



APPLICATION DEVELOPER PROGRAM

TURN PLANET DATA INTO ACTIONABLE INSIGHT

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 (ADP) 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. The datasets you can gain access to are:

PlanetScope

RapidEye

SkySat

Landsat 8

Sentinel-2

We have two partnership options under the ADP: Analytics and Ecosystem partnerships.

PARTNERSHIP OPTIONS



ANALYTICS

Provide actionable 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 datasets to develop 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 custom 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 DETAILS

Partnership Options	Period	Key Deliverables	Data
Analytics	Product & market development period: 1 year (flexible) Commercialization period: Ongoing post-product & market development period	<ul style="list-style-type: none">• Partner provides: Integration into platform and applications• Planet provides: Access to Planet tools and custom datasets at substantial discount to list price• Both: Co-sell arrangements created<ul style="list-style-type: none">• Option 1: Negotiated rev share on partners prod (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	Data: Custom If interested in SkySat archive imagery or learning about current SkySat tasking requests, contact team@planet.com Fee: 95% discount during product & market development period, min USD 50,000
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	Data: Open California Fee: Free

JOIN THESE INNOVATORS. BUILD ON PLANET.

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

farmshots



HARRIS



INTERESTED IN PARTNERING WITH US?

Apply at info.planet.com/application-developer-program-signup
Learn more at www.planet.com/products/developer-program

GET IN TOUCH

We're Here to Help

Get answers to technical questions about Planet products
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Learn how Planet can help you turn data to actionable insights.
go.planet.com/getintouch

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