

NOVO TRAX

Smart City

Distributorship Opportunity

Active Shooter Detection and Prevention

www.NovoTrax.com/Opportunity

Distributorship Opportunity

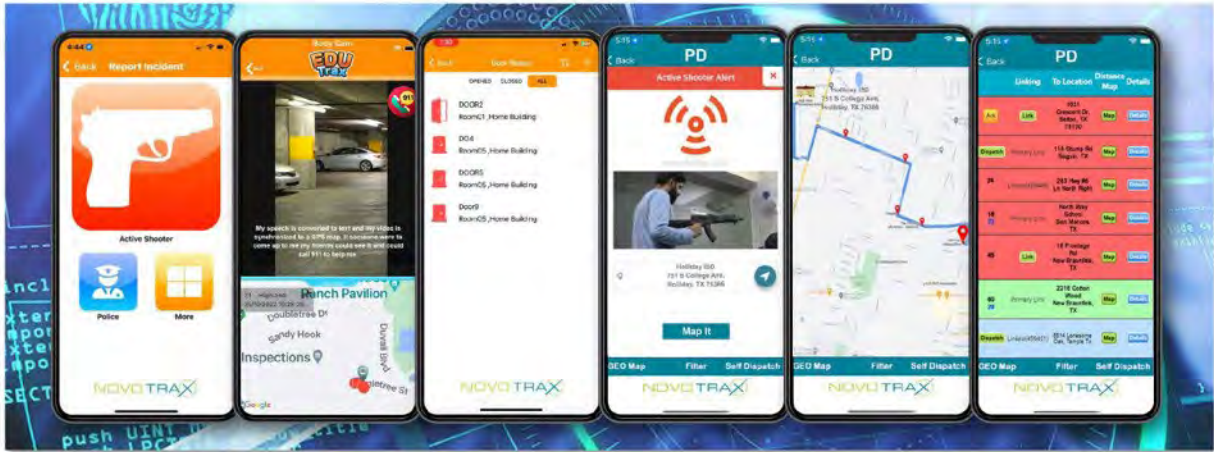
Active Shooter Detection and Prevention



[See The Demo](#)



NovoTRAX is **designed to maximize resources** and give timely, accurate information across all departments. NovoTRAX features a complete suite of 22 supportive service software applications that work individually as stand-alone applications, or harmoniously together to allow for **precision dispatching and seamless integration enhancing response time and communication** across responder channels.



THIS IS HOW WE DO IT



- Mass Notification System
- Gun Detection
- Police Dispatch
- Door Status Reporting
- Student Location Tracking
- Bus Location Tracking
- Safe Walking Home

The Problem

“Active Shooters”

In 2022, the US saw the highest number of ‘active shooter’ casualties – deaths or injuries – of the past 5 years, FBI report finds. More in 2023.

The United States suffered more casualties from “active shooter” incidents in 2022 than it did in the four years prior, according to an FBI report.

The report tallied 50 active shooter incidents in 2022 that left 313 casualties, including 100 people killed, not including the shooters. Casualty counts include both deaths and injuries.

Only nine of the incidents saw no casualties.

<https://www.cnn.com/2023/04/26/us/us-active-shooter-incidents-2022-fbi/index.html>



The Solution

Real-Time Communication With AI Technology



AI Technology

Detect A Weapon In The Parking Lot

“BEFORE” It Enters The Building



Weapon Detection

99.97% Detection Accuracy



Dispatch Police

Automatically Dispatches Police
Without Calling 911



Detects Open Doors

Notifies of Any Open Doors



Real-Time Staff Location

Detects Where Students And Staff
Are In Real-Time



Technology Summary

- Detects a gun in the parking lot
- Distinguishes who is authorized to carry and who is not authorized
- Automatically dispatches the police
- Activates field sirens to startle and confuse attacker
- Activates locking doors
- Identifies open doors
- Shows the real-time location of students and staff
- Live video bus/room with GPS and speech-to-text
- Real-time student attendance
- Documented inter-company communication
- Documented communication with parents

Government Financing

Governments are starting to make active shooter protection a priority and allocating financing. Some say this technology could eventually be mandated.

Texas House passes school safety bills in response to Uvalde shooting

Lawmakers have said school safety is a priority this session, but it is still unclear whether they'll listen to Uvalde families who want to raise the minimum age to purchase semi-automatic guns from 18 to 21.



“The change would raise the cost of the bill from \$300 million to about \$1.6 billion.”

<https://www.kwtx.com/2023/04/25/texas-house-passes-school-safety-bills-response-ualde-shooting/>

Market Potential

Schools, churches, banks, manufacturing plants, theaters, event centers, hotels, libraries, stadiums, and other places of gathering.

