

WHAT'S MORE EFFECTIVE?

PD = 90%, PFA = 20%

OR

PD = 50%, PFA = 1%*

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ADSA WORKSHOP #20

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*Asked snarkily by Mike Ellenbogen, ADSA01

THE ACTIVE SHOOTER EPIDEMIC

Proliferation of Mass Shootings & Terrorist Activity

2,021

Mass shootings since
Sandy Hook

340

Mass shootings
in 2018

96

Mass shootings
YTD in 2019⁽¹⁾

Creating unprecedented vulnerability for
everyday locations

Mass Shootings Since 2012



86%

Mass public shootings
in unprotected areas

500,000

Unprotected sites in
the U.S.

The Epidemic



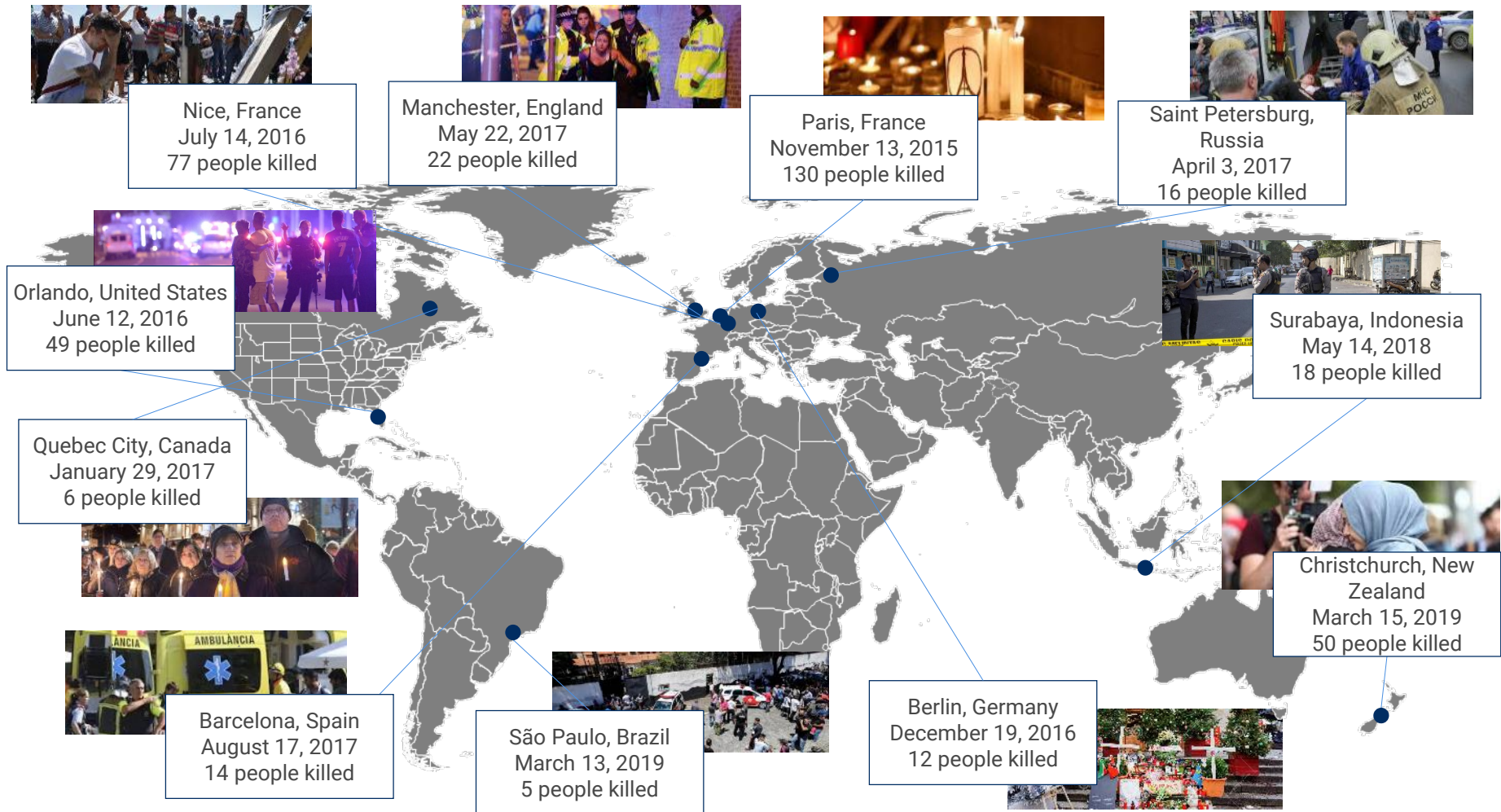
Increased vulnerability of everyday sites as the active shooter threat has escalated beyond traditional targets, creating the need for a new paradigm of threat detection

Sources: Gun Violence Archive, Mass Shooting Tracker, Crime Prevention Research Center, Vox.com.

