

SmartProtect Public Safety Solutions Investment Opportunity

Transforming Public Safety Staff Management
Through Data-Driven Innovation



Introduction

- SmartProtect Public Safety Solutions powered by The Masen Group specializes in innovative public safety solutions, leveraging deep industry experience. Our team includes seasoned professionals who have faced the challenges of public safety work.
- SmartProtect Public Safety Solutions: Developed by experts directly impacted by long hours, burnout, and insufficient resources.
- SmartProtect aims to transform public safety staff management through advanced data-driven technologies.

Depth of the **Problem**

Challenges in Public Safety



Public safety professionals frequently experience long hours, high stress, and insufficient resources, resulting in burnout and high turnover rates.

Critical Statistics



Over 60% of agencies report inefficient resource management, with an 18% uptick in turnover rates over the past five years. The inability to optimize workforce allocation affects community safety and response times.

Depth of **Our Expertise**

**Experienced
Public Safety
Professionals**



The Masen Group comprises individuals with extensive public safety experience, over 100 years combined, who understand the unique challenges of the field.

**Firsthand
Insights**



SmartProtect's design is a direct result of our team's subject matter expertise and exposure to the current public safety staffing challenges.

SmartProtect Leadership Team



Jason Klink
Co-Founder



Ricardo Blanco
Co-Founder



Nicholas Johnson
Technology Founder



Melissa White
Operations Manager/
Chief of Staff



Monica Moore
Marketing Manager



Sabrina Marquez
Business Operations
Manager



Solution Overview: SmartProtect



Development Background: SmartProtect was designed by public safety professionals who experienced the field's challenges. It incorporates insights gained from their direct experiences.

Core Features: Data-driven decision-making, AI-enhanced resource management, and predictive analytics are key features that optimize public safety operations.

Value Proposition



Efficiency Improvements: SmartProtect significantly enhances resource allocation by aligning calls for service with staffing requirements using real-time data and predictive analytics.

Improved Workforce Management: SmartProtect reduces overstaffing situations which leads to less burnout among public safety personnel.

Fundraise

We are raising \$1.5 million pre-seed round to complete building of our M.V.P. and acquire twenty five new customers.

Use of Funds

Breakdown of the \$1.5M seed funding:



Research and Development:
\$100,000



Marketing and Sales:
\$500,000



Salaries/Wages:
\$750,000



Legal and Compliance:
\$50,000



Administrative and General: \$50,000

Market Opportunity and Competitive Landscape



SMART PROTECT
THE MASEN GROUP

Current Gaps: Existing public safety technologies often lack real-time data integration and predictive analytics capabilities.

SmartProtect's Edge: SmartProtect offers comprehensive data integration and adaptive AI solutions, setting it apart from competitors who focus on specific aspects or data types.

Product Features and Benefits

Real-Time Response Capabilities



SmartProtect provides tools for real-time data processing, crucial for immediate decision-making.

Workforce Optimization



Predictive analytics help anticipate staffing needs, improving resource allocation and operational efficiency.

Cost Efficiency



Data-driven approaches reduce wastage and optimize the deployment of resources, leading to significant cost savings.

Market Size and Growth Potential



Total Addressable Market (TAM): The global public safety technology market is valued at approximately \$10 billion in 2021, projected to grow to \$25 billion by 2027.

Our initial focus will be on the public safety analytics market was valued at around \$5.26 billion and is expected to reach approximately \$15.59 billion by 2030, growing at a compound annual growth rate (CAGR) of 16.8% during the forecast period



Financial Projections and ROI

Goal: We anticipate being profitable in 12-24 month through the combination of analytics contracts and service level agreements

Year	Revenue	COGS (30%)	Dev & Maint	Marketing & Sales	Admin Costs	Total Expenses	Net Profit
2024	\$1,944	\$583	\$30,000	\$20,000	\$4,000	\$54,583	(\$52,639)
2025	\$1,093,000	\$327,900	\$30,000	\$20,000	\$4,000	\$381,900	\$711,100
2026	\$1,480,000	\$444,000	\$30,000	\$20,000	\$4,000	\$498,000	\$982,000
2027	\$1,885,000	\$565,500	\$30,000	\$20,000	\$4,000	\$619,500	\$1,265,500

Competitive Edge

Competitive Landscape



Utilizes historical 911 call data to predict staffing needs at emergency call centers.



Specializes in data analytics and resource allocation for emergency response agencies.



Transforms raw data into actionable information, helping public safety and healthcare professionals improve situational awareness and operational effectiveness.



Offers a comprehensive resourcing and staffing module with insights into staffing patterns and performance metrics.

Conclusion and Call to Action



Summary of Investment Opportunity:

SmartProtect offers a transformative solution for public safety agencies, addressing critical operational challenges with data-driven technology.

Call to Action: Investors are invited to join **SmartProtect Public Safety Solutions** in revolutionizing public safety management.

Contact us for more information and partnership opportunities.