STRATUM

Re-Imagining Archaeology

Issue #1, January 21st, 2022

Welcome to the first edition of the STRATUM Newsletter. We are excited to bring you a snapshot of activities we've been engaged in recently and to hear your feedback on what we are doing.

What is STRATUM?

Welcome to the future of archaeology! STRATUM is our answer to the increasing demands on archaeologists and archaeological workers. Our vision: a comprehensive archaeological software for mobile devices, enabling rapid field data collection, interactive mapping (off-line and on-line), easy cataloguing and labeling, data visualization and statistical analysis, automatic updates for stakeholders, and reporting with the tap of a button.

Field technician Rueben Mitchell using STRATUM in the field.

STRATUM is a one-stop-shop for field forms, GPS data, test pit and floor plan diagrams, stratigraphic profile graphics, grid creation, field sketching and annotation, and communication of results. Our tool is designed to reduce work stress around deadlines, streamline data collection and synthesis, and optimize report writing with pre-designed graphical representations and exportable data formats. With a suite of plugins planned for applications such as Ground-Penetrating Radar and drone imagery, STRATUM is set to revolutionize how we conduct archaeology in the field.

Our story

STRATUM was conceived by Dr. Cora Woolsey, an archaeologist from New Brunswick, Canada. Throughout her archeological career, Cora has been looking for better methods and tools for visualizing archeological data and relationships. The seed for innovation was planted while working as a project manager for the government of New Brunswick, when she found herself struggling to visualize her project sites in a spatial context.

After printing off pictures of test pits and laying them out on the floor for the umpteenth time, Cora thought to herself, "There has to be a better way!"
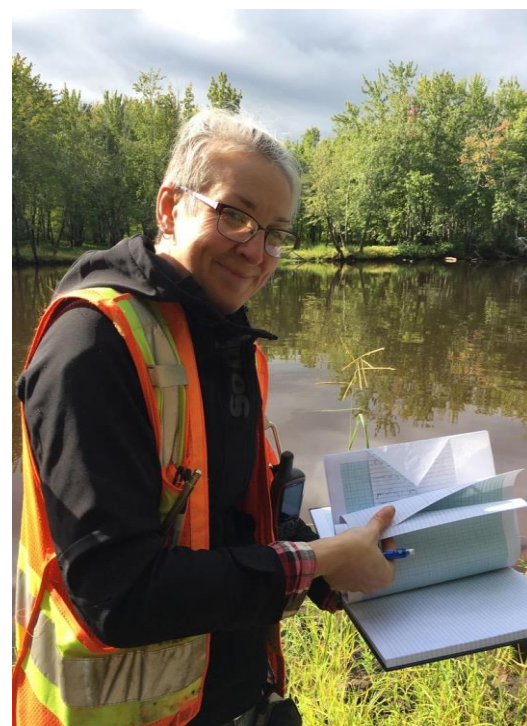
Dr. Cora Woolsey, founder and CEO of ArchaeoSoft.

When she reached out to her colleagues, Cora discovered that others shared her frustration at the lack of available data collection technology for archeologists, and her vision for a more effective method of managing and reporting field data. Sara Beanlands and Steve Garcin of Boreas Heritage were already exploring the use of digital forms on iPads in the field and thought the three of them could collaborate on developing software. Soon after, Chelsea Pasch of Colbr Consulting began to get excited about the possibility of a software that could revolutionize archaeology.

From left to right: Steve Garcin and Sara Beanlands of Boreas Heritage and Chelsea Colwell-Pasch of Colbr Consulting.

In early 2020, Cora began a two-year postdoctoral fellowship at the University of New Brunswick with Dr. Scott Bateman, Associate Professor in the Faculty of Computer Science and head of the Human–Computer Interactions Lab. As part of that work, Cora developed a prototype of the field tool using Filemaker Pro and tested it on various archaeological projects. Then, in March of 2021, Cora participated in an accelerator for her software idea and ArchaeoSoft Inc. was born.

