Executive Summary – Aftermath Data

With several hurricanes, wildfires, earthquakes and mass shootings every year, emergency management has again proven vital to the security of Americans. FEMA's budget for 2020 was $19.4b. This budget is unlikely to be sufficient to deal with many future events. The primary area where FEMA is challenged in any disaster response is communication of vital information. This provides an opportunity for entrepreneurial assistance from the civilian business sector to achieve major improvements.

Currently, emergency responders rely on emergency personnel and 911 services to provide information on the event. These current providers are routinely overwhelmed, and their information sources are limited in scope and availability. The information is unstructured and results in disorganization or worse, disinformation. This shortcoming impacts where and how life saving resources are allocated. Additionally, city, county, state, and federal resources are budgeted independently. This results in the development of local and regional information silos, both internally between agencies and externally with citizens.

What is evident from Hurricane Harvey is that the American spirit is alive and well. The Cajun Navy represented the best of the American spirit and the shortcomings of our emergency management systems to communicate and effectively deploy civilian resources. Often, the first source of aid is the person next door or in the area. With the largest disasters, the Federal government is simply unable to provide assistance to a large geographic are such Puerto Rico and Houston. The result of an inefficient response is lives lost and millions of wasted dollars and manhours.

To aid in resolving these issues Aftermath Data (PubSafe) has developed a mobile platform for resolving these issues.

1. Data collection enhanced through crowdsourcing data from citizens before, during and after an emergency or disaster.
2. Enables citizens to request help or report life-threatening events.
3. Connects citizens who need help with those that have the resources and skills to render immediate assistance.
4. Get data to emergency managers without the bottlenecks created by verbal communication or a single point of failure at a 911 center.
5. Allows same data to be utilized by private companies to improve retail efforts, community service and communications with customers throughout disasters.

The Aftermath Data mobile app PubSafe, provides a central data source for all users, government agencies and private companies to access vital information simultaneously and in real-time. This data is extremely valuable to all parties throughout the emergency response cycle: Planning, Preparation, Event, Aftermath, Recovery & Rebuild, and Analysis. Efficiency improves as information about where to stage water, deploy boats, assign utility workers or where police are needed. Real time up to date is needed to make these decisions. Lives and property remain at risk without the dissemination of this vital

information. Government agencies are incapable of providing this resource as they are limited by their manpower, equipment and budgets. FEMA is limited by creativity and bureaucracy. AFTERMATH Data streamlines the process and augments current EOC practices and data. AFTERMATH should be on the "war-board" of every EOC and on the phone of every small town in America.

The PubSafe platform development has already begun and is being privately funded. Now it is time to breakout and hit the market running. A strategic advantage is hitting the market in a large way to capture users. Users are the means to generate the data which is ultimately the commodity for the data management business. To accomplish this Aftermath is seeking an investment partners who can provide the financial resources, as well as ideas and experience, to take the platform to the next level and become the leading global community safety network.

Eron C. Iler

President & Founder