



“Rapid Response” Mobile Apps For
Mental Health, Wellness And Student Safety

OUR FOUNDERS



BARBARA A. GRIMM **PRESIDENT & FOUNDER**

ACHIEVEMENTS:

15 YEARS IN SCHOOL ENVIRONMENT
PSYCHOLOGY/SPECIAL EDUCATION
AND ADMINISTRATION

**ALBRIGHT SCHOLAR -
ALPHA SIGMA LAMBDA**
SUMMA CUM LAUDE
ORGANIZATIONAL BEHAVIOR
APPLIED PSYCHOLOGY

MEMBER Psi Chi
INTERNATIONAL HONOR SOCIETY
IN PSYCHOLOGY

CPI CERTIFICATION

MENTAL HEALTH FIRST AID CERTIFICATION

MULTI-DISCIPLINARY EVALUATION PROCESSES

15 YEARS IN BUSINESS MANAGEMENT

EMERGENCY DISPATCHER, LANCASTER, POLICE, FIRE & MEDICAL



DAVID B.COOPER **CTO,CFO & FOUNDER**

TECHNOLOGY:

PEARL JAM
ARTIST-CENTRIC TICKETING SYSTEM
(PHONE IVR)
RECORDS: 30 FASTEST SELLOUTS
PORTABLE BAR CODE SCANNING

NASCAR/ISC MOTORSPORTS
LARGEST PRIVATE, CENTRALIZED
SPORTS TICKETING SYSTEM (INTERNET)
LARGEST PAID EVENT – DAYTONA 500
SPRINT NETWORK - RFID ON DRIVERS
BLACKBERRY APP – FOR REAL-TIME
ADMISSION CONTROL

BUSINESS MODELS:

AUTOMATED FAN CLUBS (SUBSCRIPTIONS BASED, MERCHANDISE SALES)
ANTI-COUNTERFEITING USING BAR CODES. COMPUTERIZED ARTISTS,
AGENTS, PROMOTERS, VENUES

LOCATION USE AUDITS – ARTIST PAID BY 3RD PARTY
IN-STORE SUCCESS-BASED ADVERTISING

**IDEA LAB – SPECIALIST FOR INTERACTION OF TECHNOLOGY
AND ACCOUNTING**
(FIRST INCUBATION LAB – PASADENA LENDING TREE, E-TOYS, Top20)

A WORLD-CLASS TEAM



DOUGLAS M. BROWN III

CMO, FOUNDER

ACHIEVEMENTS:

CMO, INSTUTIONAL CASH DISTRIBUTORS

ICD PORTAL \$220B+ AUM

PRIVATE EQUITY CAPITAL EVENT

ADAM SMITH AWARD

CMO/FOUNDER EPBCOMMS

BUSINESS & SALES TRANSFORMATION,
ENTREPRENEURS IN RESIDENCE

GLOBAL SVP INVIDI TECHNOLOGIES

\$110 M CAPITAL EVENT- NBC, WPP & GOOGLE
3 CTAM GOLD AWARDS

WINNING “WORLD EXPO” RFP CAMPAIGN - SHANGHAI, CHINA 2010

EVP TVG (TELEVISION GAMES NETWORK) – BUS. PLAN & PROGRAMMING
MOBILE PHONE WAGERING - NBC SPORTS - TVG NOW IN ITS 22ND YEAR

SUPER BOWL 2000 MUSIC VIDEO CARDS – DISTRIBUTED TO ALL AT THE GAME
VIRGIN RECORDS - TINA TURNER. (D.BROWN & D.B. COOPER PRODUCED)

HITS MAGAZINE – MUSIC INDUSTRY, BRAND & EDITORIAL DESIGN. (In 32nd YR)

HILTON HOTELS – WORKED DIRECTLY WITH BARRON HILTON FOR 8 YEARS
MARKETNG, PROMOTION, DEVELOPMENT AND COMMUNICATIONS

KODAK INTERNATIONAL PHOTO CONTEST – GRAND PRIZE



EDWIN P. BALDRY

CEO, FOUNDER EPBCOMMS

HIGH SCHOOL RESPONDER

LEAD INVESTOR AND
CHAIRMAN OF THE BOARD

GLOBAL LEADERSHIP IN INSTITUTIONAL
SALES AND FINTECH SOLUTIONS

GUIDING FORCE FOR ICD SALES
MANAGEMENT, LAUNCH OF LONDON TRADE
DESK OPERATIONS.