1) YTD figures for the U.S. as of 4/22/2019.

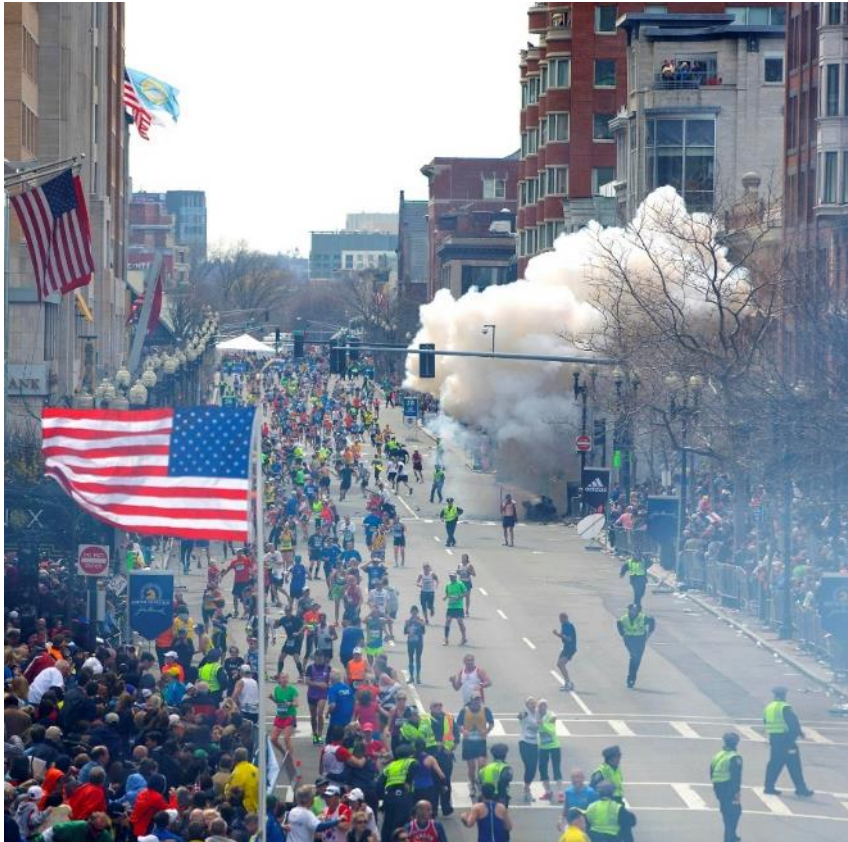
A GLOBAL EPIDEMIC

The active shooter epidemic and crowdsource terror attacks are not isolated to the United States, creating a substantial opportunity for Evolv in international markets with similar soft targets



THESE DAYS, ANYTHING CAN BE A TARGET

To prevent bombings and shootings...



