

Ref no	Project title		EOMARK: (2009 – 2010): Addressing new and evolving opportunities for EO-based Information Services in the Geo-Marketing and Retail business sector, Contract S09142					
Name of legal entity	Country	Overall project value (EUR)	Proportion carried out by legal entity (%)	No of staff provided	Name of client	Origin of funding	Dates (start/end)	Name of consortium members, if any
	GREECE	150.000	100%	xxxx	ESA ESRIN	ESA ESRIN	04/2009-12/2010	GIM (EPSILON as subcontractor)
Detailed Description of the Project						Type of services provided		
The project aimed at addressing new and evolving opportunities for EO-based Information Services in the Geo-Marketing and Retail business sector, Corresponding tender activities carried out under this project: The project included the following tender activities: Technical - T1.Deliver a geo-information product (a map) - T2.Integrate this product to MOSAIC “Micromarketer” - T3.Validate this product using spatial statistics, in comparison - with reference data sets - with ground truth data from surveys - with a current information product by trying to answer a specific Geo-marketing question Business - B1. Form a partner’s network: EO data providers – Remote Sensing Experts – GIS Experts – Geo Marketing Experts. Establish Agreements - B2. Make a Cost Breakdown for the product chain-roll-out: from the EO-data to the final product - B3. Promote the Product by contacting potential customers, participate in workshops & exhibitions for Retail Services Technologies involved (hardware, software and tools): Databases, Spatial Analysis, Statistics, Remote Sensing, Map services								