



**Jason Evans**

Founder

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## **PRESENTATION ABSTRACT**

Have you ever wanted to discover new locations to visit on your next vacation, but been frustrated by the process? Of course you have. That's because we typically start with web searches that turn up a sea of articles from travel "experts" who use a heavy dose of influence and personal opinion. We're broadly confronted with a huge wall of noise right out of the gate! At Shedlight, we asked ourselves, is it possible to add a new, geospatial data-driven component to the current discovery workflow that filters out this noise? Can we identify interesting areas that match our own unique tastes by using only data? To find out, Shedlight dove deep into data from OpenStreetMap and the US Census, applied a few fancy algorithms, and came up with a MVP that produced some enlightening results.

During our talk, we'll walk you through the technologies we used to extract and manipulate the data, along with the visualization tools used to present our solutions. We'll also give you a glimpse of how we can further refine this process to discover all sorts of unique locations that can be tailored to each individual user's interests. Think of it as suitability analysis for travel destinations.

Our long term goal is to provide users with the ability to simply describe a location's characteristics and present them with all of the relevant solutions. It's fast, fun, and quite intuitive once you get the hang of it. Join us as we take you on a journey of how Shedlight intends to enhance the future of locationdiscovery.

## **BIO**

Jason Evans is the founder of Shedlight Solutions, a location intelligence company which builds software that allows users to blend geographic and cultural characteristics to create and discover personalized areas of interest.

Prior to founding Shedlight Solutions, Jason traveled the globe observing and classifying the unique characteristics of locations and cultures that make up our world.

After receiving his B.S. in Electrical Engineering from the University of California, Davis, Jason held a career in the aerospace industry developing and integrating hardware and software solutions for a variety of state-of-the-art launch vehicles. More recently, Jason has set his sights on developing location-discovery software using FOSS Geospatial tools and Python. Throughout his career, Jason has carried a creative passion for developing sophisticated software that transforms raw data into efficient and valuable insights.

In his free time, Jason is a regular volunteer at his local performing arts centre where he designs and constructs theater sets and performs in live productions. Jason also enjoys photography and exploring new destinations to gain unique perspectives about our changing world.