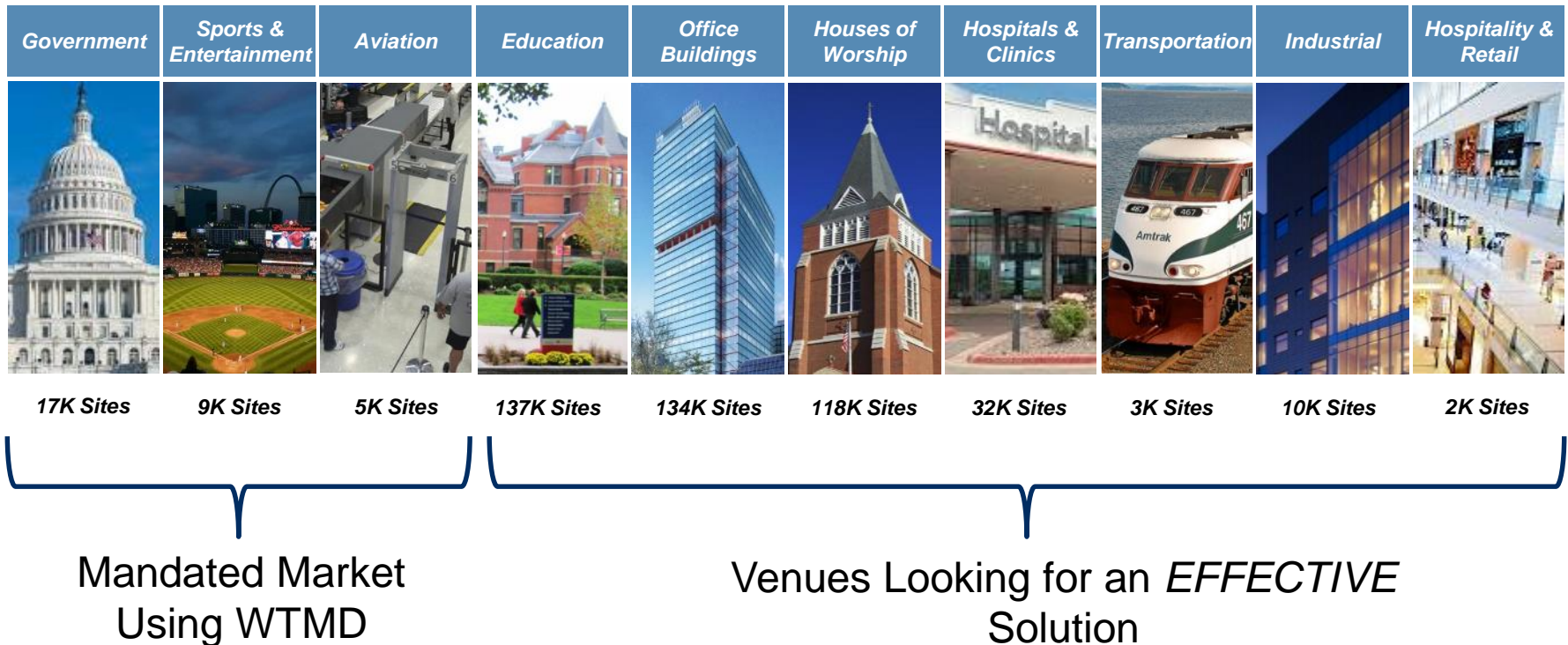
...We are stuck with mass inefficiency



Unless mandated, the majority of venues choose to prioritize visitor experience over visitor safety

WHAT IS EFFECTIVE SECURITY FOR THE OTHER 90% OF THE MARKET?

How do you improve security posture without sacrificing visitor experience?



How “Effective” is no security?

