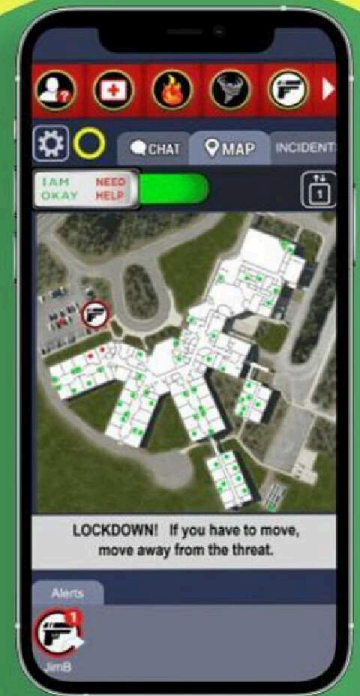




SCHOOL SAFETY PLATFORM

FOR EMERGENCY RESPONSE



ACTIVE DEFENDER

School Safety App for Emergency Response

active-defender.com

Carthage, NC



Technology

SaaS

Mobile Apps

Childcare

Highlights

- 1 Ensure every teacher, student and administrator has tools to handle an emergency safely.
- 2 Reduce risk by enabling swift coordination between staff, students and responders in any situation.
- 3 Active Defender has already been adopted in 154 school systems across 21 states.

- 4 Cutting edge tech: 2 patents filed and pending for our proprietary in-app safety system
- 5 Named the "World's Most Advanced School Safety App" by the National School Threat Assessment Org.
- 6 Q1 23 revenue to date up 330% compared to Q1 22. Revenue increased 55% from 2021 to 2022.
- 7 Team of experts with extensive backgrounds in tech, education, security, & government.

Featured Investor



Jeff Bunder

Invested \$150,000 ⓘ

Follow

"Active defender is a mission driven company with an excellent SAAS application, supported by proven software technology. The product enhances the safety of students, administrators, teachers, and staff, addressing a critical need through the provision of a comprehensive safety solution. The Company is currently profitable, and well positioned for rapid growth with an accomplished team in place. The team is committed to deploying the robust Active Defender school safety App to the large U.S. K-12 school market. The Company is also currently exploring additional use cases in adjacent markets."

Our Team



Jim Boyte Founder

Jim Boyte brings over a decade of security experience from his time as an R&D engineer for the US Army. He's an experienced founder, having successfully sold his

previous company before starting Active Defender.



Dr. Seth Powers Board Advisor

Dr. Seth Powers has 30+ years of K-12 public school experience as a teacher, principal, and district administrator. He continues to serve as an executive officer for Academics & Student Support Services with Moore County Schools.



Clif Talley COO

Clif Talley has 20+ years of active duty military service in Special Operations. He also has extensive experience in building and leading elite teams and led a research and development department with a \$40M+ portfolio.



Dr. Joe Haas Board Chairman

With a career in Christian school education and administration spanning since 1975, Dr. Haas adds a deep understanding of the educational landscape to the board.



Jon Purgason CTO

Jon Purgason has over 30 years of diverse software and consulting experience. XVIII Airborne Corps Games for Training Development Team Lead, VBS3 VBS4 SME.



Chris Maxwell Board Member

Chris's extensive experience leading significant military projects and his skills in business development strengthens our strategic approach. His history of presenting to Pentagon officials provides an exceptional level of strategic acuity.



Jeffrey Bunder Lead Investor and Board Member

With over 34 years of private equity experience, Jeffrey Bunder is pivotal in guiding our growth strategies. Bunder is a current partner and CFO at Edgelight Capital and previously held leadership roles at Lindsay Goldberg and Ernst and Young.

Active Defender - School Safety App For Emergency Response

Our Story:

The idea for Active Defender came out of our own team's experience in managing emergencies of various situations- whether it was a lost student on a field trip, a medical emergency, or a military operation. The common threads between all of these responses were 1) the need for effective communication, and 2) the need for information. Access to these two things would determine how swiftly and effectively the emergency was handled and safety restored.

This got us thinking:



What could we build that would enable access to these two crucial resources for better emergency response where it mattered the most; our **kids' schools?**

Our Mission:

Our mission is to equip every school with Active Defender; ensuring swift, decisive actions during crises. By bridging the communication gap and providing complete transparency, we empower staff and first responders with the right tools for effective response.



