





WHO WE ARE

Perigee is a Vienna & Bogotà based start-up company, established in 2018. The two founders come from a background of academia and humanitarian non-profits as well as international marketing management. Perigee is funded by European Space Agency BIC & FFG - Austrian Research Promotion Agency.

CONTACT US

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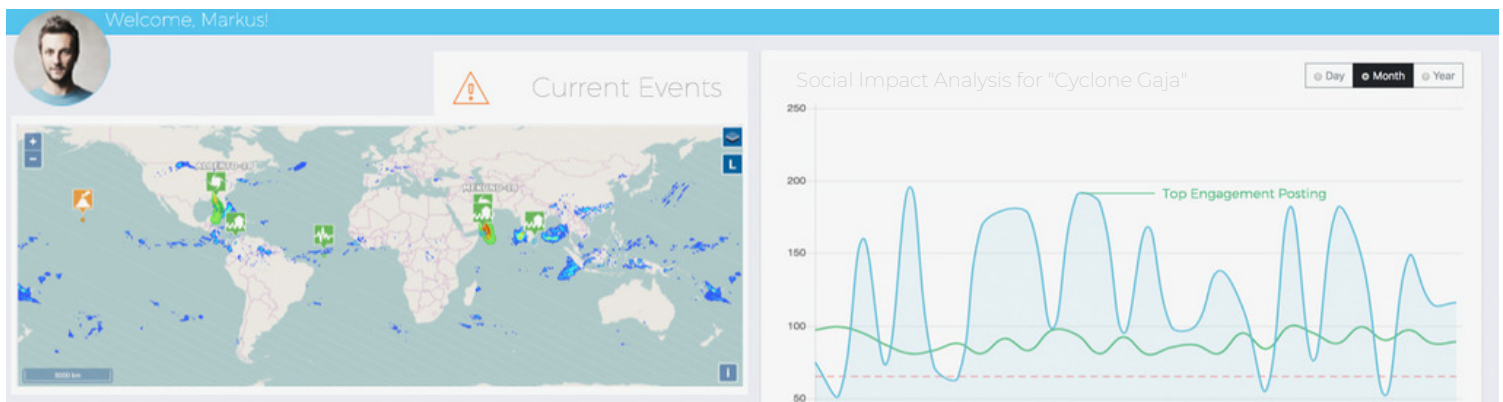
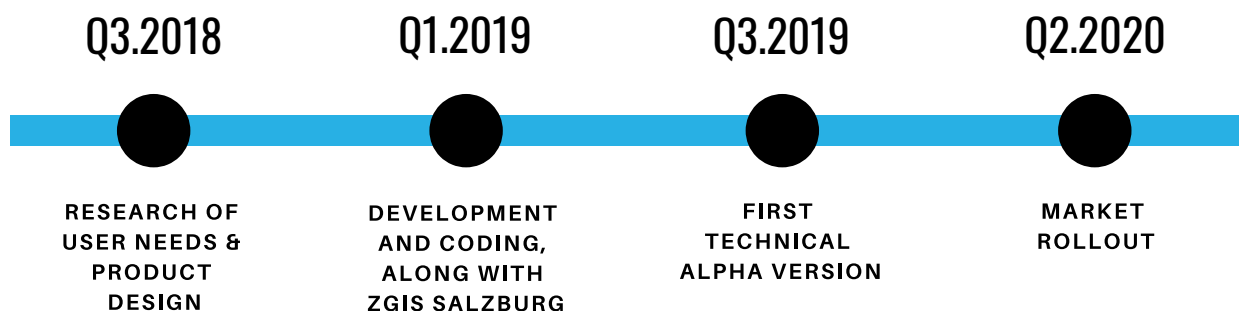
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PRODUCT

Perigee is a software platform that enables organizations to find prospective donors based on satellite data and social media behavior. Users can identify the right donors even before an emergency happens and target them directly - resulting in up to 40% increase in donations.

Perigee's revolutionary technology lowers fundraising costs, improves workflows and reduces workload for fundraisers significantly. Perigee has been designed in close cooperation with worldwide leading NGOs and is fully GDPR compliant.

DEVELOPMENT TIMELINE



BIG DATA DON'T MEAN BIG KNOWLEDGE.

The internet is full of data. Satellites generate several terabyte per day.
500 million tweets are sent in just 24 hours.

The trick is to access the right data sources, filter and contextualise them to answer specific questions. Big private companies have become experts in these tasks. Perigee takes big data innovation one step further to generate big knowledge for organisations of all sizes, with different interests (for instance humanitarian aid or environmental emergencies) and technical capacities.

HOW DOES PERIGEE WORK?

Perigee is not an analytical black box - but a research-driven online service that integrates directly into existing decision-making processes. Perigee links emergency monitoring and forecasting information to a social listening approach.

We access several global emergency databases and social media channels. Users are free to manually add their own emergency, define their own fundraising markets, social media channels, etc. People who show an interest and/or an emotional response to a certain topic are more likely to become donors to this specific event. Our online dashboard can easily be adapted to individual user needs and gives a near real-time overview about (social) media hot spots, emotional responses to specific topics in predefined regions of interest, benchmarks of digital fundraising performance among competitors, etc.

WHAT'S THE ADDED VALUE?

Perigee:

- is a shortcut between emergency data and targeted, digital fundraising
- quickly creates a low-cost digital fundraising campaign with full transparency
- can be adapted to different markets, topics and budgets
- allows access to global state-of-the-art satellite data including interpretation and analysis
- can be activated before the impact of an emergency (for instance a tropical cyclone) is detected. This way, all necessary information for a digital fundraising campaign (incl. the most likely donors) is already available when a disaster strikes.
- provides a near real-time overview of performances KPIs among comparable users (for instance the social media response to a new fundraising campaign or emergency communication strategy)