Making robots work for you
Automated fish ID from video

Accurately count, size & identify commercial fishing discards
Regulatory requirement
Multiple service providers & hardware configurations
Nearly half of the world depends on seafood for their main source of protein. In the Western and Central Pacific, where 60% of the world’s tuna is caught, illegal, unreported, and unregulated fishing practices are threatening marine ecosystems, global seafood supplies and local livelihoods. The Nature Conservancy is working with local, regional and global partners to preserve this fishery for the future.
The magic process

1. Collect & validate images
   >1500 per instance

2. Set up competition
   Pick a host
   Rules & prize money

3. Turn winning algorithm into usable product
   Figure out who will maintain code
   Make it easy to integrate with existing systems
1. Computers rely on you

1. Be deliberate about your choices

1. Make it open

1. Think about privacy up front
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>What problem are you trying to solve?</td>
<td>Be really, really clear</td>
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<tr>
<td>Who needs to use what you make?</td>
<td>Design with &amp; build for</td>
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<td>What do you need to do to smooth the path?</td>
<td>Policy champions, data systems, private investment, regulations...</td>
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