

CEASEFIRE SOLUTIONS

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1.0 EXECUTIVE SUMMARY

Ceasefire Solutions, LLC (CFS) is currently a sole-member start-up company founded in 2019 in the State of Vermont; CFS's founder is Beau Waswo, a 37 year old Manufacturing Engineer in the Aerospace Industry and father of two. That aside, here's the exciting part:

CFS has a unique and revolutionary, patent-pending class of products that addresses the ever increasing demand for action against gun crime and gun violence. The general title for the patent-pending product is "Gun-Disabling Mock Ammunition"; for the purpose of this business plan, it will be referred to simply as "GDMA".

As the name infers: "*Gun-Disabling*"- guns are instantly disabled, cannot be fired again, cannot be loaded again; "*Mock Ammunition*"- the GDMA looks, feels, and weighs within 1 gram of regular ammo. Put these together, and you have a covert device that promises to take thousands of guns out of the hands of criminals and children. GDMA welds the chamber of the gun shut while posing no danger to the intended target or shooter. Every GDMA in circulation has the potential to save a life. If in production- GDMA could be saving lives and taking out illegal firearms tomorrow!

How bad is the problem? We all know it's a big problem; here are some lesser-known scary numbers to reinforce the drastic emergency our communities and children are facing:

THEFT

- Over 300,000 guns are stolen from vehicles and homes each year in the US. ⁴
 - o (That's roughly 1 new gun in the hands of criminals every **1 ½ minutes**).

CHILDREN

- Nearly **4.6 million children** live in homes with loaded, unlocked firearms. ¹¹
And most children know where their parents keep their guns, even if their parents think otherwise. ¹²
 - o 1500 children are killed each year by guns- that's about 28 children (a classroom's worth) killed every week. ⁹

ECONOMIC COST

- On average, a single gun homicide generates approximately \$448,000 in medical care and criminal justice expenses.¹³
 - o Researchers estimate that gun violence costs the American economy at least \$229 billion every year, including \$8.6 billion in direct expenses.¹³

DEATHS

- 36,000 Americans are killed by guns each year—an average of **100 per day**—and 100,000 are shot and injured.⁷
- The majority of gun deaths are self-inflicted.

CFS will work with State governments, local municipalities and Law Enforcement agencies to develop strategies for introducing GDMA into the illicit supply chain. We will also work to demand that legal gun owners employ GDMA to safeguard their “stored” firearms from theft or misuse.

CFS has done extensive research to identify alternative products or tactics that compete within the same scope or spirit as GDMA; and none exist. Think about it: Gun-crime is such a social hot-topic, lawmakers are scrambling to address the masses with short-sighted legislation and legal gun owners are stuck in the un-enviable position of needing to defend a privilege and past-time they love against ever-increasing stories and images of the carnage left behind by gun-violence. **If there was an effective solution to the gun-crime problem, you would hear people of all political attitudes screaming for it!**

Money. That’s the point of this whole disclosure and lengthy explanation. CFS is in its genesis. In order to ensure that CFS can grow roots and thrive, certain capital expenditures and production materials are needed. Through the financial negotiations and generosity of others, CFS will be able to start making a difference and saving lives. So please read on.

In short- CFS is poised to make a sizeable impact in the gun-crime prevention market, in a way that is absolute, perpetual, and proprietary. This unique product is guaranteed to send shock-waves through the criminal community and disrupt

conventional illicit supply chains. Most driving of all- we've committed to the idea that "if we don't do this, thousands of people will die". At CFS we aim to save lives.

2.0 COMPANY MISSION & VISION

2.1. The Mission

Our Mission at CFS is to pro-actively and aggressively reduce gun violence to save lives- everywhere.

2.2. The Vision

Our Vision is to be the industry leader in a class of unique and proprietary products that have the enthusiastic support of both "Pro" and "Anti" gun advocates. We plan to see the GDMA being used in every major city of the US and in every country of the world; to make impactful reductions in the number of illegal and illicit firearms available to do harm. We hope to see the GDMA legislated into use as a required item to be included with every firearm purchase, as a "passive safety device" against theft or misuse.

