Fraym for Monitoring, Evaluation, and Learning

Fraym is a U.S. Certified Small Business that uses machine-learning to generate precise information on communities with data gaps. Governments and organizations around the world use our location-based data to enhance evaluations, visualize information and geospatial findings, and reveal impact at the community-level that traditional sources can't quantify.

Using advanced algorithms, we produce data about population characteristics and behaviors that cover a wide range of indicators including socioeconomics, attitudes, media consumption, health, education, food security, and access to services. Our advanced geospatial data and analysis is available for 100+ countries at one square kilometer resolution—even in remote areas.

What We Deliver

Hyperlocal Population Data

Location-based data on communities including demographic, socioeconomic, and health related indicators at the 1km² level, available over multiple time periods for pinpointed understanding of impact.

Community-level baseline assessments - Drawing from Fraym's repository of harmonized, pre-existing population and environmental data, we produce comprehensive and hyperlocal baseline assessments as the foundation for evaluation frameworks.

Quantify impact across key indicators - Fraym maximizes existing datasets and project data to develop scientifically robust, testable, and quantified understanding of impact at the community level across a series of demographic and socioeconomic indicators using our GIE methodology.

Targeted data collection in complex settings - As experts in spatial data and processing global household survey data, Fraym compiles all publicly available datasets into one ML-enhanced data library, targeting data collection in places where COVID-19, conflict, or other risks may pose challenges to traditional enumeration.

Transformed and visualized project data - Fraym incorporates project data through its software to produce square-kilometer heatmaps of sector and activity specific data over the course of the project.

Improved data use for adaptive management - Fraym software provides geospatial visualizations of project data and evaluation findings at the community level, allowing partners to react and pivot performance as necessary.

- Demand Analysis
- Geospatial Impact Evaluation
- Context Monitoring
- Program Design and Reporting

Development Partners

USAID FROM THE AMERICAN PEOPLE · Gavi The Vaccine Alliance · THE WORLD BANK · Banque Africaine de Développement / African Development Bank · Bill & Melinda Gates Foundation

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Use Case: Baseline Development

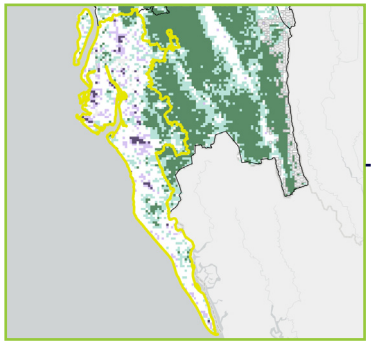
Fraym data layers in Bangladesh highlight local-level changes in food security beneath national and division level statistics. From 2011 to 2014, child stunting decreased 3% across Bangladesh. However, subnational data indicates that some communities experienced increases of ten or more percentage points over the same time period. Fraym data reveals that Cox's Bazar District, encompasses a wide range of changes in child stunting - from decreases in northern urban areas to increases in the southern part of the district. Ukhia, the future site of the Kutupalong refugee camp, is one of these areas of increase.

CHANGE IN PROPORTION OF CHILDREN UNDER 5 THAT ARE STUNTING

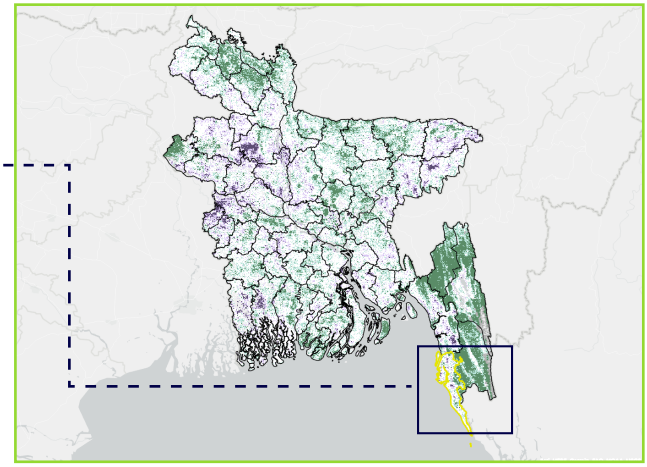
Percentage Point (pp) Change in Child Stunting (2011-2014)

- 10+ pp
- 5 pp to 10 pp
- -5 pp to 5 pp
- -10 pp to -5 pp
- -10+ pp
- No Data

Cox's Bazar



Bangladesh



National rate of child stunting in 2011	39%
National rate of child stunting in 2014	36%

Relevant Experience

Infrastructure Impact

Using Fraym's high resolution data layers spanning multiple countries, Fraym assessed changes in lives and livelihoods within 20 kilometers of a West African transport corridor for the African Development Bank's Annual Development Effectiveness Review.

Contextual Analysis

Fraym engaged with IFAD to provide analysis on the characteristics of smallholder household growing target crops under the Value Chain Development Program, highlighting key contextual differences between farmer communities in target and non-VCDP states.

Adaptive Management

Fraym provided interactive access to project and Fraym data layers to a World Bank team in Tanzania. Using dataFraym, the team identified areas with oversaturation of solar-powered water pumps in pastoralist communities and examined alternative locations.

Capacity Building

Fraym assisted Mozambique's National Inter-Agency Spatial Planning Platform to address a range of strategic policy questions through a viable service delivery model. The final report presented a concrete roadmap to a self-sufficient GIS agency.