

ZeroEyes

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**Small Business
Development Center
Temple University**

Temple University SBDC
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Industry:
Commercial Properties
K-12
Government

Year Founded:
2018

Consultant:
John Ondik

SBDC Assistance:
Market Research
Market Analysis

Additional Partners:
Bunker Labs
Pennovation Center
DreamIT
Verizon 5G Lab Accelerator



ZeroEyes: Using AI to Help Detect Threats and Save Lives

As veterans and fathers, ZeroEyes' co-founders were compelled to develop a proactive solution to keep people safe after seeing and hearing about the mass shootings occurring in schools and the impact these have on children and educators. Founded in 2018 by a team of Navy SEALs and military veterans who have lived through countless active shooter situations, its platform was created to protect people from having to face similar circumstances. ZeroEyes has seven co-founders, with five former Navy SEALs who have a combined 50 years of combat experience. Three of the co-founders also earned Ivy League MBAs that have helped them to build and scale the business within the greater Philadelphia area.

ZeroEyes' AI-weapons detection solution integrates with an organization's existing security cameras to actively monitor and detect guns before any shots are fired. Because most security camera footage is used forensically after an incident has occurred, it is mostly unable to provide real-time insights to first responders, costing critical seconds to respond to emergency situations. Given the many mass shootings that have occurred, with over 243 mass shootings this year alone- it's clear that a proactive solution is needed to help keep people safe.

ZeroEyes sells to a broad list of decision makers, including school resource officers, school district administration, corporate security directors, chief security officers and chief risk officers, and can be employed in the education, commercial, and defense sectors. By using their solution, first responders have the right information when they arrive at the scene and security personnel can quickly enact security protocols. In its initial pilot with Rancocas Valley Regional High School (New Jersey), it saw a 50% reduction in 911 dispatch response times during active shooter drills. Improving response times can mean all the difference in saving lives.

ZeroEyes met Temple SBDC consultant John Ondik through Bunker Labs in 2018. Subsequently, John connected them to the PA SBDC, where they executed 2 projects; the first, Spring of 2019, was a K-12 market research assessment, and the second, commercial property research in the Spring of 2020. ZeroEyes experienced a 300% increase in sales after the first project, expanded their reach from one school district to five, and secured four commercial customers as a result of the second project. Additionally, ZeroEyes was able to scale their team from 10 to 20, launch version 1.0 of their product in Q4 2019, and eventually close a seed round in February 2020.

The team has continued to work with John Ondik at Temple SBDC for advice and coaching, student consulting engagements, and classroom projects, leveraging the wealth of talent and opportunities in the region for market research and early stage pilots, which have provided a solid foundation for ZeroEyes. Support from the SBDCs has helped ZeroEyes bolster its growth, build its community, and establish critical connections to fulfill its mission.