Mapping Humanity

fraym

Fraym provides novel, localized human geography data for the entire world.

Our AI/ML is trained on satellite imagery, large geospatial datasets, and targeted household surveys to produce high-fidelity maps of population demographics, living standards, attitudes, and behaviors. Fraym's data has informed more than $40 billion in programmatic and operational decisions in both the private and government sectors. Our analysis-ready, broad-area dynamic datasets save analysts thousands of hours in data sourcing, vetting, and preparation, enabling our customers to direct scarce resources on what really matters.
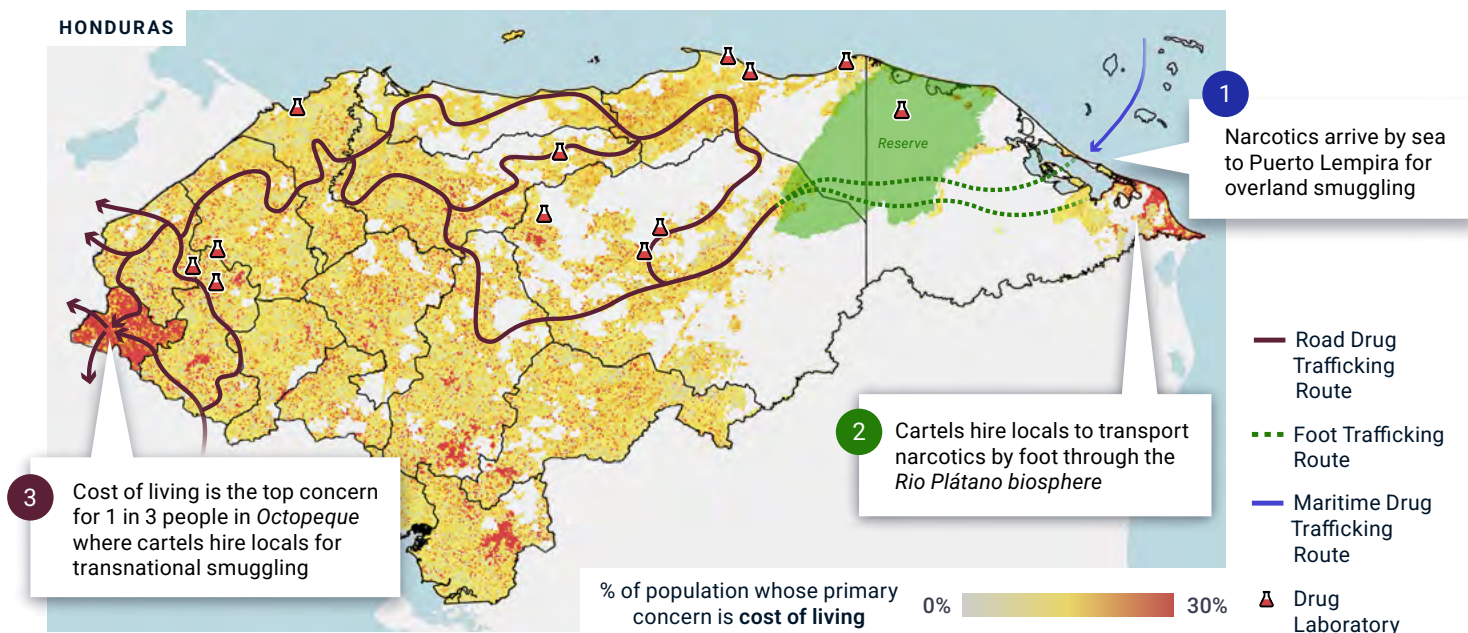
GEOINT Applications for Fraym

» Effects of US and Foreign Actions & Policies

» Indications and Warnings

» Warfighter Support

» Assessing Vulnerabilities

» Tracking Economic Changes

» Humanitarian Assistance & Disaster Response (HADR)

Cartels Exploit Cost of Living to Hire Locals

Increasingly complex and volatile global population trends have critical implications for US national security. In this example Publicly Available Information (PAI) indicates that Transnational Criminal Organizations (TCOs) exploit weakly governed spaces in Central America to establish narcotics smuggling routes. Leveraging this level of human geography illuminates "where" and "why" cartels are able to operate

