

Decentralized Threats Require Distributed Security Solutions



THE DEFENDED ENTERPRISE



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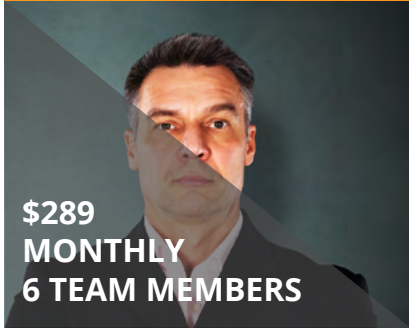
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THE DEFENDED ENTERPRISE

ENTERPRISE MEMBER



\$289
MONTHLY
6 TEAM MEMBERS

Defense Academy Member

For small enterprises that want to take the first steps towards developing a their own security team.

TIER 4: DEFENDER



\$8,568
16 HOURS
30 DAYS

Concealed Carriers

For any size enterprise that wants to ensure safe and competent on-premise CCW carriers.

TIER 3: OPERATOR



\$30,570
56 HOURS
3 MONTHS

Individual Operators

For any size enterprise that wants to train a small cadre of employees to defend against a violent attack.

TIER 2: OPERATOR



\$72,625
112 HOURS
6 MONTHS

Team Operators

For medium to large enterprises that want SWAT competent teams capable of coordinated response to violent threats.

TIER 1: OPERATOR



\$124,105
224 HOURS
12 MONTHS

Operator - Commander

For larger enterprises that want to train both commanders and SWAT competent teams capable of coordinated response to enterprise and community threat.

PRIVATE SECURITY FORCE



\$500,000
INFRASTRUCTURE
24 MONTHS

Distributed Security Base

For larger enterprises that want to develop and operate their own private security force including infrastructure, training, provisioning, and outsourcing.



DEFENSE ACADEMY MEMBERSHIP - Enterprise Membership

ENTERPRISE MEMBERSHIPS. FOR SMALL ENTERPRISES AND ORGANIZATIONS THAT WANT TO TAKE THE FIRST STEPS TOWARDS DEVELOPING A THEIR OWN SECURITY TEAM. The enterprise TEAM membership for the on-line Defense Academy provides the content, courses, instruction, plans, and resources for small teams to learn how to defend life and property.

This membership is designed for CEO’s, managers and employees who face a common security challenge - in the event of a violent confrontation, how do you defend your employees, assets, and property until the arrival of law enforcement? This is a monthly membership subscription for up to 6 employees and provides a guided step-by-step plan for defending the enterprise.

Of critical importance, this membership includes instructions on how to; conduct a security analysis, form a security cadre, and provision the team and full access to more than 60 on-line courses covering weapon fundamentals, individual and team tactics.

Details

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|------------------------------|-------------------------------|
| ✓ \$289 per month. | ✓ Full access to all content |
| ✓ Up to 6 members for \$289. | ✓ Interactive training plans. |
| ✓ Cancel at anytime. | ✓ On-line security assessment |



TIER 4 - CCW Carriers

CCW CARRIERS. TRAINS EMPLOYEES TO SAFELY AND EFFECTIVELY CARRY CONCEALED WEAPONS ON SITE. For any size enterprise that wants to ensure safe and competent on-premise CCW carriers. Program includes 16 hours of dedicated range training plus access to on-line resources including a dedicated enterprise Private Training Group, an interactive training plan and on-line courses and content. Introductory tactical medicine skills are integrated into the on-range and on-line training.

This program requires a minimum of 6 employees per class, is delivered over a 30 day period, and costs \$1,406 per student. Qualifying students receive the DSI “Tier 4 Defender” certification. Range training can be configured as two 8 hour sessions or four 4 hour sessions. Range facility surcharge may apply based upon location of client.

Details

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| ✓ \$8,568 for 6 employees. | ✓ Combative handgun. |
| ✓ 16 hours range training. | ✓ Tactical medical. |
| ✓ 30 day duration. | ✓ On-line Private Training Group. |
| ✓ 1 Year DA enterprise membership included. | ✓ No prerequisite. |



TIER 3 - Operator

INDIVIDUAL OPERATORS. FOR ANY SIZE ENTERPRISE THAT WANTS TO TRAIN A SMALL CADRE OF EMPLOYEES TO DEFEND AGAINST A VIOLENT ATTACK. This program integrates 16 hours of dedicated range training with 24 hours of reality based training and includes tactical medical training. Training focuses on the use of concealment and cover, working hallways, stairs and doorways, crossing thresholds and clearing rooms.