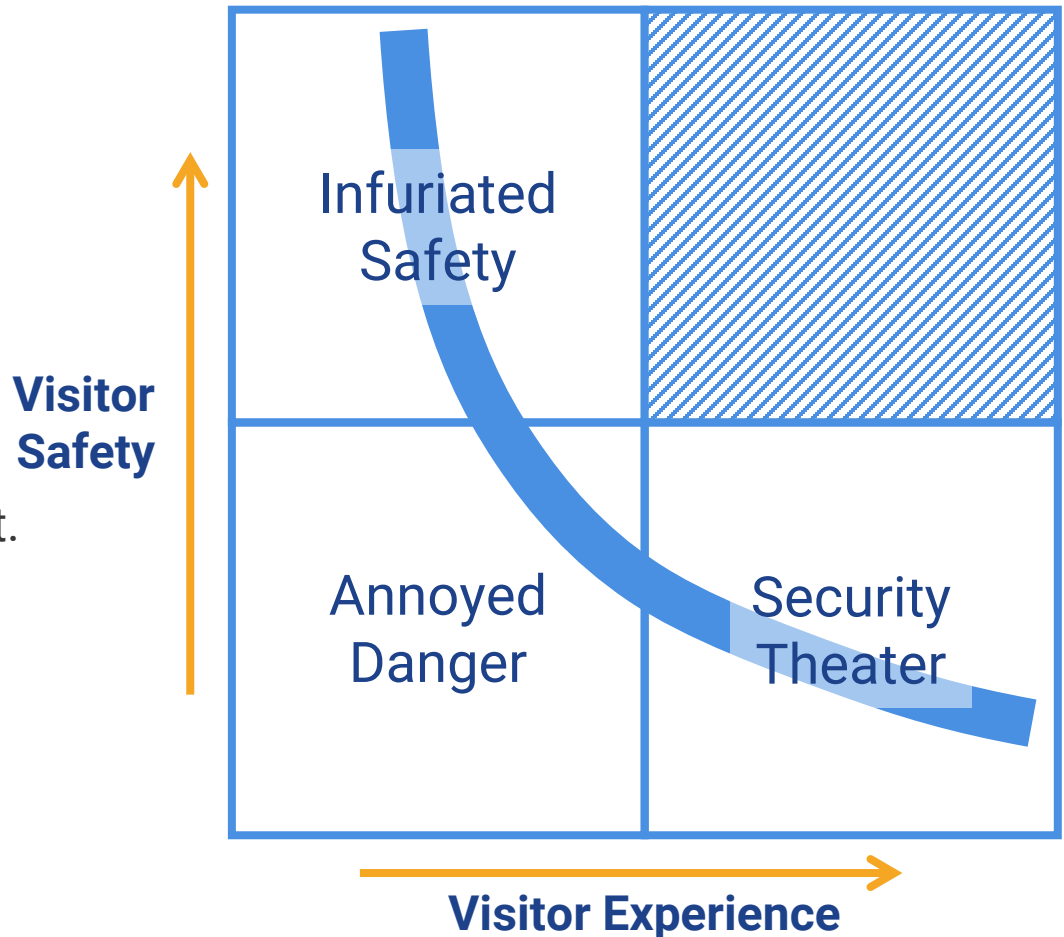
THE PROTECTION PARADOX

- › Safe or Happy? Pick one.
- › Without external mandates, most organizations prioritize visitor experience over visitor safety.
- › Visitors are unwilling to sacrifice the freedom of movement to be safe.
- › The more we invest in security, the more unhappy our visitors become.



