

# Science Park

The High Tech Incubator

ESA



space solutions

Austria [esa-bic.at](http://esa-bic.at)

Page

[www.sciencepark.at](http://www.sciencepark.at)





## 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 COPENICUS 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.



Team Perigee



World

last 12 h

Report Disaster

Darkmode

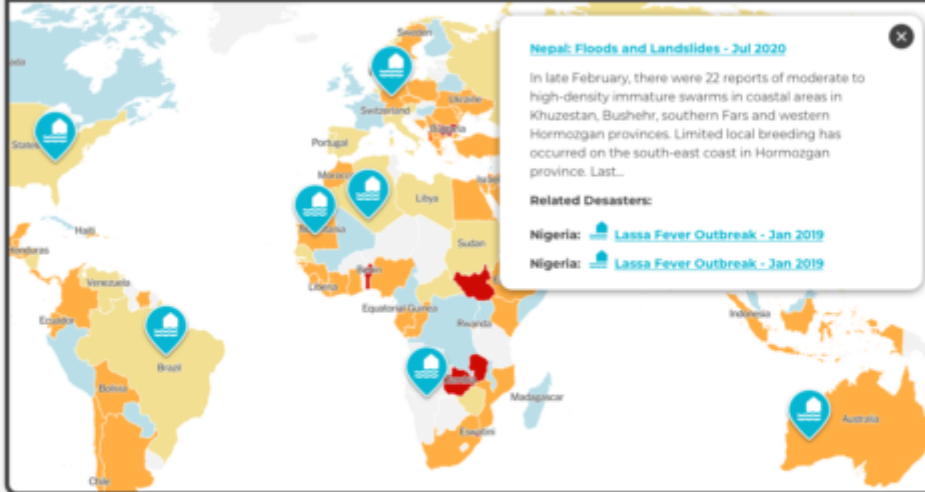
HEALTH

CLIMATE

MAN-MADE

BIOLOGICAL

HEALTH



2

Opportunities  
Last 24 h

1

Shares  
Last 12 h

12

Mentions  
Last 24 h

0

Tweets  
Last 24 h

29

Influencer Topics  
Last 12 h

Channels

Facebook 2220 Engagements  
Twitter 220 Engagements  
Google Search 45+ Increase  
Reddit 110 Posts  
Media 22 Articles

Most Shared Media

Kurier.at: „Am Anfang...“ 2220 Shares  
Krone.at: „Ein unfassbar...“ 220 Shares  
DerStandard.at: „Notruf...“ 120 Shares  
DiePresse.com: „Angst...“ 110 Shares  
Mueller.at: „Keine Spend...“ 20 Shares  
Krone.at: „Kommentar...“ 11 Shares

Emergency Data Sources

Copernicus EMS [Click](#)  
ReliefWeb [Click](#)  
ACAPS [Click](#)  
ReliefWeb [Click](#)  
ACAPS [Click](#)  
ReliefWeb [Click](#)

Wording and Tonality

Hilfe vor Ort  
Unfall Angst  
Covid Spenden

Quelle: Twitter

Top Influencers

Han Solo 900.000 8+ 8+  
Panda22 456.000 4+ 4+  
WFP 65.789 5+ 5+  
Maradona 45.345 6+ 6+  
Madonna 34.289 2- 2-  
Primadonna 12.346 0+ 0+

Target Twitter Users

We have identified 2839 users in this region. Do you wish to send a message?

SEND MESSAGE

270

Social Media  
Topics

120

Trending  
Hashtags

270

Twitter  
Influencer

270

Interest vs.  
Sociodemographic

270

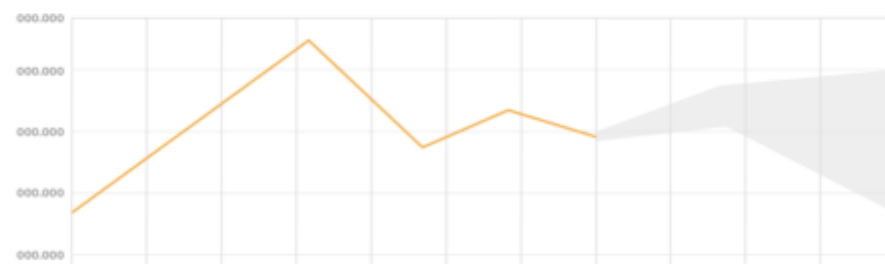
Most shared  
Articles

98%

Overview

Interest over Time

last 12 h



Contact: Office ([office@perigee.at](mailto:office@perigee.at))

Website: <https://www.perigee.at>