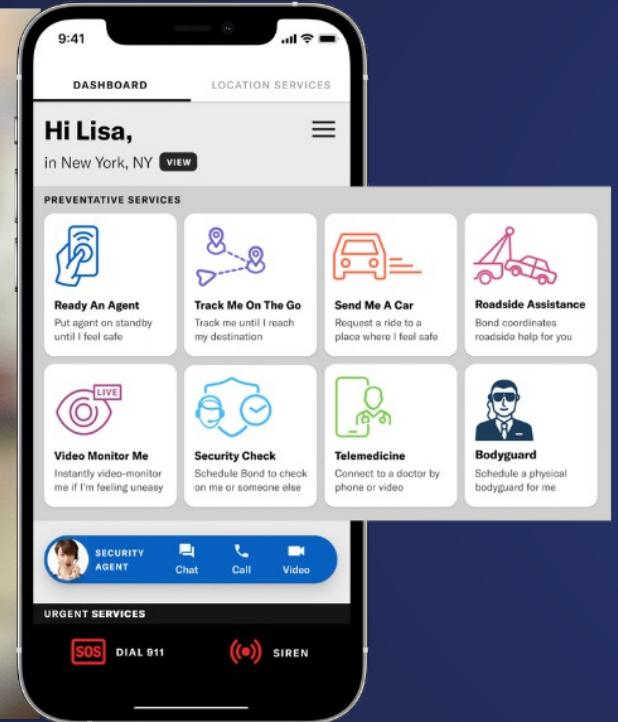
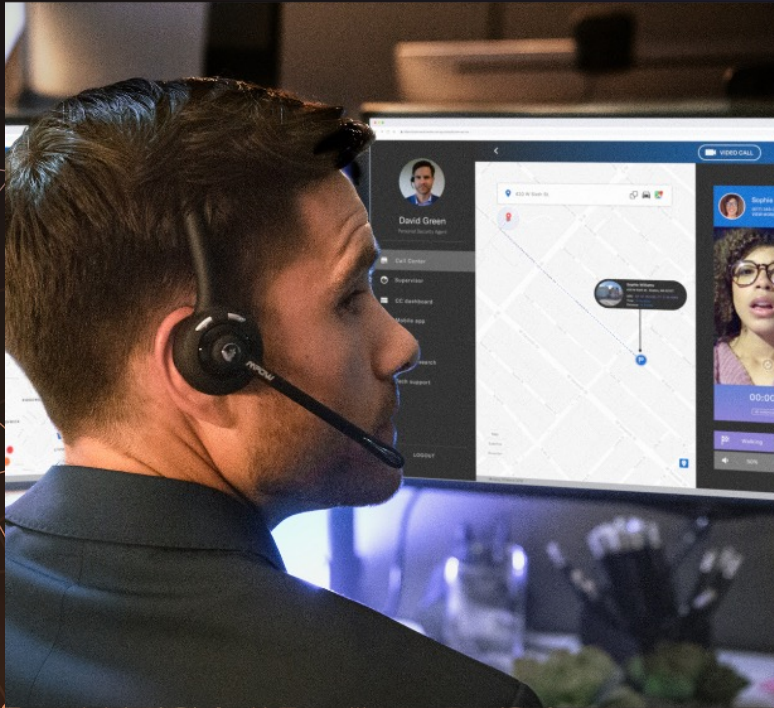


# AI-Powered Platform Democratizing Personal Security



Investor Deck  
July 2024



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- **Highlights**
- **Vision**
- **Problem**
- **Solution**
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# Highlights

We're doing a crowdfunding round to democratize the opportunity and we're inviting you to participate. Join the Bond Mission here: [www.WeFunder.com/OurBond](http://www.WeFunder.com/OurBond)

- **Opportunity:** Pioneering transformation of a \$438B personal security market with AI-powered platform
- **Hypergrowth:** Revenue grew 5.2x to \$7.2M in 2023
- **Momentum:** Customers include some of the largest companies in the world, cities, and universities
- **Defensible:** ~\$100M + hundreds of engineering years invested make the Bond platform very hard to copy
- **Inflection:** Signed deal with a global brand that aims to offer Bond to its ~200M customers worldwide
- **Proven:** More than 1M services delivered, including emergencies and lifesaving situations
- **Competence:** Serial entrepreneur Founder/CEO sold prior two tech companies for a combined ~\$900M
- **Capital Base:** Existing investors include prominent venture capital firms and multiple billionaires

# Founder & CEO, Doron Kempel



Serial tech-entrepreneur. Prior two companies founded (Information Technology infrastructure sector) were acquired by IBM (2008) and HP (2017) for combined value of ~\$900,000,000. Prior to that, Doron was VP & GM at F100 company, EMC Corp (now DELL EMC)

Former decorated commander at military special ops unit.

Harvard Business School Graduate  
Prior degrees in law and philosophy

US Citizen



# Bond Security Advisors



**Secretary Carlos Gutierrez**  
Former U.S. Secretary of  
Commerce



**Mark Sullivan**  
Former Director, U.S. Secret  
Service



**John Pistole**  
Former Deputy Director of FBI,  
Former Administrator of TSA,  
and President, Anderson  
University



**Commissioner Raymond  
Kelly**  
Former Commissioner, New  
York Police Department



**Prefet (hon) Gilles Leclair**  
Former Special Advisor for Homeland Security,  
Police Expert for France and EU in the field of  
Organized crime and Counter-Terrorism