- 115,676 Schools in the USA
- 380,00 Churches
- 132,228 Hotels
- 7,156 Hospitals
- 25,000 Convention Centers
- 4,844 Banks
- 2,500 Theaters
- 1,450 Casinos
- 309,000 Public Swimming Pools
- 17,454 Public Libraries
- 6,000 Colleges & Universities

Financial

Opportunities Starting at \$1,200,000 Investment

Product Placement

- \$50,000 Average Sale
- 50% Profit Margin
- 20% Residual Income
- <50 Sales for Full Return of Investment

Sales Plan

Sales Plan

Focus on Channel Partnerships

- IT Providers for the Education Sector
- Security System Providers for B2B
- Software Providers for Public Safety
- Schools, Churches, Libraries, etc.
- Media Outlets
 - Search Engines
 - Social Media
- Tradeshows
- Bid Projects

Return of Investment

YEAR 1

Average Sale = \$50K per installation

Average Profit per Sale = \$25,000 per installation

Estimated Sales Year 1 = 16 Installations = \$400,000 Profit

Total From Year 1 = 16 Installations = \$400,000 Profit

- Schools = Sell 10 Installs
- Churches = Sell 6 Installs
- Hospitals = Sell ? Installs
- Hotels = Sell ? Installs
- Convention Centers = Sell ? Installs
- Banks = Sell ? Installs
- Theaters = Sell ? Installs
- Casinos = Sell ? Installs
- Public Swimming Pools = Sell ? Installs
- Libraries = Sell ? Installs
- Colleges and Universities = Sell ? Installs

Return of Investment

YEAR 2

Average Sale = \$50K per installation

Average Profit per Sale = \$25,000 per installation

Estimated Sales Year 2 = 16 Installations = \$400,000 Profit

Residual From Year 1 = 16 Installations = \$80,000 Profit

Total From Year 2 = 16 Installations = \$480,000 Profit

- Schools = Sell 10 Installs
- Churches = Sell 6 Installs
- Hospitals = Sell ? Installs
- Hotels = Sell ? Installs
- Convention Centers = Sell ? Installs
- Banks = Sell ? Installs
- Theaters = Sell ? Installs
- Casinos = Sell ? Installs
- Public Swimming Pools = Sell ? Installs
- Libraries = Sell ? Installs
- Colleges and Universities = Sell ? Installs

Return of Investment

YEAR 3

Estimated Sales Year 3 = 16 Installations = \$400,000 Profit

Residual From Years 1 & 2 = \$160,000

Total Year 3 Profits = \$560,000

YEAR 4

Estimated Sales Year 4 = 16 Installations = \$400,000 Profit

Residual From Years 1, 2, & 3 = \$240,000

Total Year 4 Profits = \$640,000

YEAR 5

Estimated Sales Year 5 = 16 Installations = \$400,000 Profit

Residual From Years 1, 2, 3, & 4 = \$320,000

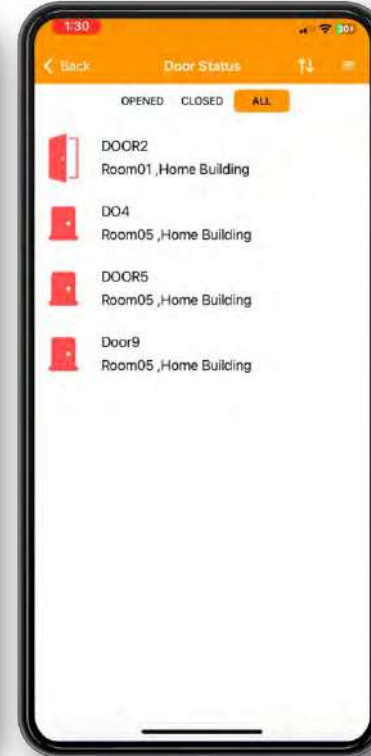
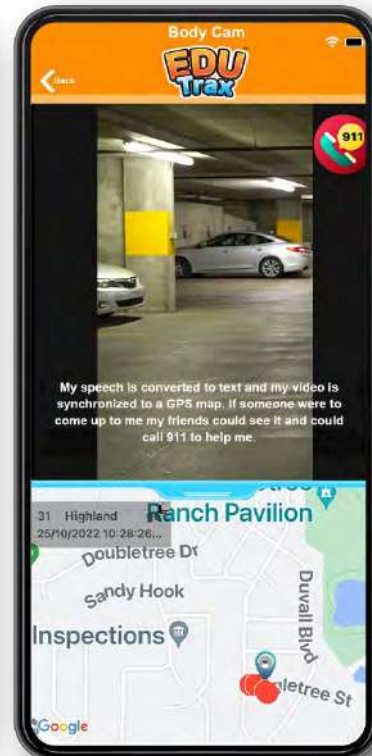
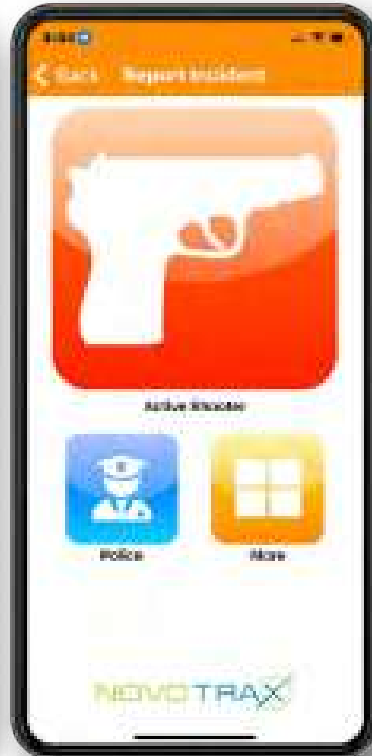
Total Year 5 Profits = \$720,000

