

The Wright Approach To Ocean Data

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Variation of Cost with Quantity
 $F = N^x$

Average Cost Ratio - $a/f = 1/F$

in Complete Airplane
(87%)

(90%)

Cost Ratio
1/F

←

above 80% Curve

(x=.322)

Material Purchased 88% Curve (x=.092)

Material "Raw" 95% Curve (x=.0732)



Apeiron Labs

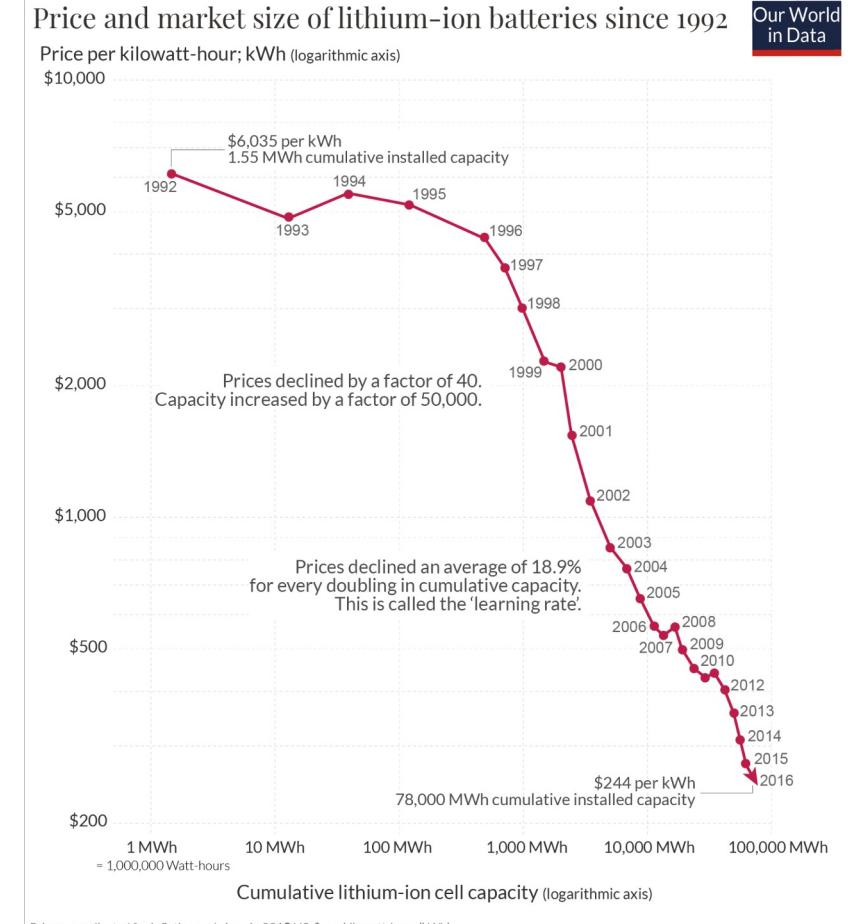
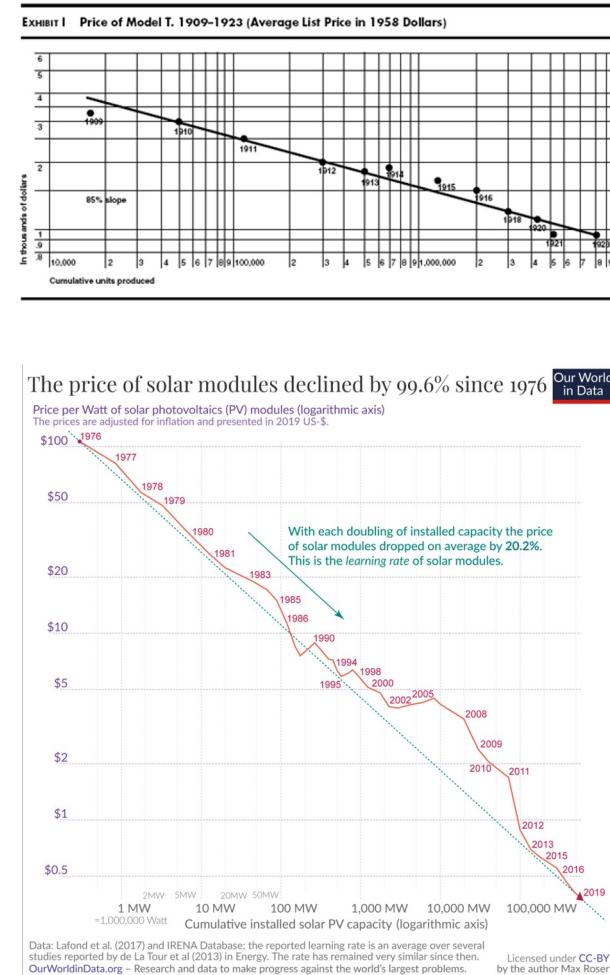
CONTEXT

