UAS Wildland Fire Collaborative

"Fire Intelligence when it matters, Not After"

Standardized drone intelligence for wildfire operations

ROGUE RECONNAISSANCE
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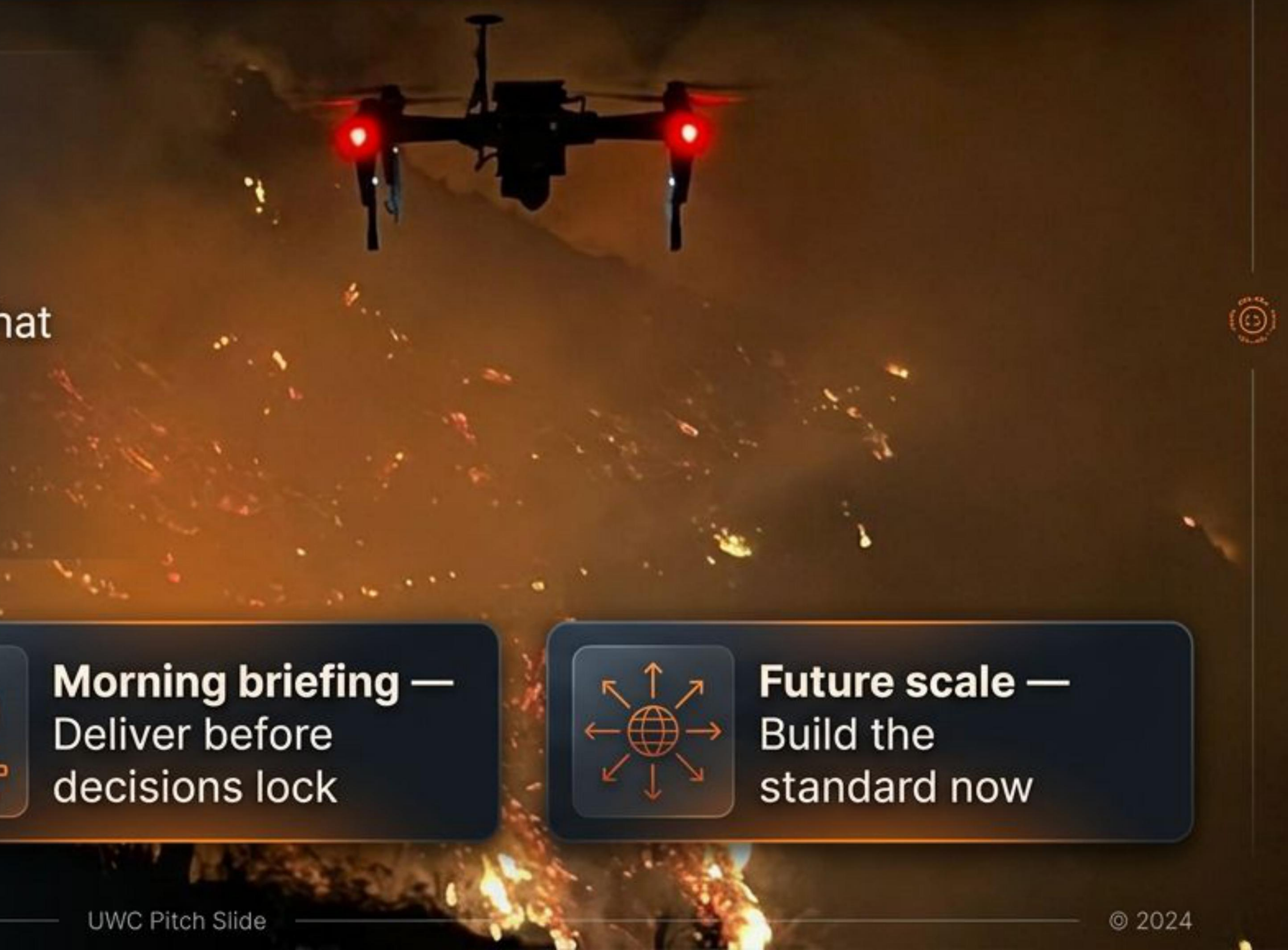
Presented By:
Jeff Pricher, ODF Collaborator & Strategic Partner

UAS Wildland Fire Collaborative

Wildfire first, public-safety future



Fire intelligence before briefing — not after

The coordination and automation layer that gets overnight UAS intelligence into firefighters' hands in time to shape strategy, safety, and survival.

