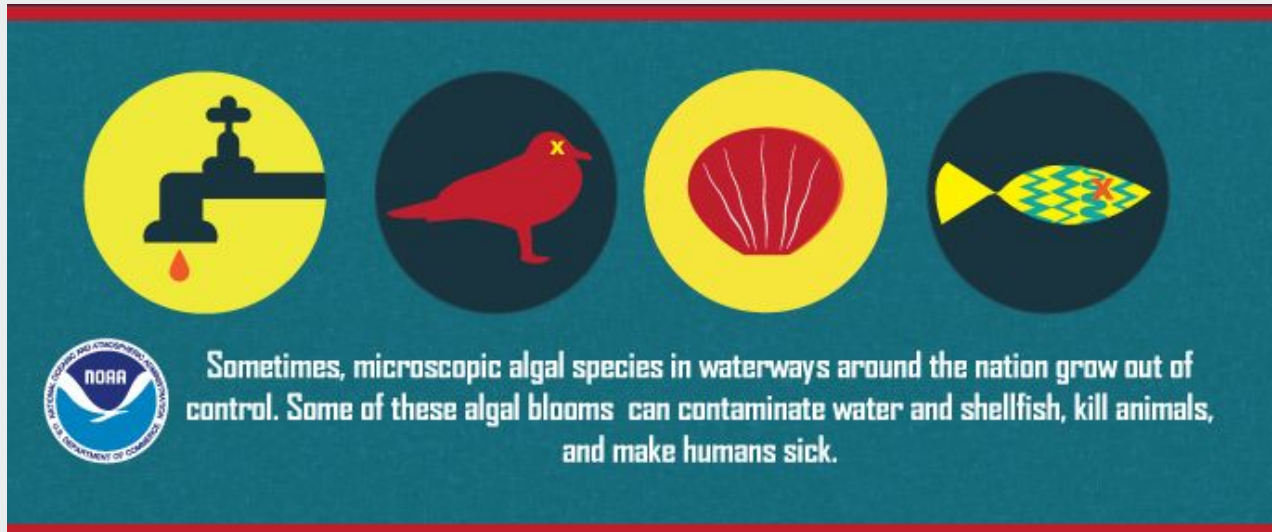


# To Bloom or Not to Bloom



# Introduction



- The fishing industry loses as much as **\$34 million a year** in USA.
- Cost **\$37 to \$47 million** in lost tourism revenue over two years In Ohio.
- Resulted in **\$0.5 to \$4 million** in hospital emergency department costs in Sarasota County.



# Causes:

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- Presence of nutrients (such as phosphorus, nitrogen, and carbon).
- Extreme events, such as floods, hurricanes, and droughts.
- Warmer than usual water temperatures.
- Sluggish water circulation.
- Wind and water currents.



# Data measure



AEROSOL OPTICAL THICKNESS  
AEROSOL PARTICLE RADIUS  
BATHYMETRY  
**CHLOROPHYLL**  
CLOUD FRACTION  
CLOUD PARTICLE RADIUS  
CLOUD OPTICAL THICKNESS  
CLOUD WATER CONTENT  
NITROGEN DIOXIDE  
SEA SURFACE TEMPERATURE  
WATER VAPOR

**Nowadays, all this data is misused!**



# It is possible to predict? **YES**



	NAO	SIM	Total
NAO	165965	3509	169474
SIM	379	5137	5516
Total	166344	8646	174990



Sensibility: **88%**

# How spread the information?

- API

Algae

Nossa Missão

Quem Somos

Galeria

Pesquisar

Pesquisar

## Localizar

Latitude

-23,4983

Longitude

-46,3347

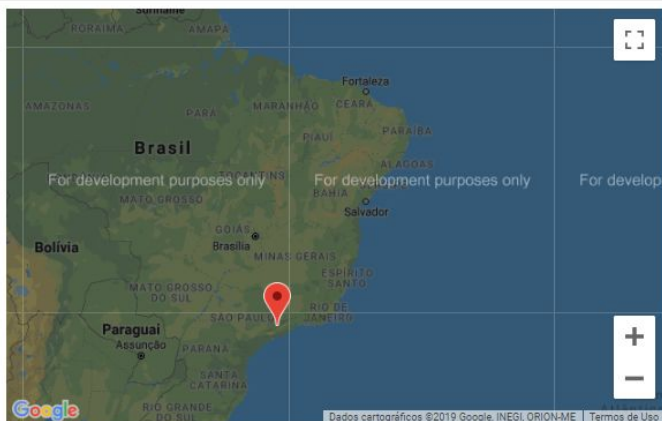
Localizar

Taxa de precisão:

88%

Qualidade da água:

Ruim



# Impact

Economic loss

Prevented cost:

**\$34mi per year**



Social

Public  
Health



Environment

System prevent  
management





# Which Market?



- People living in continental areas
- Fishing Industry
- NGOs and government

## Next steps...

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- Improve the precision satellite.
- Measure human action.
- Include fresh water sources.





# ALGARitmos

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