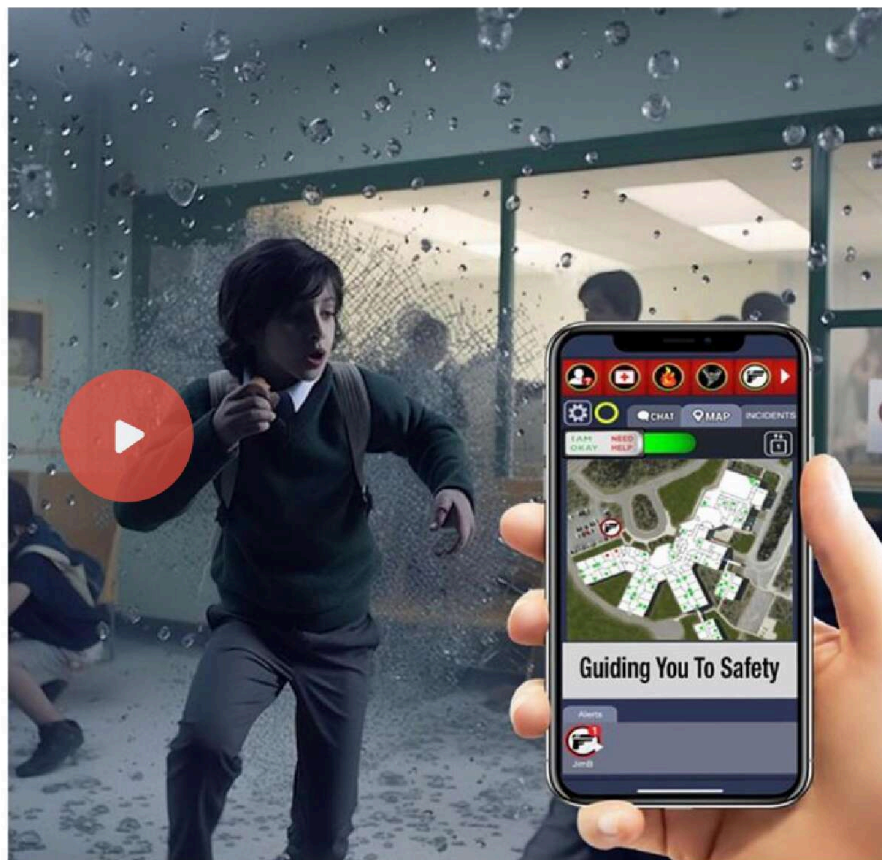




**SAVING MINUTES.
SAVING LIVES!**



INVEST IN ACTIVE DEFENDER

Safer Schools Start Here

LEAD INVESTOR



Jeff Bunder

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.

Invested \$150,000 this round

active-defender.com

Carthage NC



Highlights

- 1 Active Defender is a vital safety solution fielded in 136 school systems across 19 states.
 - 2 Revenue increased 170% from 2021 to 2022. We are posting continued growth in 2023 to date.
 - 3 Q1 23 revenue up 330% compared to Q1 22. Revenue projections for 2023 exceed \$500K! (not guaranteed)
 - 4 Total Addressable Market (TAM) of \$373M recurring annually and 125K schools in the US alone.
 - 5 \$4.6B annual revenue is accessible with expansion into other verticals and international EdTech.
 - 6 Led by a team of experts from the software, education, security, and government service industries.
 - 7 Named the world's most advanced school safety app by the National School Threat Assessment Assoc.
-

Our Team



Jim Boyte Founder & CEO

Former software engineer for Dept. of Defense Special Operations program. Founded Installer Institute which had two large campuses in FL and CA (acquired by Metra Electronics in 1994). Subject matter expert in situational awareness and security.



Dr. Seth Powers Board Advisor

30+ years of K-12 public school experience as a teacher, principal, and district

30+ years of K-12 public school experience as a teacher, principal, and district administrator. Ret. as Executive Officer for Academics & Student Support Services with Moore County Schools. Extensive leadership and school safety and security experience.



Clif Talley COO

20+ years of active duty military service focused in Special Operations. Extensive experience in building and leading elite teams. Led a research and development department with a \$40M+ portfolio.