Night ops — Collect while others wait

Morning briefing — Deliver before decisions lock

Future scale — Build the standard now

Why this matters

Put yourself in the boots of the morning fireline supervisor

At 0515, operations leaders meet. By 0600, the whole incident is briefed. By 0630, crews head out with maps that shape the day.

0515 — Operations meeting begins

0600 — Incident briefing

0630 — Division-to-crew briefing

All day — Tactics and safety flow from those maps

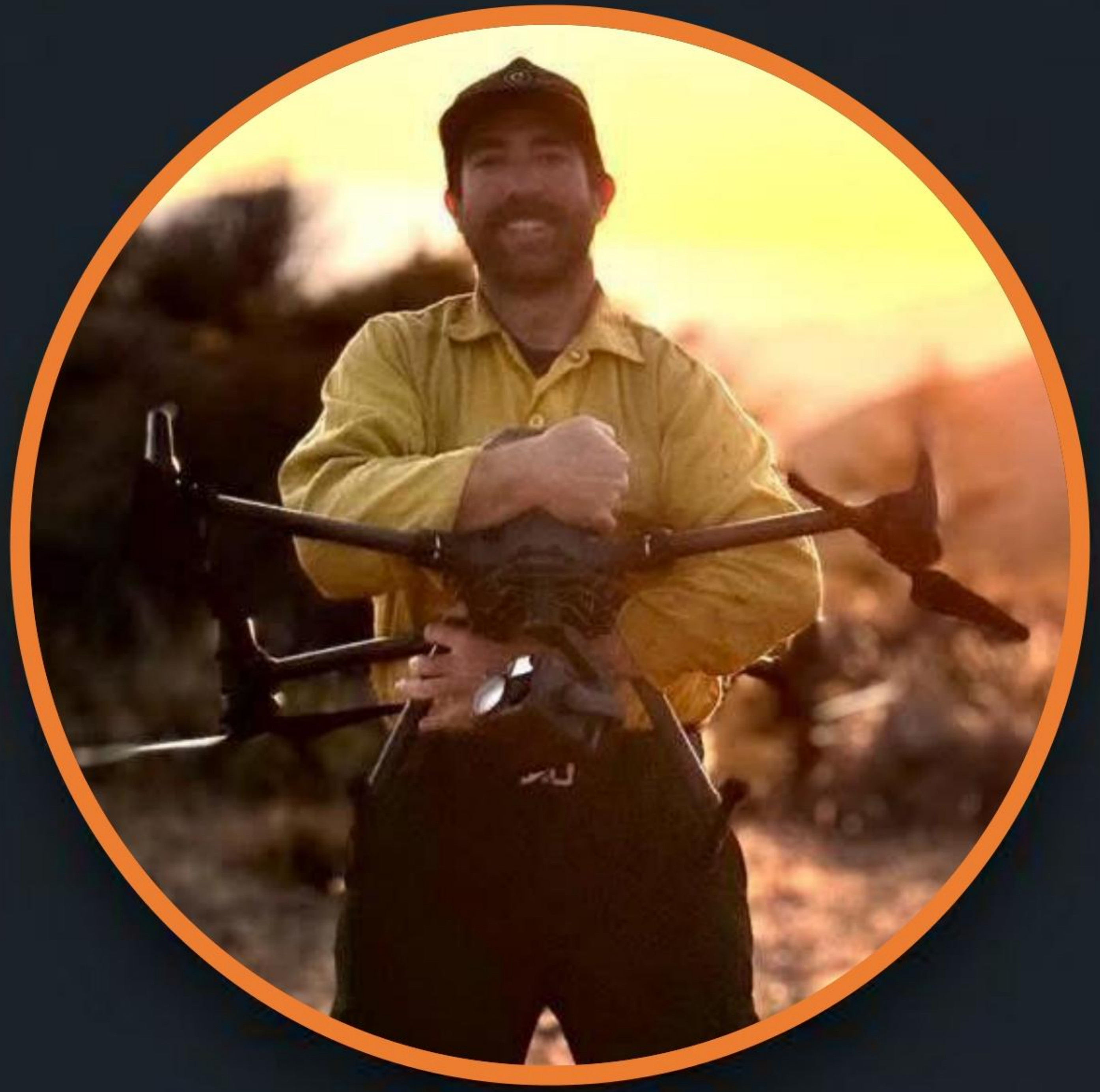
If the newest UAS imagery misses that window, the best intelligence on the fire is not shaping the day's decisions

Born from the work. Built for the mission.

