



KNOW YOUR REYETS

**We help people
protect their rights
and build safer
communities.**



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STORY

Over 25 years ago as a 17-year-old college freshman, I was arrested. A student I had never met and did not know accused me of assault. I assumed the justice system would protect my innocence if I fully complied with the officer.

Unaware of my rights, I was wrong.

“IF YOU DON'T KNOW YOUR RIGHTS, IT'S LIKE YOU DON'T HAVE ANY”

- Wa'il Ashshowwaf, CEO + Cofounder, Reyets



PROBLEM

**Every 7 hours an American is killed
by a police officer.**



**People don't know
their rights**

37% of people
could not name a single first
amendment right

**Reporting misconduct is
difficult**

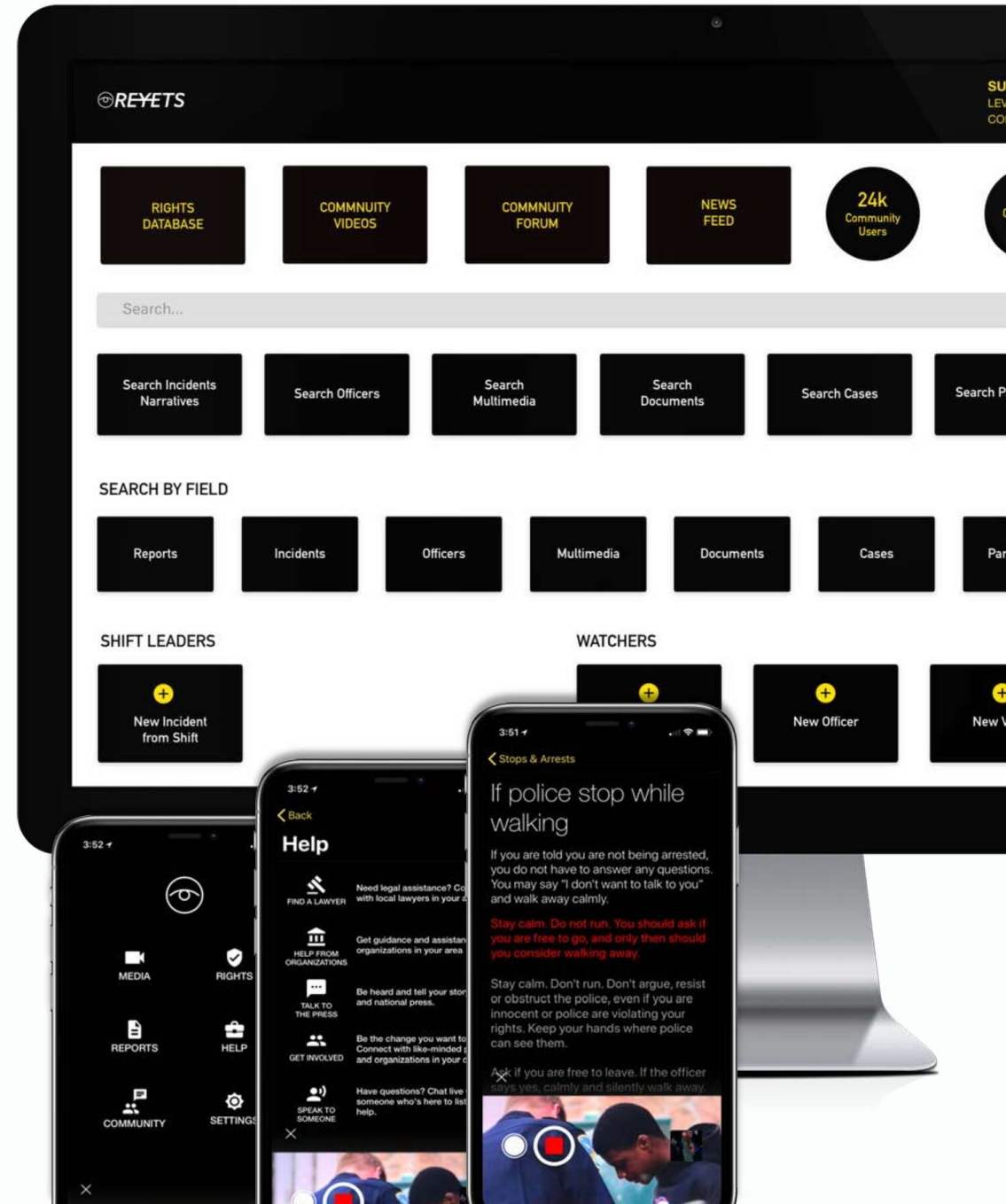
18,000 police departments each
with its own unique process of
reporting police misconduct.