Dr. Joe Haas Board Chairman

45+ years serving the education community. Served as Executive Director of the North Carolina Christian School Association.



Jon Purgason Chief Technical Officer

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



Chris Maxwell Board Member

Led a task on a \$1.1B Task Order centered on training US Military. Drove business development and bid on \$1.3B TO as key for National Security Innovation Network project. Presented briefing to pentagon officials for a biometrics and forensics capability.



Corey Berrier Chief Business Development Officer

25+ years of experience in sales & business and is a best-selling author, podcast host & keynote speaker. He has served as a DOE consultant & chairs the NC Plumbing, Heating & Cooling Assoc., employing AI & tech for sales success.



Jeffrey Bunder Lead Investor and Board Member

34+ year career with private equity firms as Partner and CFO. Currently a Partner, CFO, and CCO with Edgelight Capital. Previously, a Partner and CFO with Lindsay Goldberg and Partner with Ernst and Young in New York. Holds an M.B.A in Finance

Active Defender - When Time Matters Most.



WE BELIEVE

EVERYONE SHOULD BE CONNECTED TO GOOD
INFORMATION, SO THEY CAN MAKE GOOD DECISIONS,
WHEN TIME MATTERS MOST.



SCHOOL SHOOTINGS

Since Columbine

349,762

students have
experienced gun
violence at school.





SCHOOL CAFETERIA:

YOU HEAR AN ALARM! BUT WHERE IS THE THREAT?



Moving toward an exit, you don't know if you're moving away from danger or right into its path.

**NOW, IMAGINE TEACHERS
HAVE ANSWERS AND
PERSONALIZED GUIDANCE
IN THE PALM OF THEIR
HAND...**



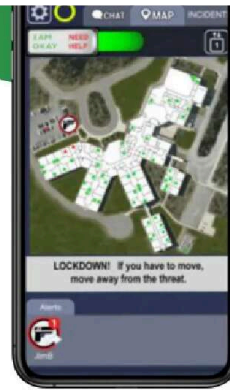
LEADING YOUR CHILDREN
& LOVED ONES TO
SAFETY



We only make good
decisions based on the
information we have



**EVERYONE
NEEDS TO KNOW**



**What is the problem ?
Where is the problem ?**



WORLD'S MOST ADVANCED SCHOOL SAFETY APP

**Awarded by:
Bobby Brasher
Founder
National School Threat Assessment Group**

2022, 2023



ALERT BUTTONS AND APPS MAKE IT EASIER AND FASTER

***For Staff Members To Notify First
Responders.***



Active Defender surpasses others by also equipping teachers and staff with real-time, multi-story maps, delivering vital emergency

information for decisive life-saving actions.



PROTECTING STUDENTS WITH ADVANCED
SITUATIONAL AWARENESS

MULTISTORY MAPS
UPDATE LOCATION
IN REAL-TIME



Locate Exactly Where The
Problem Is

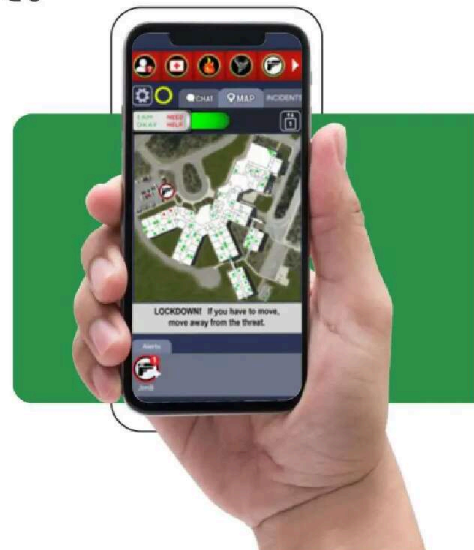
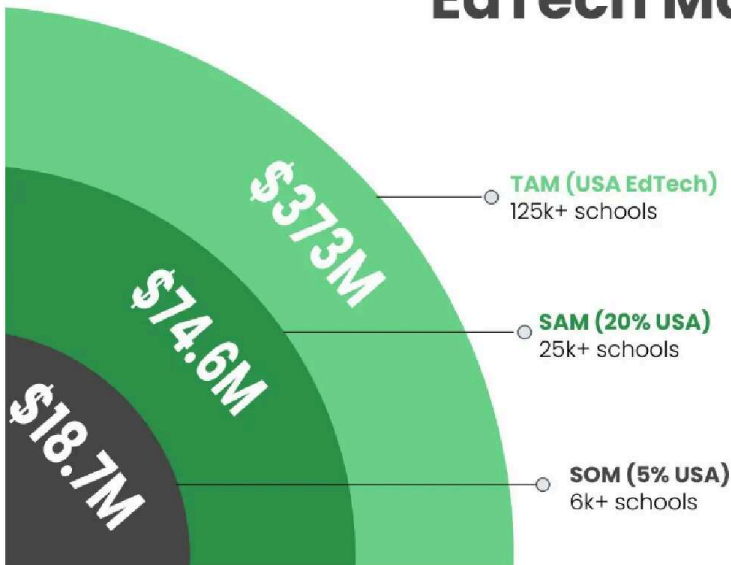
EVERYONE NEEDS TO KNOW

