

# THE KnowNow™ THREAT SMART REPORTING TOOL

by Drift Net Securities



## OVERVIEW

Drift Net Securities (DNS) believes every school should be equitably prepared for any emergency regardless of their available funds or demographics. With this belief DNS provides all necessary resources and guidance schools need for safety planning and preparedness, free of charge. Combining innovative engineers who develop future leading technologies with the knowledge and experience of the nation's top school safety experts, gives DNS the ability to be the ultimate safety teammate for all K-12 schools. By utilizing DNS's resources and technology, your district's administration will have the necessary tools and expert guidance they need to develop and implement school safety planning, preparedness and prevention which is customized to each individual school building and functional for daily operational use.

### The Objective

Prevention and early intervention are paramount for thwarting potential threats posed on Schools. Knowing inside information fast is paramount as schools and their communities strive to identify and intervene with students in distress before their behavior escalates to criminal actions or self-harm.

KnowNow empowers your school and surrounding community to take an active role in health and safety through anonymous and non-anonymous threat discovery. The KnowNow tool helps you maximize your school's people resources through artificial intelligence and machine learning developed by youth counselors, intelligence operatives, and cutting-edge engineering. After a threat is reported and then immediately verified by our cutting-edge smart technology, KnowNow provides an instant alert to the designated authorities dependent upon the level of severity. Authorities "KnowNow" the potential threat with risk analysis, geospatial location of the threat, the ability to view incoming images and text, and the ability for 2-way communication.

**Need #1:** Engage the school community in health and safety management in a meaningful way.



**Need #2:** Maximize people resources for insider threat detection on campus.

**Need #3:** Eliminate inefficient tip lines that allow fake tips and junk to be reported.

## The Opportunity

**Goal #1:** Give the school community an easy and engaging way to get involved with health and safety management.

**Goal #2:** Training students to see things and say something about them through games and social involvement.

**Goal #3:** Minimize the resources needed to sort through tips, share information, and coordinate response.

## The Solution

**Solution #1:** Utilizing the DNS KnowNow Threat Reporting Tool, every member of the school community can have a fast and accessible way to report threats both anonymously and non-anonymously on or off campus.

- Available as a mobile app or in a web browser

**Solution #2:** KnowKind, integrated with the KnowNow Threat Reporting Tool, engages students in games, competitions, and training material to help facilitate student's ability to identify positive and negative behavior and report it by focusing on identifying acts of kindness on school campus.

**Solution #3:** Smart technology built into the KnowNow Threat Reporting Tool autonomously sorts through tips to eliminate junk or fake tips.

- Eliminates junk tips
- Cross checks for validity based on user input
- Triage threats based on the type of threat, imminence of the threat, the credibility of the threat, and the amount of actionable information in the threat.

### Features:

- Optional anonymity
- Threats are verified and cross checked
- Threats triaged into low, medium, and high risk categories



- Risk analytics reports include all of the actionable information available
- Video, Image, and location tagging
- Two-way communication
- Alerts can be sent to designated users based on the type of threat
- Advanced analytics performed daily and weekly to provide comparison of schools at the district level, evaluate possible trends over time, and analytics of post response follow-up
- The ability to remotely self-report symptoms of COVID-19 and start a case investigation.

## Supplied Material

The materials needed for this project are to be supplied by DNS. For the district to achieve the goals specified above, DNS will be supplying their KnowNow Threat Reporting Tool, a future leading technological platform developed with Artificial Intelligence turning information into action. The district has the option to use the application for all members of the school community or just students and teachers, guidance from DNS security experts, technology support, and all ongoing software updated that may include new features, assessments, and additional programs.

## DNS Secured Data

Keeping your school district's sensitive information secure from theft and vulnerability in today's digital world is Drift Net Security's number one priority. DNS utilizes 256-bit AES encryption (Advanced Encryption Standard), an international standard which ensures data is encrypted/decrypted following this approved standard. It ensures high security and is adopted by the U.S. government and other intelligence organizations across the world. We also utilize 2-factor authentication to protect user-side security breaches.



## OUR PRICING

### The KnowNow Threat Reporting Tool

#### **Baseline Level** of safety planning and preparedness - **Always Free**

- No tip storage
- No analytics
- No video and image processing
- Capped at 50 tips per month/ school
- 265 AES Encryption
- 1 User per school

#### **Standard Level** of safety planning and preparedness - **\$0.25/ year per user or \$1,200/ school per year**

- 3 year tip storage
- School analytics
- Video and image processing
- Unlimited tips
- 265 AES Encryption
- Unlimited school and district users
- Real-Time team response task collaboration
- Threat Verification
- Treat Triaging
- Integrated District Analytics Dashboard
- Web and mobile application

#### **Pro Level** of safety planning and preparedness - **\$0.15/ year per user or \$1,000/ school per year**

- 3 year tip storage
- School analytics
- Video and image processing
- Unlimited tips
- 265 AES Encryption
- Unlimited school and district users
- Real-Time team response task collaboration
- Threat Verification
- Treat Triaging
- Integrated District Analytics Dashboard
- Web and mobile application
- On-Campus threat feed and immediate response\*

\*Requires integration with the KnowWhere Campus Safety System



## WHO IS DRIFT NET SECURITIES?

Smart Security | Known Safety

Driftnet Securities was founded by siblings Aaron and Brigitte Coles after the tragic events took place at Stoneman Douglas High School in Parkland, Florida. As students at Stoneman-Douglas live streamed and shared footage from inside the school during the attack, Aaron and Brigitte watched along with the rest of the country as yet another armed intruder walked into a school and violently killed students and staff.