There is a minimum of 6 employees per class, this program is delivered over a 3 month period and costs \$5,029 per student. Qualifying students receive the DSI “Tier 3 Operator” certification. Range facility surcharge may apply based upon location of client.

Enterprises have two options to achieve Tier 3 certification. They may purchase the Tier 3 integrated program which includes all Tier 4 training, or start with Tier 4, then take the additional Tier 3 courses at a later date. The cost for this second option will be higher and determined by elapsed time between completing the Tier 4 course and starting the Tier 3 program, plus, any turnover on the training team (new team members would go through the Tier 4 courses first).

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|----------------|---|---------------------------|---|---------------------------------|
| Details | ✓ | \$30,570 for 6 employees. | ✓ | Combative handgun. |
| | ✓ | 56 hours of training. | ✓ | Tactical medical. |
| | ✓ | 3 month duration. | ✓ | On-line Private Training Group. |



TIER 2 - Operator

TEAM OPERATORS. FOR MEDIUM TO LARGE ENTERPRISES THAT WANT SWAT COMPETENT TEAMS CAPABLE OF COORDINATED RESPONSE TO VIOLENT THREATS. Program integrates 112 hours of on-range, on-site and on-line training. Delivers integrated team/squad capabilities, and trains combative handgun and rifle plus team and individual enterprise sited reality based training scenarios along with tactical medical and tactical communications skills. Comprehensive security assessment and vulnerability analysis included plus customized Mission Essential Task List (METL’s). Participants all learn to lead a 2-4 person team in tactical operations.

Minimum of 6 employees per class, this program delivers a total of 112 hours of training over 6 months at a cost of \$12,038 per student. Qualifying students receive the DSI “Tier 2 Operator” certification. Range facility surcharge may apply based upon location of client.

Enterprises have two options to achieve Tier 2 certification. They may purchase the Tier 2 integrated program which includes all Tier 3 and Tier 4 training, or start with Tier 3, then take the additional Tier 2 courses at a later date. The cost for this second option will be higher and determined by elapsed time between completing the Tier 3 course and starting the Tier 2 program, plus, any turnover on the training team.

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|----------------|---|---------------------------|---|---------------------------------|
| Details | ✓ | \$72,625 for 6 employees. | ✓ | Combative handgun & rifle. |
| | ✓ | 112 hours of training. | ✓ | Tactical medical & Comms |
| | ✓ | 6 month duration. | ✓ | On-line Private Training Group. |



TIER 1 - Operators - Commanders

OPERATOR - COMMANDER. FOR LARGER ENTERPRISES THAT WANT TO TRAIN BOTH COMMANDERS AND SWAT COMPETENT TEAMS CAPABLE OF COORDINATED RESPONSE TO ENTERPRISE AND COMMUNITY THREAT. Program integrates enterprise operators with senior leadership into a cohesive enterprise defense force. This option is open only to Tier 2 certified operators and senior level enterprise executives. Enterprise executives and Tier 2 operators receive on-site and on-line training to develop the skills necessary to analyze and assess threats, make and execute plans, organize personnel and material, and lead the defense of enterprises and local community.

The program includes a 40-hour seminar-format Tactical Leadership and Planning Course and a 16-hour Organization Level Exercises (OLE) Course which both operators and executives take. Additionally, the enterprise’s Tier 2 operators take the 16-hour Open Country/Urban Terrain Tactics Course, and complete the Tier 2 CFI “train the trainer certification”.

Minimum of 3 enterprise senior leaders and 3 previously certified Tier 2 Team Operators per class. This program adds a total of 112 hours of training (to their Tier 2 hours of 112 making a total of 224 hours) over 6 months for enterprise operators, and 56 hours of training for enterprise executives. Qualifying senior leaders receive the DSI “Force Commander” certification. Qualifying Tier 2 Operators receive the Tier 1 Operator certification. Range facility surcharge may apply based upon location of client.

