



APPLICATION DEVELOPER PROGRAM



Turn Planet Data Into Actionable Intelligence

Planet has the largest earth observation collection capacity in the market, and soon Planet's satellite constellations will be able to acquire multispectral imagery of the entire Earth every day. The Application Developer Program enables you to tap into Planet's unprecedented, global dataset using our evolving Planet Platform. Enhance your platform or product development to deliver actionable insights to your customers.

Partnership Options

We have two partnership options under the Application Developer Program: Analytics and Ecosystem partnerships.

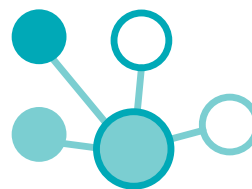


Analytics

Provide insights via algorithm and product development

Goal: Demonstrate the value of daily data and increase commercial opportunities through value-added products.

- Designed for groups needing access to custom R&D datasets to produce analytic products
- Ability to access data needed to complete product development
- Shared commercial arrangements on products sold to end users



Ecosystem

Enable data interoperability via platform integration

Goal: Distribute Planet's data in your platform, tools, and customer workflows.

- Designed for organizations seeking platform interoperability with Planet's API
- Demonstrated through unlimited access to Planet's Open California data set
- Shared exposure among Planet's existing customer base

Key Benefits

Analytics

- Get substantial discounts on the R&D datasets and platform features you need to take your product to market
- Reach new customers through joint selling, marketing, and media opportunities
- Turn profit with favorable commercial arrangements on products sold

Ecosystem

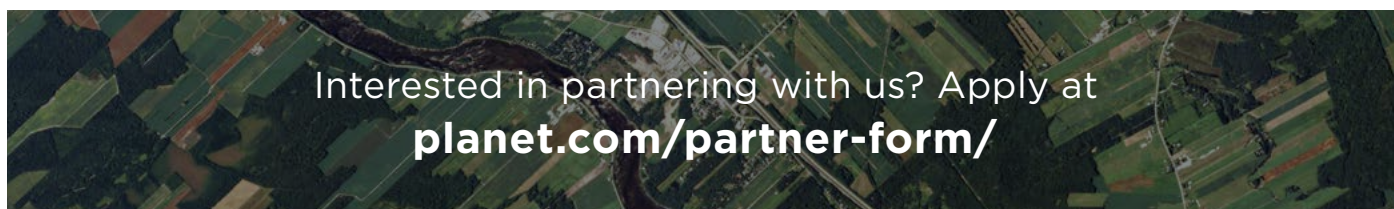
- Get unlimited access to Planet's Open California dataset and evolving platform at no cost
- Reach new customers through joint marketing and media opportunities
- Enable next-level insights through integration with a powerful dataset

Program Terms

Partnership Option	Period	Key Deliverables	Data
Analytics	1 year	<ul style="list-style-type: none"> • Partner provides: Integration into platform and applications • Planet provides: Access to Planet tools and R&D dataset at 95% discount to list price • Both: Co-sell arrangements created • Option 1: Negotiated revenue share on partner's product (typically 20%) • Option 2: Planet paid on sale-by-sale basis for data powering partners analytics (from a fixed price list) • Both: Joint co-marketing plan 	<p>Area of Interest (AOI): Custom</p> <p>Fee: Heavily discounted Min. USD 50,000</p>
Ecosystem	1 year	<ul style="list-style-type: none"> • Partner provides: Integration into platform and tools • Planet provides: Access to Planet tools and Open California dataset • Both: Joint co-marketing plan 	<p>AOI: Open California dataset</p> <p>Free</p>

Join These Innovators. Built on Planet

Planet is bringing the latest and most comprehensive geospatial dataset online in a way that's simple, accessible, and powerful.



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