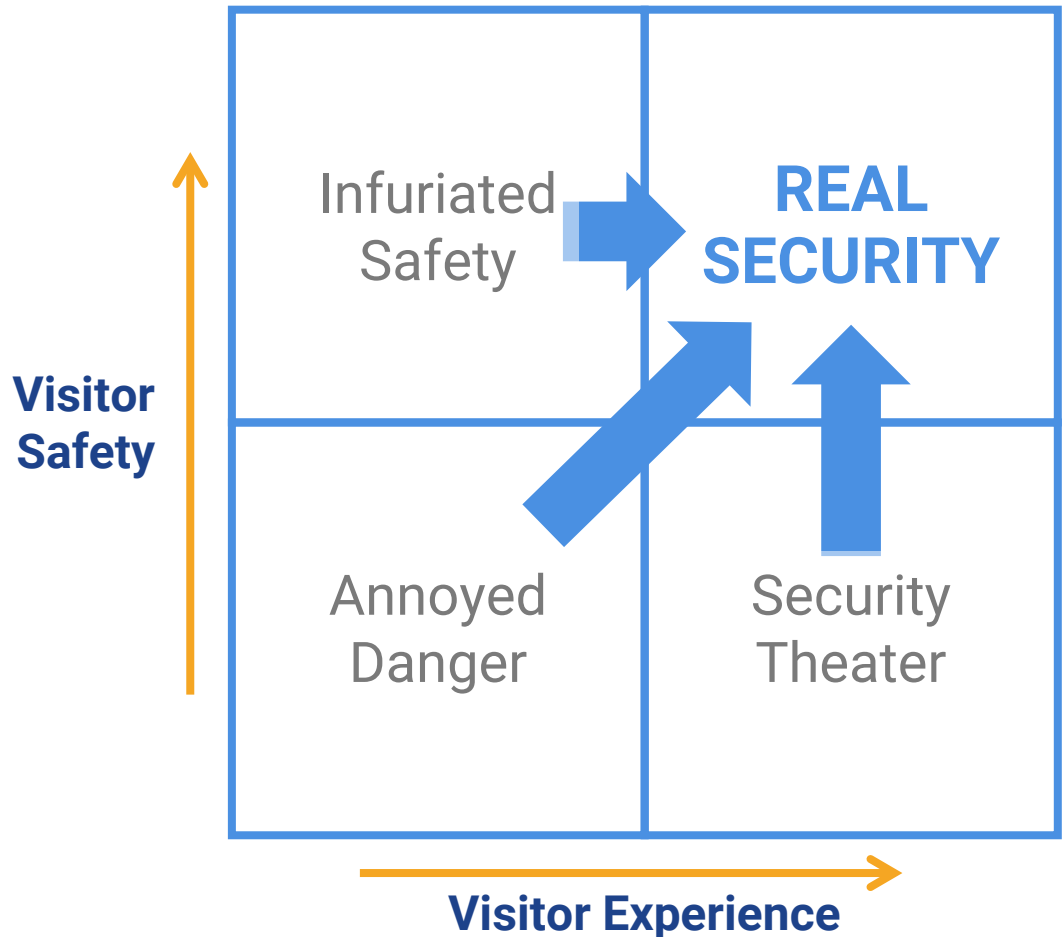
THE ORIGINS OF THE PROTECTION PARADOX

- › 90 year old technology has limitations.
- › Working around limitations requires costly labor.
- › The costs of security often exceed the perceived benefit.
- › Faced with unacceptable options, most do nothing.
- › There is no win-win option.



ESCAPING THE PROTECTION PARADOX

- › New sensor technologies
- › AI threat classification
- › Ongoing threat profiling
- › Facial recognition
- › Cloud connectivity
- › Open interoperability
- › Visible deterrence





SECURITY ISN'T
COMPLICATED

—
IT'S JUST DAMN HARD.

SECURITY DETECTION FOR TODAY'S WORLD

BALANCE

- Focus on the high impact threats
- Low nuisance alarm rate
- Improve visitor experience
- Meet throughput requirements