**Eytan Ben David**  
Former Head of Israeli  
Government's VIP/Dignitaries  
Protection Unit



**Lt. Gen. Jason T. Evans**  
3-Star General, United States  
Army (Ret.)



**Commissioner Ed Davis**  
Former Police  
Commissioner, Boston Police  
Department



**Commissioner Kathleen O'Toole**  
Former Chief of Police, Seattle and  
Former Police Commissioner,  
Boston



**Richard Staropoli**  
Former CIO, Department of Homeland  
Security  
Former Special Agent, U.S. Secret Service



**Sir George Hamilton**  
Former Chief Constable of the Police Service  
of Northern Ireland



**Jody Weis**  
Former Superintendent, Chicago PD  
Former FBI Special Agent in Charge,  
Philadelphia



**Chief Donald De Lucca**  
Former Chief of Police, City  
of Miami Beach



**Chiko Scozzafava**  
Former Special Agent, U.S.  
Secret Service



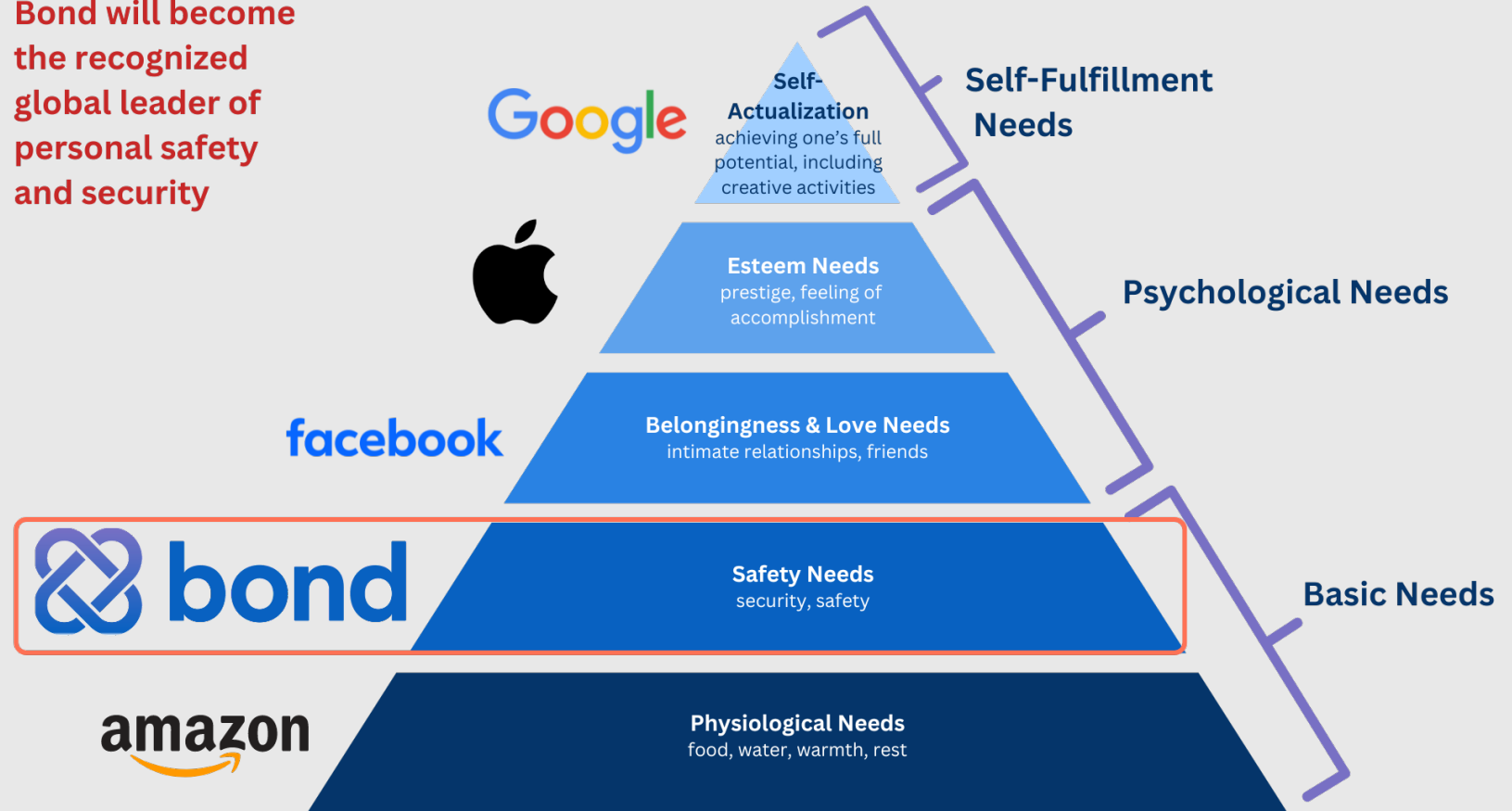
**Philippe Devred**  
Former Commander of French  
Counter Terrorism Coordination Unit

# Vision:

## Global Leader of **\$438 Billion Safety, Security and Peace-Of-Mind Market** Pioneering a Solution to a Persistent Problem that's experienced by Billions

- A Trusted Guardian
- A global provider of safety, security & peace-of-mind to consumers and/or employees
- Uniquely addressing a **personal security gap** that is experienced by humans globally
- Combining novel technologies and AI, operational excellence, and preserving privacy
- Eventually, as prevalent as insurance
- We're doing a crowdfunding round to democratize the opportunity and we're inviting you to participate. Join the Bond Mission here:  
[www.WeFunder.com/OurBond](http://www.WeFunder.com/OurBond)

Bond will become the recognized global leader of personal safety and security





# THE PROBLEM

Too early...  
until it's too late  
to dial 911



Let's First Understand 911

---

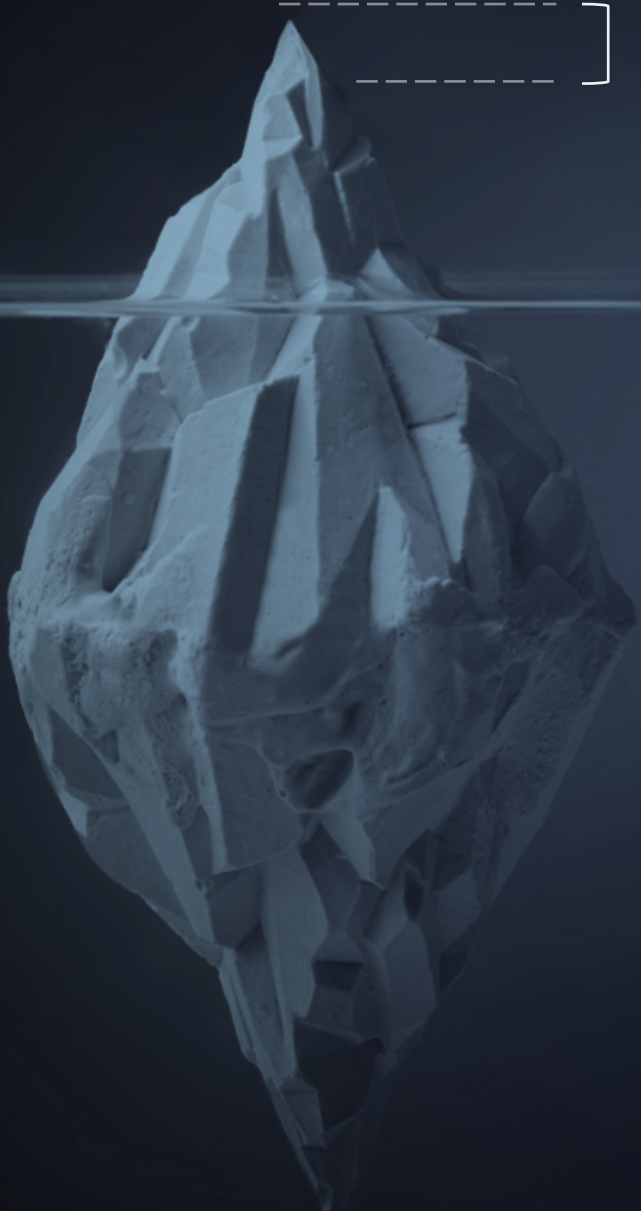
**A HIGHLY VALUED, GLOBALLY  
KNOWN AND RESPECTED SOLUTION  
FOR EMERGENCY CALLS IN THE U.S.**

911





# THE REALITY OF PERSONAL SECURITY

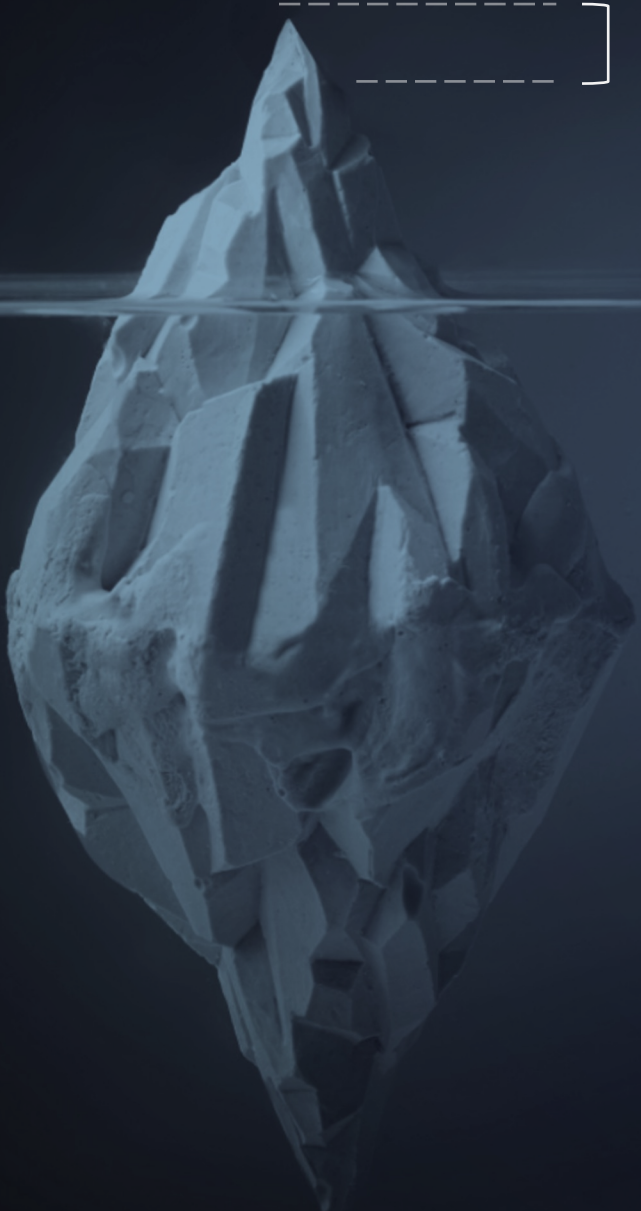


ONLY **20%-30%**  
ARE LEGIT EMERGENCIES

**240 MILLION**  
911 CALLS  
PER YEAR

**±10 BILLION**  
CASES WHERE INDIVIDUALS  
FEEL UNSAFE BUT ITS  
**TOO EARLY**  
TO CALL 911

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SOME ESCALATE TO LEGIT  
EMERGENCIES BUT ITS  
**TOO LATE**  
TO DIAL 911

**WHAT  
ARE  
THESE  
CASES?**





**THIS SITUATION IS NOT  
AN EMERGENCY**

**TOO EARLY TO DIAL 911**



A woman with curly hair is shown from the chest up, looking off to the side with a concerned expression. She is wearing a light-colored cardigan over a dark top. The background is dark and blurry, showing a car and some lights, suggesting a nighttime street scene.