With their combined expertise in innovative technological systems and military level intelligence gathering and threat detection, they saw many ways to use their knowledge and expertise to help prevent and mitigate these heinous crimes from taking place on school campuses.

In February of 2018, Aaron and Brigitte founded Drift Net Securities, and debuted the future leading product the KnowWhere Campus Safety System. In just a brief time, Drift Net Securities has rapidly grown with over 80 full time employees and counting. Their main Headquarters is in the heart of Downtown Chicago where they also manufacture and produce every component of their products from software to hardware. DNS now offers schools a total comprehensive ecosystem of the most innovative safety and tools and services called KnowMore SSM (Safety and Security Management) Technologies. Drift Net Securities currently hold two U.S. patents for their innovative technology systems.

In 2020, DNS hired world renowned psychologist and school shooter expert Dr. Peter Langman as the Director of School Safety Research and Training. Dr. Langman is known for his extensive research and first-hand experience with the psychological mind of a school shooter. Dr. Langman is a key provider and subject matter expert for the projects and trainings facilitated through the Secret Service's National Threat Assessment Center. Dr. Langman is the author of two books on school shooters: "School Shooters: Understanding High School, College, and Adult Perpetrators" and "Why Kids Kill: Inside the Minds of School Shooters." Dr Langman has spoken at the FBI National Academy in Quantico, FBI Headquarters, and the National Counterterrorism Center. He has been hired by Homeland Security to train professionals in school safety and am a researcher for Police Foundation and the National Threat Assessment Center of the United States Secret Service. Dr. Langman has done keynote presentations for the National Association of School Safety and Law Enforcement Officers (NASSLEO), the National Behavioral Intervention Team Association (NaBITA), the National Association of School Resource Officers (NASRO) and spoken to dozens of other organizations.

In late 2020, DNS hired two of the nation's top school safety experts Mason Wooldridge and Jessica Cirulli, Co-Founders of the nonprofit OKDi (Our Kids Deserve



Smart Security  
**KNOWN SAFETY**

[www.driftnetsecurities.com](http://www.driftnetsecurities.com) | 844 DRFT NET

it), a nationally recognized school safety nonprofit. For the past decade, OKDi and its founders have helped facilitate school safety planning and preparedness, prevention and protection initiatives, acquisition of grant funding and management of projects, legislative initiatives, Safety Trainings and much more for K-12 public and nonpublic schools, PreK and daycare facilities and houses of worship. OKDi has worked with hundreds of schools and organizations, saved them millions of dollars with proper site evaluations and security industry expertise, and helped schools and organizations acquire millions of dollars in grants and other avenues of funding. Mason and Jessica are the authors of the book, “Soft Targets: A modern guide for protecting students, educators and their learning environments from acts of extreme violence.” OKDi is a registered provider of safety and security assessments in Pennsylvania, and now partnered with DNS to provide these assessments free of charge.

## THE DRIFT NET DIFFERENCE

[A radically different approach to security](#)

**A company** who understands the value of bringing everyone together to facilitate real change. Drift Net Securities believes safety is a human right, one that is worth fighting for. At Drift Net we have big goals, and we are fearless, but we also understand that together we are stronger, smarter, faster, and unstoppable.

**A company** built on old school ethics but powered by new future leading innovation. At the heart of Drift Net lies hard work, determination, and compassion and kindness for others. Every Drift Net team member is dedicated and committed to the mission; we never give up and we are always evolving and growing.

**Drift Net Securities** is the only company in the US providing “always free” services and trainings to all K-12 schools that are functional and provide an equitable level of safety planning, preparedness, and prevention for daily operational use.

## CONCLUSION

We look forward to working with Mountain View School District and supporting your efforts to develop and integrate school safety planning, preparedness, and prevention throughout your K-12 campuses and creating the safest learning environment possible for all MVSD staff and students. Drift Net Securities is confident that we can meet and exceed the challenges ahead and stand ready to partner with you as MVSD’s ultimate safety teammate.



Smart Security  
KNOWN SAFETY

[www.driftnetsecurities.com](http://www.driftnetsecurities.com) | 844 DRFT NET

## QUESTIONS?

If you have questions on this proposal, feel free to contact Jessica Cirulli at your convenience by email at [jessicac@driftnet.net](mailto:jessicac@driftnet.net) or by phone at (484) 525-9550.

Thank you for your consideration,

**Brigitte Coles**

Chief Strategy Officer  
Drift Net Securities  
[brigittec@driftnet.net](mailto:brigittec@driftnet.net)  
(773) 469-6554

*Mission Over Everything*



Smart Security  
KNOWN SAFETY

[www.driftnetsecurities.com](http://www.driftnetsecurities.com) | 844 DRFT NET



Smart Security  
**KNOWN SAFETY**

[www.driftnetsecurities.com](http://www.driftnetsecurities.com) | 844 DRFT NET