**Transcript of Guard911 Florida DOE Presentation on 4/9/21**

Tom: Hello and welcome everyone to the Guard911 presentation on our mobile panic button solution.

Tom: Nate, can you kick us off please.

Nate: Absolutely, thank you Tom. Hello, my name is Nate McVicker, veteran police officer and President of Guard911.

Nate: For the last several years, have been travelling the country with some national experts, talking about our countries number one act of domestic terrorism, being an active killer. These senseless acts of violence have been crumbling our nation and it comes down to the common conclusion, every single one of them is a shorter police and 911 notification time, can and will save lives.

Nate: Today, joining me is my partner and technologist of many years, Tom Swip.

Tom: Thank you Nate. Hi everyone. I am the Vice President and CTO of Guard911. I’ve got a 30 year background in the technology industry, that started with putting mobile devices in the hands of UPS drivers in the early 90s. So, actually developing tablets before tablets were even a thing.

Tom: We’re going to spare you all the bells and whistles today and we’re going to get right down to brass tacks on what it takes to save lives in these horrific tragedies.

Nate: Right, of course we want to thank Florida for being pretty much the first to pass legislation with Alyssa’s law. You are definitely going to be a model for other states to emulate. We are honored to be awarded a contract with the department of education for Alyssa’s law and we look forward to safeguarding several more schools in the state of Florida.

Nate: So, this all started in 2013 with our research and development. We brought a team of police an psychologists together and actually created the Guard911 technology with a police and psychology perspective knowing the way your mind works.

Nate: Under the most stressful situation, you become color blind with the exception of the color red. You lose those fine motor skills. The system must be simple, it must be effective and it must be user friendly. And we have done this for the last several years, like I said, safeguarded several schools in Florida.

Nate: We have several thousand police officers that are part of our established police network. We’ll talk about that later, but right now, communicating and talking about bridging technology and police together, embracing technology for the safeguard of our students and schools out there. Tom…

Tom: Thanks Nate, yeah, we really did take a psychological perspective on this whole thing. So, there were a number of thing that we needed to accomplish. Number one, we needed to make sure that law enforcement was getting the notification as quickly as possible. Number two, we needed to put it in the hands with technology that they already have, that they’re carrying right now. And number three, we knew that we need to get the police officers through the doors as quickly as possible to eliminate the threat.

Tom: All of that is pulled together in our SchoolGuard platform. So, SchoolGuard is truly a 24 by 7 by 365 emergency alert panic button solution and platform. It has been designed to do all of the things that we just mentioned.

Tom: And as you can see, our tagline is “When seconds save lives”.

Nate: Right, we know you have many choices, 10 of them you’re faced with. As a police officer, I would say, it doesn’t matter what role you have in this decision process, it is critical though, it is critical you choose what best fits your needs and it must be effective and it must be expedient.

Nate: That being said, we talk about in the police world notification and response time. We’re gonna remember the horrible incident that was Sandy Hook. Sandy Hook was kind of an anomaly. The Police offers actually got on scene very, very quickly, but they didn’t know about it for 126 seconds. That’s unacceptable. We as police need to know about something immediately. Your dispatchers need to know about something immediately.

Nate: So, that why it comes into play Guard911 and Hero911. We pretty much erase that 126 second lag time there. And you get into direct response time.

Nate: So, that’s what we do, immediate notification to your dispatchers and your police, so you can get rid of that 126 seconds. You’ve got to get notified, it all comes down to that.

Nate: Because, we as police have been trained differently. Ever since Columbine, we no longer set up those perimeters, inner perimeter, outer perimeter, wait for the SWAT team to arrive. We need to be notified of a tragedy happening, we’ll check the validity of it. When we get on scene we’re gonna park tactfully during an armed intruder incident and we’re going to rush inside towards the sound of gun fire.

Nate: The final goal is neutralizing any existing threat and saving as many lives as possible. But, it all comes down to immediate notification first. Tom…

Tom: Yeah, thanks Nate. And most importantly, all of this needs to be simple for the user. So, you’ll hear us use the word simplistic through the course of the whole conversation today.

Tom: So, there are a lot of bells and whistles that you’ll see in other packages, you know, pinpoint accuracy on alerts, pinpoint cameras, floor plans, things like that. All of those are great features, but really, what it ultimately matters and what it really comes down to is that we have got to get the police inside faster.