**'FEELING UNSAFE'  
IS BEYOND RACE**

**TOO EARLY TO DIAL 911**



A blue-tinted photograph showing the silhouettes of two people walking away from the camera on a wet, reflective street at night. A manhole cover is visible in the foreground. The overall mood is somber and emphasizes the theme of walking alone at night.

**... OR GENDER**

**TOO EARLY TO DIAL 911**

**35% OF MEN  
45% OF WOMEN  
REPORT FEELING 'UNSAFE'  
WALKING ALONE AT NIGHT**

[Source](#)



**THIS IS AN EVERYDAY  
SCENARIO FOR  
MILLIONS OF PEOPLE**

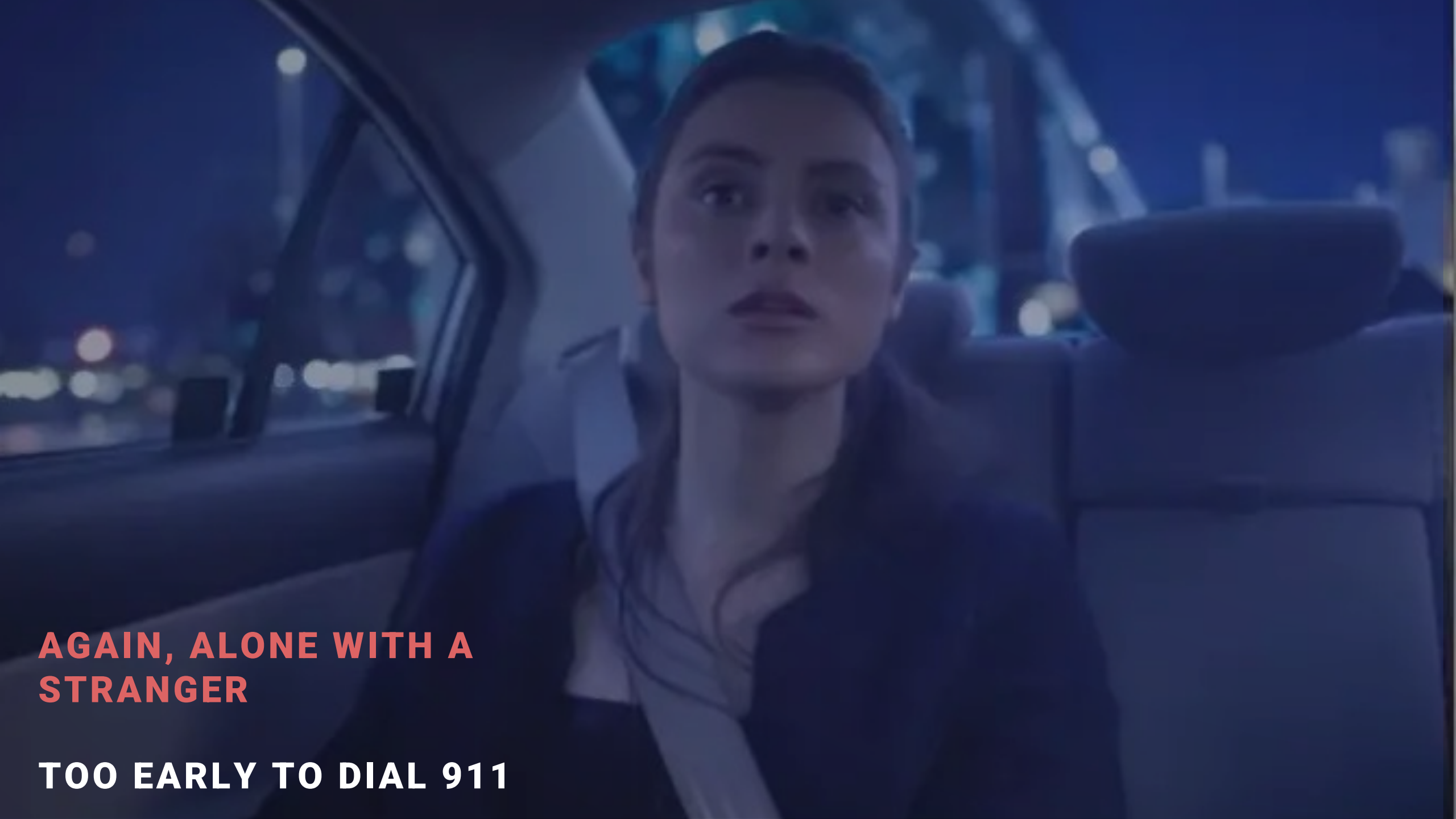
**TOO EARLY TO DIAL 911**





**...BEING ALONE WITH A  
STRANGER**

**TOO EARLY TO DIAL 911**



**AGAIN, ALONE WITH A  
STRANGER**

**TOO EARLY TO DIAL 911**



**AND THIS ONE IS A  
CONSTANT WORRY FOR  
ANY PARENT**

**TOO EARLY TO DIAL 911**

~2,000 KIDS ARE REPORTED  
MISSING DAILY IN THE US

~550 KIDS ARE KIDNAPPED  
DAILY (BY PARENTS)

[Source](#)



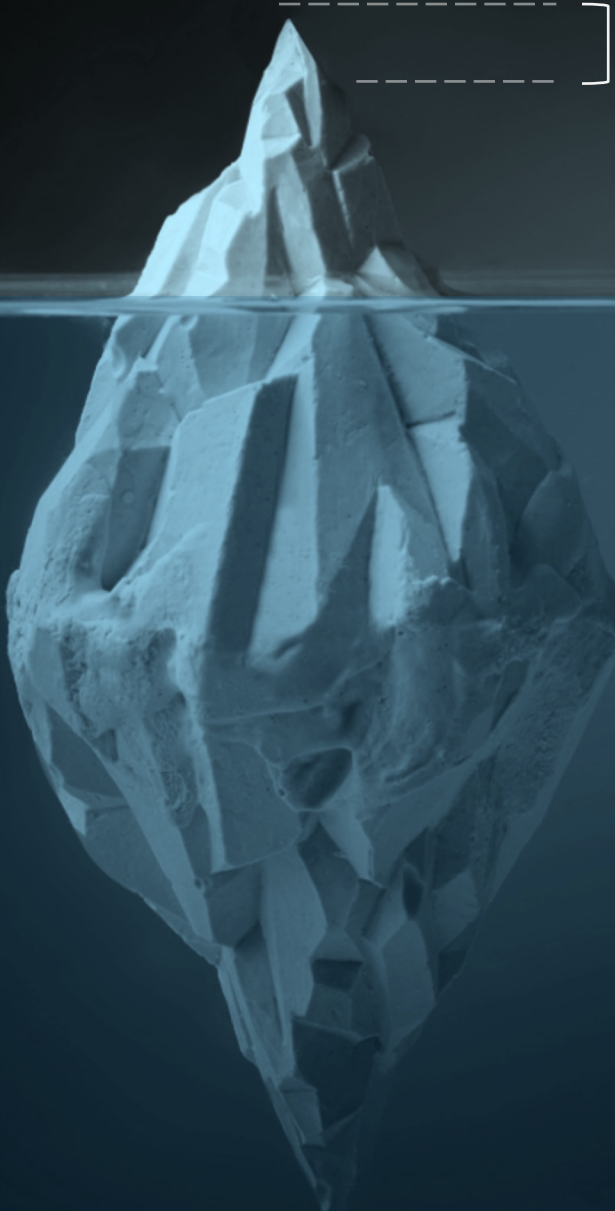
A woman with long, light-colored hair is shown in profile, looking down. She is wearing a dark jacket and holding a small, dark object in her hands. The background is dark and out of focus, with some blurred light spots.

