



## Mission: Protected Prospectus

A Thoughtfully Designed, Reality-Based, Stage Implemented  
Solution for Establishing and Maintaining True  
Organizational Security

Mission: Protected starts with establishing goals for your security effort and then brings a highly coordinated, structured solution for achieving, maintaining, and continuously improving them. Our service has been designed to enhance the value and return on investment of your current security assets and investments.

**"We need to stop trying to keep people safe and start teaching them how to be safe"**

Terry L Choate Jr – President/CEO of Blue-U Defense

## PROTECT

*Adjective*

/prə'tektəd/

1. preserved from harm, especially by means of formal measures

**Ideal Partners:** Businesses – Corporations, Healthcare, Financial, Professional, Power and Utility

**Ideal Client:** An organization that is interested in a designed, systematic, program-based approach to establishing a secure organization; building culture that supports safety and security; and maintaining such a program indefinitely.

**Purpose:** Yesterday's security solutions don't work against today's threats. Today's threats require new solutions. Our mission is to truly understand the dangers, problems and challenges, and create thoughtful, reality-based solutions.

### Why? Because What We Are Doing Now...Doesn't Work

This is likely going to go "against the grain" of everything that you have been led to believe about organizational safety and security but, here it is:

The majority of what we are doing to secure our businesses, employees and clients is not doing what you think it is, regardless of who is recommending it. There are significant problems in:

- Who we are trusting to provide solutions
- What we are trusting – Technology and Gadgets
- What we are doing – policies, procedures, training, drills
- The frequency of what we are doing
- The lack of consistency in what we are doing

Businesses nationwide are wasting hundreds-of-millions of dollars on solutions that look and sound good on paper but will do little to nothing when reality strikes.

We need real solutions and that's what **Mission: Protected** is focused on – creating new solutions to today's real, unique, and dangerous threats.

## What is True Safety and Security?

Maybe it's more effective to explain what it's not. It's not periodic, or one-time per year training; it's not Run, Hide, and Fight; it's not assigned responsibility for security to those who aren't experts; and it's not security systems; access control, or preventive measures. At least not in the ways in which these critical elements are traditionally purchased and implemented.

Without a designed, systematic, and program-based solution, true safety and security cannot be achieved. Without an ongoing, regularly scheduled focus on the development and maintenance of a safety and security program, true safety and security cannot be achieved.

**Mission: Protected** is a result of the recognition of, and an effort to correct, this very serious problem.

## Can True Safety and Security Ever Really Be Achieved?

No! But **Mission: Protected** will get you as close to achieving truly safety and security as is possible. Why just "close"? Because safety and security can never be achieved. Achieving safety and security would indicate that you have accomplished a goal and now that it's done; there is nothing further to do; now...we can walk away and be content. This, unfortunately, is not possible with safety and security. So, what can we do? We can achieve high levels of proficiency in preparedness, prevention, and response.

## Why "Thoughtfully-Designed and Reality-Based"?

Typically, and traditionally, the critical elements of security are designed, purchased, and implemented as individual elements in which none of them are created specifically to work as a complete system working towards a common goal. When the critical elements of security are not thoughtfully designed to work together towards a common goal, they work independently with no real purpose. Just as the success of a team relies on a complete and coordinated effort, so must a security system.

For example, an alarm, per [alarm.org](http://alarm.org) is described as:

***"Devices used to scare an intruder away from your premises or alert you of a threatening situation such as a fire or the presence of carbon monoxide."***

The question becomes, what happens as a result of this alarm? What does it mean? How does the response impact organizational policies and procedures? Does it create more danger or potential exposure to liability? These questions and concerns are not the focus of the organizations that create and install your alarm system. Their focus is on the alert of danger and potentially getting help heading towards you. These are all, however critical questions that must be answered.

**Imagine the benefits of a system in which every element is purposely designed to work in coordination with all of the other elements, a system that provides efficiency and flow towards a common goal - achieving as close to true safety and security as possible. This is what Mission: Protected is about!**

Further, if your safety and security solutions are not reality-based, they will serve little purpose when reality strikes. Unfortunately, the majority of "generally accepted", "industry standard", and security "best practices" look and sound good on paper but will not work when reality strikes.

