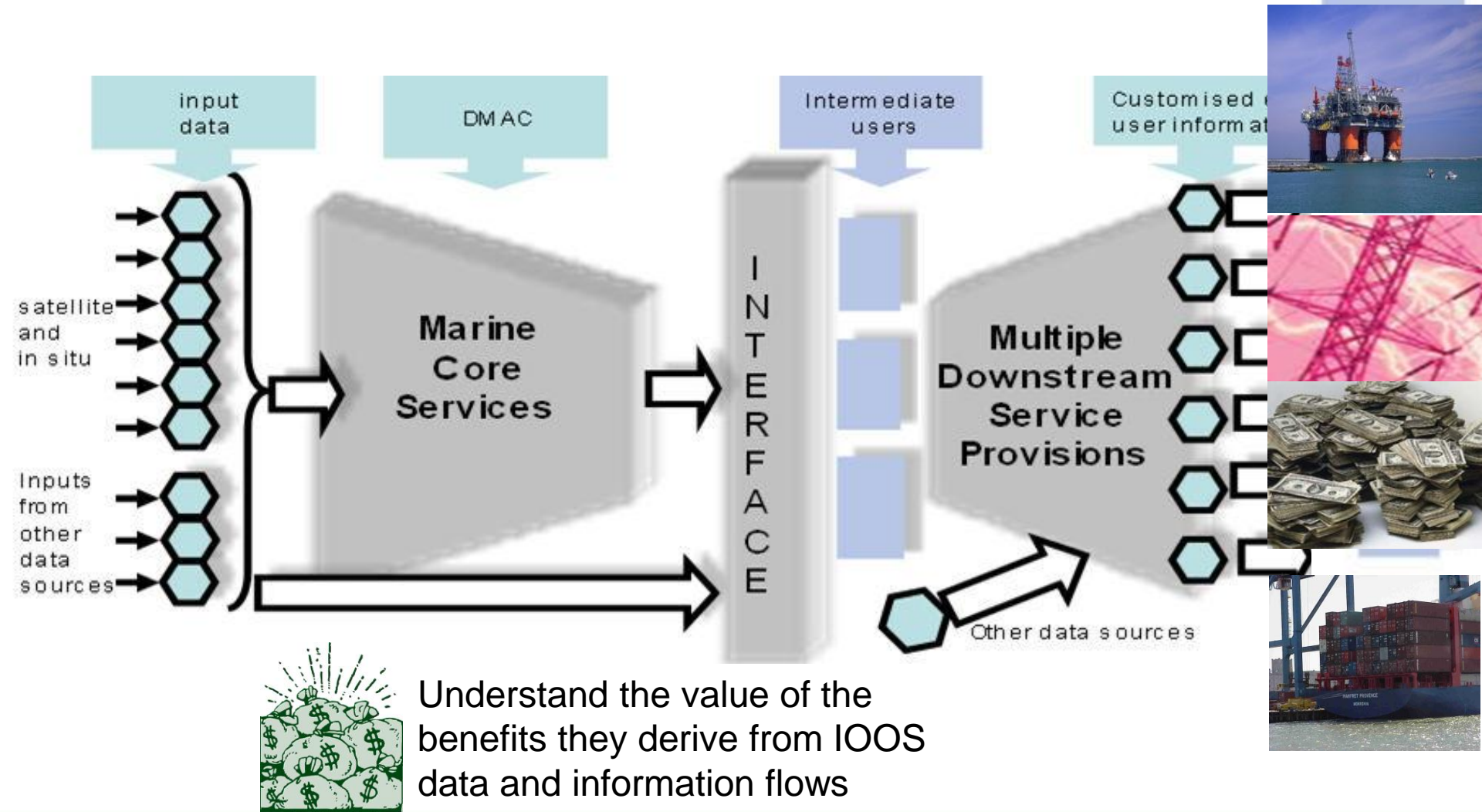


Resources for Sustaining IOOS

Ralph Rayner

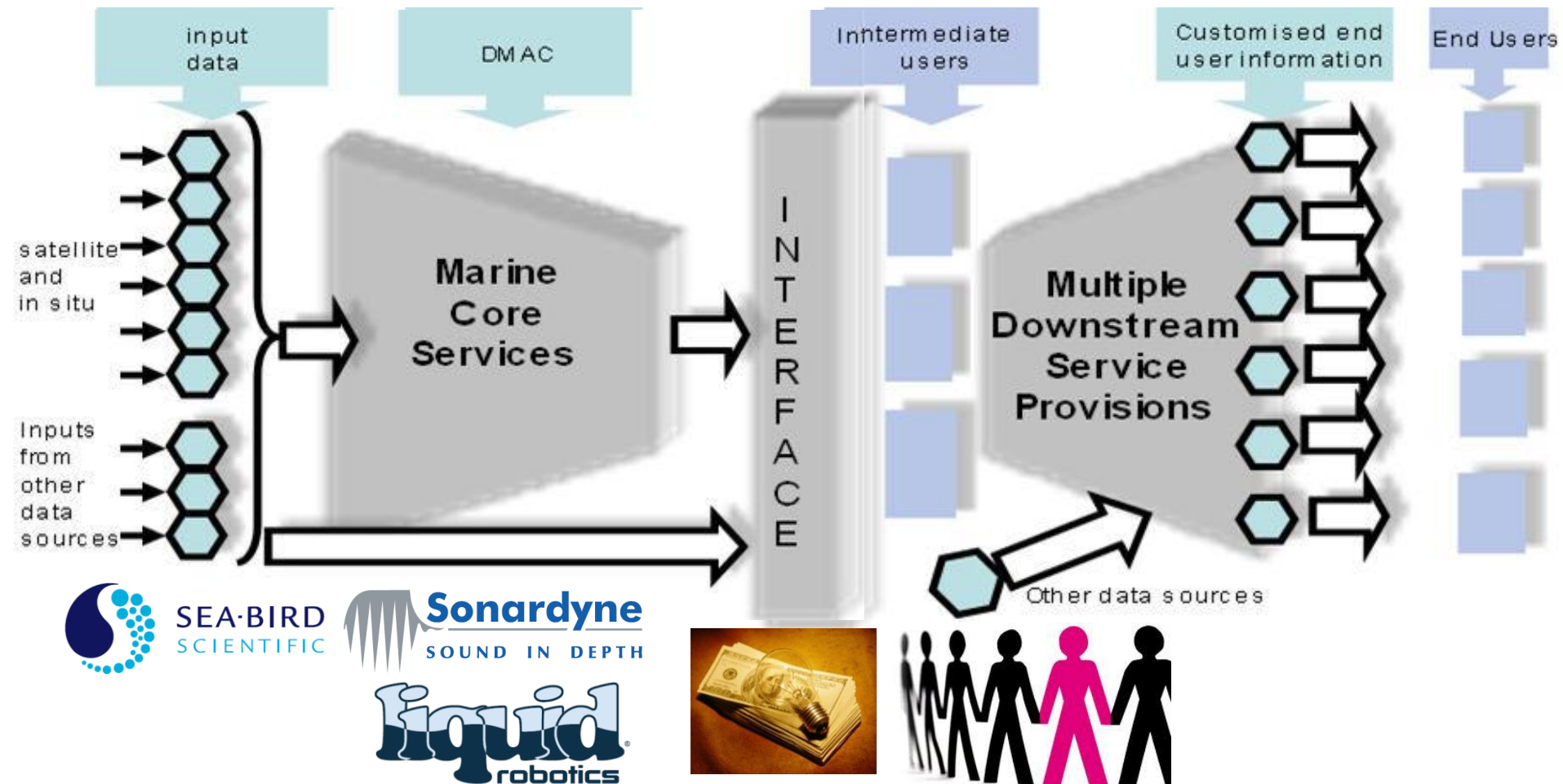
IOOS Summit, November 2012

End-Users

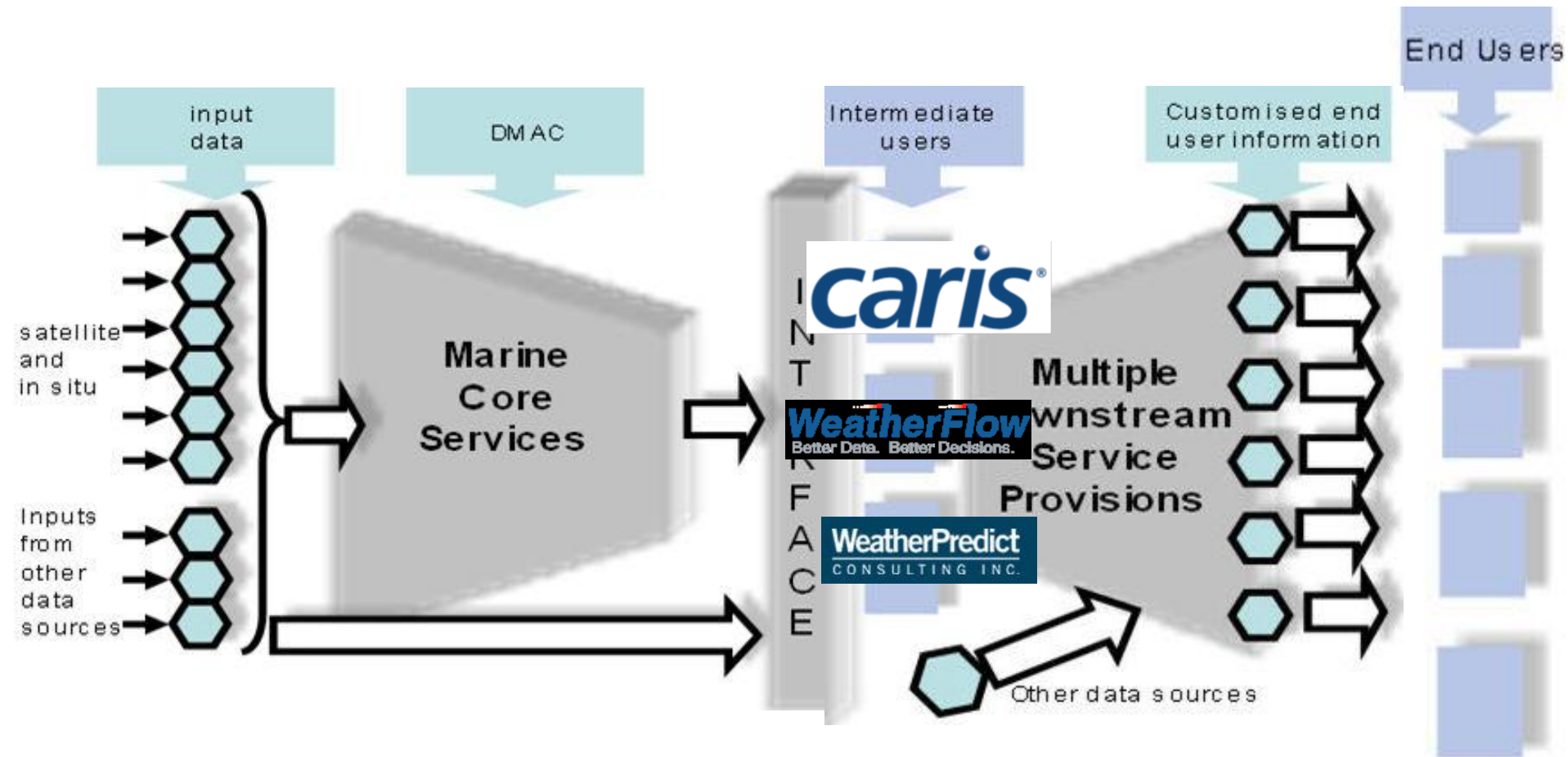


Understand the value of the benefits they derive from IOOS data and information flows

Providers of IOOS components



Intermediate users



Intermediate users

- \$10bn/yr?
- Foster relationships with existing intermediate users and help create new ones
- Broker connections with venture capital, business angels etc to support taking good new ideas to market (IOOS spin-out companies)
- Find business models that support IOOS in cash, in kind or in advocacy (Joint ventures, JIP's, shared IPR models etc)
- Make it a \$10bn/yr enterprise!

New Resources for IOOS?

- An Ocean Trust Fund?
- Levies and hypothecated taxes?
- Philanthropic sources?
- An IOOS bond?

The IOOS logo features the letters 'IOOS' in a white, serif font. The two 'O's are replaced by stylized globes showing the Americas. A registered trademark symbol (®) is located to the upper right of the 'S'.

IOOS®

INTEGRATED OCEAN OBSERVING SYSTEM

Our Eyes on our Oceans, Coasts and Great Lakes



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