**Access to more
data is needed**

95% of people do not
report police misconduct

SOLUTION

An interconnected network of **Community Led Policing** programs across the country.



COMMUNITY LED POLICING



WHAT

HOW

1

Community Led Policing is an organizational strategy that allows the community to solve problems through:

Witnessing
Data Collection
Reform Efforts

2

Witnessing

Community oversight is fundamental to the legitimacy of local law enforcement.

3

Data Collection

Due to non-existent data collection practices, communities have begun to collect and share their own data.

4

Reform Efforts

Data about law enforcement activity is an essential tool in reforming policing practices.

WHY

5

In Durham, NC, a coalition used data that proved police searched black male motorists at more than twice the rate of white males.

As a result Durham began to require that officers make individuals aware of their right to refuse a search and obtain written consent.

6

A group in Baltimore came together to engage in community data compiling.

They uncovered that every 14 days in Maryland, someone is killed by law enforcement.

Using the data they compiled on officer-involved deaths they successfully pushed for a host of police reforms at the local, county, and state levels.

HOW IT WORKS

Community Resources



Advance Video
Recording



Live Stream &
Cloud Backup

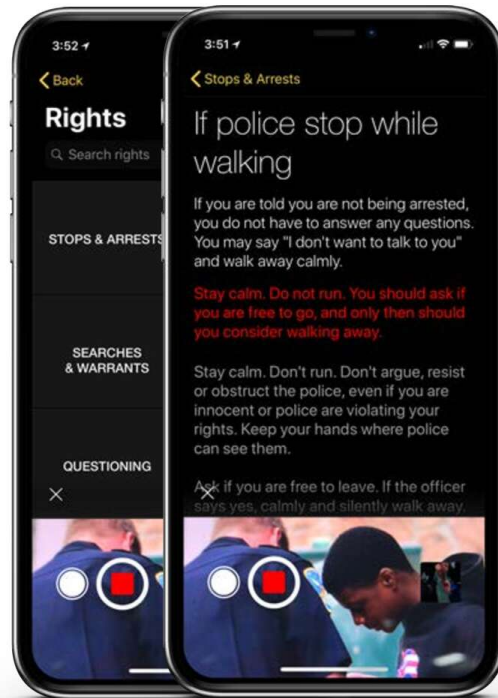


Know Your Rights
On Demand

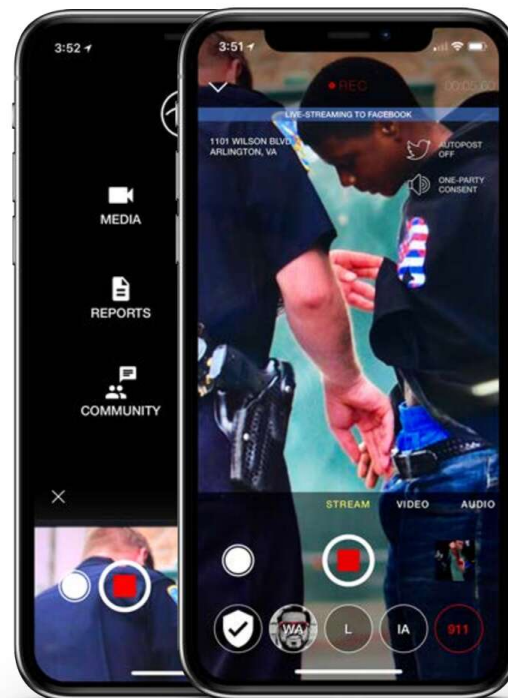


Smart Incident
Reports

Know Your Rights



Smart Recording and Streaming

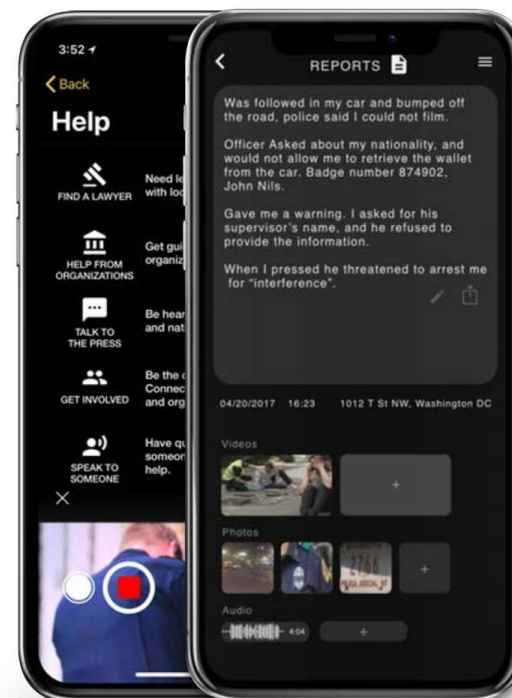


Encrypted Files
& Geodata



Get Help From
Trusted
Sources

Find Help and Report Misconduct



Engage On Issues
That Matter To You



AI Chat To Help
You Find Answers

USER BASE



BRANDON, 18-35 YEARS OLD

Black Community

Those most at-risk with law enforcement interactions. Inner-city and suburban black communities.

Fearful of police. For protection, evidence, educational and legal resources.



JAMELA, 18-40 YEARS OLD

Immigrant Groups

Undocumented immigrants
DACA individuals, H1-B Visa Holders, Arab Travelers, Refugees

Concerned of being deported. May not be informed of rights - too complex, language barriers.



CODI, 18-35 YEARS OLD

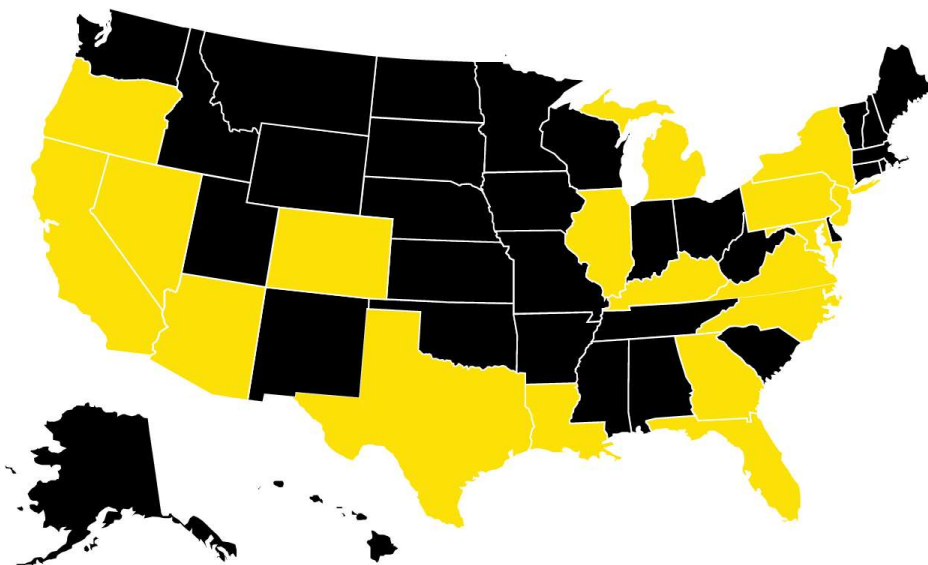
Organizers and Activist

Social justice and political mobilizers, organizers. Demonstrators and event participants.

Change makers. Actively looking for civic engagement , and tools for protection at protests.