					
Panic buttons	✓	✓	✓	✓	✓
Emergency Reporting	✓	✓	✓	✓	✓
Reporting at Distance	✗	✗	✗	✗	✓
MultiStory Building	✗	✗	✓	✗	✓
Real-time Updated Map	✗	✗	✗	✗	✓

VALUE PROPOSITION



How big is the USA EdTech Market?



HOW BIG IS THE ACTIVE DEFENDER MARKET AS WE SCALE?

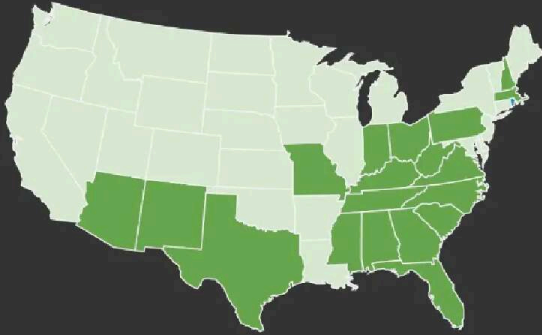


- | | |
|---|--|
| → \$700M
Active Defender
EdTech Abroad | → \$2.3B
Active Defender Medical |
| → \$500M
Active Defender Hotels | → \$250M
Active Defender
Connected Retail |
| → \$1.2B
Active Defender
Business Campus | → \$175M
Active Defender
Neighborhoods |
| → \$200M | |

= \$4.6B Recurring

Active
Defender Events

ESTABLISHED AND EXPANDING



ACTIVELY DEFENDING 136 SCHOOL SYSTEMS ACROSS 19 STATES

Currently selling and
continuing to develop to
ensure we get better at saving
lives.



ACTIVE DEFENDER Pricing

Active Defender is available on a subscription-based model, and our pricing plans are tailored to meet your specific needs.



ACTIVE DEFENDER COMMUNICATION

- Initial Campus Setup & Training = \$1,500
- Discrete Plan = \$5/month per user
- District Plan = \$250/month/school (unlimited connections)

ONSITE CAMPUS ASSESSMENT = \$4,500

- OnSite assessment, setup, training, training simulation, and ongoing support
- 2-day interior / exterior assessment
- Conducted by highly trained personnel

ONSITE EMERGENCY SIMULATION = \$24k

- Full simulation and test
- Work directly with community first responders
- One week prep; one full day simulation

Where Have We Been And What's Next?



- Project has raised \$80k from friends & family
- Over 170% revenue increase between 2021 (\$48k) and 2022 (\$129k)
- 2023 Q1 is 330% increase over 2022 Q1; 2023 revenue is projected to exceed \$500,000*



Initial funding request = \$1.2M

- Expand and solidify executive team
- Build out sales team
- Expand marketing into new states
- Continue to develop best-in-class tech stack



*Based on forward-looking projection and cannot be guaranteed.

Thank you!



- Jim Boyte, Founder and CEO
- j.boyte@active-defender.com