The challenge:

Keeping students safe in school

Most schools today have plenty of security systems in place; alarms, cameras, even uniformed security officers. *But these measures do not address the need for communication and information when a threat is present.*

Studies have shown that even when an alarm sounds, 94% of school and staff don't know where the specific threat is located. Worse still, 17% find themselves in insecure locations.

Our Product:

Active Defender is a multi-use app and web platform that gives teachers the power to access information, communicate with each other and receive personalized guidance through their mobile smartphone.

The integrated app features:



**Custom
Geo-Referenced
Campus Maps**



**Rapid
Communication**



**Shared
Community
Awareness**



**Monitor Multiple
Campuses**



**Camera Alert
Integration**



**Instant
Individual Status
Reporting**

How It Works:

Know What's Happening



Injury



Ignition



Disaster



Hazard

Active Defender displays multiple crisis icons, ranging from a fire in the science lab to a disturbance in the parking lot. Selecting one informs the staff on the network of what the crisis is.



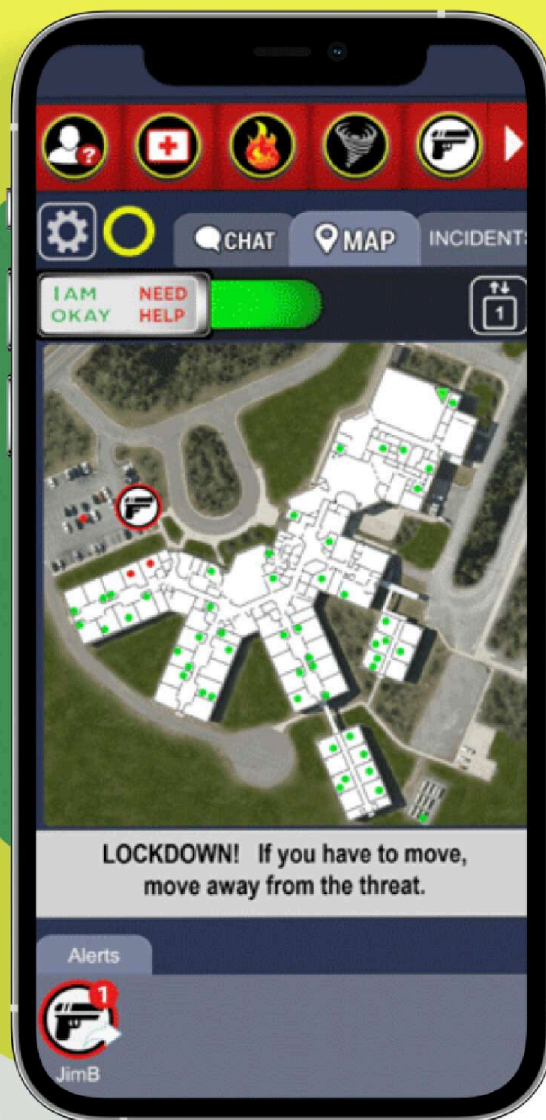
The app also has a camera feature that staff can use to communicate and record; helping administrators and first responders isolate a crisis quickly.

Know Where It's Happening

Active Defender displays an interactive map of your campus and can

accommodate multi-level floor plans. This feature allows staff to quickly and accurately report the location of a crisis.

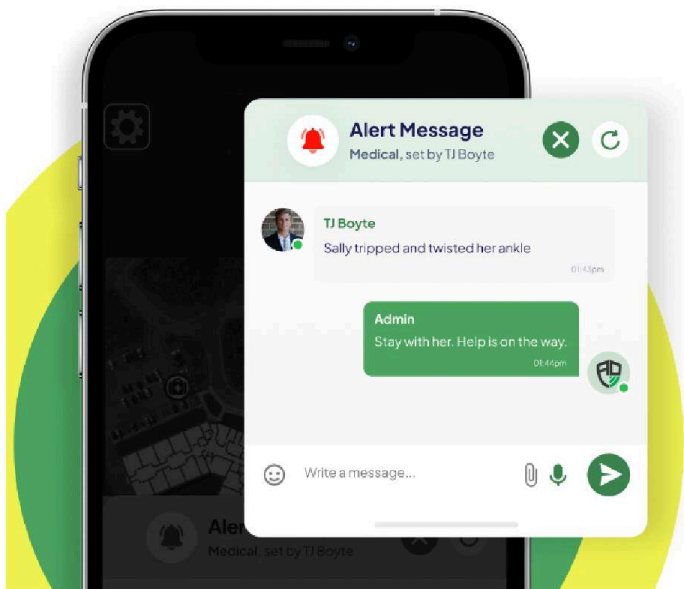
The Most Advanced School Safety App Available