Details	<ul style="list-style-type: none"> ✓ \$124,105 for 6 employees. ✓ 224 hours of training. ✓ 12 month duration. ✓ Senior leadership course. ✓ Train the trainer. 	<ul style="list-style-type: none"> ✓ Combative handgun & rifle. ✓ Tactical medical & Comms ✓ On-line Private Training Group. ✓ Field exercises. ✓ Urban/country terrain tactics.
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BASE - Private Security Force

DISTRIBUTED SECURITY BASE. FOR LARGER ENTERPRISES THAT WANT TO DEVELOP AND OPERATE THEIR OWN PRIVATE SECURITY FORCE INCLUDING INFRASTRUCTURE, TRAINING, PROVISIONING, AND OUTSOURCING. The Distributed Security Base (DSB) option adds, infrastructure provisioning and business outsourcing to the Tier 1 offering. Priced by quote only.

A business purchases a turnkey franchise or license allowing him to build a training base, develop and operate a security cadre, and offer; range time, Tier 4 training courses, and guard services in an exclusive territory. Business pays a franchise fee, plus monthly royalty and service fee.

Details

INFRASTRUCTURE

Design, construction and financing of a distributed security base consisting of an on-site range, armory and tactical training facilities:

1. Initial site survey for placement of range.
2. Interface with local law enforcement officials.
3. Modification of standard DSB base plan to fit site.
4. Specification of range equipment- stalls, baffling, HVAC.
5. Interface with local contractors and vendors.

PROVISIONING

Specification of a completely outfitted armory including weaponry, ammunition, accessories, medical supplies and communication gear. We specify:

1. Detailed handgun, shotgun, rifle and any specialty weapons specification.
2. Non-lethal UTM/Sims weapons, conversion kits and ammo.
3. Base and mobile tactical medical kits.
4. Base and mobile communication gear.
5. Weapon accessories; holsters, slings, optics, packs, rails, etc.
6. Training kits and uniforms.
7. Physical armory for secure storage of weapons and ammunition.

OUTSOURCING

A business model capable of converting the DSB into a profit center via the training of local citizens and the defense of other businesses, churches and schools including:

1. Business plan.
2. Marketing materials.
3. DSI can also provide a contract employee to run the range and all training operations.



ENTERPRISE OFFERING MATRIX

Certification			Defense Academy Membership	Tier 4 DSI Enterprise Certified	Tier 3 DSI Enterprise Certified	Tier 2 DSI Enterprise Certified	Tier 1 DSI Enterprise Certified	Distributed Security Base
Title			Enterprise Member	Tier 4 Defender	Tier 3 Operator	Tier 2 Operator	Tier 1 Operator	Base
Duration			Monthly Recurring	1 month	3 months	6 months	12 months	24 months
Total Price (6 students)			\$289	\$8,568	\$30,570	\$72,625	\$51,480	\$1,000,000
Total Hours			Unlimited	16	56	112	224	336
Course Components	Hours	Price						
DA Team Membership		\$289.00	YES	YES	YES	YES	YES	YES
DA Private Training Group		\$189.00	YES	YES	YES	YES	YES	YES
Interactive Training Plan		\$289.00	YES	YES	YES	YES	YES	YES
On-line Security Assessment		\$1,500.00	NO	YES	YES	YES	YES	YES
Combative Handgun	16	\$600.00	NO	YES	YES	YES	YES	YES
Combative Rifle	16	\$600.00	NO	NO	NO	YES	YES	YES
Combative Shotgun	16	\$600.00	NO	NO	NO	NO	NO	NO
Tactical Medical	16	\$600.00	NO	NO	NO	YES	YES	YES
Tactical Communications	16	\$600.00	NO	NO	NO	YES	YES	YES
Individual Tactics	24	\$2,695.00	NO	NO	YES	YES	YES	YES
Team Tactics	24	\$2,695.00	NO	NO	NO	YES	YES	YES
Open Country Tactics	16	\$1,695.00	NO	NO	NO	NO	YES	YES
Tactical Leadership & Planning	40	\$2,695.00	NO	NO	NO	NO	YES	YES
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Service Components								
IP License/month		\$600.00	NO	NO	YES	YES	YES	YES
On-site Security Assessment		\$10,000.00	NO	NO	NO	YES	YES	YES
Organizational Level Exercises	16	\$2,495.00	NO	NO	NO	NO	YES	YES
CFI Certification - Tier 2	40	\$5,085.00	NO	NO	NO	NO	YES	YES
Annual Cadre Recertification	8	\$400.00	NO	NO	NO	YES	YES	YES
Annual Instructor Recertification	8	\$400.00	NO	NO	NO	YES	YES	YES
Distributed Security Base								
Franchise/License			NO	NO	NO	NO	NO	YES
Business Model			NO	NO	NO	NO	NO	YES
Infrastructure			NO	NO	NO	NO	NO	YES
Provisioning			NO	NO	NO	NO	NO	YES
Training			NO	NO	NO	NO	NO	YES
Business Model								
Instructor			NO	NO	NO	NO	NO	YES
Security Guard			NO	NO	NO	NO	NO	YES
Range			NO	NO	NO	NO	NO	YES
Training			NO	NO	NO	NO	NO	YES
Technology								
CRM			NO	NO	NO	NO	NO	YES
Web Portals			NO	NO	NO	NO	NO	YES
Scheduling			NO	NO	NO	NO	NO	YES
Payment Processing			NO	NO	NO	NO	NO	YES
Email Campaigning			NO	NO	NO	NO	NO	YES
Mobile			NO	NO	NO	NO	NO	YES
Time Sheets			NO	NO	NO	NO	NO	YES
Payroll			NO	NO	NO	NO	NO	YES