LED ICD PORTAL TO
INDUSTRY LEADING \$220B+ AUM

BUSINESS STRATEGIST, INTERNATIONAL SALES

WORKED IN MOST FINANCIAL CENTERS: SAN FRANCISCO, CHICAGO, NYC,
BOSTON & LONDON

VAST FINANCIAL EXPERIENCE IN EUROPE AND ASIA

TOP PRODUCING SALES RESPRESENTATIVE - 30 YEARS VARIOUS
PRODUCTS - HARDWARE, FIXED INCOME, AND SAAS/FINTECH

PROFESSIONAL PUBLIC SPEAKER AND AUTHOR

A DIFFERENT KIND OF APP



- Thousands of Defined High School Campuses & Communities
- De-Centralized – Each School Is An Island
- Access By Invitation Only
- Fully Secured, Private Communications
- Digital Crisis Notification Alarms

WHY ARE WE HERE?



- **RAPID RESPONSE, FULLY SECURED, MOBILE APP**
- **AUTOMATED, PRIVATE, CRISIS MESSAGING SYSTEM**
- **BOTH ON CAMPUS & REMOTE LEARNING SETTINGS**
- **CRISIS DEESCALATION TOOL FOR STUDENTS & STAFF**
- **EFFECTIVELY ENABLING & EMPOWERING STAFF**
- **REAL-TIME REPORTING & DATA COLLECTION**
- **ESTABLISHING INDUSTRY SAFETY STANDARDS**

Student App

LOG IN

1:17

Log In

Username

Password Show

HIGH SCHOOL RESPONDER™

Log In

CHECK IN

1:17

High School ID: 1
Tuesday September 15, 2020

Good morning zee STUDENT!

Check-in Tips

The situation...
Select One

Level
1 2 3 4 5 6 7 8 9 10

I am going to...
Select One

What's happening?
Type your message

SEND CHECK-IN

CHAT EMERGENCY

TIPS

1:17

High School ID: 1
Tuesday September 15, 2020

Good morning zee STUDENT!

Check-in Tips

Tip
Select One

Is this a secret between us? NO

Level
1 2 3 4 5 6 7 8 9 10

What's Going On?
Type your message

Who
Type a name

SEND TIP

CHAT EMERGENCY

THANK YOU

1:17

High School ID: 1
Tuesday September 15, 2020

Good morning zee STUDENT!