We only make good decisions based
on what we know and where we are.

Communicate With Staff

During a crisis, anyone can report and update their current status. Active Defender has an in-app chat feature to enable further communication.



Communicate with Staff

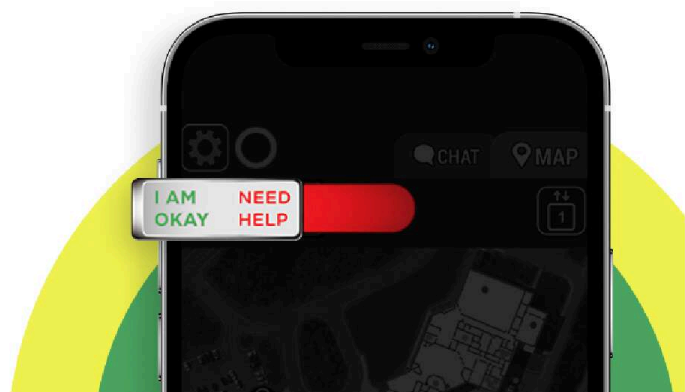
During a crisis, anyone can report and update their current status. **Active Defender** has an in-app chat feature to enable further communication.

Alert First Responders

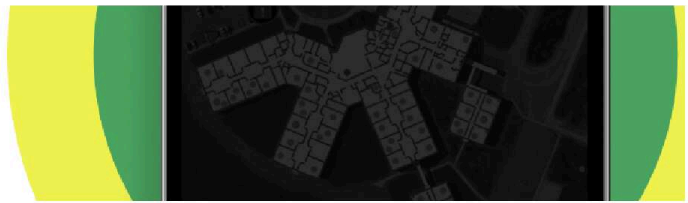
When a crisis is reported, Active Defender can instantly alert local police, firefighters or emergency services, thereby reducing response time.

Alert First Responders

When a crisis is reported, **Active Defender** can instantly alert local police, firefighters or emergency services, thereby



reducing response time.



Active Defender is a cutting-edge safety app built just for schools. With this technology, staff, administrators, and first responders will know what's going on and where as soon as it happens.

Patent Protection:

On December 3rd, 2022, Active Defender filed a provisional patent for a system that transforms any smartphone into an instant security-connected panic button through a unique QR code and app without the need for a physical interface.

Then, on December 18th, 2022, we filed a provisional patent application that allows for location data embedding within a QR code, enhancing alert capabilities.

These patent-protected innovations cement our position as leaders in advancing accessible, precise, and responsive personal safety technology in schools and other public establishments.

Looking forward, Active Defender continues to strive for innovative solutions to enhance personal security. With your investment, we plan to file additional patents, including a reporting system designed to account for individuals, particularly children, in emergency situations.































Our Competitive Space:

There are a number of applications geared towards safety response in schools. However, none of the current applications in the market have the same breadth of features and useability that Active Defender has.

Active Defender has the most updated, dynamic and advanced real time

mapping and reporting system in the space.

How We Stack Up Against The Competition

	 ACTIVE DEFENDER	 BE SAFE TECHNOLOGIES	 CENTEGIX EVERY SECOND MATTERS	 RAPTOR TECHNOLOGIES <small>THE LEADER IN SCHOOL SAFETY</small>	 RAVE MOBILE SAFETY
Panic buttons					
Emergency Reporting					
Reporting at Distance					
Multistory Building					
Real-time Updated Map					

Our Proven Business Model Includes Multiple Revenue Streams:

Active Defender has several robust streams of revenue. We are in 154 school systems across 21 states and we are already generating revenue.

