



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

1

2

3

4

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)