And finally, safety and security must be systematic and encompass the entire organization, at all times.

## **Understanding Prevention and What It Means**

In order to understand the foundation for Mission: Protected it's critical to put prevention in perspective because, today's most accepted security solutions are almost solely focused on prevention.

Prevention efforts are critical however it must be understood that they will fail and that we cannot, ever, eliminate acts-of-violence in their entirety. It doesn't mean, however, that we don't try and make ourselves unattractive as targets.

## **Because Prevention Efforts Fail, The Majority of Our Focus is on "The Life or Death Gap™"**

What is "The Life-or-Death Gap?"

It's the gap of time that starts the second that you know that there is danger to you, or someone that you are responsible for and it expands until the time that you know that this danger no longer exists. This gap can be seconds, several seconds, minutes, many minutes, and, in some cases, hours. Regardless of the time, however, even if it is only seconds, it is a lifetime. Why? Because significant damage can occur in just a matter of seconds. The Life or Death Gap is the time when you are on your own; when there is no one there to help you...except you.

And this Life or Death Gap will exist every single time there is an incident! EVERY TIME WITH ZERO EXCEPTIONS.

## What Are the Elements of a Thoughtfully Designed, Reality-Based Secure Organization?

- Establishment of goals and mission statement
- Establishment of a baseline to determine where you are in relation to your goals
- Developing a plan - short, medium, and long-term to include budget considerations to get to your goal
- The first step: significantly enhance safety and security in one day
- Establish a culture that encourages and supports safety and security
- Establish individual responsibility for safety and security
- Develop Policies and Procedures that are practical and reality-based
- Enhance Emergency Preparedness Plans to ensure practicality
- Develop custom education and training content and establish delivery schedules and delivery mechanisms to ensure high quality, proficiency-developing learning
- Establish supporting elements of the plan: technology, visit management, alerts, communications
- Reunification
- Student enrichment programs and education
- Positive and measurable Return on Investment

## We Cover Them All!

While there are numerous companies and organizations that offer incredibly good recommendations, guidelines, resources, training, and other solutions for safety and security, they are all basically do-it-yourself solutions. The expertise and time required to design a system, choose the elements, and implement them properly is considerable, costly, and impractical. We have you covered!

## Return on Investment

Few of the elements of safety and security present a positive Return on Investment, at least not the ways in which they are purchased and implemented traditionally.

The **Mission: Protected Solution** has been designed to present an extremely high ROI!

## Implementation in Stages

**Mission: Protected** has been designed to be implemented in stages. Why? Because establishing true school security takes time and resources. By implementing the critical elements in Stages, the process becomes more resource friendly (time, human, financial).

The problem is that, when it comes to safety and security - we don't have time. As a result, Mission: Protected - Stage One has been designed to accomplish a lot!

## Mission: Protected Stage One – Establishing Goals, a Baseline, and Significantly Enhancing Safety and Security

*"Significantly enhance your safety and security, in one day, without spending a dime!"*

*--Terry L Choate, Jr CEO Blue-U Defense*

**It all starts with establishing goals and a baseline! Where are you in relation to where you want to go? Every business is different. Without a goal or ultimate destination, how can we expect to accomplish anything?**

So, the goals of Stage One: Establish organizational safety and security goals and a mission statement; establish a baseline for preparing an implementation plan; it begins the critical processes of creating a culture that supports true safety and security and "developing thinkers" and, because we don't have time when it comes to safety and security we will significantly enhance your safety and security – all in the single day of Stage One!

Seriously...Stage One will bring the most significant improvement you've ever had on your organizational safety and security in one day, without spending a dime beyond our fee!

It's the equivalent of a complete security-conscious building redesign and rebuild without any construction!

Is it really possible? Absolutely. Do we always accomplish our goal? Rarely! There are always things that require funding to support. But this perspective makes you look at things differently, more practically, and the results are incredible. If, however, you told us that you truly do not have a dime to spend to enhance safety and security, we will do it, and we will do it in a big way.