Jeff Pricher

ODF Collaborator & Co-Presenter

- Fire Chief, Scappoose Rural Fire District.
- Governor-appointed, OR Dept. of Aviation Board.
- NWCG UAS Subcommittee.
- Federal Complex IMT Safety Officer.



Eli Polsky

Founder & CEO, Rogue Reconnaissance

- Wildland firefighter since 2012. FFT1.
- GIS specialist: Esri, Python, geospatial automation.
- UAS operator on live ODF incidents since 2019.
- FAA Part 107 | IAT A-450 Federal Interagency UAS certified.
- Designed, built, and deployed UASWFC.

Nikki Hart-Brinkley

GIS Advisor

- Owner & Principal GIS, Greentop Planning.
- Wildfire GIS practitioner across Oregon fire response.

Problem

The gap is not collection. The gap is delivery.

Current imagery

NIROPS often flies high and fast, around 10,000–11,000 feet, which limits detail.

UAS advantage

UAS can fly lower, under clouds, and produce more accurate incident detail.

Weather limit

Cloud cover can block collection entirely when incidents need fresh overnight intelligence.

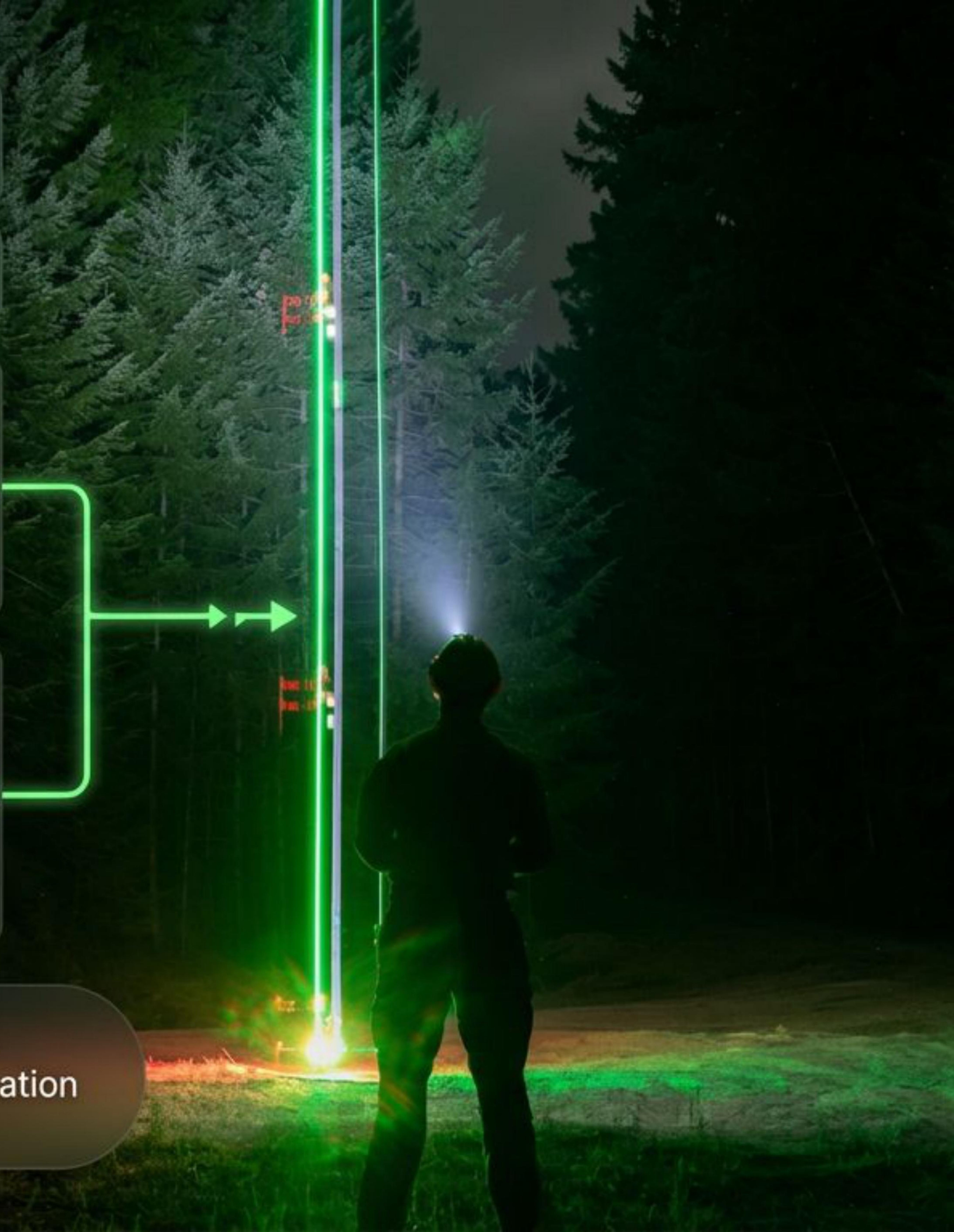
Operational failure

That data still reaches firefighters too late because there is no standard, automated path to briefing.

25% — Usable drone intelligence when needed

1–2 — Shifts late today

0 — Shared coordination layer



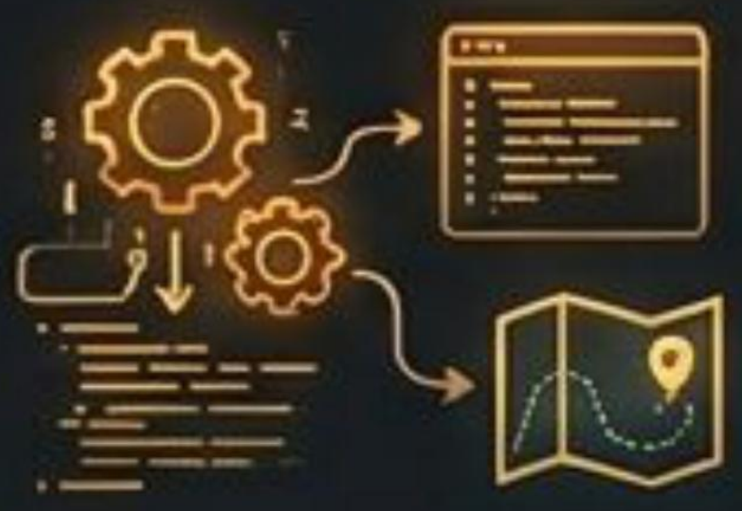
The solution

UASWFC is the missing operating layer for wildfire UAS intelligence

1 — Ingest
Bring all UAS products into one workflow

1 — Ingest

2 — Process
Automate formatting and map generation



2 — Process

3 — Standardize
Align outputs for operational users

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4 — Deliver
Push briefing-ready products fast

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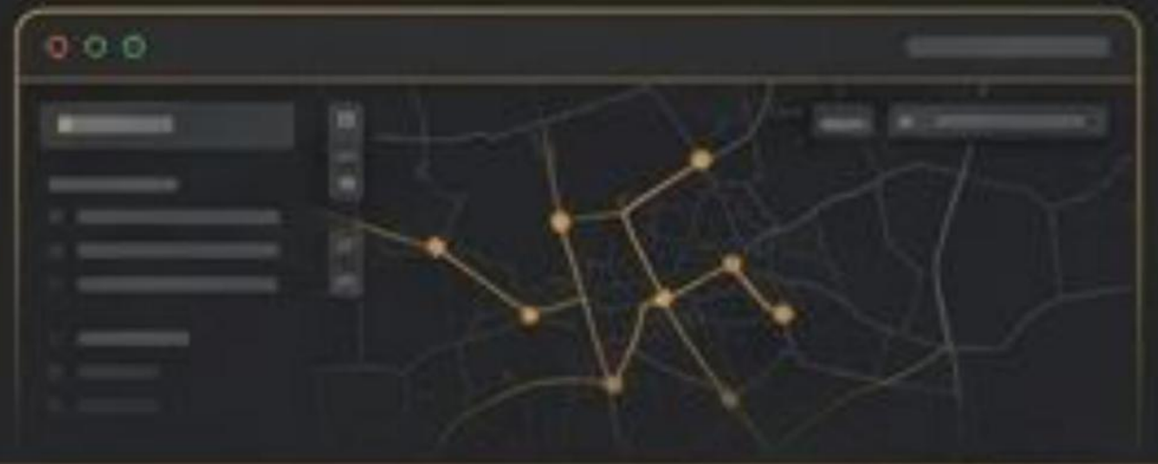
Example Operational Output (e.g., Lee Falls Road Map)

It is not another isolated map tool. It is the workflow system that gets the right products to the right people at the right time.

