

Expected Rate of New Victims Being Shot

First minute new victim every 3-5 seconds

Second minute new victim every 6-8 seconds

Third minute new victim every 10-12 seconds

Rate will continue to decline unless attacker finds a new group of un-shot victims

Cost of NOT fighting back, waiting on 911

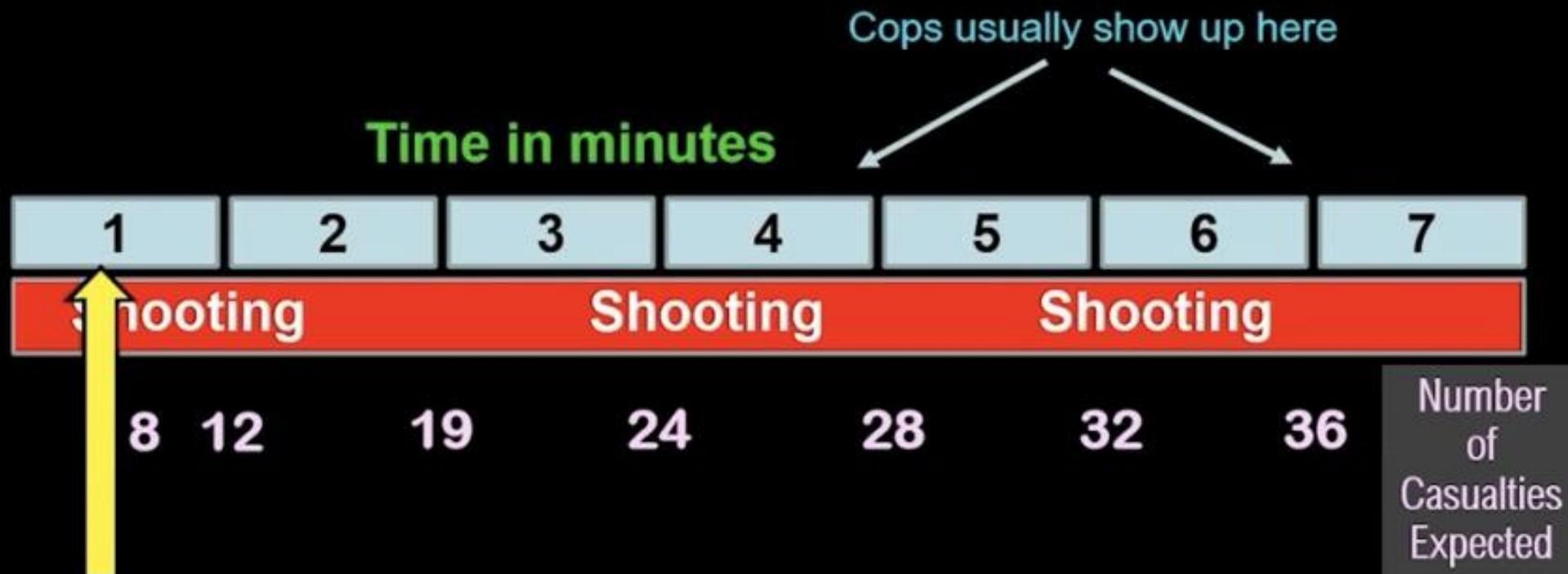
- America schools have been horribly failing at Active Shooter response for four decades

1989	Stockton, CA	35	call 911
1999	Littleton, CO	34	SRO & call 911
2012	Newtown, CT	28	call 911
2018	Parkland, FL	34	SRO & call 911
2018	Santa Fe, TX	23	2 SROs & call 911
2022	Uvalde, TX,	38	call 911

“There is nothing to be gained by the second kick of a mule.”
Mark Twain”

- Schools fail because their plan relies on our country's *default response* plan, which normally results in high (10+) victim count

What TIME & MATH clearly show us



The ONLY way to cause single-digit victims is to **STOP** the attack **early**

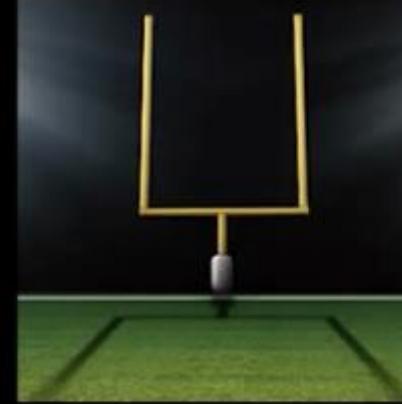
Only people "*present*" can stop an attack this quickly

It's not important **WHO** stops the attack, but how **QUICKLY** it is stopped

Our Goal Should Be

- **Single-digit victim count in future attacks**

How can we accomplish that?



- **Counterattacking and stopping the Active Shooter in the first 30 seconds**

How can we do that successfully?

- **Armed or Unarmed**

Doing so armed is easier, quicker, and has a higher success rate