Wright's Law and Experience Curves

2

Every doubling in the number of units produced causes the cost to drop by a fixed percentage

This percentage has typical values in the 10-30% range



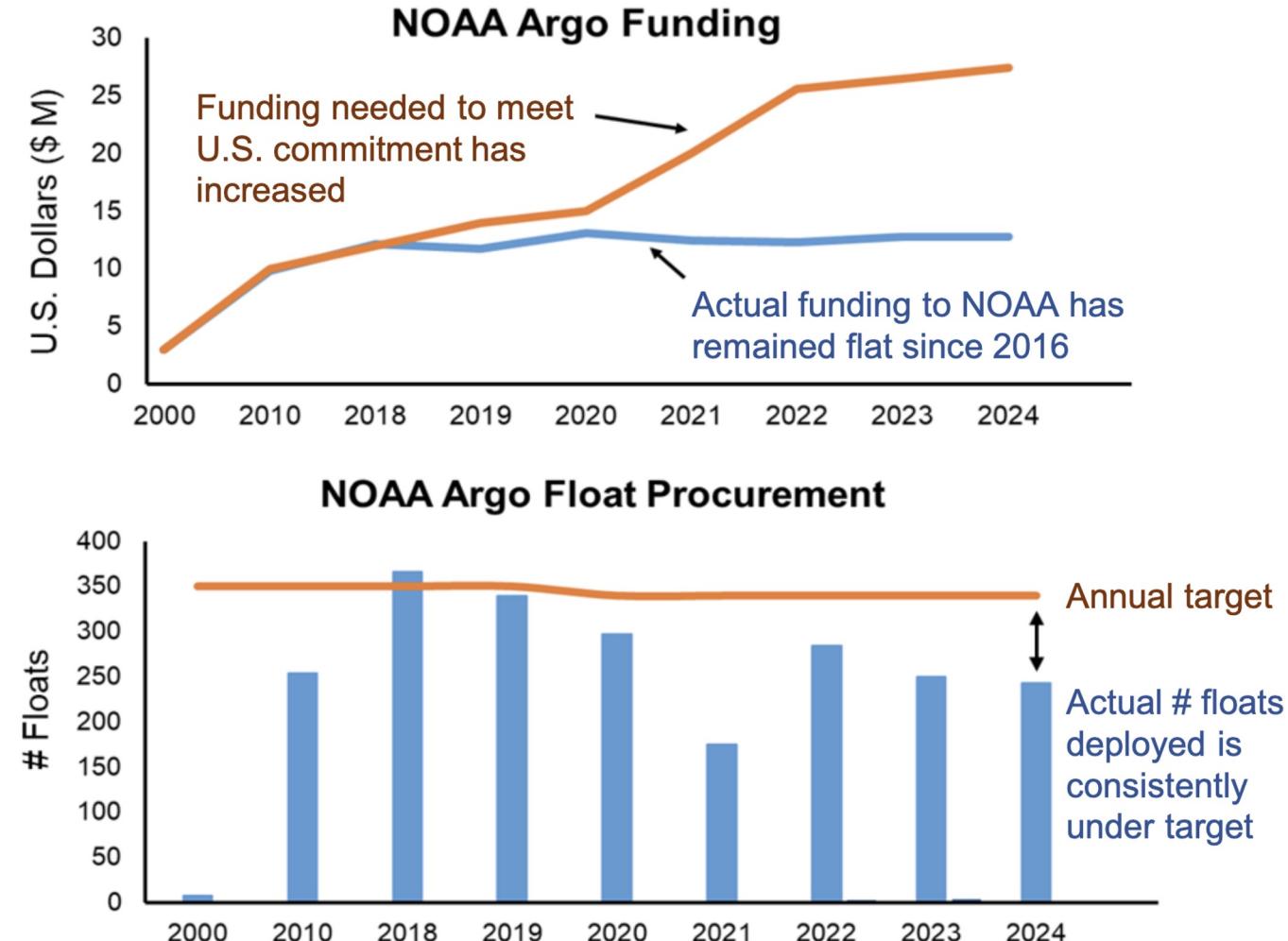


THE PROBLEM

No economies of scale for ocean data today

\$200-300 per Argo profile

50% hardware,
50% everything else





OUR CHALLENGE

4

**How can we collectively
create and coalesce around a
roadmap that yields exponential
improvements in the cost of ocean
data over time?**



OUR APPROACH

The Wright Approach to Ocean Data

01

Start with a cost target