Why automation wins The bottleneck is skilled human throughput

Few
Wildfire GIS specialists

The talent pool is already thin across incidents.



Fewer
Who also understand UAS

Cross-trained people are rare and overloaded.

Hours
Target delivery window

Briefing usefulness drops quickly after dawn.

1
Common operational destination

One place for truth helps operators, managers, and stakeholders.

Automation creates the only scalable path from **night flying** to morning decisions.

- **Reduces dependence** on scarce specialist labor.
- **Speeds** briefing-ready map delivery to decision makers.
- **Creates one-stop access** for operators, agencies, and government stakeholders.

FAST from data to briefing

Proof

This is not a concept deck — it is field-validated

What is already in place

- Operational use on ODF wildfire incidents since 2024.
- Official ODF letter of support already secured.
- Direct interviews across ODF, USFS, and UAS contractor stakeholders.
- Workflow built around real wildfire operations rather than generic drone software assumptions.

Why that matters in this market

Government and wildfire users rarely adopt tools they have not experienced. Field proof and trusted relationships matter as much as product quality.

Status of Key Metrics	Strong
Market education completed	Early
National standard opportunity	Open

Market

A massive mission area with no UAS data standard

Key figures

$7.3B	9	693
Combined USFS and DOI wildfire appropriations, FY2025	Immediate western wildfire states in scope	Million federal acres where this can scale

Why now

The federal government spends billions on wildfire response, but there is still no standard stall layer for UAS intelligence coordination, delivery, and archive.

Where the opening is

Urgency — Wildfire operations

Spend — Federal response

Gap — No UAS standard

Fit — Works with existing tools

Go to market

Pilots prove it. Grants fund it. Contracts scale it.

ODF letter of suppor

Open doors already exist

ODF is operational and warm introductions exist to Washington DNR, CalFire, Colorado, and Idaho.

Commitments, not projections

Q3 2026 first paid ODF contract, Q3 2026 SBIR application, Q1 2027 second state LOI.

Phase 1 • State pilots

ODF is first. Paid pilots with state agencies create proof, operational trust, and recurring access.

Always on. No activation fee. Agencies never hesitate during a fire.

Always on. No activation fee. Agencies never hesitate during a fire.

Phase 2 • Grant funding

NSF SBIR Phase 1 offers up to **$305,000** in non-dilutive capital to accelerate buildout and validation.

Grant support reduces early dilution and strengthens credibility.

Phase 3 • Federal contracts

USFS, BLM, and DOI become the scale path across a 693 million acre operating environment.

This is how a field-proven system becomes the standard.

WE NEED STRATEGIC PARTNERS MORE THAN PASSIVE CAPITAL | Strategic ask

WHAT THIS PROJECT NEEDS

- Grant writing and non-dilutive funding expertise
- Federal procurement and contracting experience
- Relationships across USFS, BLM, DOI, states, and emergency networks
- Political and institutional credibility that accelerates adoption
- $385,000 to cover 3 years of maintenance and hosting as the standard brings on more federal, state and local agencies

WHY THIS IS DIFFERENT

Leverages cutting-edge **UAS technology** integrated with **real-time data analytics** for immediate situational awareness.

Establishes an **open-source standard** for cross-agency collaboration and rapid scaling.

ACCESS

Open the right doors

TRUST

Shorten adoption cycles

SCALE

Turn pilots into standards

The standard will be built by someone

UASWFC is already deployed on live incidents, validated by practitioners, and aimed at the gap no one else is solving: getting UAS intelligence to decision-makers before it is too late.

- Deployed on live wildfire incidents
- Official agency validation and support
- Only known UAS coordination layer in this space
- Built by practitioners from the work
- Culturing agency accessibility
- Platform path beyond wildfire

Every pilot. Every fire. Every state. Then every major public emergency.

Contact Information

Jeff Pricher

ODF Collaborator & Strategic Partner

Fire Chief, Scappoose Rural Fire District

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Fire Chief, Scappoose Rural Fire District

Governor-appointed, OR Dept. of Aviation Board

NWCG UAS Subcommittee

DroneResponders Board, Co-Chair Fire Service Robotics Workgroup

Federal Complex IMT Safety Officer

Email: hrrescue1@gmail.com Phone: 541-490-2252

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Founder & CEO, Rogue Reconnaissance

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GIS specialist: Esri, Python, geospatial automation.

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Email: eli@roguerecon.net Phone: 541-708-2151