Check-in Tips

Level
1 2 3 4 5 6 7 8 9 10

What's Going On?
Type your message

Who
Type a name

SEND TIP

CHAT EMERGENCY

Thanks for your tip,
someone will get back
to you shortly

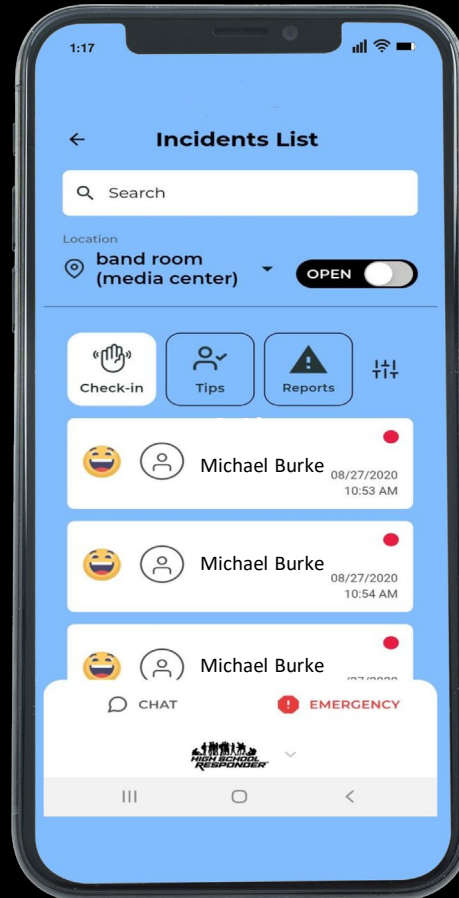
OK

Staff App

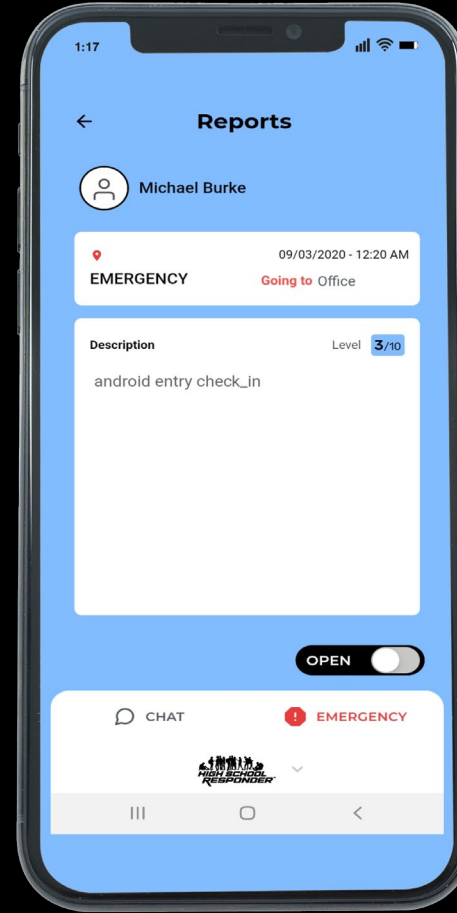
LANDING PAGE



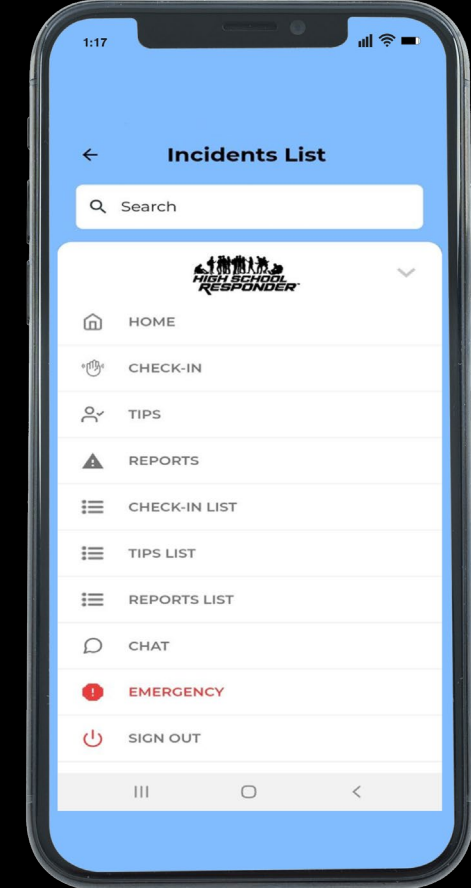
INCIDENTS LIST



INCIDENT DETAILS



MENU



Admin dashboard view of Escalation Matrix

Administrator of Web On-Boarding

ContactsEventsOccurrencesActivitiesEscalation MatrixAdmin

Escalation Matrix Rules

+ Add New Rule

CopyExcelPrintColumn visibility

Show 50 entries

Search:

| Active | Feeling | Tip | Level | Location | R-Code | Student | First Call | Int 1 | Daily 1 | Int 2 | Daily 2 |
|--------|---------|---------------------------|-------|---------------------------|---------------|---------------|----------------------|-------|------------------|--------|----------------------|
| | Yes | Smoking (tobacco, vaping) | 1 | anywhere on school campus | | | Katy A Anthes | 1 Min | Elsie Arntzen | 1 Min | Carment Ayala |
| | Yes | threat against school | 4 | band room (media center) | | | Katy A Anthes | 1 Min | Elsie Arntzen | 1 Min | Carment Ayala |
| | Yes | Cutting / Self Harm | 7 | | | Johhny Miller | Paolo DeMaria | 2 Min | Richard Corcoran | 1 Min | David B Cooper |
| | Yes | Bullying / Cyber Bullying | 5 | band room (media center) | | | Matthew L. Blomstedt | 1 Min | Heather Bouchey | 1 Min | Daniel Boyd |
| | Yes | Bullying / Cyber Bullying | 1 | band room (media center) | Marching Band | | Erika Cook | 2 Min | David B Cooper | 1 Min | Richard Corcoran |
| | Yes | threat against school | 2 | school grounds | Students | | Katy A Anthes | 3 Min | Elsie Arntzen | 4 Min | Carment Ayala |
| | Yes | out of bounds behavior | 1 | | | | Karen Dodd | 2 Min | Karen Dennis | 5 Min | Richard Corcoran |
| | Yes | Cutting / Self Harm | 1 | the principle's office | Marching Band | Johhny Miller | Katy A Anthes | 1 Min | Elsie Arntzen | 1 Min | Matthew L. Blomstedt |
| | Yes | Smoking (tobacco, vaping) | 1 | | charity rider | Johhny Miller | Katy A Anthes | 1 Min | Elsie Arntzen | 1 Min | Carment Ayala |
| | Yes | threat against school | 1 | Cafeteria | | | Adam Baker | 1 Min | Colleen Brophy | 1 Min | Erika Cook |
| | Yes | Bullying / Cyber Bullying | 1 | Cafeteria | | | Patty Carmichael | 2 Min | Susan Bunting | 2 Min | Paolo DeMaria |
| | Yes | Depression / Anxious | 2 | BIG NAME theater | SecEd | | Patty Carmichael | 2 Min | Erika Cook | 7 Min | Susan Bunting |
| | Yes | Bullying / Cyber Bullying | 4 | the big named stadium | Sponsor | Johhny Miller | Elsie Arntzen | 5 Min | Elsie Arntzen | 15 Min | Paolo DeMaria |
| | Yes | Cutting / Self Harm | 5 | band room (media center) | | | Katy A Anthes | 1 Min | David B Cooper | 10 Min | Michael Burke |
| | Yes | Snuck out | 4 | BIG NAME theater | | | Daniel Boyd | 1 Min | Paolo DeMaria | 18 Min | Paolo DeMaria |

Admin dashboard view of Activities

Administrator of Web On-Boarding

Contacts

Events

Occurrences

Activities

Escalation Matrix

Admin

Activities

Clear Search

Student:

Harry Potter

Staff Member:

Select a Staff Member

Location:

Select a Location

From:

04/23/2020

To:

10/20/2020

Update Date Filter

Past Occurrences (13)

| | | |
|----------------------|--------------|----------------------|
| Wed 15 Jul 20 10:48p | Harry Potter | Wed 15 Jul 20 10:48p |
| Wed 15 Jul 20 10:47p | Harry Potter | Wed 15 Jul 20 10:47p |
| Wed 15 Jul 20 10:46p | Harry Potter | Wed 15 Jul 20 10:46p |
| Sun 5 Jul 20 09:00p | Harry Potter | Sun 5 Jul 20 09:00p |
| Mon 1 Jun 20 08:00a | Harry Potter | Fri 29 May 20 08:00a |

Occurrence

Date:

Wed 15 Jul 20 10:48p

Description:

test it again

View Occurrence

Future Events (2)

| | | |
|-----------------------|--------------------------|---------------------|
| Fri 4 Sep 20 08:00a | first day fall 2020/2021 | Fri 4 Sep 20 11:00a |
| Front Lobby | | Daniel Boyd |
| Sat 5 Sep 20 07:00p | football | Sat 5 Sep 20 10:00p |
| the big named stadium | | Andrew Melin |

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**HIGH SCHOOL
RESPONDER**

DEVICES



CHROME
WEB STORE



APPLE
APP STORE



ANDROID
GOOGLE PLAY



BROWSER



HIGH SCHOOL RESPONDER APP

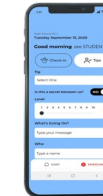
FUNCTIONS



STAFF



STUDENTS



FAMILY &
FRIENDS



ADMIN

VIEWS OF SUCCESS

STUDENT SUCCESS

- Private secure communication
- Call out for help – AND BE HEARD
- Tip about others
- Chat and emergency

STAFF SUCCESS

- Private secure communication
- Effectively assign staff
- Call out for self help
- Tips about others
- Incident notifications
- Chat and emergency

FRIENDS & FAMILY SUCCESS

- Private communication
- Tip about others
- Chat
- Feeling comfort the kids are safe

SCHOOL SUCCESS

- Keep kids safe
- Use staff efficiently
- Communicate
- Fluidity of daily schedules



STATE SUCCESS

- Keep kids safe
- Cutting Liability
- Communicate
- Save \$

SELLING SEAT LICENSES TO A MASSIVELY SCALABLE MARKETPLACE

**ALL PARTICIPANTS CAN GAIN THE ADVANTAGE OF
GRANTS, SPONSORSHIPS, AND ALTERNATIVE FINANCING
THAT CAN REDUCE THE AMOUNT SCHOOLS PAY,
WITHOUT DISCOUNTING SEAT LICENSES**

**28,750 PUBLIC AND PRIVATE U.S. HIGH SCHOOLS
22.6 MILLION HIGH SCHOOL STUDENTS**

- Price per school \$20K to \$30K annually
- Cost per school approx. \$7K
- Grants and sponsorships lower out-of-pocket costs
- @ approx. 1,000 schools = \$2.5M ARR
- Performa financials available upon request

GO-TO-MARKET TIMELINE

2020-2025



PHASE 1 – YR 1

- MVP1 – GPS
- 5 Schools
- 3,665 Students

NOV 2020
NOW BETA

PHASE 2 – YR 1/2

PA REGIONAL ROLL OUT

- 86 Schools
- 63,000 Students
- PA - Begin Sales Hires (2)
- MVP2 – BLE Beacons

APR 2021
PA REGIONAL

PHASE 3 – YR 2/3

PA STATEWIDE ROLL OUT

- 1,501 Schools
- 1,095,730 Students
- Expand Sales hires (5)
major target markets
- CA, IL, NY, FL & TX

SEPT 2022
PA STATEWIDE

PHASE 4 – YR 3/4

US NATIONAL ROLL OUT

- 2,000 Schools
- 1,400,000 Students
- VIDEO APP SERVICES

SEPT 2023
US NATIONAL

PHASE 5 – Year 4/5

INTERNATIONAL

- 2,500 Schools
- 1,800,000 Students
- MULTI-LANGUAGE APPS
- Expand Sales to UK and
Central Europe (2)

Apr 2024
INTERNATIONAL

COMPETITION

“While initially intended to prevent threats against schools in this Commonwealth, the Safe2Say Something Program has highlighted a variety of behavior and mental health concerns in students. When I visited Pennsylvania schools, kids told me over and over that they were most concerned about their peers’ mental health—more than any of the other stresses they had to worry about every day.”

– PA Attorney General Josh Shapiro



SAFE2SAY SOMETHING A youth violence prevention program run by the Pennsylvania Office of Attorney General.



ANDERSON SOFTWARE – An industry leader in anonymous crime tip management solutions for various market segments over the last 20 years. Over the last few years focusing on the areas of school safety and intelligence management.



P3 CAMPUS – Anonymous Tips reporting – Safe To Tell

P3 Campus is an anonymous tip reporting solution designed specifically for the educational community.



STOPit SOLUTIONS – With a mission to empower schools with safety technologies and compliance solutions that help create inclusive, connected, and healthy learning.

STRATEGIC RELATIONSHIPS & OUTSOURCED TALENT



- **AWS – Amazon Web Services**



- **Twilio** – White label cloud communications platform as a service – cross-channel privacy comms in SMS, voice, video, email etc.

EPBCOMMS

- **EPBCOMMS** – Investor, Business Strategy, Operational Management



- **Azimuth Impact - Grant Strategists** - HRS's Grant proposal writers -Research & Strategic Planning, Funding Proposals.



- **TAK Productions** - Video Post-Production, Animation



- **Beach Front Technologies** – App Development (GPS)



- **Seisan Consulting** – APP development (BLE)



- **C F Webtools**



- **Shender Graphix** – Website Design



**Our mission is to provide the school community
streamlined communications to ensure an effective
response plan for mental health, wellness and student safety.
Our rapid response app technology is designed to protect and empower
every student, in every school, every day.**