It may take thinking differently, doing things differently, but we will accomplish our goal!

**In fact, we guarantee it! This is a risk-free service that will form the foundation for becoming one of the most secure schools in the world!**

## Our Stage One Assessment:

*Our assessments are different...but far more effective and practical than any you've had in the past.*

Here's our theory:

Your building is what it is. Your layout is your layout and your tools are your tools. You don't have the luxury of rebuilding with designed security. You don't have the money to install what are accepted as the ultimate security systems. Your resources are your resources. So, how can we make best use of what you have to work with. The results are actually incredible.

## Stage One Culture Building

Stage One begins the building of a culture that supports true safety and security by instilling understanding of the importance of everyone being involved and instilling the desire in everyone to do so.

## Stage One "Developing Thinkers"

Traditional solutions for preparing for response to incidents of violence, like Run, Hide, and Fight, offer set-solutions that are far too general to be used effectively. The fact is that, without any training at all, we already know Run, Hide, or Fight! These things are instinctual. The second problem is that none of these three options may present the most appropriate solution under the circumstances and they don't take into account the mental challenges that can make these seemingly simple things, extremely difficult. Run, Hide, and Fight is not a reliable solution.

Further, traditional solutions are reliant upon plan development which relies completely on assumption. The problem is that we cannot assume anything when it comes to an incident of violence so, when our assumptions are wrong, the fact that we planned based on faulty assumptions can actually make things more dangerous than had we done nothing at all.

So, what can we do? We create and develop thinkers. We give people the ability to be able to make their own decisions based on the specific circumstances that they will face at the time.

In State One, we begin the very critical process of "developing thinkers" and day one alone will significantly enhance not only individual safety and security, but organizational safety and security as a result.

## Stage One: Details of the Elements

- General review safety and security-related policies and procedures to ensure they are sound, practical, and effective
- General review of emergency preparedness plans to ensure they will work under the circumstances as presented in a real incident
- Visitor Control and Management review
- Review each site to ensure that all current resources are being utilized to provide the highest levels of safety and security based on those resources and without adding additional resources
- Conduct drills with employees in their work areas where they are the majority of the day and review and discuss layout, work area specific resources, and tactics
- Review communication system for real effectiveness and hand-off to next step
- Review physical procedures of reaction to threats
- Review Gatekeeper and/or main entry area for both physical security features and gatekeeper responsibilities and reaction
- Help you define and coordinate the achievement of security-related goals and initiatives

## Stages Beyond Stage One:

### Why can we label Stage One but none of the other stages?

Because Stage One applies to every school, regardless of current situation or resources. The Stages beyond Stage One are all going to be dependent on many things that will be specific to your school district, and even individual schools. Things like need and resources (human, financial, time). Stages beyond Stage One cannot be determined until Stage One is complete.

## The Foundation and Culture-Building Stage:

A solid and secure building requires a solid foundation.

Foundation Building. A critical element in the overall success of any solution. Organizationally and individually understanding the problems that the solutions are meant to resolve is vital because this is the "buy-in" that is required for successful culture building

- General review safety and security-related policies and procedures to ensure they are sound, practical, and effective
- Thoroughly review emergency preparedness plans to ensure they are complete, practical, and will work under the circumstances as presented in a real incident
- Determine exactly what a threat is likely to do inside of each school building and developing measures to counter threat strengths and take advantages of threat weaknesses



## The Technology Stage: Welcome to BrightTower

Technology does not keep people safe! Only people can truly keep people safe. Technology, however, when thoughtfully designed and properly implemented, can provide significant advantages to people in their efforts to prevent and survive incidents of violence and danger. It's simple: when we are involved in an incident of violence, we need all the help we can get.

We have recognized this. The result: BrightTower! Technology that enhances our prevention efforts and personal abilities.

We have brought together some of the most impressive companies in security-related technology to develop, design, create, integrate, and implement our thought-leading ideas into reality. BrightTower does things that no other service can do! Things that are absolutely critical to achieving true safety and security, but have not existed until now.

## Welcome to BrightTower!

### Visitor and Student Management, ID Authentication, Attendance, and COVID

Knowing who is in your building is critical in prevention efforts. Managing the people in your building, visitor management, is equally critical.