ENTERPRISE OFFERING MATRIX - Con't

Certification			Defense Academy Membership	Tier 4 DSI Enterprise Certified	Tier 3 DSI Enterprise Certified	Tier 2 DSI Enterprise Certified	Tier 1 DSI Enterprise Certified	Distributed Security Base
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Course Components	Hours	Price						
Intellectual Property								
Training Manuals			NO	NO	NO	NO	NO	YES
Training Scripts			NO	NO	NO	NO	NO	YES
Training Plans			NO	NO	NO	NO	NO	YES
Range Courses			NO	NO	NO	NO	NO	YES
Online Courses			NO	NO	NO	NO	NO	YES
Business Process			NO	NO	NO	NO	NO	YES
Marketing								
Branding			NO	NO	NO	NO	NO	YES
Content			NO	NO	NO	NO	NO	YES
Web Site			NO	NO	NO	NO	NO	YES
Print Media			NO	NO	NO	NO	NO	YES
Broadcast Media			NO	NO	NO	NO	NO	YES
Digital Media			NO	NO	NO	NO	NO	YES
Out-Of-Home			NO	NO	NO	NO	NO	YES
Brochures			NO	NO	NO	NO	NO	YES
PR Templates			NO	NO	NO	NO	NO	YES
Financing								
Reg CF			NO	NO	NO	NO	NO	YES
Reg A+			NO	NO	NO	NO	NO	YES
Loan			NO	NO	NO	NO	NO	NO
Provisioning								
Weapons			NO	NO	NO	NO	NO	YES
Ammunition			NO	NO	NO	NO	NO	YES
Accessories			NO	NO	NO	NO	NO	YES
Surveillance Technology			NO	NO	NO	NO	NO	YES
Security Guard Hybrid			NO	NO	NO	NO	NO	YES
On-line Content								
Should You Buy a Gun			YES	YES	YES	YES	YES	YES
Gun Primer			YES	YES	YES	YES	YES	YES
Purchase Specifications			YES	YES	YES	YES	YES	YES
Schmitt Case Study			YES	YES	YES	YES	YES	YES
Webinar Replays			YES	YES	YES	YES	YES	YES
Dry Practice Guide			YES	YES	YES	YES	YES	YES
Strategy For Defense Manual			YES	YES	YES	YES	YES	YES
Library Archive			YES	YES	YES	YES	YES	YES
Individual Tactics Manual			YES	YES	YES	YES	YES	YES
Team Tactics Manual			YES	YES	YES	YES	YES	YES
Intent to Defend Protocols			YES	YES	YES	YES	YES	YES
Tactical Scenarios			YES	YES	YES	YES	YES	YES
Conceal Carry (CCW)			YES	YES	YES	YES	YES	YES
Handgun Drills			YES	YES	YES	YES	YES	YES



