



“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 22<sup>ND</sup> 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 32<sup>nd</sup> 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



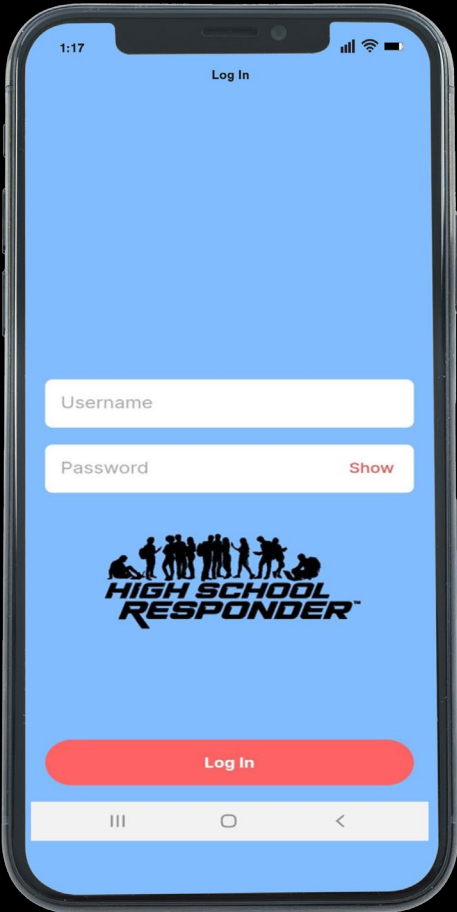
# WHY ARE WE HERE?



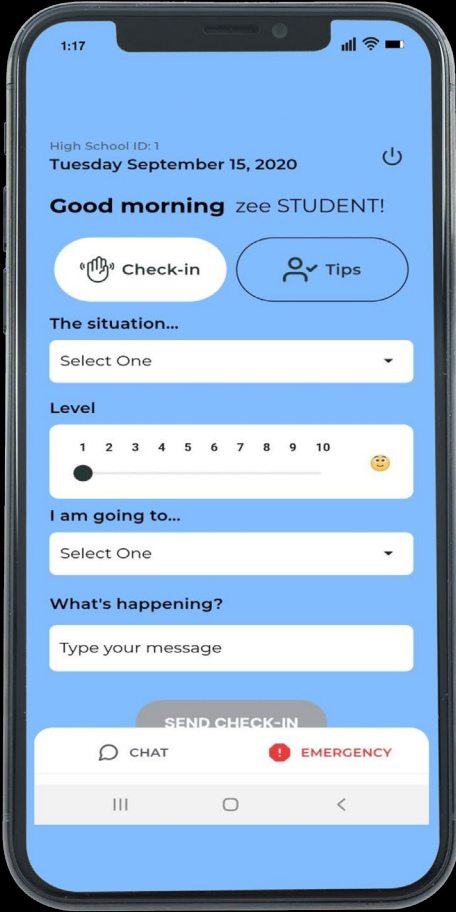
- **RAPID RESPONSE, FULLY SECURED, MOBILE APP**
- **AUTOMATED, PRIVATE, CRISIS MESSAGING SYSTEM**
- **BOTH ON CAMPUS & REMOTE LEARNING SETTINGS**
- **CRISIS DEESCALATION TOOL FOR STUDENTS & STAFF**
- **EFFECTIVELY ENABLING & EMPOWERING STAFF**
- **REAL-TIME REPORTING & DATA COLLECTION**
- **ESTABLISHING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