Return of Investment



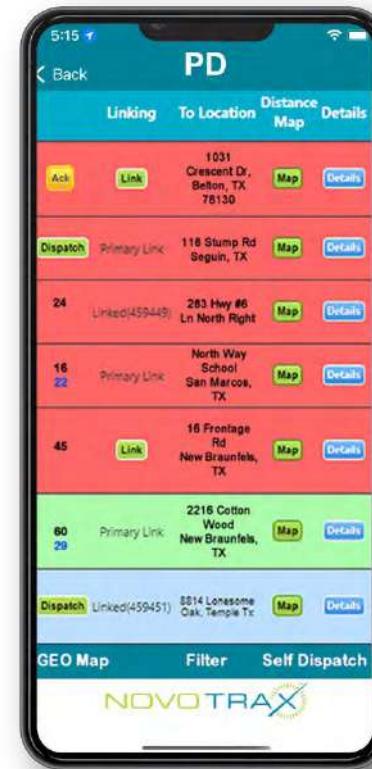
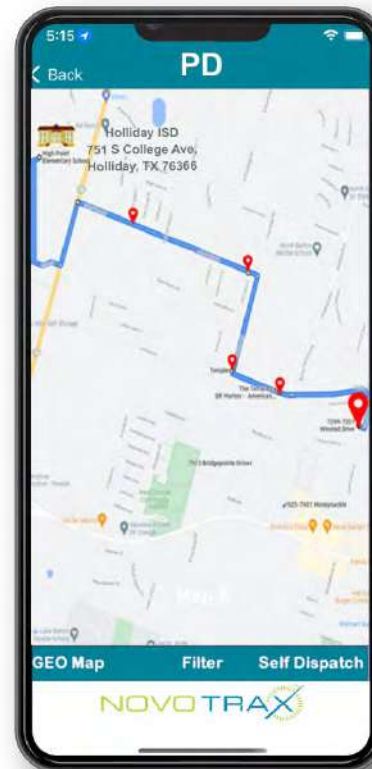
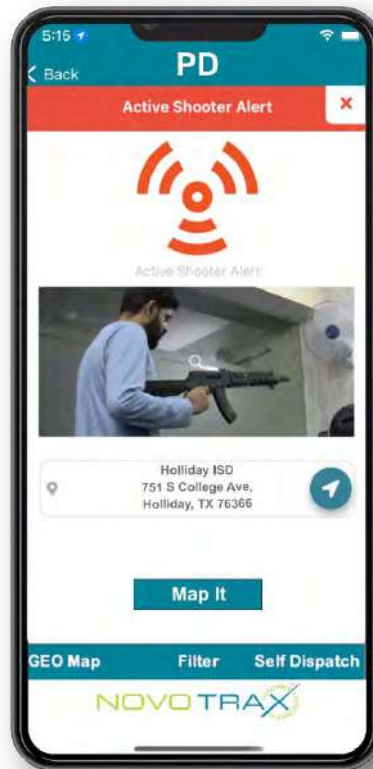
The Solution

Detects Weapon, Streams Video, & Door Status



The Solution

Automatically Dispatches Police
Without Calling 911



What Is Your Plan?



NOVO TRAX

Act BEFORE



NOVO TRAX

Smart City

Real-Time Data Sharing Between Entities

NOVO TRAX
EDUCATION



NOVO TRAX
PUBLIC SAFETY



NOVO TRAX
HEALTHCARE



NOVO TRAX
BUSINESS



NOVO TRAX

Smart City



- San Antonio Texas
- 11 Years in development
- Many other safety software apps
- FERPA Compliant
- HIPAA Compliant
- CJIS (L4) Compliant (FBI data)

NOVO TRAX

Get Your Distributorship And Cash In Now!



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