**911 IS BY DESIGN REACTIVE  
(TO CALLS)**

**IN ALL THESE  
SITUATIONS, THE  
INDIVIDUAL WANTS  
SOMEONE "BY THEIR  
SIDE"  
PREVENTATIVELY**



# THE REALITY OF 911

An iceberg floating in dark blue water. The tip of the iceberg is above the water line, while the much larger, jagged base is submerged. A dashed white line indicates the water level.

ONLY 20%-30%  
ARE LEGIT EMERGENCIES

**THIS IS  
THE  
PERSONAL  
SECURITY  
GAP**

**240 MILLION**  
911 CALLS  
PER YEAR

**±4 BILLION**  
CASES WHERE INDIVIDUALS  
FEEL UNSAFE BUT ITS  
**TOO EARLY**  
TO CALL 911

SOME ESCALATE TO LEGIT  
EMERGENCIES BUT ITS  
**TOO LATE**  
TO DIAL 911

**WHAT  
ARE  
THESE  
CASES?**

# WHEN PEOPLE ARE CONCERNED, BUT IT IS **TOO EARLY TO DIAL 911**





# WHEN IT IS **TOO LATE** FOR PEOPLE TO COMPLETE A 911 CALL

In situations that involve an assailant, it is typically too late for the victim to dial 911, and even activate a panic button.



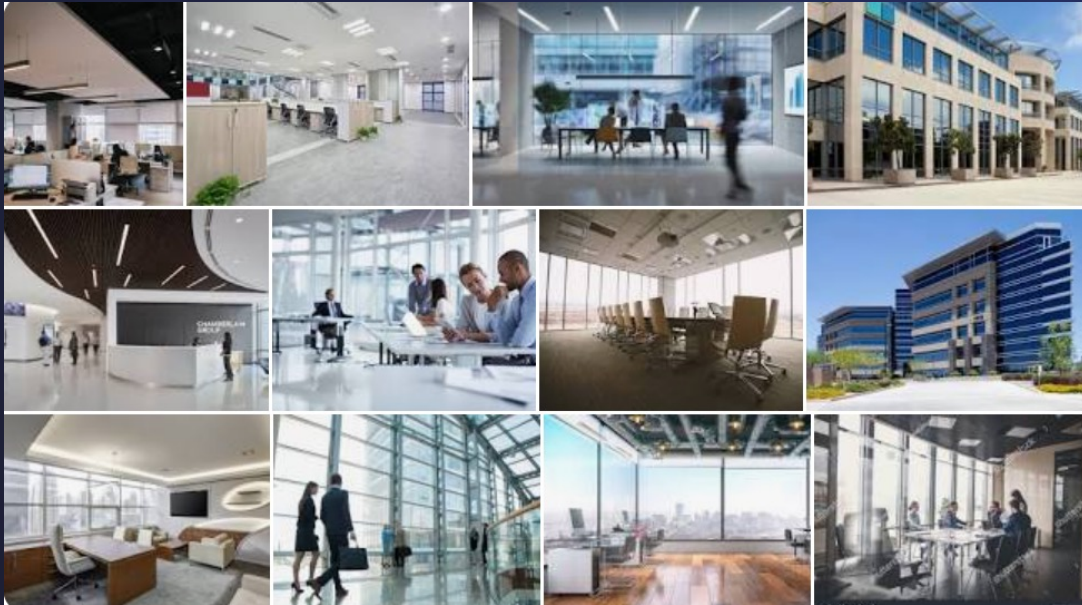
U.S. regulators estimate as many as 10,000 lives could be saved each year if the 911 emergency dispatching system were able to get to callers one minute faster.

Better technology would be especially helpful, regulators say, when a caller can't speak or identify his or her location [\[WSJ\]](#).



# When employees, students or family members are outside of the buildings They are exposed

Corporations/universities have fortified their Facilities where employees/students are secure



However, they have not yet delivered *personal* security solutions for employees when outside the corporate facilities



**Impact:** injuries, loss days of work, legal costs, churn, morale > productivity, brand, employees refusing to work late shifts (loss of revenues)



**Workplace violence costs an average of \$2,000 per employee per year. That's approximately \$300 billion per year across all American businesses. Bond significantly reduces the risk and the cost per employee per year.**

# 30 STARTLING WORKPLACE VIOLENCE STATISTICS [2022]: STATISTICS ON WORKPLACE VIOLENCE IN THE US

By [Elsie Boskamp](#) | Oct. 20, 2022 | Fact Checked | [Cite This Webpage](#) 

- In the United States, there are roughly **2 million victims** of workplace violence each year.
- The healthcare and social assistance industries have an **8.2% workplace violence incident rate**.
- Workplace violence deaths rates for men are roughly **75% higher** than those for females.
- Workplace violence causes American businesses to lose, on average, **\$250 to \$330 billion every year**.
- **85%** of workplace violence deaths are due to robbery.
- Workplace assaults resulted in **20,050 injuries and 392 fatalities** in 2020 alone.

Workers in these industries have an 8.2% overall workplace violence incident rate, accounting for roughly 69% of all physical workplace violence assaults and 71% of all non-physical workplace violence assaults across the country. This represents a workplace violence incident rate that is 12 times higher than the national average.

Nurses working in emergency care, in particular, are especially prone to workplace violence, as 25% of them have experienced some sort of physical violence at work at least once in their career.

In addition to these shocking statistics, the U.S. Occupational Safety and Health Administration has also named hospitals one of the most dangerous workplaces in the country.

## **Customers and clients are the most common perpetrators of workplace violence.**

According to experts, this group can include a wide range of individuals, including current and former clients, patients, customers, passengers, criminal suspects, and more.

Additionally, personal acquaintances and intimate partners are also common perpetrators of workplace violence, especially in cases of assaults and sexual assaults.

# Illustration of the Personal Security Gap

## Level of Concern

Emergency



Afraid (feel unsafe)