effectively. Incorporating this type of human population data, updated at regular intervals, can enable NSG partners to support both strategic analysis (in the form of policy impacts) and tactical operations (providing focused locations).
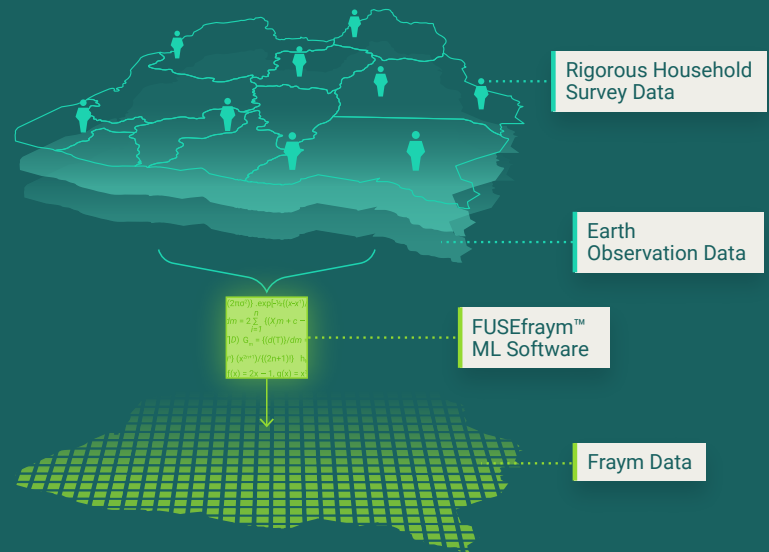
The graphic below shows the generalized drug trafficking routes and points of interest from open source reporting, overlaid on Fraym's hyperlocal (1km² grid) community level population data to provide a more complete picture.

HONDURAS

Reserve

1 Narcotics arrive by sea to Puerto Lempira for overland smuggling

2 Cartels hire locals to transport narcotics by foot through the *Rio Plátano biosphere*

3 Cost of living is the top concern for 1 in 3 people in *Octopeque* where cartels hire locals for transnational smuggling

— Road Drug Trafficking Route

···· Foot Trafficking Route

— Maritime Drug Trafficking Route

⚗ Drug Laboratory

% of population whose primary concern is **cost of living**

0% ████████ 30%
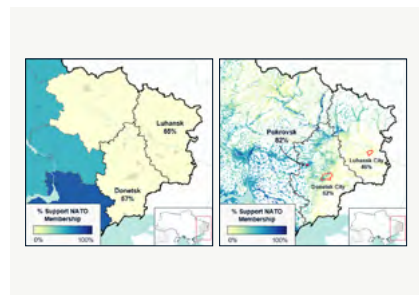
Transforming ordinary household surveys into census-like spatial data.

FRAYM'S UNIQUE VALUE

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

Rigorous Household Survey Data

Earth Observation Data
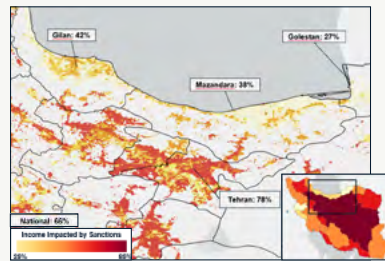
FUSEfraym™ ML Software

Fraym Data

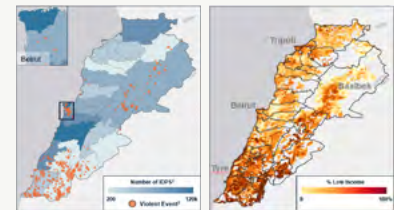# Fraym data includes hundreds of population characteristics for nearly any country in the world at 1km² resolution.
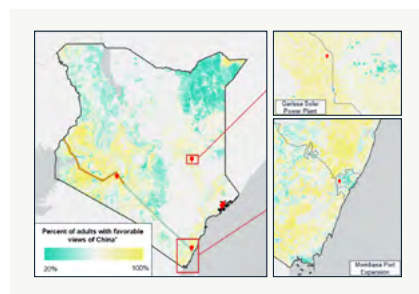
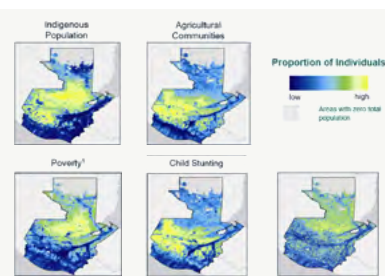## Assess Influence

Monitor Economic Trends

Analyze Demographics

Monitor Facilities

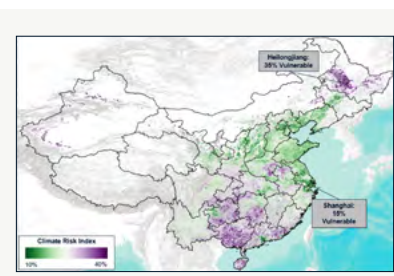## Track Migration

Disaster Preparedness

CUSTOMERS

Contact Chris Kannan at **c.kannan@fraym.io** to discuss further