ENTERPRISE OFFERING MATRIX - Con't

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Course Components	Hours	Price						
Shotgun Drills			YES	YES	YES	YES	YES	YES
Rifle Drills			YES	YES	YES	YES	YES	YES
On-line Course								
5-Day Kick-Start + Test			YES	YES	YES	YES	YES	YES
15 Handgun Modules + Final Exam			YES	YES	YES	YES	YES	YES
CCW Basics + Test			YES	YES	YES	YES	YES	YES
20 Team Tactics Modules + Final Exam			YES	YES	YES	YES	YES	YES
17 Individual Tactics Modules + Final Exam			YES	YES	YES	YES	YES	YES
3 Tactical Medicine Courses + Final Exam			YES	YES	YES	YES	YES	YES
3 Tactical Communication Courses + Final Exam			YES	YES	YES	YES	YES	YES
On-line Training Plans								
30 Day Basic Plan			YES	YES	YES	YES	YES	YES
12 Month Advanced Plan			YES	YES	YES	YES	YES	YES
24 Month DSB Stand-Up Plan			NO	NO	NO	NO	NO	YES
On-line Functionality								
Profile			YES	YES	YES	YES	YES	YES
Forum			YES	YES	YES	YES	YES	YES
Threat Center			YES	YES	YES	YES	YES	YES
Weekly Tac Chats			YES	YES	YES	YES	YES	YES
Chat Support			YES	YES	YES	YES	YES	YES
Smartsheets			YES	YES	YES	YES	YES	YES
Individual Training Group			YES	YES	YES	YES	YES	YES
Team Training Group			YES	YES	YES	YES	YES	YES



DSI was founded in 2010 by Ron Danielowski a former active duty Marine and security consultant operating in the Middle East and Mike Smock a competitive strategist and expert on maneuver theory.

SENIOR MANAGEMENT



Mike Smock is Chairman and CEO. Prior to co-founding the enterprise, he was managing director for a San Francisco based strategy consultancy, and Chairman and CEO of an international engineering services firm. In his early career he spent 15 years in senior management positions with major national and international enterprises, and was the founder or co-founder of several start-ups including Dynaquest an early artificial intelligence pioneer. A seasoned start-up and turnaround executive and advisor, his career has been evenly split between operator and consultant. He attended Michigan State University, East Tennessee State University and Elmhurst College.



Ron Danielowski is Executive Vice President - Chief Instructor. Prior to co-founding the enterprise he spent 25 years as a multi-agency accredited instructor, organizing, developing, implementing, and overseeing training solutions for numerous federal agencies including the Department of Energy, Federal Air Marshals, and the Department of State. He has worked extensively in both Afghanistan and Iraq in support of America’s military and federal agencies. Ron started his instructing career in the Marine Corps, both as a coach and a Primary Marksmanship Instructor. Ron is a Distinguished Marksman and member of the “President’s Hundred” .



Bill Tallen is Executive Vice President - Tactical Operations. Prior to joining the enterprise he had a 20 year career with the Department of Energy, where he served as a Federal Agent, team leader, unit commander, training instructor, and manager in the agency which provides secure transportation of nuclear weapons and nuclear materials within CONUS. He helped to found DOE’s Special Response Force program, developing and teaching urban and close quarter battle techniques to Federal Agents charged with recovery of lost assets. He has designed and conducted a variety of wargaming efforts in support of vulnerability assessments, security system design, and leadership training, and has taught a variety of crisis decision making models. Bill holds the degree of Master of Arts in National Security and Strategic Studies from the U.S. Naval War College.



Randy Bartlett is Vice President - Strategic Engagements and leads the development and implementation of corporate level partnerships and joint ventures. He has over 30 years military and paramilitary experience as a commissioned Infantry officer, non-commissioned officer, and contractor. Through various companies, he provided leadership and management for site and convoy security, medical evacuation, personnel recovery, expatriate evacuation, vulnerability analysis and gap assessment, and business continuity in several countries. As part of the withdrawal of conventional forces from Iraq, he was part of a four man team that located, accounted for, and developed protective plans for Americans and foreign nationals in Iraq. He also developed a security program for an infrastructure renewal and development project valued at \$1B USD in Libya.



Chuck Gbur, MD is Vice President - Tactical Medicine and leads the development and instruction of all tactical medicine content. He is a retired Battalion Surgeon and currently a interventional cardiologist in Toledo, Ohio. He is board certified in Internal Medicine, Cardiology, Interventional Cardiology and Undersea & Hyperbaric Medicine. He served as a medical officer in the United States Navy. During most of his 25 year military career he served with the Fleet Marine Force. He held numerous positions including Battalion Surgeon, Marine Rear Area Operation Group Surgeon, Regimental Surgeon, and Advisor to The Medical Officer of the Marine Corps at HQMC. He was a graduate of the Naval War College and Joint Forces Staff College