Worried



Concerned

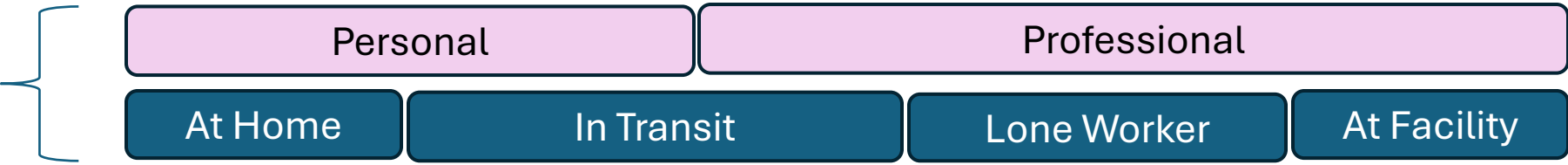


Safe & carefree





Where people spend their time



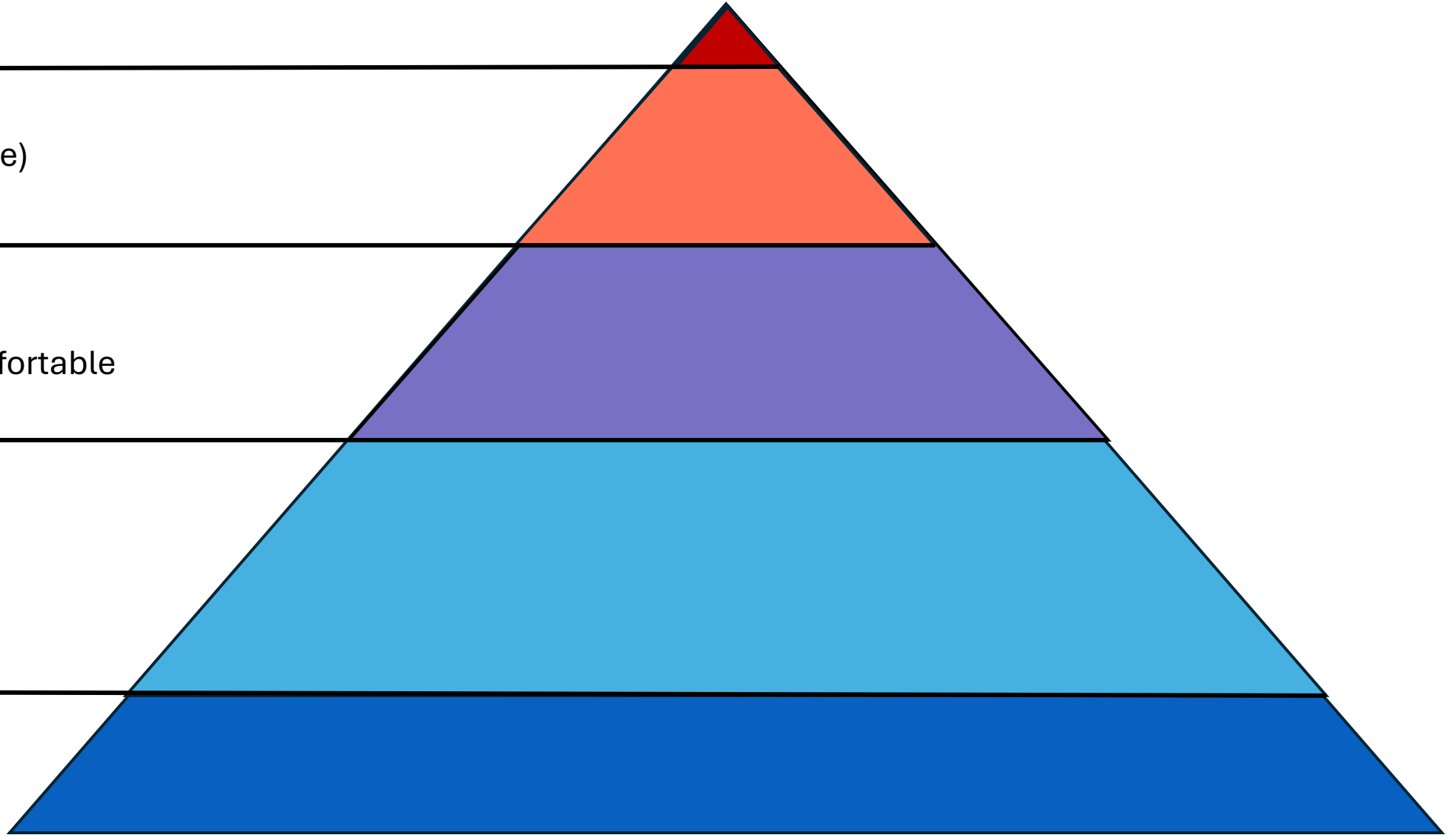
Emergency

Afraid (feel unsafe)

Worried/Uncomfortable

Concerned

Safe & carefree



Where people spend their time

Personal

Professional

At Home

In Transit

Lone Worker

At Facility

What security services are available

Emergency

911 Service

911 Service

Afraid (feel unsafe)

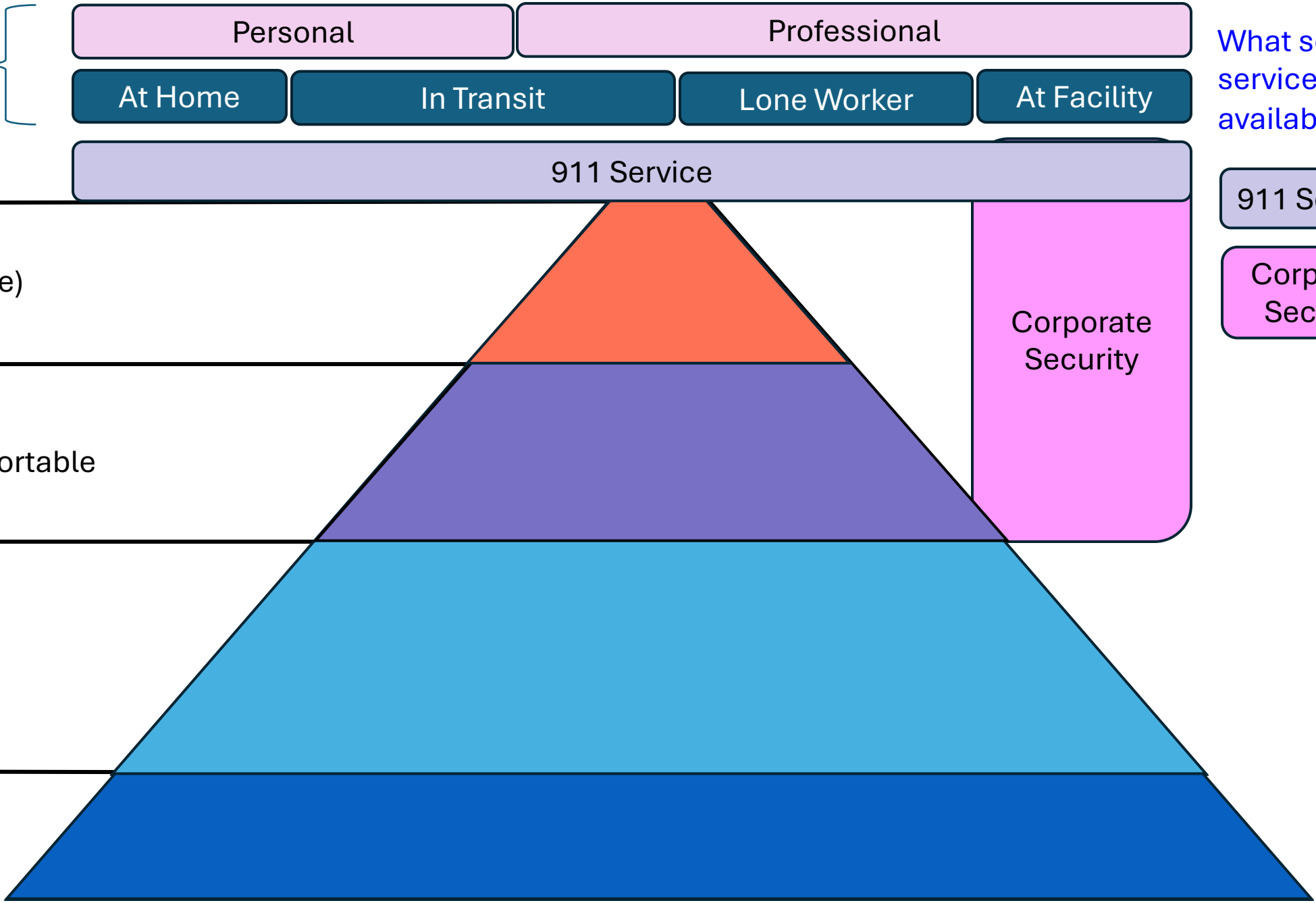
Corporate Security

Corporate Security

Worried/Uncomfortable

Concerned

Safe & careless





Where people spend their time

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Afraid (feel unsafe)

Corporate Security

Corporate Security

# Personal Security & Peace of Mind Gap:

Too Early Until Too Late To Dial 911

These situations are not addressed by any security service: public or private.

