

Mapping Humanity

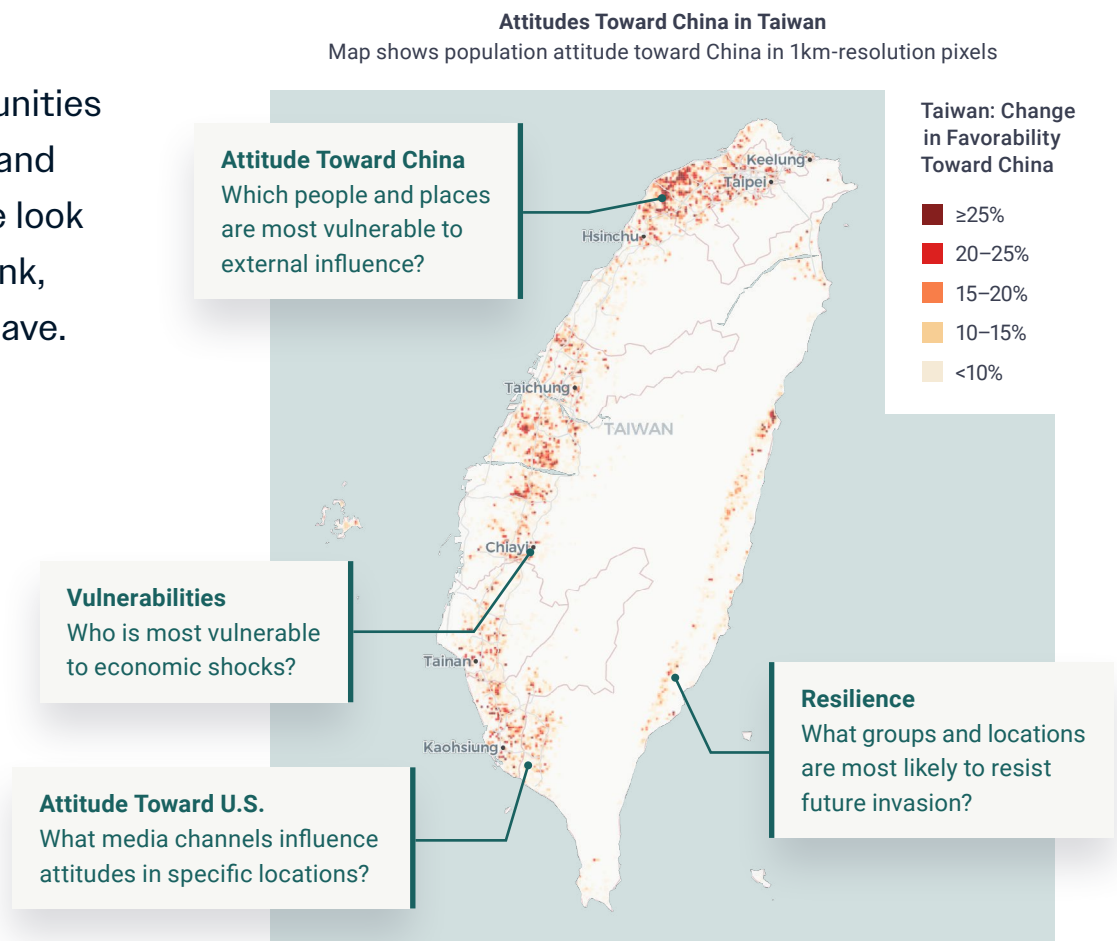


Fraym provides novel, localized human geography data for the entire world. We use advanced ML to interpolate survey data using satellite imagery. The result is a comprehensive hyper-local characterization of population attitudes, attributes, and behaviors.

