

# Unacast Press Kit

**ONLINE PRESS ROOM:** <https://unacast.com/news>

## ABOUT

Unacast is a human mobility data company committed to understanding how people move around on the planet. Sophisticated and data-driven commercial real estate professionals, retailers, researchers, analysts, and data scientists use our Real World Graph®, the most accurate understanding of human activity in the physical world. Unacast has raised more than \$35m from investors and has been awarded multiple awards for its technology platform, rapid company growth, and Nordic-inspired culture.

## FOUNDERS

As part of the founding team at the music streaming service TIDAL (acquired by Jay-Z in 2014), Thomas Walle and Kjartan Slette wanted to understand where users went to concerts to create better playlists and recommendations. They realized there were no such insights available — or insights of how people move around in the world in general. The mission to build Unacast and The Real World Graph® was born.

# unacast.

## SOCIAL

LinkedIn <https://www.linkedin.com/company/unacast/>  
Twitter <https://twitter.com/Unacast>  
Instagram <https://www.instagram.com/unacast/>  
Facebook <https://www.facebook.com/unacast>

## MULTIMEDIA

Please check out [Unacast TV](#) for a range of helpful content.

## THOUGHT LEADERSHIP

**COVID's \$34 billion bite out of the Big Apple** “Some 107,000 people have left the NY area since COVID began. Nowhere is the pain of that emigration felt more profoundly than in once busy, growing neighborhoods and points of interest the pandemic has made quiet and declining.”

**I left my \$12 billion in San Francisco** “Population flow in 2020 was negative, as was total net income to the tune of -\$12 billion. About 46,000 people left the area in 2020. Some jumped to more southern areas of the state, or the western US. Others shifted among the 10 regional counties.”

## CONTACT

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