Worried/Uncomfortable

Concerned

Safe & careless

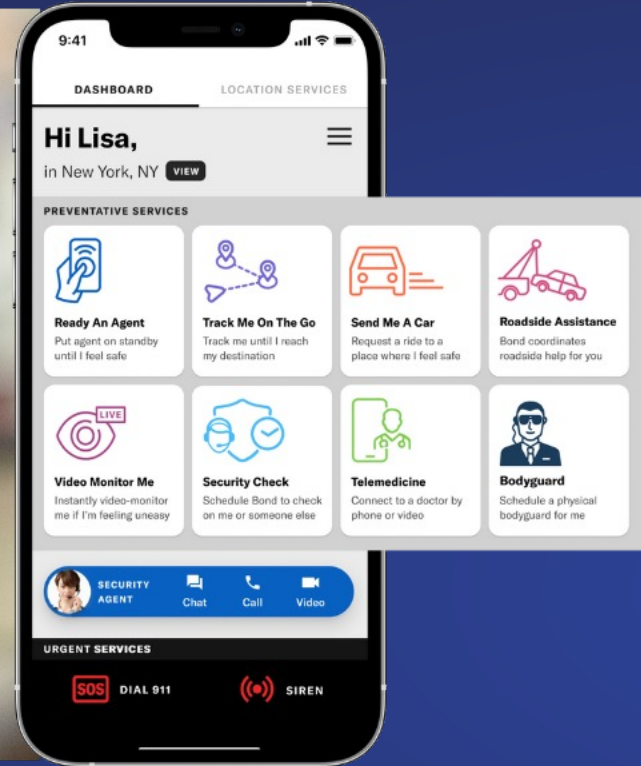
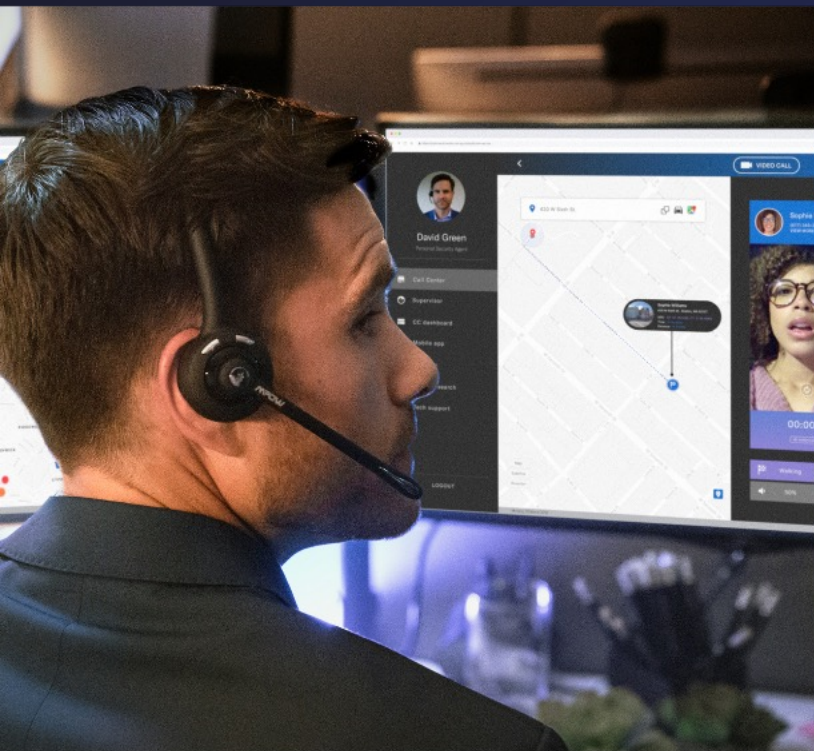
# Bond's Mission: Democratize Personal Security for All



Bond's Mission is to offer personal security and peace of mind for all at **~\$0.005 per hour, which is 13 cents per day.**

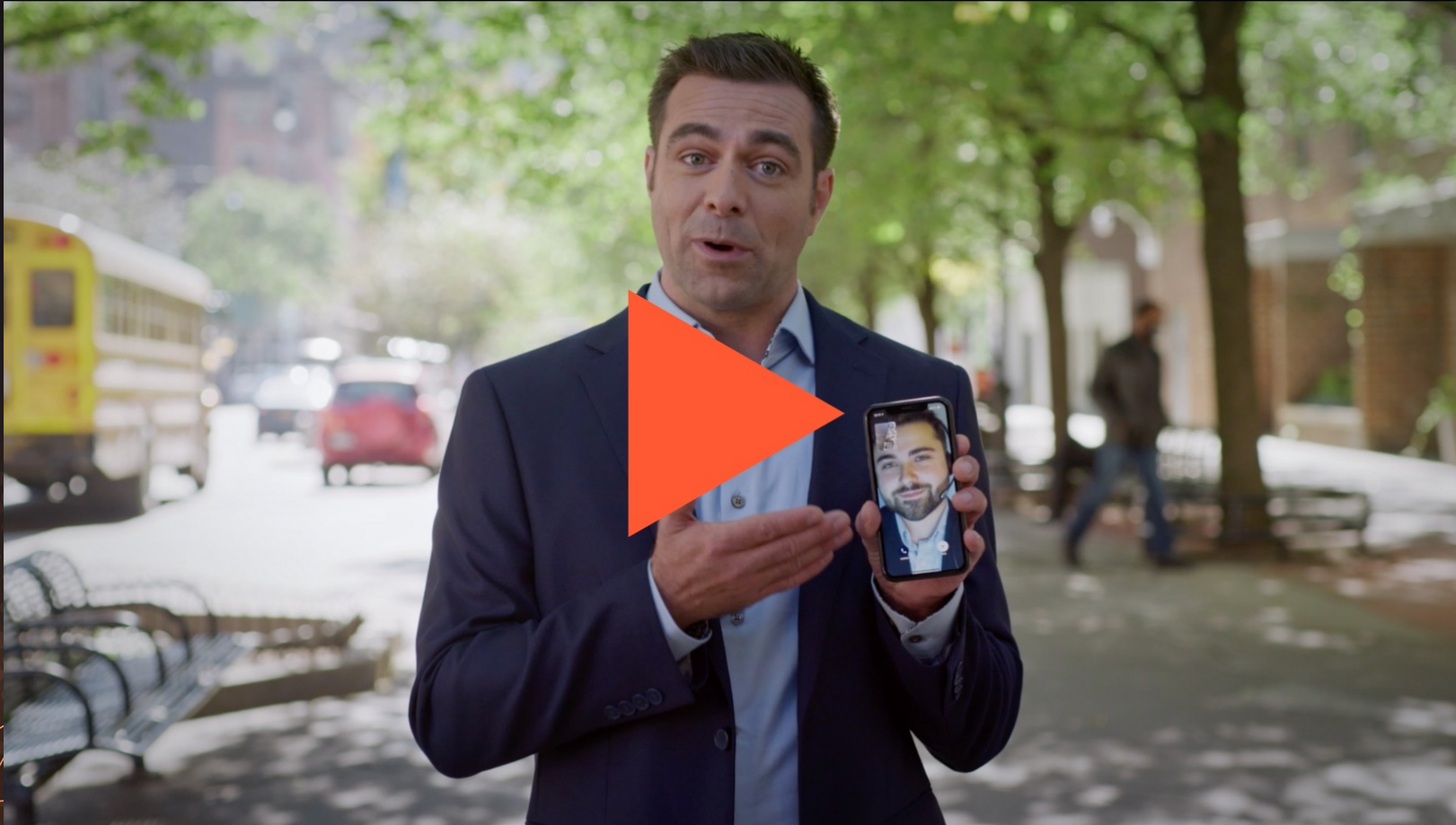






# THE SOLUTION





Click the video to see how Bond introduces the service to end users.





Rich Staropoli, Former US Secret Service Special Agent, and former  
CIO of the Department of Homeland Security

Click the video to hear **Former US Secret Service Special Agent,**  
Rich Staropoli, focus on key preventative Bond services.