TARGET MARKETS

19
States



206 M
Population

34 M
Black Population

41 M
Immigrant Population

\$92 B
Police Spending

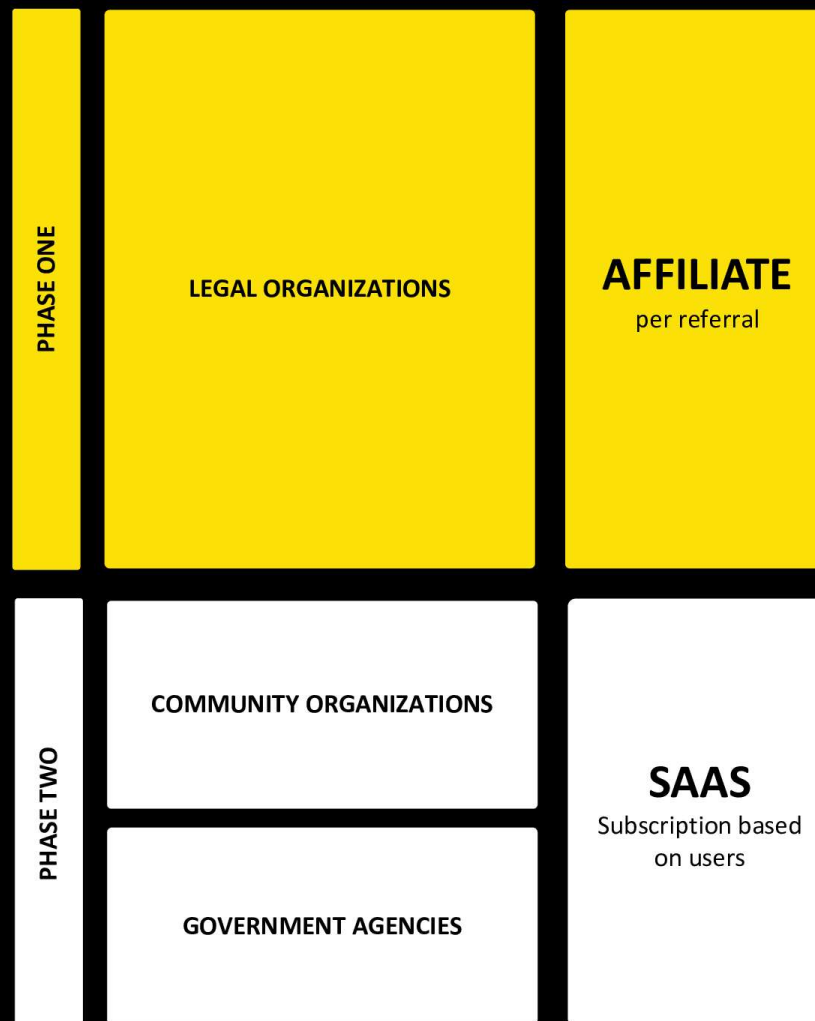


FOX 13 News Utah @fox13 · 1d

The Austin City Council has voted to cut one-third of the city's \$434 million police budget amid national calls for "defunding" law enforcement in favor of spending more money on social services.

Money is being redirected to a wide variety of community programs and city departments

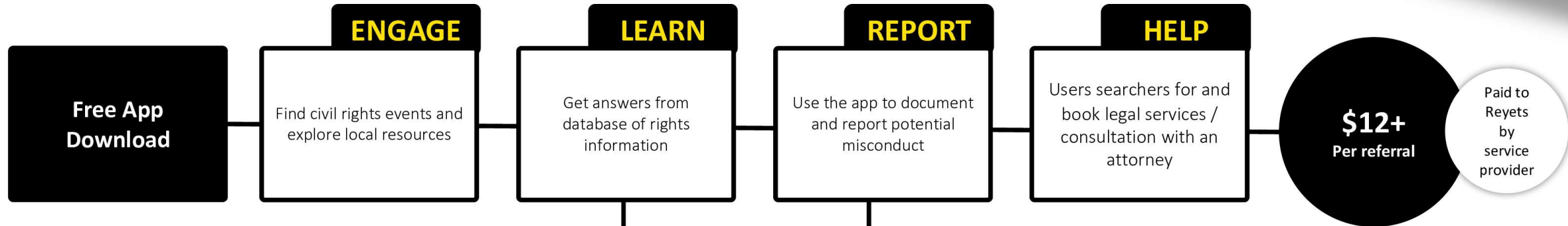
BUSINESS MODEL



BUSINESS MODEL

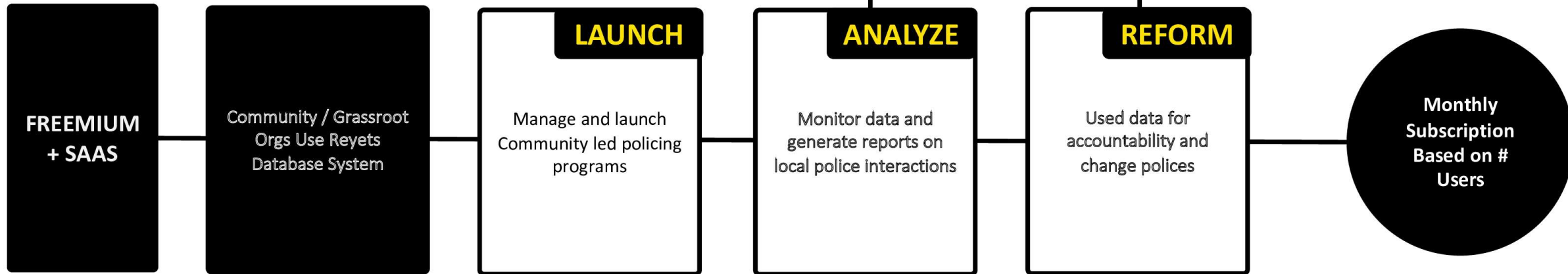


APP USERS



DATA COLLECTED BY REYETS

PLATFORM USERS



TEAM



Wa'il Ashshowwaf
CEO & Cofounder



Ibrahim AlHaidari
COO & Cofounder



Berker Hazar
Cofounder

Known each other for over 20 years
Experience with technology development
Track record of launching successful ventures