3.0 COMPANY OVERVIEW

3.1. Summary

Ceasefire Solutions, LLC (CFS) is a sole-member start-up company founded in 2019 in the State of Vermont (the founder's state of residence; however, is considering moving operations about 15 minutes away to the State of New Hampshire due to economic incentives).

The company founder is Beau Waswo, an Aerospace Manufacturing Engineer with a Bachelor's degree in Mechanical Engineering. Years of Aerospace Process Engineering, Project Management along with an appreciation and comprehensive understanding of firearms and the sport of shooting has provided the skills needed thus far to:

- Research and Develop the GDMA concept and possible applications.
- Develop the concept into a functional product and demonstrate it's ability to be applied to all calibers of weapons.

- Learn the US Patent Process and author a non-provisional patent application for the GDMA. (Patent Application No. 162/299,136)
- Research and understand the scope of the Problem that the GDMA promises to address.
- Research the existence of potential markets based on the realized scope of the problem.
- Investigate the possible avenues of networking in order to gain **social/market awareness.

3.2. State Of The Company Right Now:

Currently, CFS is in its utmost infancy.

- The concept has been proven.
- The work towards Intellectual Property Protection has begun; and **needs to be addressed ASAP.**
- CFS is a registered LLC in the state of Vermont.
- CFS is working to establish a relationship with a regional Small Business Development Agency for guidance and aid in connecting with the local business services needed for any successful business to thrive.
- The sole member and Founder of CFS, is currently performing all tasks required to get CFS off the ground, physically established, and IP protected.
- A simple demonstration video showing 3 different calibers and types of weapons has been created.
- Feedback from interviews with peers, family, and local police have been extremely positive.

3.3. Necessary Immediate & Short Term Objectives:

- Establish a relationship with IP and Trademark attorney(s) for strengthening IP protection in the U.S. and internationally; also for submitting new adaptations to the current product.
- Build a working relationship with a local Small Business Development Agency.

- Attain necessary funding or support otherwise; to aid in acquiring the talents and skills needed to promote CFS's Mission and Vision within the North and Central American Law Enforcement and Civilian markets.
- Realize product awareness and support within the "anti-gun violence" social media groups and law enforcement community.
- Realize product awareness and support within the "gun-right advocacy" social media groups and membership organizations.
- Establish strategies and negotiate a contract with a U.S. municipality or territorial governments (Puerto Rico) for piloting a case-study to demonstrate the effectiveness of the GDMA.
- Establish a physical location suitable for the manufacturing of CFS's products while also providing a professional work environment appropriate for the commercial and social development of the company.
- Manufacturing Equipment and component Supply Chain must be established.
- Secure Funding to secure the salaries for myself and at least 1 other administrative / technical assistant. In order for the efforts required to do this, I need to be free from my current full time Engineering employment so I may focus solely on CFS's growth and development.
- Determine the "value added" of implementing possible detection elements and detection tools to the current product.

3.4. Long Term Objectives (within 5 Years):

- Use the data collected from the pilot case study to further promote and disseminate the use of GDMA within the US, but also in South American, European and Asian markets.
- Establish strategies and contracts with US government entities, such as the ATF, DHS, CIA and all branches of the Military.

4.0 KEYS TO SUCCESS

Given the nature of the subject matter surrounding the problems addressed by CFS, we will require a team of talented, enthusiastic, social-media savvy “Product Advocates”. A “grass-roots” effort can be made possible through a focused marketing effort and a unique city by city and state by state public funding option. Aside from the business administrative talents required to be successful, the core strengths that will ensure we can develop and deliver winning strategies will comprise:

- A strong dedication and belief in the positive social impact that CFS has to offer should be foremost.
- Access to Capital- this can’t be stressed enough.
- Production of quality sabotage-ammunition products that reliably perform 100% of the time.
- Continuous Improvement and LEAN Manufacturing practices will be core to the way we establish our foundational workings.
- Enthusiastic, talented team members who are able to make connections in local and state governments throughout North America.