# Student App

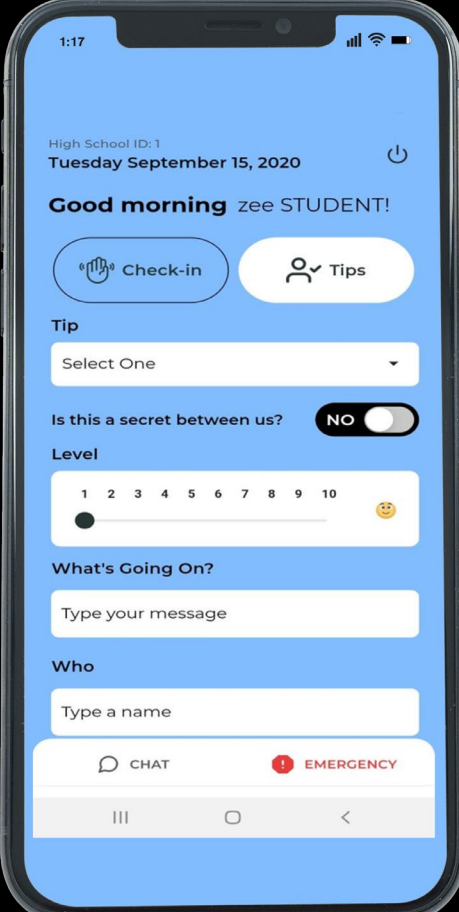
LOG IN



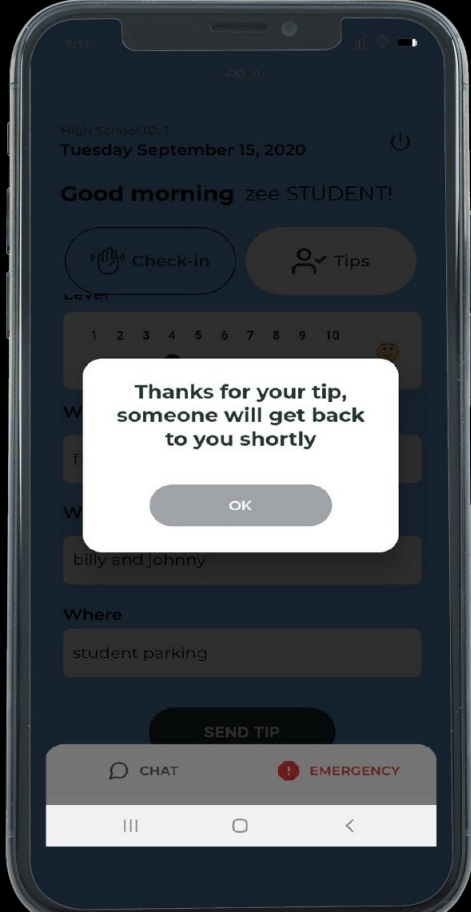
CHECK IN



TIPS



THANK YOU

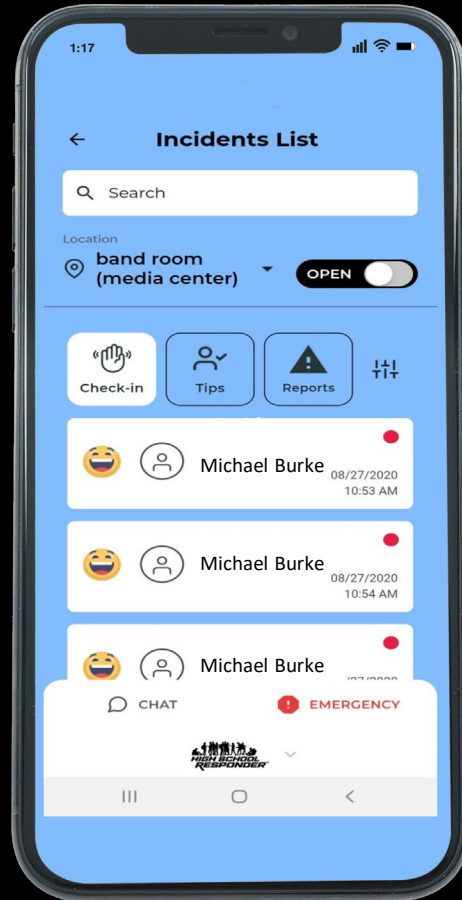


# Staff App

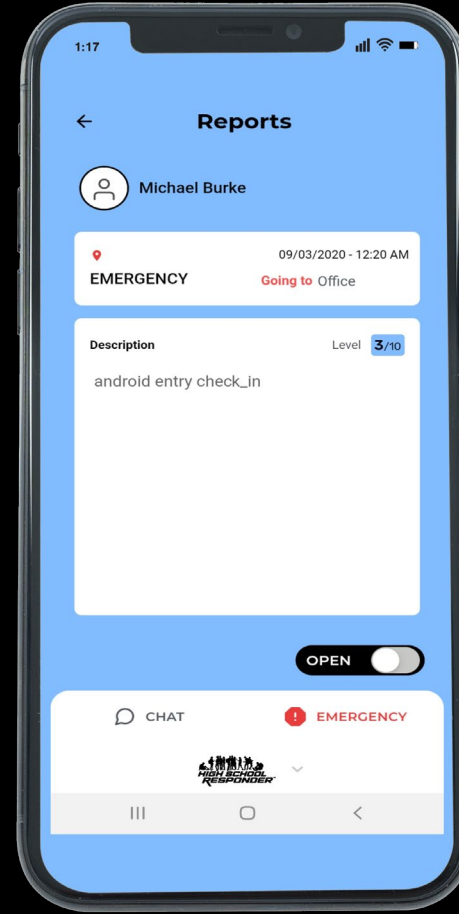
LANDING PAGE



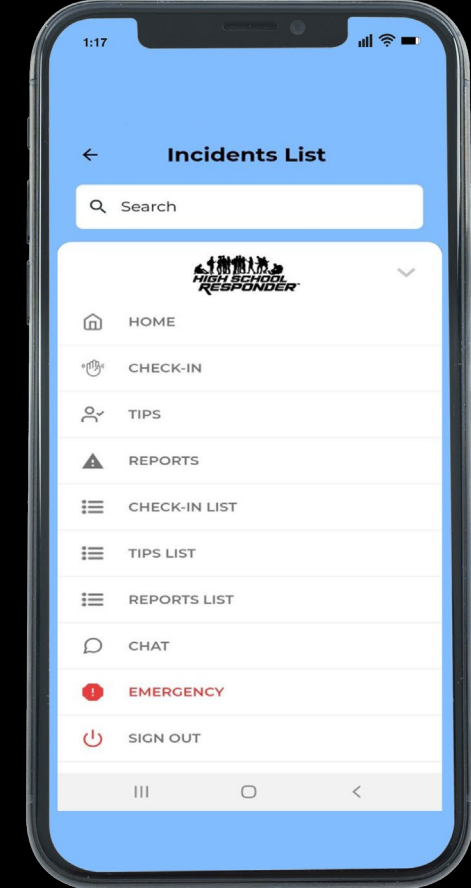
INCIDENTS LIST



INCIDENT DETAILS



MENU



# Admin dashboard view of Escalation Matrix

**Administrator of Web On-Boarding**

[Contacts](#)
[Events](#)
[Occurrences](#)
[Activities](#)
[Escalation Matrix](#)
[Admin](#)

## Escalation Matrix Rules + Add New Rule

[Copy](#)
[Excel](#)
[Print](#)
[Column visibility](#)

Show  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 From: 04/23/2020

Staff Member: Select a Staff Member To: 10/20/2020

Location: Select a Location Update Date Filter

Past Occurrences (13)	
Wed 15 Jul 20 10:48p	Wed 15 Jul 20 10:48p
Harry Potter	
Wed 15 Jul 20 10:47p	Wed 15 Jul 20 10:47p
Harry Potter	
Wed 15 Jul 20 10:46p	Wed 15 Jul 20 10:46p
Harry Potter	
Sun 5 Jul 20 09:00p	Sun 5 Jul 20 09:00p
Harry Potter	
Mon 1 Jun 20 08:00a	Fri 29 May 20 08:00a
Harry Potter	

### Occurrence

Date: Wed 15 Jul 20 10:48p  
Description: test it again

View Occurrence

Future Events (2)	
Fri 4 Sep 20 08:00a	Fri 4 Sep 20 11:00a
Front Lobby	first day fall 2020/2021
	Daniel Boyd
Sat 5 Sep 20 07:00p	Sat 5 Sep 20 10:00p
the big named stadium	football
	Andrew Melin

## DEVICES



CHROME  
WEB STORE



APPLE  
APP STORE



ANDROID  
GOOGLE PLAY



BROWSER



HIGH SCHOOL RESPONDER APP

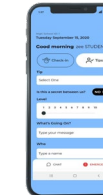
## FUNCTIONS



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

## PHASE 2 – YR 1/2 PA REGIONAL ROLL OUT

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

## 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

## PHASE 4 – YR 3/4 US NATIONAL ROLL OUT

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

## PHASE 5 – Year 4/5 INTERNATIONAL

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

NOV 2020  
NOW BETA

APR 2021  
PA REGIONAL

SEPT 2022  
PA STATEWIDE

SEPT 2023  
US NATIONAL

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.**