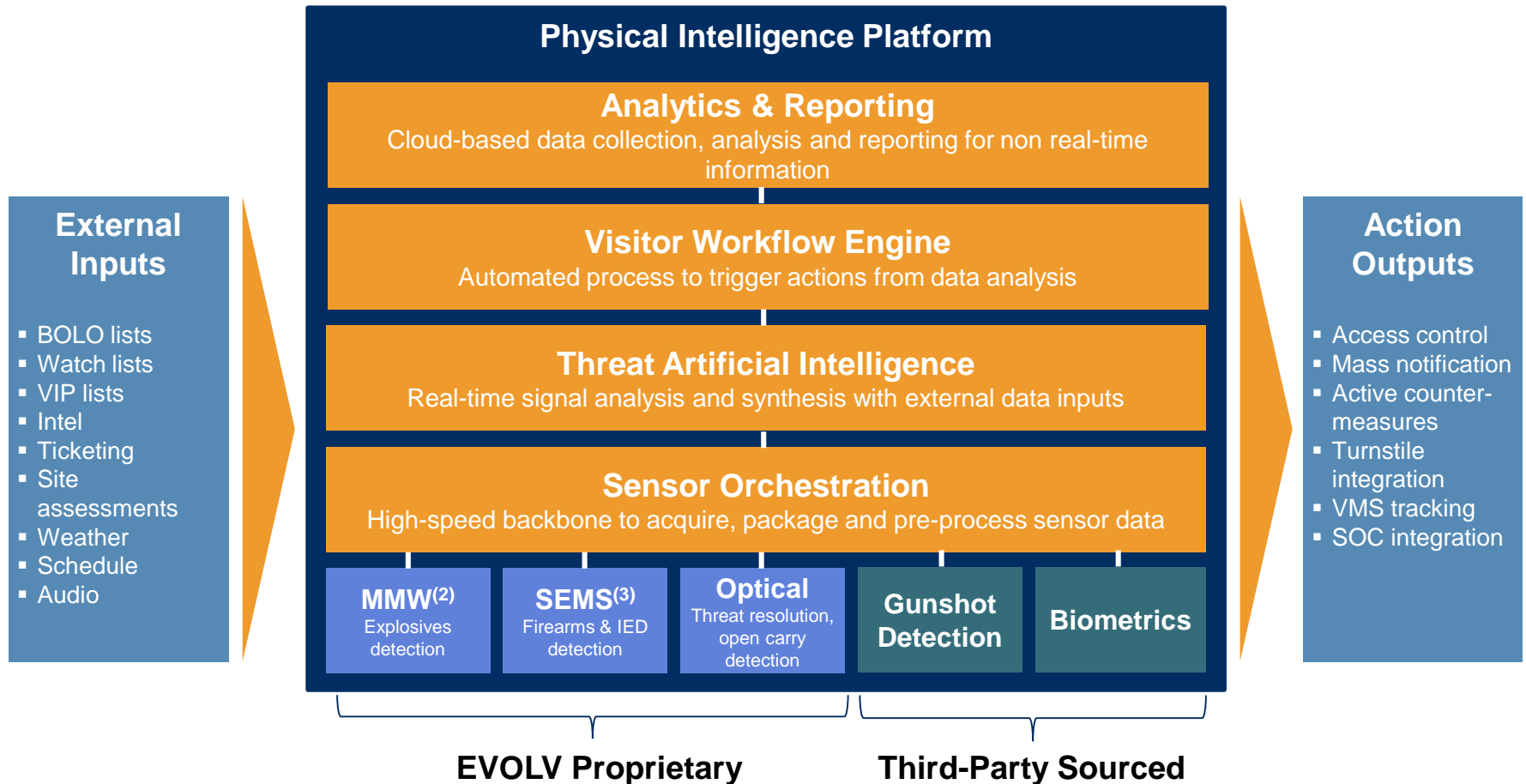
FLEXIBILITY

- Different operational scenarios
- Utilize portable screening lanes
- Stay ahead of the innovative adversary

RISK BASED APPROACH

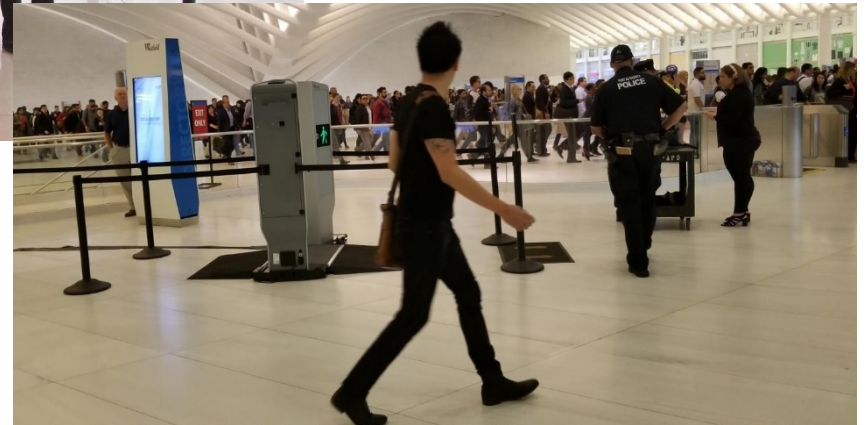
- Define different categories of individuals
- Screening protocols based on vetting, threat profiles
- Adjust security based on intelligence, situation

EVOLVE PHYSICAL INTELLIGENCE PLATFORM



Category-defining sensor and AI technology stack creating a robust security platform that detects threats and generates valuable information to improve workflow

EVOLV: CHANGING THE PHYSICAL SECURITY PARADIGM



Solving the active shooter risk without compromising visitor experience

SOME REAL RESULTS FROM >10 MILLION SCANS

Keeping Venues Safe

Major NYC Landmark

- First 3 weeks of operation:
- 33 handguns detected or declared
- 2 off duty FBI agents detected
- 57 knives captured