Justin Moore
Chief Justice Officer



Gerald Bruce
EVP Sales



Ahmad Varoqua
Developer + Designer



Noelle Silver
AI + Voice Expert



Takisha Roundtree II
Brand Development



Warrick Roundtree II
Brand Development

**LEADING CIVIL
RIGHTS ATTORNEY**

**FORTUNE 500
PHARMA SALES**

**DIGITAL PRODUCTS
FOR ROCK STARS**

**BUILT AMAZON
ALEXA**

STORY TELLERS FOR BIG BRANDS





BETA
LAUNCHED



6,000+
Beta Users

FAST COMPANY
WORLD CHANGING
IDEAS AWARDS 2018

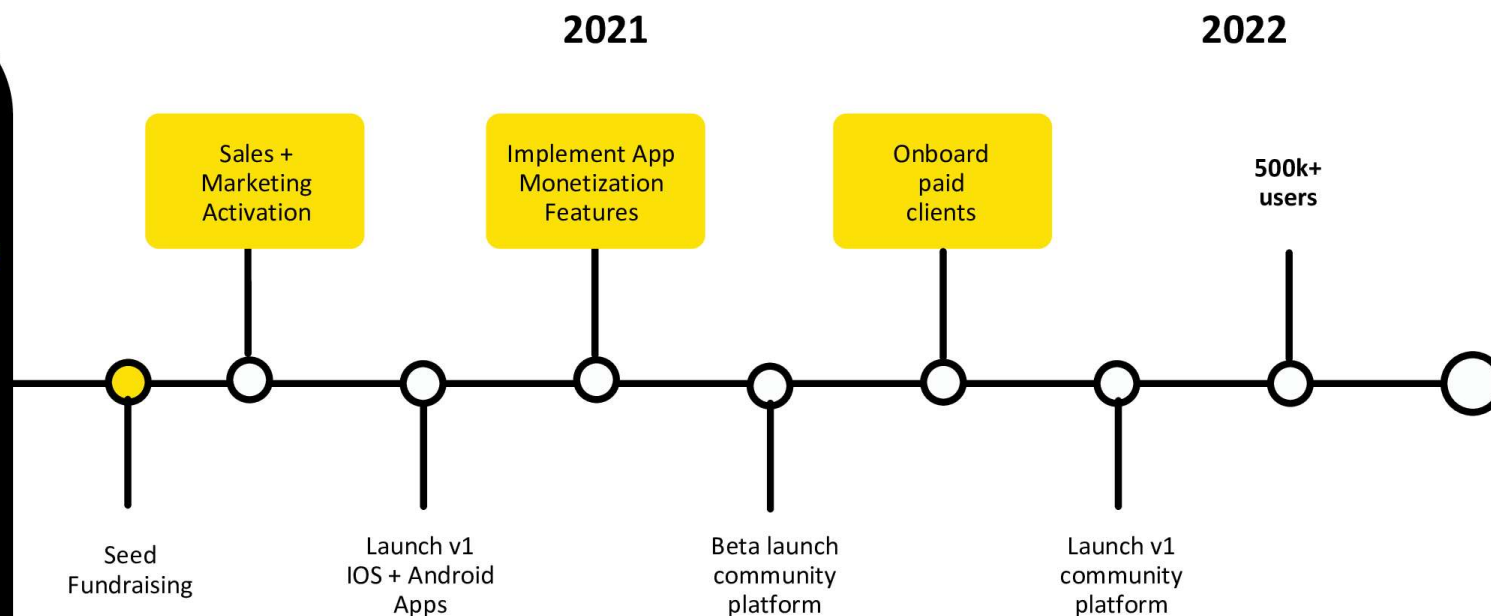


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Award
2019

**We are seeking \$1.2m for
12 – 18 month runway**

Convertible Note: \$5 mln cap | 20% discount | 8% interest

iOS/ Android Development	14%
Backend Development	21%
Marketing and Sales	27%
Partnership Programs	11%
Operations / Payroll	19%
Support Staff	8%



THANK
YOU

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