Tom: So, pinpoint accuracy, the shooters going to be moving immediately. Pinpoint cameras, the shooters going to be moving immediately. Floor plans, if you can imagine that you’re an officer in fight or flight response, running into the scene of this crime, you’re not going to check a small camera screen or floor plan on your phone.

Tom: All of those features are fantastic for after the tragedy, where there is a command post or maybe reunification strategies, but our solution is focused on getting the officers into the building as quickly as possible so that we can eliminate the threat.

Nate: And we know during all of the studies we have done with our national experts that the killer is systematically and methodically has thought this attack out for weeks if not months in advance with one thing in mind, as gruesome as it is, and that’s a body count.

Nate: The killer wants to hurt and injure and kill as many people as possible. Of course, we want to continue to deter these senseless acts of violence, but when they do strike, we’ve got to get notified as quick as possible.

Nate: And how do we do that, with Guard911 through a unique system exclusive to Guard911, called Hero911 Network.

Nate: Hero911 Network is free for all first responders. To date, there’s well over 60,000 federal, state and local officers that have the receiver portion of this. There’s several thousand in Florida.

Nate: FBI has actually recently approved the Hero911 app for federally downloaded devices. So they have white listed that. Of 2.2 million apps in the app store alone, the Apple App Store, Hero911 is the only app Apple has where there is actually a police vetting phase. So, we hold that pretty close to us as well, the FBI relationship there and Apple.

Nate: Of our consultants we have on our team some national experts out there. You might have heard the name Colonel Dave Grossman, the worlds foremost expert in human aggression and school shootings. Colonel Grossman, pre COVID, used to speak 300 times a year for about 15 years in a row on this viable threat. He is now, we have welcomed him onto our team. He reached out to us.

Nate: Frank DeAngelis the principal at Columbine, also on our team. Tony Pustizzi, the former chief of Coral Springs was instrumental in capturing the killer at Parkland. We’ve welcomed them all to our team and it’s dynamic.

Nate: We put these classes on which are free. There is going to be one May 11th in Panama City, hosted by the Bay County Sheriff’s Office up there, Bay County schools, who have our service. I encourage you if you are able and if you’re in the area, please come by and hear what you can do, besides an alert service like this to take proactive measures to better safeguard your schools. Tom…

Tom: In addition to our fabulous team that we’ve go on, we have also been listed in the AT&T FirstNet app catalog. So, if you were to go out to AT&T FirstNet and search for our apps, you will find them listed out there as approved.

Tom: We have also been working with the head engineers at Apple through the entire development process for this application, this system. And we were recently approved for the use of their Amber Alert like functionality that can actually override the sound system on Apple devices, so that everyone gets the alert.

Tom: And then lastly, one of the most important things, we are the patent holders and the inventors for this technology in this industry. So, we actually have 2 patents that we have been awarded for the notification system that is present in our system.

Nate: Right, and we’re going to jump right into it to show you why we are all here today spending time and show you the demonstration of the SchoolGuard app by Guard911. And again, its key and locked in expedited notification right to your 911 coordinators there in office, your law enforcement officers. So when we show you the SchoolGuard app we’re going to show you how easy this is. And you’re going to see how fast it can work in getting alerts out there.

Nate: So, there’s an armed intruder in your building, we’ll get right to it, you’re going to hit the big panic button. And as you hit the big panic button, to help prevent inadvertent activations you’re going to slide it over and hit the word Yes, that simple. As you’re doing right now, now there’s no further action needed on your part, because right now it’s calling 911. You are going to speak with a 911 operator, but as you’re waiting to speak with 911, it’s already done 3 things simultaneously.

Nate: First, it’s alerted every staff member on your property. It’s showed them a map of where the alert originated from. So as you’re waiting to speak with 911, you’re going to see a blurb on the map, the recipients will, of 150 feet radius of where the alert originated from. You can also toggle to the satellite image if you choose to, that same map will be there, 150 foot radius where the alert originated from, for an immediate Code Red, or you can shelter in place or whatever your policy and procedures are.

