Science Park
The High Tech Incubator
Graz

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perigee
Predictive Digital Fundraising

Perigee

WITH PIPA, NGOS/NPOS AND THEIR FUNDRAISERS WILL BE ABLE TO SEE HOW PUBLIC INTEREST TOWARDS A NATURAL EVENT IS EXPECTED TO CHANGE IN THE NEXT HOURS, DAYS AND POSSIBLY EVEN WEEKS.

With PIPA – acronym for Public Interest Prediction Algorithms – we strive to give fundraisers the first tool ever that allows them to inform their whole communication strategy based on predictive data.

Traditional campaigns often take weeks of planning: setup, copywriting, design, production, printing, sending and so on. All of this with no guarantee of success. Wouldn't it be easier to know beforehand if your direct mail, billboard or TV campaigns will capture interest of potential donors? PIPA will allow fundraisers to see how interest towards a natural event is expected to change in the next hours, days and possibly even weeks. This allows to reduce costs for campaigns and optimize workforce capacities.

PIPA combines a series of satellite-based emergency services, such as COPERNICUS EMS, and social analytics. These datasets are enhanced with state-of-the-art machine learning. In order to support those, who help every day.

USP
PIPA allows to optimize fundraising campaign costs and resources by predicting public interest in natural events - an absolute innovation.
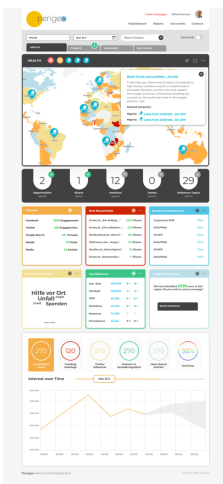
Target Market
Non-governmental Organisations / Non-profit Organisations with fundraising operations in Europe

Space Connection
PIPA makes use of a series of satellite-based emergency services, such as COPERNICUS EMS.

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TEAM PERIGEE

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