Do you really know who is in your building? Think about this:

When parents, as one example, want to volunteer to do things within our schools, we put them "through the ringer" to ensure that they are safe and ok to be amongst our students. We fingerprint them and run very thorough background checks! And then, on a day-to-day basis, visitors come to our school and, simply by obtaining their identification, or in many cases simply getting their information by way of mouth, we let them into our schools. This makes no sense at all!

Many businesses use popular systems designed to scan barcodes and check lists (sex offender status, warrant checks, criminal status). The problem, however, is that while these popular systems check barcodes, they do not authenticate identifications. Do you know what the most easily faked part of a fake ID is? The barcode! So, if we aren't first going to ensure that the ID is authentic, then what is the point of checking them at all? Just to make it clear, there are no services that actually authenticate ID's beyond Bright Tower.

Badging systems are critical but, what about beyond that? Every person in your school building should have visible ID. We print expiring visitor badges to ensure that visitors are easily identifiable. That's the easy part. The question is, are your staff and students trained to look for, and recognize, when they see someone without visible identification and, more importantly, what to do about it. This is the rarely recognized aspect of real solutions.

Can you actually take attendance using facial identification and know exactly who is in your school at any given second throughout the course of the day? We can! This will play a critical role in the reunification process that we resolve.

Our system can also effectively resolve the issues of COVID-19 or other pandemic management.

## **Alerts, Actionable Intelligence and Live Coaching - In Real Time**

Alerting people to a problem is great. It looks and sounds great on paper however, in many instances, if we can't provide the required information live, and in real time, just alerting to a problem alone can actually be more dangerous than not alerting at all - depending upon the circumstances.

Many times, alerts must be covert. Why? Because openly sounding an alarm can significantly and quickly escalate a situation. So, covertly triggering a system that allows immediate, real time monitoring, both offsite and internally, of what is happening so that we can make the most appropriate decisions, like should we alert the police, or not is critical to saving lives and keeping people away from potential danger or harm.

The key to true safety and security goes beyond the alert. The question becomes - "what do we do as a result of the alert?" When we don't know exactly what the problem is, where the problem is, and how to react, it is impossible to react most appropriately, and the outcomes become far more "luck" than design.

## **The Reunification - I AM SAFE**

Effectively and safely evacuating your business can keep those responsible awake at night. What is your current process? If you're like most businesses, it's a manual process, or nothing you've even considered at all. The typical process is an assigned person gets their "go bag" which contains a list of employees that is then used to manually account for employees following an evacuation. The questions are:

- 1) How often are these lists updated?
- 2) How do you know who was actually at work that day and in the building at that time?
- 3) What about visitors?
- 4) What if the assigned employee can't, or doesn't, get their "go bag"? As common as this process is nationwide, its effectiveness is very low?

The Bright Tower Secure Solution takes a gigantic step towards resolving this significant challenge to the extent it can be resolved. How?

Utilizing our alert system, you will know exactly who is in your building at the time of an evacuation. I AM SAFE, combined with the Bright Tower Alert System sees when an employee has evacuated and immediately sends a text message alert informing the employee's loved-ones that they successfully evacuated and instructs them on exactly how, where, and when their loved-one will be.

This not only informs, but it manages the scene because now we can eliminate the need for loved-ones to descend on the scene creating a need for significant scene management rather than life-saving efforts.

The BrightTower Reunification System changes everything!

## The Training Stage: Welcome to Blue-U Defense! Training That Develops Proficiency and Eliminates Perishability

Run, hide, and fight training? It's "training for the sake of training" or "training that allows us to feel good that we did something", it's "check the box training".

Why? Because we already know run, hide, and fight...without ever having any training at all!

One time or periodic training? Very, very quickly perishable...especially when it has little to no real impact in the first place. Training must be ongoing. It must be extremely short and impactful and delivered by today's most powerful learning methods. In fact, students shouldn't even realize that they are being trained! Our weekly staff safety and security tips play a critical role in eliminating the "high-perishability" of safety and security training.