Since June, the STRATUM prototype Cora made has been in development. Jeff Mundee of Spandrel Interactive joined the team to lead the development of an early version for testing. With support from the New Brunswick government, UNB, Mitacs, NBIF, Boreas and Colbr, we want to get the minimum viable

Jeff Mundee of Spandrel Interactive.

product (MVP) of STRATUM into the hands of archaeologists, certified field technicians, and archaeological workers to get feedback and new ideas for how to make it run as smoothly as possible while collecting the highest quality of data. Although it won't represent the full suite of functionality we have planned, we want to prove that the archaeological experience can be improved with the help of our software.

Our plan has received endorsement from government, private, and academic sectors. We have raised over $120,000 in capital and currently have 10 team members working on various aspects of the project. The prototype has been field-tested and we will present the results of the study this December at the Historical Archaeology Society. We are well on our way to producing the most comprehensive digital field tool for archaeologists to date!

**Meet the Whole Team**

STRATUM MVP

As part of Cora's postdoctoral fellowship with Mitacs and UNB, ArchaeoSoft Inc. is currently developing and testing a Minimum Viable Product (MVP) version of our mobile software. We aim to demonstrate that a more efficient, accountable, and transparent means of collecting archeological data in the field is possible.

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Dr. Scott Bateman of the HCI Lab at UNB.
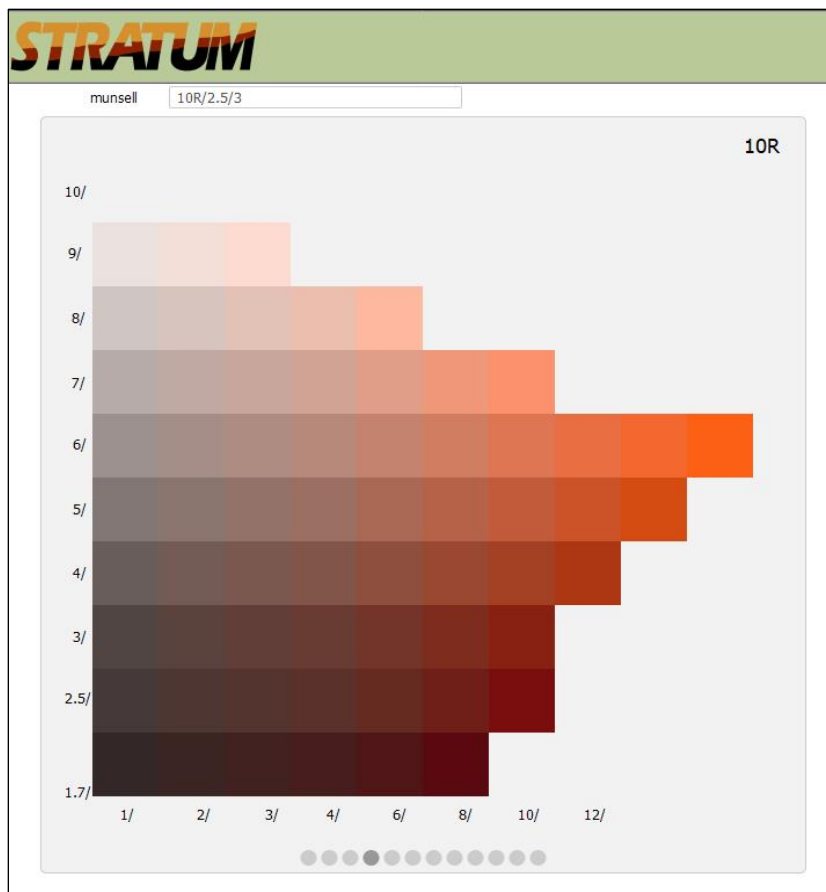
Testing a screen adaptation of the Munsell Soil Colour System.

Dr. Natalie Deseta, our mapping specialist.

research project has been to document and understand the workflows of archaeologists and their field staff. This study informs the development of a validated tool that is data-driven and evidence based to encourage best practices in archaeological field work.

