

# Mapping Humanity



Fraym is novel, localized human geography data for the entire world. We use advanced ML to combine survey data and satellite imagery. The result is localized information on population attitudes, attributes and behaviors.

## GEOINT Applications for Fraym

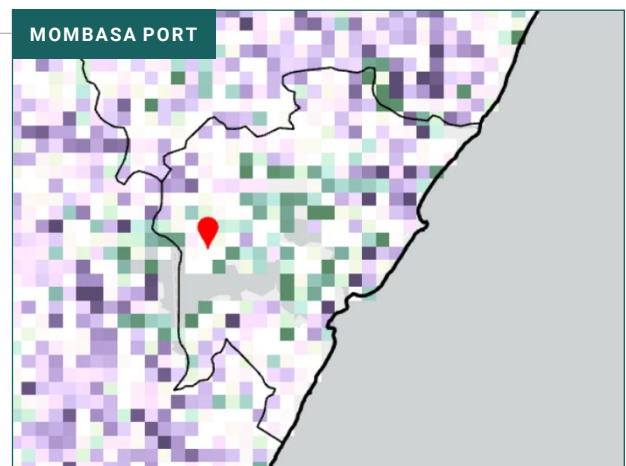
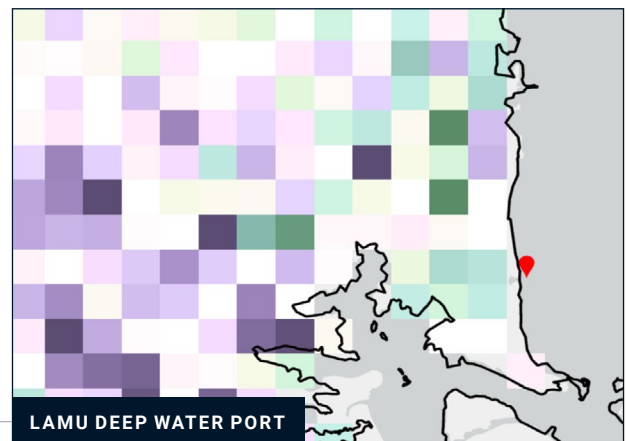
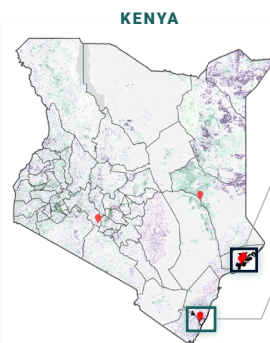
- » Effects of US and Adversary Actions
- » Indications and Warnings
- » Warfighter Support
- » Assessing Vulnerabilities
- » Tracking Economic Changes
- » Climate Change Impacts

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

### EXAMPLE

What are the local economic effects of BRI projects in Kenya?

Map shows populations who agree that Chinese workers contribute to unemployment in 1km resolution pixels.



