Understand the value of the benefits they derive from IOOS data and information flows.
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?
Our Eyes on our Oceans, Coasts and Great Lakes

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