Where people spend their time

Personal

Professional

At Home

In Transit

Lone Worker

At Facility

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Afraid (feel unsafe)

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What security services are available

Emergency

911 Service

911 Service

Afraid (feel unsafe)

Corporate Security

Worried/Uncomfortable



**bond**

**Bond Addresses the Personal Security Gap**

Bond

Concerned

Safe & careless

Bond

---



**PREVENTIVE PERSONAL SECURITY**

**BEFORE THE EMERGENCY**





**ONE CLICK AWAY  
FROM IMMEDIATE  
RESPONSE**

**YOU ARE NEVER  
ALONE AGAIN**

- **Effective**
- **Affordable**
- **Preserves Privacy**



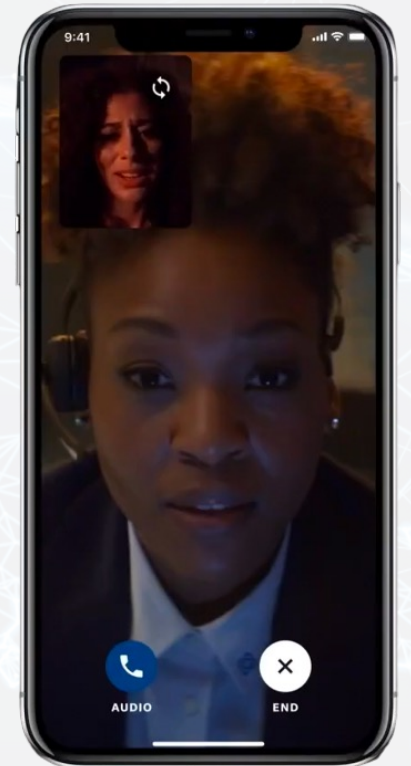
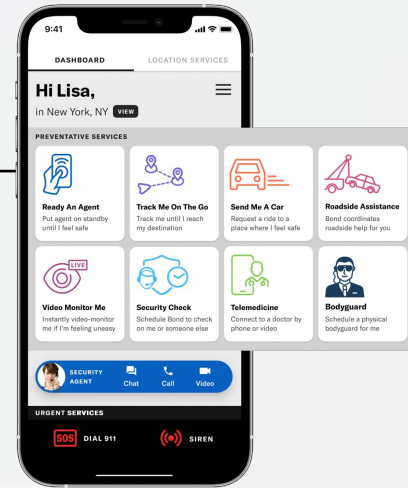
# Bond: Personal Security Platform



- 24/7/365 Trained and certified Personal Security Agents
- Providing either **assistance** or **escalation**

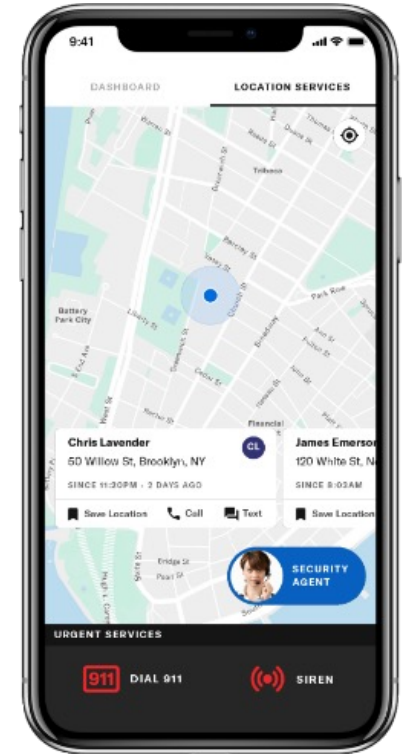
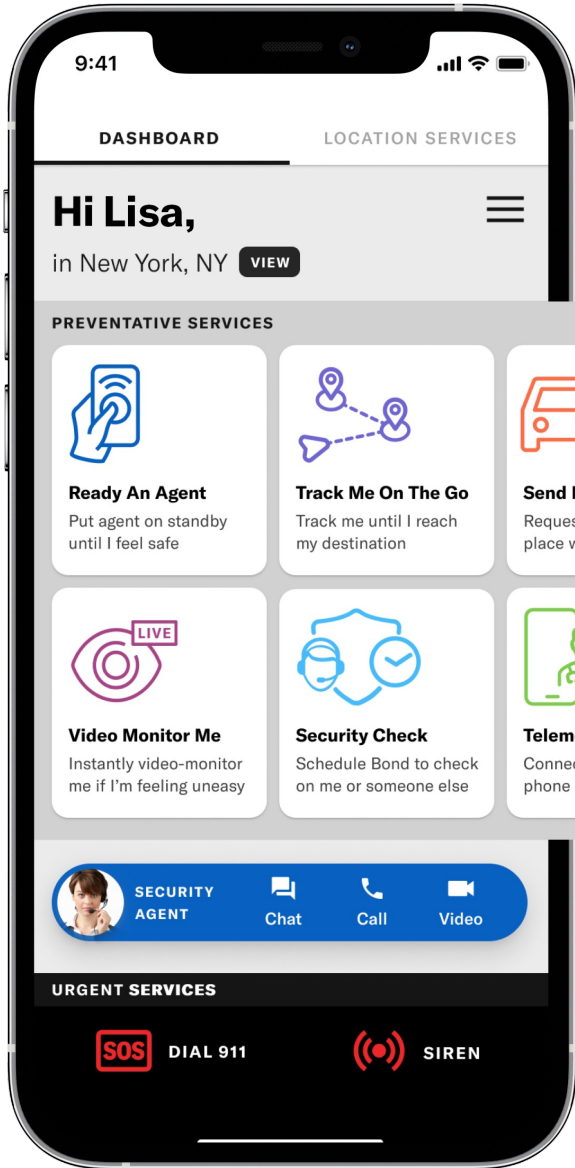
## FOUNDATION

- **GLOBAL COMMAND CENTERS**
- **BACKEND PLATFORM**
- **BOND APPLICATION**
- **MULTIPLE NOVEL PREVENTATIVE SECURITY SERVICES**
- **ORCHESTRATION OF 1<sup>ST</sup> RESPONDERS**
  - **24/7 'BY YOUR SIDE' PREVENTIVE ON-DEMAND MONITORING**
  - **ESCALATION TO 911**
    - **POLICE**
    - **MEDICS**
    - **FIRE FIGHTERS**





# BOND MOBILE APP: ACCESS TO ALL SERVICES



• Informational Services

• Preventative Services

• Security Concierge Services

• Urgent Services

# BOND PREVENTATIVE PERSONAL SECURITY PLATFORM

Bond services are comprised of six dimensions



- Monitoring
- Communications
- Alerts
- Orchestration of 3<sup>rd</sup> parties and authorities
- Other Services
  - Roadside Assistance
  - Telemedicine
  - Domestic Violence Intervention
  - Emotional Distress
  - Body-guard on-demand
  - Personal Security and Assistance for US travelers abroad
- Critical Event Management





# OTHER SERVICES

Bond opportunistically leverages its capabilities in order to address other security needs in a manner that contributes to Bond's revenues without taking away its main focus of Preventative Personal Security for all.

# Air Guardian Drone First Responder

- Bond developed an innovative service that is intended to expedite a response.
- The specialty drone (with megaphone, spotlight, night/day camera, parachute and redundant telecommunications capabilities) is operated by Bond personnel and can be activated to reach a location where an end-user requires assistance.
- Bond can activate the drone on behalf of its members (to look after them, to deter unwanted company and to help point arriving first responders to the exact location of the individual in need).
- Another mode of operation is to operate the drone on behalf of local first responders. The service has already been operational for two years in Coral Gables, FL.





# Air Guardian Drone First Responder

- In an emergency, the Bond Air Guardian [AG] is going to be the first responder on the scene.
  - Helps first responders reach emergencies faster, safer and with more precision than was currently possible with a police car, police helicopter, or fire truck.
  - Bond is an extension of first responders. When you call 911, they may choose to have us send you a Bond Air Guardian.
  - Air Guardian drones will be the first ones to arrive on the scene.
- In cases of pre-emergency, Bond can send the AG drone to its members to enhance their personal security and peace of mind.
- Bond Air Guardians are DoD approved, FAA-certified.
- Bond Pilots are FAA-certified with military and public safety backgrounds.