 **Subscriptions**

Educational institutions pay monthly or annual subscription fees for our software. This forms the backbone of our revenue generation.

 **Initial setup and training**

We charge a one-time fee for setting up the system

and training staff members to use Active Defender effectively. This is a crucial source of revenue as every new customer requires setup and training.



Optional services

For institutions that desire an even higher level of preparedness, we offer premium services like on-site campus assessments and emergency simulations. These are high-value offerings that considerably bolster our revenue.



Custom solutions

For larger and complex institutions like universities, we provide custom solutions. This allows us to cater to a wide spectrum of needs and ensures no revenue opportunity is left untapped.

Our Team:

The experienced leadership team at Active Defender comes from extensive backgrounds in education, military, software and emergency response. All of us are committed to making schools safer through innovative technology.

FOUNDER



**JIM
BOYTE**

COO



**CLIF
TALLEY**

CTO



**JON
DURGASON**

BOYLE

US ARMY R&D
ENGINEER

TALLEY

MILITARY SPECIAL
OPERATIONS &
LEADERSHIP

PURCASON

TESTING &
DEVELOPMENT

With key team members hailing from military and security backgrounds, Active Defender is exceptionally positioned to become a market leader.

Our Board:

Active Defender's formidable Advisory Board consists of seasoned professionals in education, technology, investment and emergency response. As we move forward, we continue to leverage our board's strategic expertise to ensure our product serves as a dependable safety solution for schools.

BOARD CHAIRMAN



**DR. JOE
HAAS**

CHRISTIAN SCHOOL
EDUCATION &
ADMINISTRATION

BOARD ADVISOR



**CHRIS
MAXWELL**

TRAINING
DEVELOPMENT

BOARD ADVISOR



**DR. SETH
POWERS**

MARKETING,
CONFERENCE STRATEGY
& DEVELOPMENT

BOARD ADVISOR



**DEBBIE
WARREN**

LEAD INVESTOR

BOARD MEMBER



**JEFFREY
BUNDER**

PRINCIPAL & SPECIAL
EDUCATION SPECIALIST

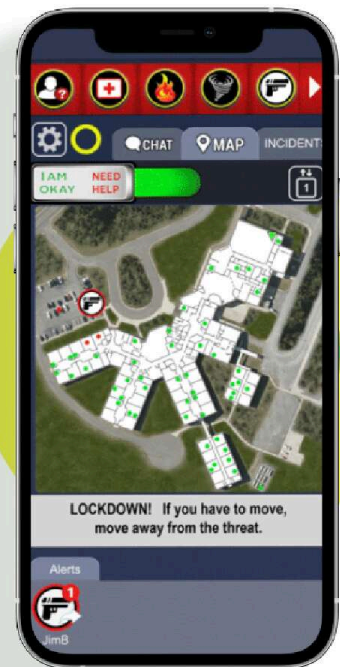
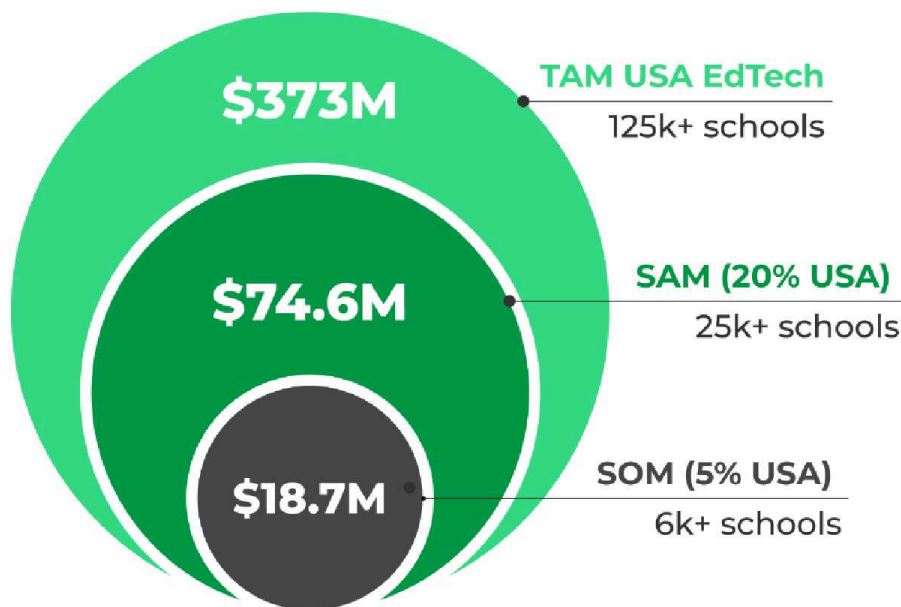
PRIVATE EQUITY
PARTNER & CFO