The MVP will consist of an early version of the core functionality that includes mapping, drawing, GPS actions such as tracking, camera, and data entry in both digital forms and interactive maps. Development began in June and is slated for field readiness in early 2022. Development is also being supported with the help of mapping specialist Dr. Natalie Deseta.

The MVP is being funded by the [NBIF](#) Lab-to-Market Research Fund. This fund allows us to develop a feature-rich software that will demonstrate more of the core functionality of the tool to prospective users. We are also pleased to partner with the Archaeology and

Heritage Branch of the Province of New Brunswick, who have agreed to come on as early adopters and will help us field-test the MVP prior to the development of a commercialized version.

The main screen allows you to see all your data in different views. We are testing to see if this is what users want.

We are still looking for testers and early adopters of the MVP. Adopting and testing to help us achieve the most field-ready version possible comes with some advantages, including special pricing, guarantees for STRATUM licenses into the future, advance opportunities to try new features and plugins, input into the design of the software, and early notice about events and promotions. If this interests you, get in touch!

More on the MVP

Become part of the journey

We have made huge progress in the last six months but STRATUM's development has a long way to go. We can reach our goal of a data-driven, user-validated field tool sooner with the help of our community.

Want to be involved? Consider becoming an Early Adopter.

We are looking for teams who want to try STRATUM in its pre-launch stages for a significant reduction in subscription price and intensive support in the field. As we move into our soft launch stage of development, we need committed archaeology teams to show us how we can do even better for field workers. A validated tool means taking every opportunity to improve the experience of using our software. That's why we need your team to give us the opportunity to support your work. Connect with us today to discuss how we can work together.
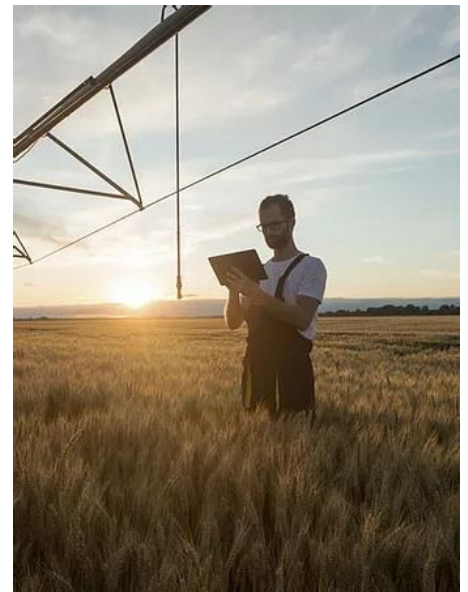
Want to invest?

We are about to take the next steps in financing the development of STRATUM. We will be looking for investment in the commercialized version so that we can realize our vision of high-impact graphics, continuous Indigenous input, multiple versions tailored to various jurisdictions, and bug-free field use. This software is set to revolutionize archaeology, but is likely to grow into many other industries once we have proven its power and efficiency. If you would like to learn more about what STRATUM can do for you as an investor, get in touch with us to set up an information session.

We're hiring!

The ArchaeoSoft Inc. team is growing, and we are on the lookout for new team members to help us take STRATUM to the next level.

If you are interested in joining our team, see below for available positions:

GIS Developer (Postdoc or Graduate)

We are looking for a mapping expert with coding and app development experience.

Indigenous Engagement Coordinator (Postdoc)

We are looking for a postdoctoral fellow to help us create real engagement among stakeholders and Indigenous rights-holders.

Computer Science Students (Undergrad)

Love programming? Love working remotely? We have the job for you!

Computer Science Students (Graduate)

We are seeking programmers with a particular interest in UX/HCI. Sound like you? Get in touch!

Field Research Assistant (Certified Archaeological Field Technician)

We are looking to recruit one or more field technicians with accreditation ad a Certified Archaeological Field Technician. Must be a student or recent graduate.

Research Assistant (interview transcription)

We are recruiting a student to help us transcribe interviews and analyze study results.

For more information about any position, get in touch with us. We want to work with you!

Connect

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