East Coast Tourist Destination

- 30 – 40 handguns caught per week
- 1,400 handguns detected in 12 months

West Coast Landmark

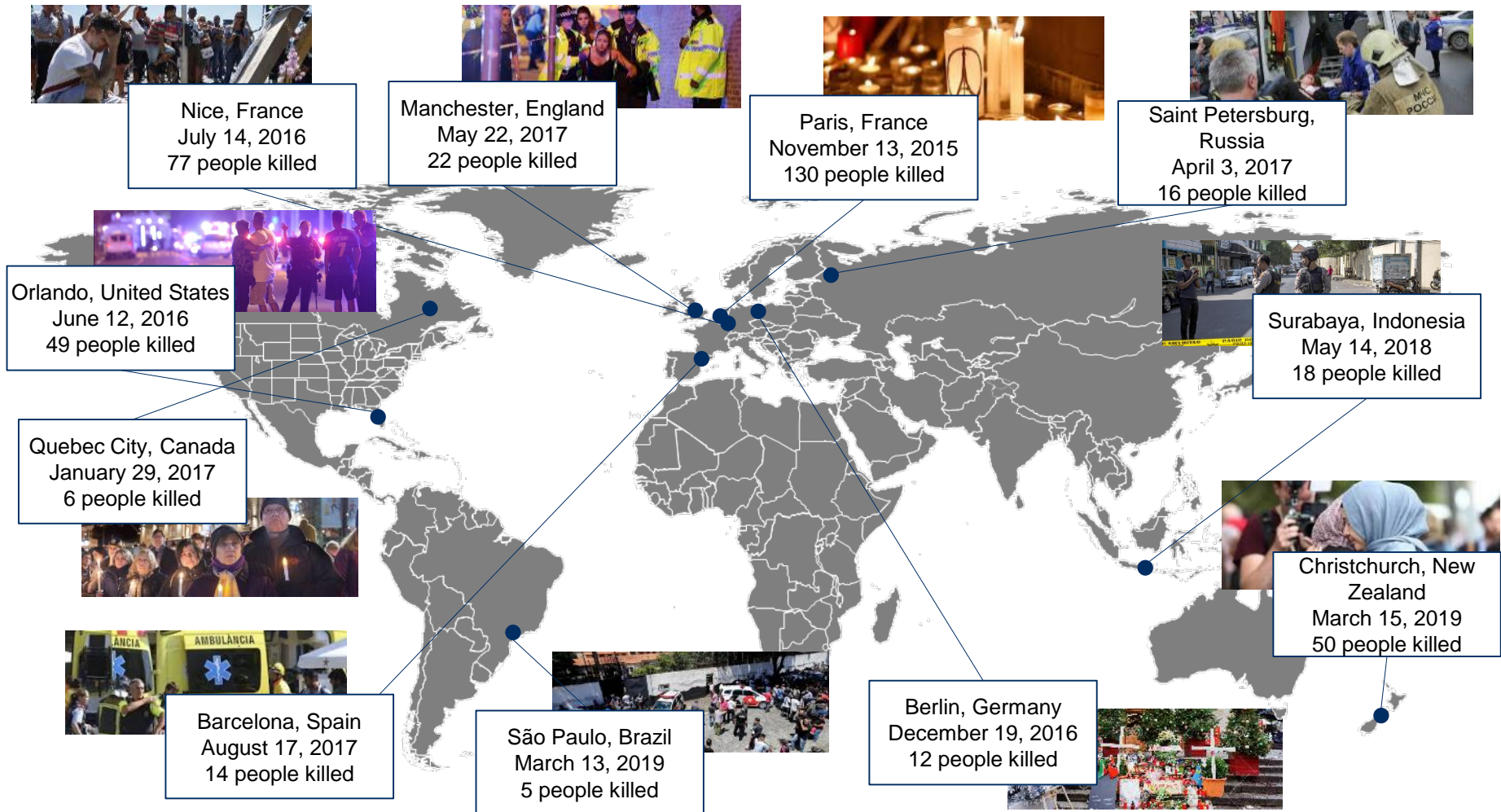
- 2 handguns found on the first day of operation



When was the last time you heard about a mass slaughter using a swiss army knife?

MOST OF THE PLACES WE LIVE, PLAY, EAT AND PRAY REMAIN UNPROTECTED

The active shooter epidemic and crowdsource terror attacks target unprotected venues



WHAT'S MORE EFFECTIVE – 90/20 OR 50/1?

Improves security posture without sacrificing visitor experience

Government	Sports & Entertainment	Aviation	Education	Office Buildings	Houses of Worship	Hospitals & Clinics	Transportation	Industrial	Hospitality & Retail
									
17K Sites	9K Sites	5K Sites	137K Sites	134K Sites	118K Sites	32K Sites	3K Sites	10K Sites	2K Sites

Effective security is technology and con-ops that can actually be deployed.

**Appropriate threat list --
Uncompromised Visitor Experience – High Throughput, Low FAR**