



EVEN WHEN SHOTS  
AREN'T FIRED...

**There Is  
A Cost  
To Gun  
Violence.**

 **ZEROEYES™**

PROTECTING AMERICA'S  
SCHOOLS AND PUBLIC SPACES



# Overview

Gun violence in American schools is a growing concern. School districts, faculty, staff, parents, students, and communities are experiencing consequences across physical, mental, financial, and local aspects.

Guns on campus have an astonishing impact, even when shots aren't fired. During this presentation, we'll examine the cost of firearms making their way onto school grounds.



# A Brief History

Building a gun violence database, creating an in depth research center, and committing to understanding a problem so that we can help solve it.

ZeroEyes starts examining and tracking gun violence incidents

Initial research question: How does gun detection protect people?

Additional research emerges: Impact radius and cost of securing spaces

Formalization of Research Center and data collection methods

Model created with Gartner analysts to assess cost of gun incidents in spaces

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5





Considering variations in gun violence

# Covering A Range Of Scenarios

## **SCENARIO 0**

Gun brandished on campus. No shots fired. No injuries or property damage.

## **SCENARIO 1**

Gun brandished on campus. Shots fired. No injuries or notable property damage.

## **SCENARIO 2**

Gun brandished. Shots fired. Injuries, but no loss of life. Minimal property damage.

## **SCENARIO 3**

Gun brandished. Shots fired. Injuries. Loss of life or lives. Minimal property damage.

## **SCENARIO 4**

Gun brandished. Shots fired. Injuries. Extensive loss of life. Extensive property damage.



# Examples of Considerations

## EMPLOYMENT & ENGAGEMENT

- Recruitment of faculty / staff
- Retention of top talent
- Student attrition
- Participation by students, parents and community
- Event attendance
- Loss of donations / grants

## PHYSICAL & EMOTIONAL

- Lack of sleep
- Headaches and nausea
- Increased illness
- Anxiety and stress
- Depression
- Lack of focus
- Retreat from family / friends

## STRUCTURAL & OPERATIONAL

- Teacher absence
- Food and supply waste
- Damage to property
- Substitute teacher use
- Insurance costs
- Increased security cost
- Litigation fees







# Data Model Overview

WHAT IT CAN AND CAN'T SHOW,  
AND WHY.



# How the Model is Arranged

The model is a compilation of several items that combine to estimate a total “likely value” of financial cost that a school or district would incur given then size and scenario mentioned.

5 Scenarios

4 Campus Sizes

Impact Factors

Probabilities

Impact Ratio



# The Math

## Organization Impact

Describes the likely financial impact to the school.

e.g. If there is property damage, what percent impacts the school directly versus being taken care of by an insurance policy.

## Count

This represents the total number of instances of the item.

e.g. The number of days closed, teachers or students that will leave, etc.

## Probability

This is the probability that the school or district will incur the financial repercussion mentioned and is then factored into the likely value.

e.g. If there is a 15% chance that the facility will be closed for one day, we estimate the likely value as 15% of the closure cost.



**No  
Shots  
Still A  
Big Cost.**



SMALL

**\$16,847**

MEDIUM

**\$17,981**

LARGE

**\$21,507**

COMPOUND

**\$26,592**





**Shots  
Fired.  
No Injuries  
or Deaths.**



SMALL

**\$33,462**

MEDIUM

**\$53,522**

LARGE

**\$81,155**

COMPOUND

**\$140,767**



# Fear of Gun Violence Has Ripple Effects

## Participation

Lowered participation in community events and daily life has a widespread effect on the entire town and its people.

- Relationship impact
- Family bonds
- Educational opportunities
- Childhood memories / friendships
- Business and restaurant sales

## Perception

Previously safe, enjoyable spaces are taken. People lose the positive association with their community, and those outside of it do too.

- Word of mouth
- Discourage others
- Negative press / positioning
- Fear of neighbors and others
- Concern for use of public spaces



# The Community Connection

Schools, playgrounds, parks, restaurants, grocery stores, theaters, retail centers, and parks are pillars of a thriving community. Gun violence on campuses impact the entire community. Loss of these spaces causes psychological and financial tears in the fabric of our community.

## Examples of School Closures

UVALDE - PERMANENTLY CLOSED

PARKLAND - PERMANENTLY CLOSED

COVENANT - CLOSED

OLIVER CITYWIDE ACADEMY - CLOSED

CVPA HIGH SCHOOL - CLOSED FOR 5 MONTHS

PS 305 MCKINLEY HIGH - CLOSED FOR 6 WEEKS





# What is ZeroEyes Proactive Gun Detection?

AI-Based and Human-Verified to Only Detect Brandished Firearms.

No Privacy or Bias Issues Due to Nature of Visuals and Confirmation.

Works with Existing Security Cameras and Alerts Authorities and First Responders in 3-5 Seconds





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AREN'T FIRED...

# There Is A Cost To Gun Violence.

GET A CUSTOM COST ANALYSIS AND SEE A  
DEMONSTRATION OF ZEROEYES AI GUN  
DETECTION.

[ZEROEYES.COM/REQUEST-A-DEMO](https://zeroeyes.com/request-a-demo)