# Air Guardian Drone First Responder

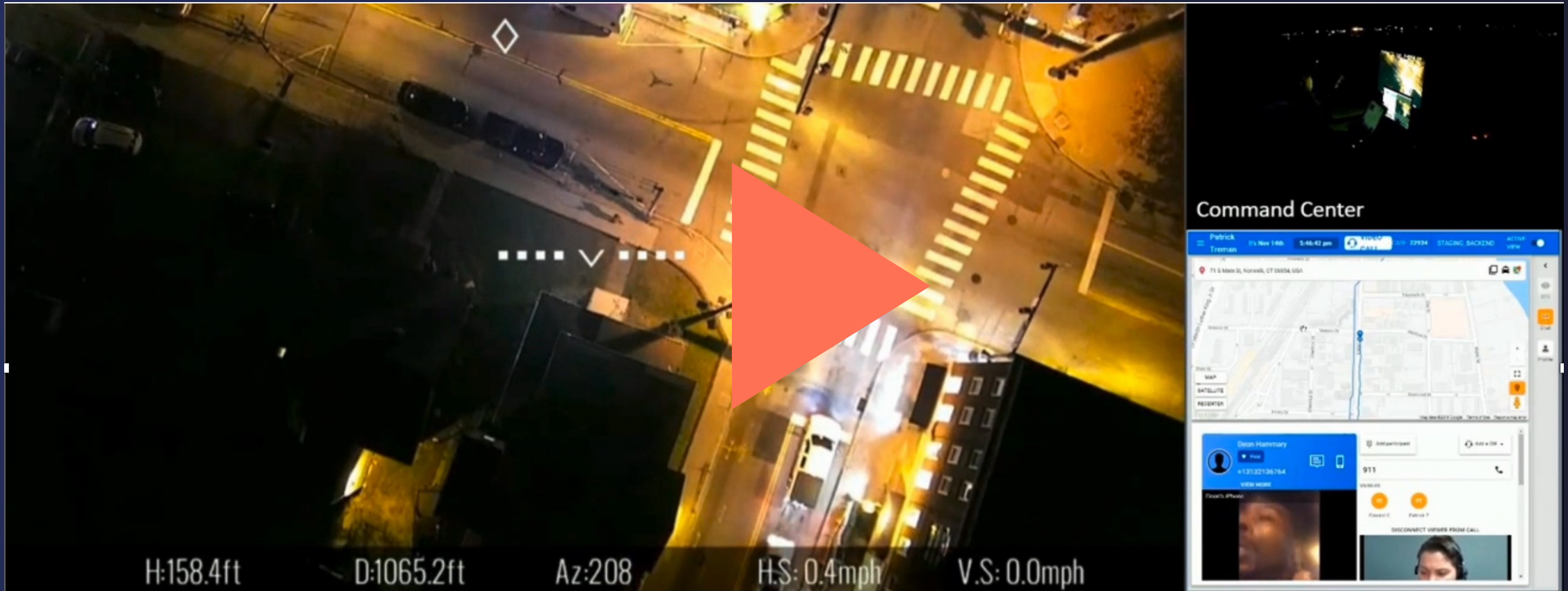
Bond Drones securing  
4<sup>th</sup> of July Event  
in Coral Gables, FL  
in support of the police





# Air Guardian Drone First Responder

Bond drone helping a member in a major Northeast city



# Executive Protection & Guarding

## Executive Protection

- Offered consistently to some of the world's most affluent families as well as to corporate executives in the US/Globally
  - Protecting families and individuals
  - In transit, globally
  - Protecting the family when in residences and mansions during events
- Bond can offer heavily armed tactical teams for special needs
- With Bond's innovative Quality Assurance Technology, our Command Center monitors compliance with all mission parameters and protocols.

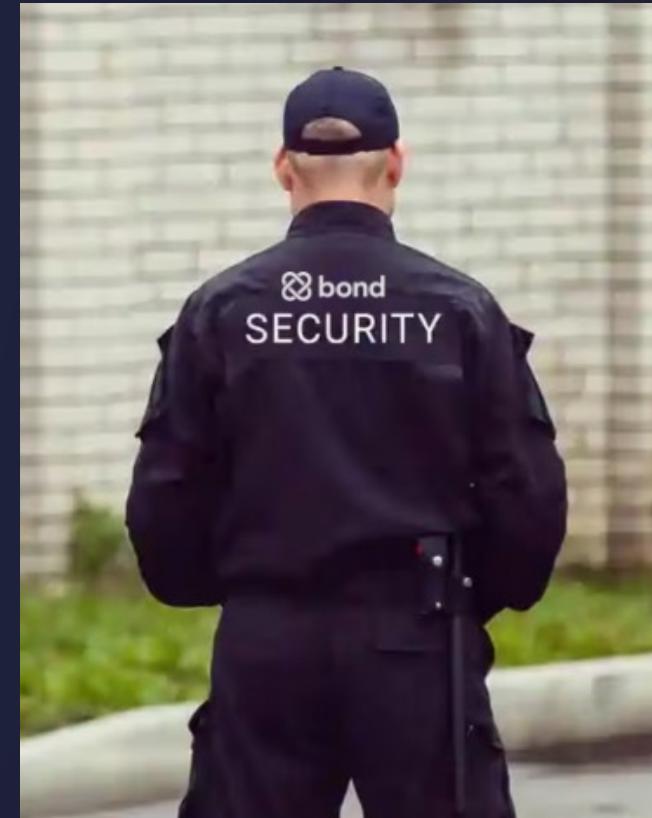




# Executive Protection & Guarding

## Guarding

- Bond Command Center monitors all missions
  - Using Bond's innovative Quality Assurance Technology to monitor compliance with all mission parameters and protocols.
- Offered consistently to some of the world's most affluent families as well as to corporate executives in the US/Globally
- Offered to institutions & corporations with great flexibility to meet special needs
- Bond can offer heavily armed tactical teams for special needs



# Bond Consulting & Special Services

- Bond offers consulting and special services to corporations and families/individuals.
- Bond leverages its in-house knowhow and network of best-in-breed solution partners in order to orchestrate the assessment, design, deployment and day-to-day management of various security solutions and projects:
  - Threat detection
  - Alarm systems
  - Investigations
  - Executive Protection abroad and in the USA
  - Guarding
  - and more.





# STATUS

# Status

- Hypergrowth:
  - 5.2x Growth
  - \$7.2M revenue in 2023
- Proven:
  - Over 1M Service Requests Handled, including emergencies and lifesaving situations
  - Largest corporations in the world are adopting Bond for their employees
  - 5 Star reviews
- Moat:
  - Over \$100M invested, mainly in developing the technologies – thus creating significant moat relative to would-be competitors
  - No direct competition that we are aware of





**PLAN**



# Plan

- The Bond Platform is proven and massively scalable
- Institutional customers and end users love the platform
- Now, the emphasis is on growing sales globally
- Bond intends to use the funds raised in this round mainly for sales, marketing, and Command Center operations
- Bond plans to maintain hypergrowth for the foreseeable future
- Join our crowdfunding round at [www.WeFunder.com/OurBond](http://www.WeFunder.com/OurBond)

**RAISE**



# Raise Information

- Background:
  - When we speak with our members they ask 2 questions:
    - How can I help? To which we say, "tell your friends and family about the service."
    - How can I invest?
  - Hence, we are doing this in order to allow our members to invest
- Detail:
  - Pre-money valuation is \$70M
  - Price per share is \$0.7
  - We will raise a minimum of \$500,000 (but given the strong early demand - ~\$400,000 are already invested – we may extend the size of the round).
- Join the Bond Mission at [www.WeFunder.com/OurBond](http://www.WeFunder.com/OurBond)

# SUMMARY



# Summary

- Opportunity to address a massive problem that affects billions globally and for which there has not been an effective and affordable solution
- Bond is proven:
  - Technology and platform save lives and highly reliable and scalable
  - The largest corporations in the world are adopting the service on behalf of their employees
- Hypergrowth: 5.2x year over year
- Moat: Bond invested over \$100 million thus far and a competitor will need to make similar investments in order to be viable
- An opportunity to help people and by so doing become one of the most successful and meaningful companies in the world
- Invitation: Invest and join the mission at [www.WeFunder.com/OurBond](http://www.WeFunder.com/OurBond)

**THANK YOU**