e.g., 100X-1000X lower cost per profile

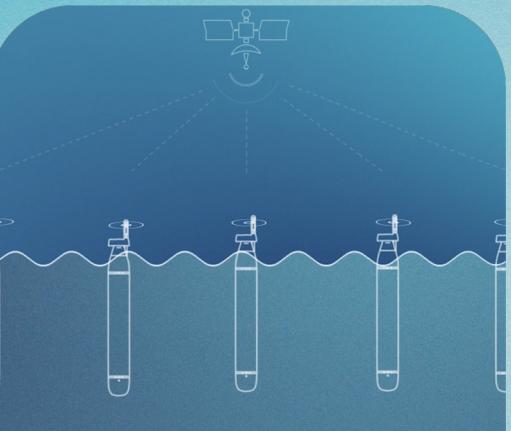
02

Architect the ocean observing system to harness as many Experience Curves from other industries as possible

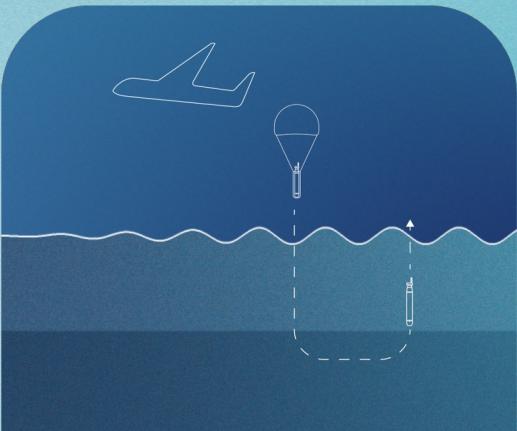


OUR APPROACH

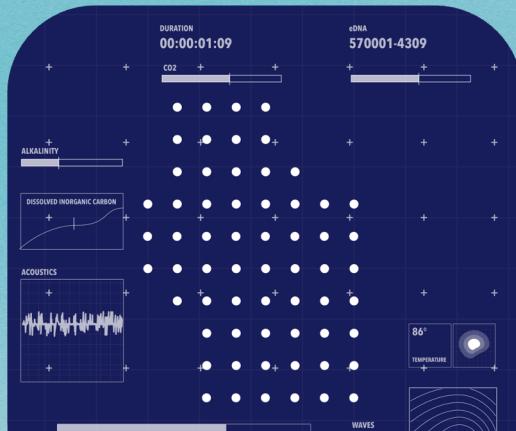
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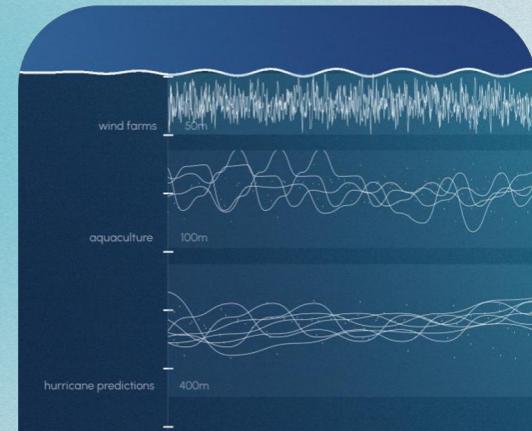
Arrays of low-cost AUVs



Autonomous Launch & Recovery



Ocean Operating System



Lower cost data

THANK YOU

UPPER OCEAN DATA.
ANYWHERE.
ON DEMAND.

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