Our training can be delivered by multiple methods that fit every lifestyle and schedule. From live in person to live online, via email, text messages, online courses, and more.

Our training has been called "the most impactful, effective, practical, engaging in the world" and "the best training - in any topic". Why? We strive to instill desire in our students - desire to get better at safety and security - because they want to rather than because they are being forced to and because the real responsibility for safety and security is ours individually, and ours alone! That we can't rely on our schools, businesses, law enforcement. We instill desire to become a part of a "culture of safety and security"

And...we understand that we cannot create plans for responding to an incident of violence. Why? Because plans are all based on assumption and we cannot assume anything when it comes to incidences of violence. Why? Because incidences of violence are like fingerprints – there are no two alike. So, what can we do?

We create thinkers! Our training develops proficiencies in "ability to react" based on the circumstances are they are being faced – at the time! It's truly unique, practical, and highly effective training that works.

Our training truly changes lives!

## The Employee Enrichment Stage – Life Skills Education and Programs

The needs to be safe and secure are inherent in everyone...and they exist throughout our entire lives. As a result, we need to do more to provide safety and security related life-skills. Things like CPR, how to use an AED, and Stop-the-Bleed. Many times, following accidents or dangerous situations, getting assistance to those who need help quickly can mean the difference between living and dying. Now, think about this: In our workplaces, our general employee base far outnumber the few staff members whom we have chosen to teach life-saving skills so it's critical that everyone is trained in all life-saving skills.

We can assist you with both development and coordination of these efforts.

## The Consulting Stage

### Experts-on-Call

Even when security is established to the greatest extent possible, there will be things that challenge your system daily that you do not have the internal skills or expertise to handle appropriately. Our answer? A team of experts that can assist you with any safety and security related challenges that you can simply pick-up the phone, explain your challenge and we will provide you with expertise to assist you properly through the challenge.

### Boards and Budget Committee Consulting

If you serve on a board or budget committee, you have tremendous responsibility for your company's safety and security programs. Why? Because you are the ultimate authority on approving/disapproving security-related proposals and funding. The question is: How do you make your decisions when you likely lack expertise in the areas of consideration and their individual effectiveness and value?

You need expert assistance to guide you and make certain that you fully understand exactly what is being presented and whether or not its value as proposed is worthy of approving or funding.

We can assist you throughout the course of the year with our consulting services.

## The Maintenance Stage

Because safety and security can never really be achieved, it's critical that we keep it as close to achievement as possible. Safety and security related training and procedures are quickly perishable. Proficiency in the use of technology and tools is also quickly perishable. The answer is continuous learning and maintenance of systems, policies, and procedures. In this stage we make certain that

we continuously maintain and improve your program goals as established. There's a lot to this and it takes, knowledge, expertise and a purely focused effort.

## We Can Become Your Security Program

In essence, when you implement the **Mission: Protected Solution** in its entirety, we become the coordinators and administrators of your security program. This is a extremely cost-effective solution, which brings a significant Return on Investment when compared to hiring full time staff, or assigning safety and security to a person, or group of people.

## A list of many of the elements that we cover within the structure of the **Mission: Protected Solution**:

- Foundation Building
- Policies and Procedures
- Emergency Preparedness
- Prevention
- Review physical security systems
- Review communication systems
- Visitor management process review
- Determining likely actions of a threat
- Culture Building
- Develop and obtain a renewed commitment to security
- Initial Training – In classroom/live
- Employees learning policies, procedures, and emergency preparedness
- Student Enrichment Programs Formation
- Support Technology – Proper Alerts and Real, Time Actionable Intelligence During Incident
- Reunification
- Maintenance and Continuous Improvement
- Ongoing continuous, short and impactful training curriculum
- Student enrichment programs growth and improvement
- Drills

**Mission" Protected is a modular system designed to be implemented in simple, cost-effective stages, or all-at-once. It is a continually evolving and improving system. As technology advances, as we find unrecognized problems and challenges, we will work hard to find solutions designed to develop and maintain true safety and security!**

**In its entirety, Mission: Protected will create the safe school of the future. The best part about this solution is that all of the elements are available now!**