Percent of Adults Who Agree That Chinese Contribute to Unemployment

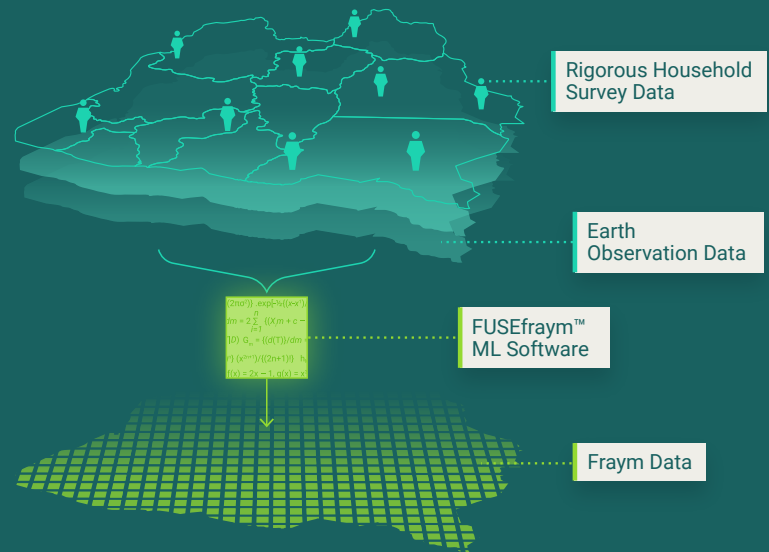


Source: Fraym, Q3 2022

# Transforming ordinary household surveys into census-like spatial data.

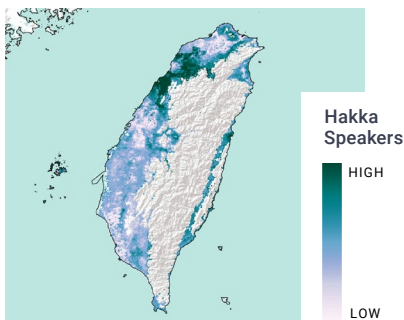
## FRAYM'S UNIQUE VALUE

- » Neighborhood level resolution
- » Global scale
- » Trend monitoring
- » Flexible integrations

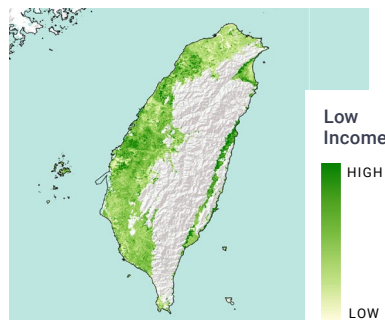


Fraym data includes hundreds of population characteristics for nearly any country in the world.

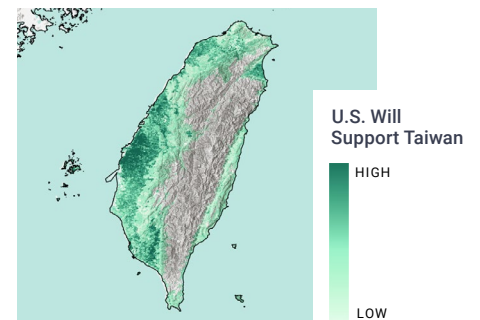
### Demographics



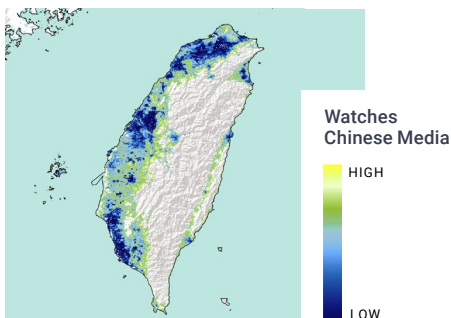
### Socioeconomics



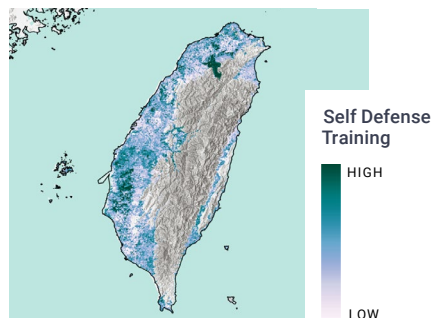
### Beliefs



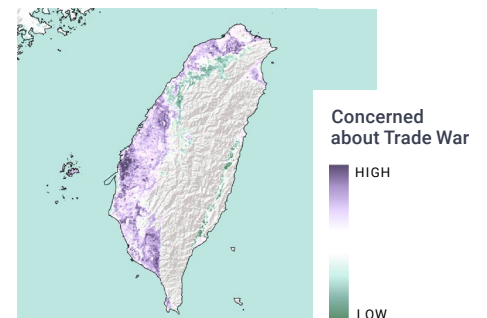
### Media



### Behaviors



### Concerns



CURRENT CUSTOMERS



Contact Rob Galvin at [r.galvin@fraym.io](mailto:r.galvin@fraym.io) to discuss further