



Revolutionizing wildfire
prevention by empowering
communities to make
proactive decisions.





WHAT IS THE WUI?

The WUI, or *Wildland Urban Interface*, is where densely or sparsely populated areas meet untamed wildlands. These areas are at constant risk of fires that can have significant consequences for the inhabitants there.

OUR FOCUS AREA.

About 3.5 billion people worldwide live in the Wildland Urban Interface and every day face the possibility of a catastrophic wildfire. How can we offer the tools needed to protect their homes and communities?

By integrating **advanced data analytics** and **user-friendly technology**, Perch Sensing enables homeowners, fire departments, and municipalities to **proactively mitigate** risks and **protect** properties.



Climate change is driving a surge in wildfire risk for communities worldwide.

At Perch Sensing, we offer a **proactive, data-driven approach** to safeguard neighborhoods against devastating fires. Our platform continuously analyzes housing and community data to pinpoint the highest-risk areas and recommend targeted fortification strategies—either preventing wildfires altogether or stopping them from spreading structure to structure. By partnering with local leaders, utilities, and municipalities, Perch Sensing **reduces liability, lowers disaster response costs, and helps ensure safer, more resilient communities** in the face of increasing wildfire threats.

1 / PREDICT

We use historical data to assess wildfire risks and ignition events.

Perch Sensing integrates historical data to assess wildfire risks. We evaluate the likelihood of ignition events and predict potential wildfire spread based on factors like weather, terrain, and vegetation. This early-warning system helps individuals and community leaders prepare, respond, and mitigate wildfire impacts effectively.

2 / PREVENT

We reduce wildfire risk at both household and community levels.

Perch Sensing provides tailored recommendations to reduce wildfire risk at both household and community levels. It offers continuous guidance on home hardening, improving defensible space, and other preventative measures. Recognizing that wildfire prevention requires ongoing effort, Perch Sensing emphasizes education and proactive strategies.

3 / PROTECT

We connect communities to resources to support wildfire preparedness.

Perch Sensing connects communities with resources to help bolster grant applications and wildfire mitigation organizations to support wildfire preparedness and recovery. This approach provides assurance before, during, and after wildfire incidents. By fostering collaboration, Perch Sensing strengthens relationships between homeowners, community members, and wildfire safety networks.



Users need a product that...

1. Identifies the highest risk areas in a jurisdiction

- Sends notifications for high-risk days due to weather events and environmental conditions
- Can be viewed as a heat-map from a high level

2. Provides granular data on structures and their surrounding environments

- Useful for both professionals and homeowners
- Considering structures as fuel

3. Can run predictive modeling scenarios

- Fire professionals can use to plan mitigation strategies
- Planning for crisis events – where to establish defense lines

4. Tracks community and parcel-level risk

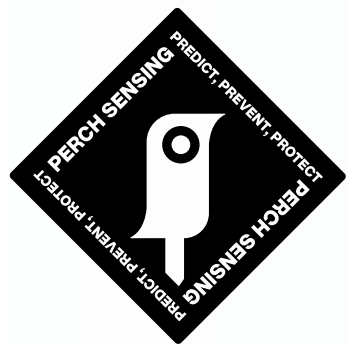
- Can use to identify which homes are non-compliant and plan actions to notify them/focus home inspections
- Useful for professionals and HOAs

5. Generates a report summarizing a property's risk level/score

- Homeowners can use for insurance purposes
- Professionals can use for in-house reporting, grant proposals

6. Recommends actions to lower risk

- Prioritized data-driven recommendations
- Can add to a task list



Let's mitigate wildfires. Make a safer and more resilient world.

Increased wildfire risk is an inevitable byproduct of climate change. Perch Sensing Inc. is working to protect future communities from wildfire damage and destruction.

Learn more at perchsensing.com

Acknowledgments

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Photo, Page 4: A Boeing 737 drops slurry in Utah by Mike Newbry

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