DOD Applications for Fraym

- » Identify audiences vulnerable to mis/disinformation
- » Enhance operational planning
- » Characterize the operational and information environment
- » Perceptions and sentiment toward the U.S., partners, competitors, and threats
- » Measures of effectiveness/assessments
- » OSINT analysis

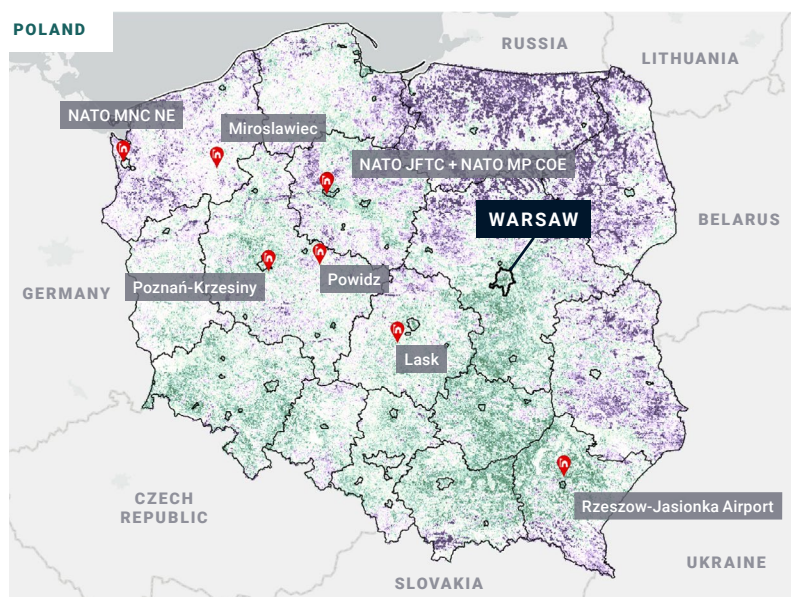
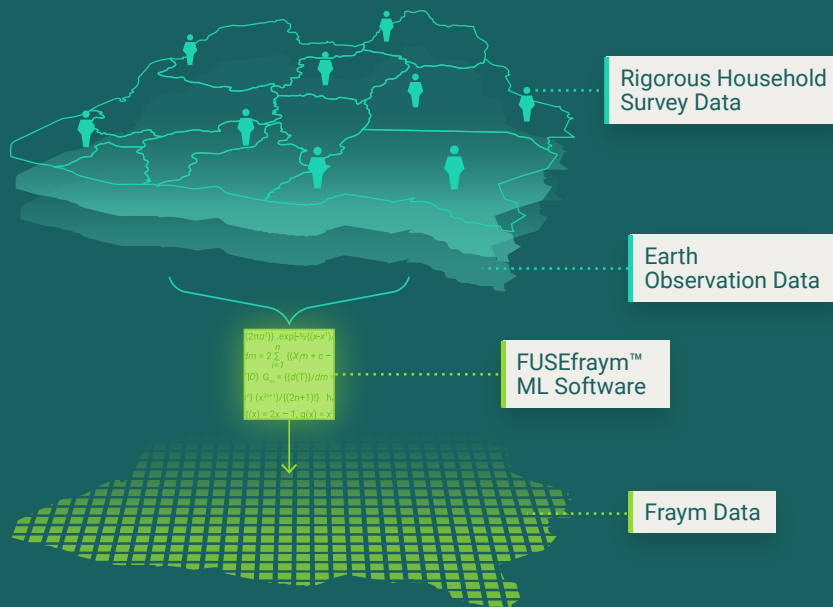
Zoom into communities across the globe and know what people look like, what they think, and how they behave.



Transforming ordinary household surveys into census-like spatial data.

FRAYM'S UNIQUE VALUE

- » Neighborhood level resolution
- » Standardized global data
- » Trend monitoring
- » Flexible integrations



Percent of Adults Favorable toward US Military Presence*



Source: Fraym, Q3 2022 data

Analytical Example

What is the favorability toward U.S. military presence within Poland?

On average, 72 percent of Polish adults support the U.S. military's presence. In Northern and Eastern Poland, support is closer to 60 percent.

In the north, low support may be tied to:

- » Low trust in NATO defending Poland
- » Economic ties to Belarus and Russia

In the east, low support may be tied to:

- » Perception that U.S. military presence increases geopolitical tensions
- » Ukrainian refugee crisis
- » Belarus allowing refugees to cross

CURRENT CUSTOMERS



Contact Elijah Santiago at e.santiago@fraym.io to discuss further