Nate: The app has also alerted your respective properties within 5 miles. We know 20% of killers go mobile, like they did in Parkland. For your situational awareness and your outside schools, you are also going to be alerted for a code red as well.

Nate: And lastly, and most importantly, while you’re still waiting to speak with 911, the app has already alerted all of your federal, state and local officers in close proximity to the protected Guard911 property. And again, as a police officer, the goal is not to get a thousand police officers there, they’re coming regardless. The goal of Guard911 is to get the first few officers on scene, alerted, and on scene, as quick as possible. It’s that simple.

Nate: Tom will show you a display of the officers, what they hear and what they see.

<app siren sounds here>

Nate: There going to see a little alert, they’re going to hear a little alert rather, and they’re going to be able to choose acknowledge uniform or acknowledge plain clothes.

Nate: Now we as police, during these senseless acts of violence, we know at every single one of them, there’s uniformed officers, there’s plain clothes officers that arrive. We’re going to have a continuous ticker there, just to put that in their mind that there will be plain clothes officers on scene, just like there is at any one of these incidents.

Nate: You’re going to see the location, the number of officers, the exact second that the alert was triggered, and then also the police will see a map, again, within a 150 feet where the alert originated from.

Nate: That’s the major feature. At this point, it’s called 911, it’s alerted your staff, its alerted the protected properties nearby you for those that go mobile, the killers that go mobile, and lastly it’s alerted your policer officers in close proximity for an instantaneous notification, and their subsequent response.

Nate: Because seconds save lives, we’ve got to know about it.

Tom: Yeah, absolutely Nate. And on top of that, we know that your privacy and security is incredibly important to you, and it’s important to us to, so we are not tracking you through the application. Some other apps have been accused of this. That is not the situation with us. The only time that the application knows your location is when you open it to trigger off the panic alert button.

Tom: So, what we do is we wrap a geofence around your school and what we do is we check to make sure you are inside of the geofence and not outside of the geofence. If you’re inside the geofence, you’re allowed to set the alert off. If you’re outside of the geofence you’re not. So, it’s another security feature there as well.

Tom: And then, as far as the setup of your location goes, there is a simple web portal that you log onto, through a link that we would provide, once you sign up. And it would just walk you through several steps of getting everything set up. One of the steps is getting that geofence set up.

Tom: Once the geofence is set up from your side, our tech team verifies it on our side to make sure that everything is good to go and you’ve got all of your bus stops and sports fields and building encompassed inside of it. And then, once we have verified that, you’re active and you can have all of your users start to download and install the app on their phone. That whole process can be done in as quickly as 24 to 48 hours, so it’s a system that is 100% ready to go from you, for you.

Tom: And then, we would be remiss if we didn’t mention the fact that there is also a desktop panic button app that we’ve developed. It’s available for Windows OS, Mac OS and Chromebooks, so you can simply download that to your desktops. And then we also give you the added feature of allowing a lanyard or a wrist or a mobile, I’m sorry, a fixed panic button that you can mount to the wall, that talks via Bluetooth to those other, to that desktop panic button application, and allows you to trigger off the alert that way as well.

Nate: In our short demonstration tonight, we hope that we were able to explain the simplicity of Guard911, and shall there be an armed intruder event, on how effective and how fast the alerts and the messages can be pushed through. We encourage you to reach out to our active clients in the state of Florida, who have relied on Guard911 for many years already.

Nate: And we know again, there’s many choices you are faced with to choose the most optimal service for safeguarding your schools. Again as a police officer, please look at the one that is not cumbersome. It’s got to be effective. It’s got to be simple.

Nate: So again, we encourage you to look at our website Guard911.com. You’ll see our training video on there as well. You can look at the training video. That’s the mandated training video, once you do go live, that’s how easy it is.

Nate: You can also look at some of our daily features on there. We did not go into depth on the daily features at all. We wanted to show you exactly, why we’re here, showing you that main feature. But, please spend some time on our website and look at the daily features.

Nate: The reason we didn’t go into that, they are similar with a lot of technologies out there. Our major feature which stands out is that reporting armed intruder panic button, with working in concert with the exclusive Hero 911 network.

Nate: We thank you for what you do. We thank you for your time today and we thank you for safeguarding our students. Have a blessed summer and we look forward to working with you soon.

Tom: Thanks everyone, have a great day.