

Sergeant Safeguard



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Cycle of Creating Our Product

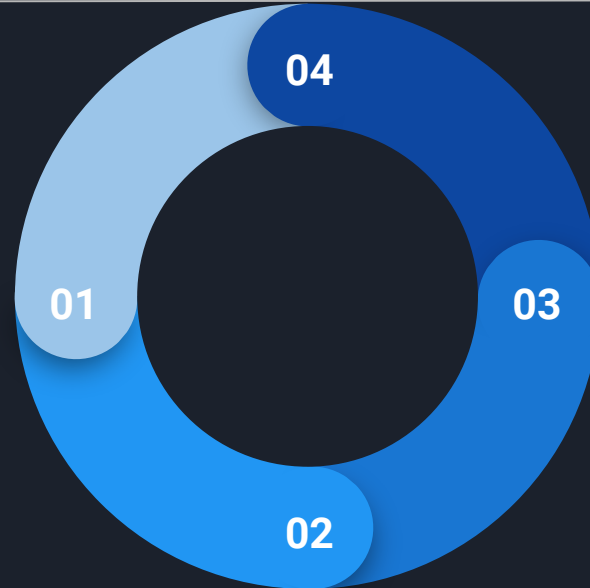
Problem

-Lack of Safety in Schools

-Lack of Past Military Personnel
in the Workforce

Creation of BMC

Sample BMC on Slide:



Development of
Persona

Prototypes 1.0 +
2.0

Our Mission

- Provide professional level protection to schools, malls, and other large public areas in the event of a shooting or other mass casualty event





Overview and what our company offers

- Our company, Sergeant Safeguard provides high level security to schools, malls, and airports.
- Our company hand selects individuals under our employ for each specific situation, so one can feel confident in choosing us.
- By employing retired combat veterans, we can guarantee that each and every employee has the experience to handle any security threat that may present itself to a school, mall or airport.
- Employees will also offer monthly personal self defense classes to the employees of wherever our agents are.
- Overall, Sergeant Safeguard offers a much higher level of protection than a security guard or even school resource officer could provide if a tragedy were to ever take place.



Why Solve This Problem?

- School resource officers are employed to the school
- School resource officers do offer a level of protection, many times school resource officers are young officers, who have most likely never had to draw their weapon with the intention of using it.
- Our employees have not only military experience, but also combat experience.
- We provide more than one agent to the school, to insure every possible area in the school, mall, or airport is secured as much as it can be (population based)



Project and Business Objective


The objective for our project was to create a business or start up plan for an unsolved problem in society. We chose school security as our company, and the problem that we have solved with our business is the low level of security that schools have in the event of a shooting or other tragedy.



Target audience

At Sergeant Safeguard we divide our Target Audience into Segments of schools, universities, and locations with a high population of people. Buildings with a variety of individuals will require a different type of service from our business.





Business Model Canvas (main boxes that are different for our business)

- Customer Relationships- maintain a great relationship with the schools that ask for our services (safety is our utmost concern)
- Customer Segments- our main segment is schools, but we can divide this segment into different parts (universities, public schools, private, big/little population of school or location)
- Key Partners- military personnel (using us for employment, we use them to pain with schools for safety)



Persona

Name: Dave Smith Johnson

Age: 58 ½

Gender: Male

Salary: \$150,000

Environment: Small town outside of DC, fairly low crime rate

Residence:Townhouse

Job Title: Superintendent

Hobbies: Coaching football, gambling, actively avoiding therapy

Children: 2 Children (ages 12 & 16), ex-wife has full custody

Marital Status: Divorced

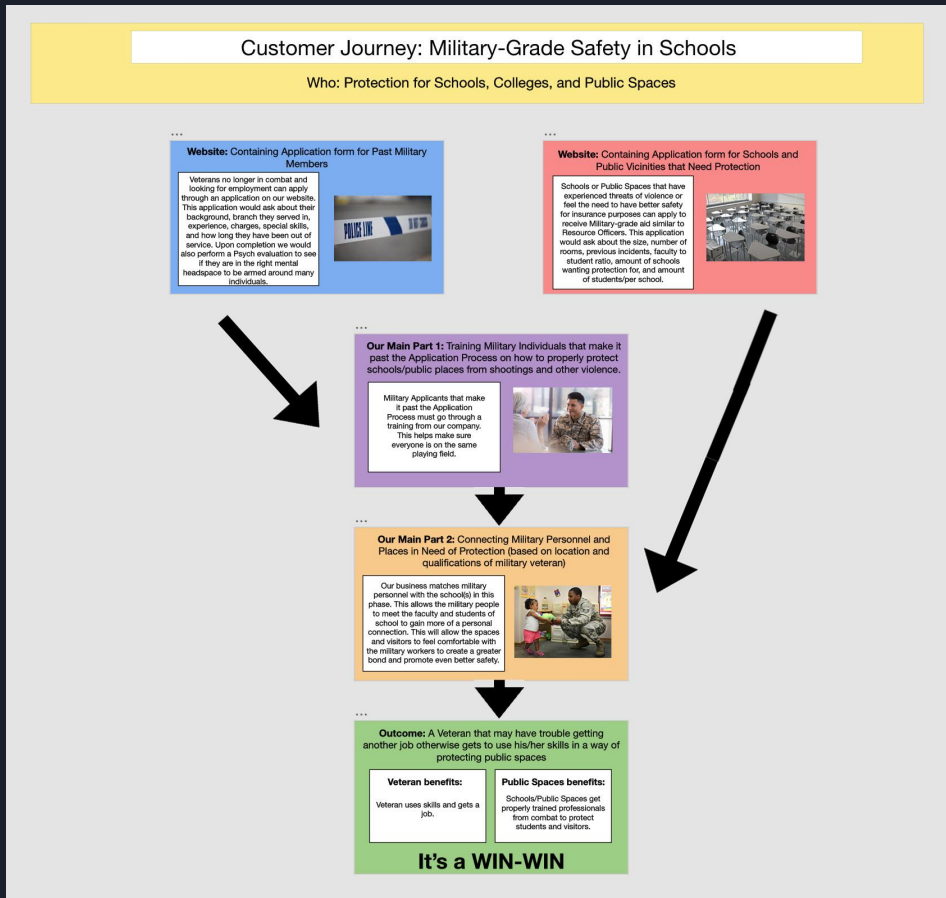
Political Status: Right Leaning/Center


Personality: Hardworking, Strict, Straight-to-the-Point

Prototype 1.0

Our first prototype was making the layout and cycle of information through our business to the consumer.

This was especially helpful to indicate the steps and key players in our business and where we as a business will fit in to the interaction between the military personnel and school/location needing protection





How We Plan to Make Money (Cost and Revenue Structure)

- Subscription-based model
 - Costs: training of the veterans, supplies for training, the website, and the salaries of the veterans
 - Consistent income will come from the monthly payments that the schools give us for consistent protection, monthly subscription will be higher in order to gain a profit past all the expenses and us paying through to the veterans.

Prototype 2.0

Our second prototype was a draft of what our website would look like. This website would contain all of our information, statistics, and the forms to request our help. These forms would allow schools to ask if they would have a military-trained resource officer and other forms would be job applications for the military veterans apply to work for our business.

SergeantSafeguard

- About us ▶
- History ▶
- Safeguard your School ▶
- Join Our Team ▶
- Testimonies ▶

SergeantSafeguard

Safeguard YOUR School

Contact Information

Full Name: Daytime Phone:

Title: Evening Phone:

Date of Birth:

Email:

School Information

Name of School:

Street:

City:

State:

Postal Code:

