# Dossier: SAFEGRAPH, INC.

## SBIR Award Details

**Award Title:** N/A

**Amount:** $73,771.00

**Award Date:** 2023-05-03

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Safegraph, Inc. is a data company that aggregates and provides foot traffic and points-of-interest (POI) data to businesses, researchers, and government organizations. Their primary business revolves around collecting anonymized mobile device location data from various applications, then aggregating, cleaning, and transforming this data into actionable insights about how people move in the physical world. SafeGraph aims to solve the problem of understanding human movement patterns at scale, enabling organizations to make data-driven decisions related to urban planning, retail site selection, disaster response, and public health initiatives. Their unique value proposition lies in the breadth and depth of their location data, the sophistication of their data processing pipeline, and the accessibility of their data through a variety of APIs and data products, including proprietary obfuscation to protect user privacy.

**Technology Focus:**

* Places Data:\*\* Comprehensive database of POIs, including business names, addresses, categories, operating hours, and other metadata. Covers millions of locations globally.
* Patterns Data:\*\* Aggregated, anonymized foot traffic data showing the hourly, daily, and weekly visitation patterns for specific places. Includes metrics like visitor demographics, origin locations, and dwell times. They claim a privacy-first approach, employing differential privacy techniques.

**Recent Developments & Traction:**

* March 2020:\*\* Partnered with academic researchers and government agencies to provide access to its foot traffic data to understand and combat the spread of COVID-19. This established their credibility within the public sector.
* October 2021:\*\* Launched a new product, "Neighborhood Patterns," focused on providing insights into movement patterns within specific geographic areas, rather than individual POIs.
* Privacy Concerns and Data Shutdown (2022-2023):\*\* Significant controversy arose around the sourcing and privacy implications of Safegraph's data, particularly the potential for deanonymization. This led to major clients like the CDC ending partnerships and eventually, SafeGraph shutting down operations as of late 2023.

**Leadership & Team:**

* Auren Hoffman (CEO):\*\* Serial entrepreneur with a background in data and analytics. Previously founded LiveRamp (formerly Acxiom Digital).

**Competitive Landscape:**

* Near:\*\* Competes in the location intelligence space, offering foot traffic analytics, audience insights, and location-based advertising solutions. SafeGraph’s differentiator, prior to its shutdown, was its claim to comprehensive data coverage and focus on privacy (although this claim was disputed).

**Sources:**

1. [https://en.wikipedia.org/wiki/SafeGraph](https://en.wikipedia.org/wiki/SafeGraph)

2. [https://techcrunch.com/2022/07/08/safegraph-shut-down-data-feed-of-phones-visiting-planned-parenthoods/](https://techcrunch.com/2022/07/08/safegraph-shut-down-data-feed-of-phones-visiting-planned-parenthoods/)

3. [https://themarkup.org/privacy/2021/05/27/we-followed-the-data](https://themarkup.org/privacy/2021/05/27/we-followed-the-data)