Mapping your money
Integrating financial assessment in GeoDesign

Robin Seijdel, StrateGis
The significance of mapping your money
GeoDesign is a design and planning method which tightly couples the creation of design with simulation and impact assessments, informed by geographic contexts.

M. Flaxman, 2010 GeoDesign Summit
The most important decision making criterion?
Typical financial modelling in GIS / design software

15,000 m² x $ 100 = $ 1,500,000
Time is money...

Current Practice

> 10 Year

Interest & Price increases

Required loans Discounting
Current practice

GeoDesign teams  Brick wall  Financial assessment
Our proposal: showing how the cash flows
Bringing back the future to the present

Discounted cash flow
Example applications

- Land lease portfolio
- Land development
- Real estate development
- ..................almost every problem with a geographic context
Real estate development
Landlease (Port of Rotterdam)
Mapping your Money

GeoDesign & financial assessment

Financial aspects are important in Geodesign processes. Most financial assessments however are detached from the operational design, resulting in conversion issues and a time lag between design choice and assessment. To overcome this, StrateGis, Building Bits and ESRI NL have developed a fully configurable financial tool for the ArcGIS platform, based on the Discounted Cash Flow method. It provides Geodesign teams with direct feedback on the financial impacts of design choices, enabling a more integrated Geodesign approach.

Interested?

We are looking for partners to further develop our financial tools within the ArcGIS platform. Mail us if you are interested: Robin Snijder or Anne Dullemond.

More Information:
- Powerpoint Presentation for GeoDesign 2015 lightning talk
- Abstract for Geodesign 2015 summit
- English website of StrateGis

Preview of the financial assessment tool

Cost Items with Web AppBuilder for ArcGIS
Conclusions

- Coupling of design with financial simulation = successful

- Interface is fast and easy to operate, financial knowledge is still needed to interpret results

- Further development is needed:
  - Templates
  - Configurability
  - Implementation in other ArcGIS components
Discussion

Current status
- Further development with partners:
  - Port of Rotterdam
  - Amsterdam International Airport

We are looking for:
- Comment and suggestions
- Partners
- Pilots / launching customers

Interested? Go to [www.mappingyourmoney.com](http://www.mappingyourmoney.com)