Lessons from the Field
(literally)

PhotosynQ, sharing, and open source stuff

PHOTOSYNQ

data   ideas   discussion   analysis

Understand

Solve

Validate

Use

Paywalls

Paywalls Everywhere!

Precision Ag solution chain

PHOTOSYNQ

data   ideas   discussion   analysis

Understand

Solve

Validate

Use

The efficient solution chain

148,728 measurements

15 countries

150 projects

$700,000 invested from 2 organizations

678 members

200 devices shipped

www.photosynq.org for details

Make Open Sustainable

It's the business model, stupid!

Product Quality Matters

Open Source != go fix it yourself

Customer is Always Right

apparently they don't teach sharing in school

Plan Early + Often

Make "open" part of your process

Come to the Dark Side
We have cookies

… and we'll actually share them