



The ESA Business Incubation Centre in Harwell, UK, started its operations in 2011 and is managed by the Science and Technology Facilities Council (STFC). It is located at Harwell Campus, a world leading science, technology and business campus based in South Oxfordshire with more than 4,500 researchers, engineers and innovators from over 150 high-tech organisations, and a focal point and cluster for the UK's rapidly growing high-tech space community.

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## G2 Way

**Global Two Way Communications and Navigation**



Website

**Founded in 2009 by**

- **Keith Geary**

**Incubation period**

18-07-2011 to 17-07-2012



space solutions

Alumni

## About G2 Way

G2way Ltd is a Geospatial technology development company based in Nottingham, close to the Nottingham Geospatial Building. This allows the company access to research facilities located within the GNSS Research Centre of Excellence (GRACE), such as the GNSS Receiver Test Track and GNSS laboratories. The company was founded by Mr Keith Geary in 2009 to develop “Global Two Way Communications and Navigation” systems.

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## The challenge

As part of a TSB funded project under the “Collaboration Nation” Space call, G2way led a

project entitled; Establishment & Testing of “Area2D” a precision agriculture network, for the South East of England during May, June & July 2011.

During the Area2D research project, the issue of cloud cover preventing the timely acquisition of Earth Observation images was discussed with Dr Samuel Almond.

## The solution

Dr Almond worked with G2way to develop a project called Low Level Earth Observation, which became one of the first projects to be funded by the ESA Business Incubation Centre at the Harwell campus.