The Enormous Market Opportunity:

Active Defender is positioned to fill a crucial gap in the EdTech sector for school safety solutions. Our Total Addressable Market (TAM) of over 125,000 schools in the USA is worth \$373 million.

The Active Defender offering presents a unique opportunity for investors to contribute to a safer future for our children while reaping substantial financial returns.

How big is the USA EdTech Market?



Future Expansion:

Active Defender is not only a solution for schools. With the help of your investment, we can continue to grow in the USA EdTech sector, and

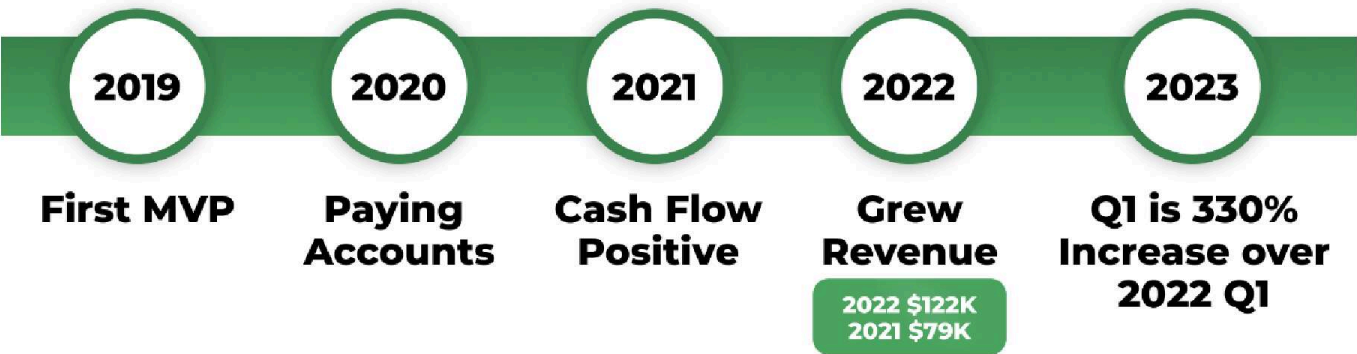
investment, we can continue to grow in the USA EdTech sector, and support the expansion into related industries that have expressed interest such as hospitals, hospitality and international education.

\$4.6B annual revenue

is accessible with expansion into other verticals and international EdTech.

Traction:

Unlike other crowdfunding campaigns with early or unproven technology, Active Defender has significant traction. Your investment will enable us to keep our exponential growth on track to scale.



In use by 154 school systems spanning 21 states, Active Defender is not just a good idea, but a reliable and profitable venture.

We've created a product that schools want, a business model that works, and a financial structure that delivers.





Use of Your Investment:

Active Defender has been bootstrapped since 2019, with \$80k raised from friends and family. With our Q1 of 2023 revenue increasing 330% from 2022, we are growing fast and require additional capital to continue scaling.

The \$1.2m we raise will give us a much needed 24 month runway so that we can focus on:

1. Expanding Sales & GTM team
2. Technology improvements and development
3. Patents, legal and company admin

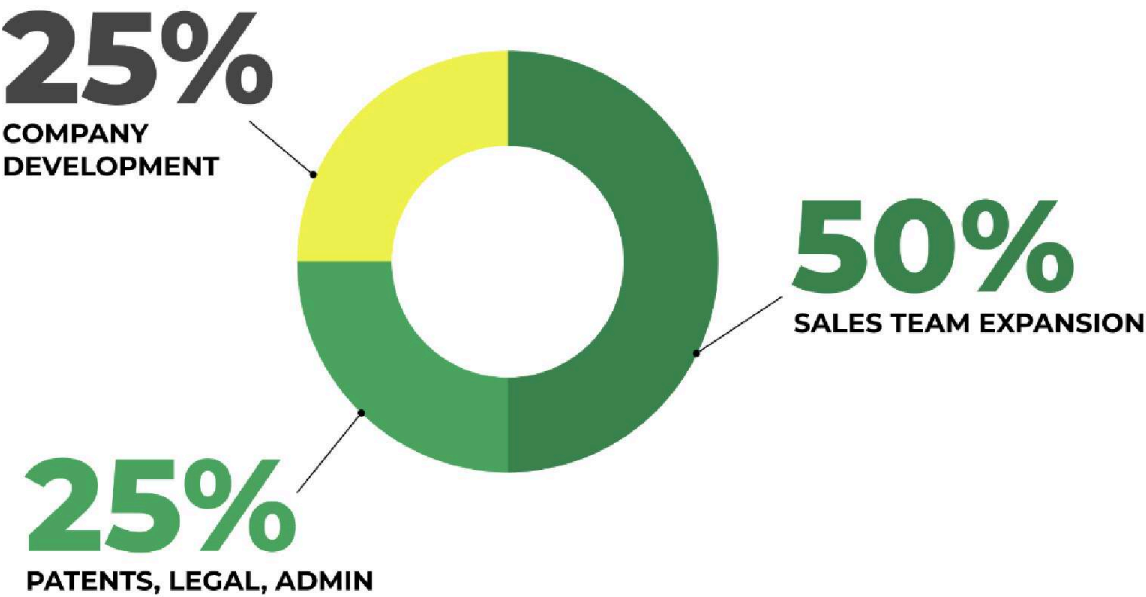
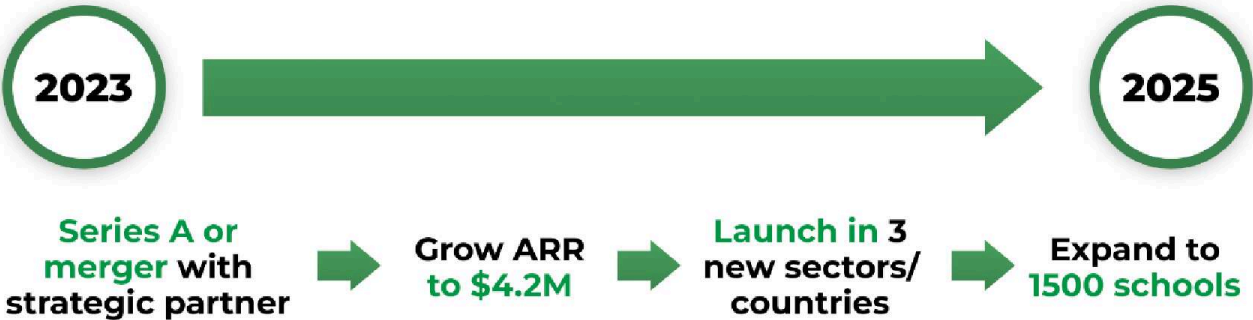
Your investment will enable us to scale from 154 to 1500 schools and reach a projected ARR (Annual Recurring Revenue) of \$4.2m by 2025.

Our Path to Your Return on Your Investment

Our mission is to provide every school in the U.S. with the Active

Defender safety solution, with the goal to expand above and beyond US EdTech in the future. Our forecasts have Active Defender reaching a projected ARR of \$4.2m by 2025, positioning us for either a Series A OR a merger with the likes of ADT or Secure America. Either way, we have a clear plan to maximize the return on your investment.

Active Defender's Market Expansion Plan



YOUR INVESTMENT WILL
HELP US REACH THE NEXT
MILESTONE OF GROWTH.

Thank you for studying Active Defender's unique value proposition, If you've come this far, it's likely you're seriously considering joining our mission. True, investing in an early-stage startup like Active Defender comes with its high-risk/high-reward nature. There's a chance things might not go as planned. But, in our quest for success, Active Defender aims to become a transformative force in safety and security worldwide. So, if you're ready to embrace this risk, your investment, however small, will drive Active Defender's mission to safeguard campuses and communities globally. Get ready, and let's embark on this remarkable journey together!

Active Defender is the Right Investment at the Right Time:





SAFER SCHOOLS
START HERE