5.0 THE PROBLEM *(though it goes MUCH deeper than this)*

5.1. Current Problem:

The primary problem is clear; gun related crime needs no explanation as to how it is one of the most prevalent and pressing issues in American society today. We are all aware of the cities and suburbs torn apart by waves of gang crime, schools and communities terrorized by mass shootings, and the tragic aftermath of when a child finds their parents’ loaded gun that was supposedly well “hidden” or “locked up”. Notwithstanding those terrible realities: the most prevalent means by which “illegal” guns come to be is through theft.

People’s guns are stolen (or lost) when they are poorly secured (like in a car, a nightstand, or desk drawer) or when a burglary occurs in a home and people’s security efforts are overcome (like weak gun locks, guns kept in closets or attics, safes that can be taken or forced open). A recent Harvard study estimates that approximately 380,000 guns are

stolen each year from people's homes and vehicles.⁴ Another study's sample showed that in the six years between 2005 and 2010, approximately 1.4 Million guns were stolen during household burglaries.⁵

Law Enforcement's relationship with firearms is complicated; they're responsible for confronting criminals with stolen guns while asserting their own need to carry firearms.

Police are at risk from their own firearms being used against them. It happens at least 2 dozen times a year in the US, where a police officer is killed when his/her own gun is wrestled away from them during a confrontation.

Besides being a target for gun theft while on duty, off-duty police officers and police departments, in general, find themselves victims of theft regularly. The number of law enforcement guns stolen are cumulatively unknown, but a study of over 100 police departments (out of the nearly 18,000 departments nation-wide) revealed that from 2008 – 2017 approximately 1,780 police issued weapons, including handguns, rifles, shotguns, and four fully automatic machine guns were lost or stolen. The firearms were stolen out of glove boxes and closets, left in airports and on the roofs of cars, and in one case, forgotten in a high school bathroom. Some were later involved in crimes ranging from aggravated assault to homicide.^{1,2}

In addition to Police, Gun Shops are becoming more frequent targets for theft. It is not uncommon for "smash and grab" operations to break in or drive a vehicle through a building wall after-hours, and steal a large quantity of firearms and ammunition. In 2018, Gun Retailers reported 16,256 guns stolen or lost.³ In 2017 they reported 21,535 guns stolen or lost.⁶ IN THE PAST 2 YEARS, 37,791 NEW GUNS ARE IN THE HANDS OF CRIMINALS- JUST FROM GUN SHOP THEFTS.^{3,6}

Lesser-spoken of, yet just as tragic, are the small events, indirect risks, and ripple effects that contribute to the weight of the "problem" that is gun-crime. Examples such as how the loss of one family member to violence can have economic and emotional effects on multiple generations of people; or the many urban youths who are now felons simply because they were teenagers in possession of a stolen gun. Gun-crime and the proliferation of illegal, stolen, and smuggled guns is an undeniably HUGE problem; not only in the United States, but in countries all around the world.

In situations beyond the borders of the United States, similar to that of Iraq and Afghanistan, US military personnel are constantly at risk of being attacked, not by organized National Military forces, but by “civilian” militias, insurgent groups, and individuals running around with AK-47s and other small arms. These unstable regions have no way of effectively keeping the number of contraband weapons in check.

One last problem that GDMA is able to address is the use of guns in suicide. Although it doesn’t get the attention that mass-shootings and crime get, the problem of suicide-by-gun accounts for the majority of gun deaths. According to the Pew Research Center and others, in 2017, 60% of all gun related deaths were from suicide (23,854), while 37% were murders (14,542).⁸ Most people don’t realize that suicide accounts for such a high percentage of the gun-death statistics; suicide-by-gun also accounts for about 50% of all suicides.

An ancillary problem that many (“pro-gun rights”) Americans feel faced with is the increasing pressure to enact gun control legislation and an increased negative sentiment around the “right to bear arms”. **This negative pressure is rooted in the number of gun related criminal activities that affect our communities.** While the rhetoric has been largely focused on preserving gun rights in the face of opposition, advocacy groups, like the NRA, have not yet addressed the root cause of the challenge to their gun rights..

5.2. Current Attempts To Solve The Problem:

Currently, there is divisive national disagreement on how to address the issue of gun-related crime. This has stalled the implementation of effective counter-measures. In desperation, over the past few years, States have hastily passed gun-restrictive legislation (or in the case of New Hampshire, they enabled concealed carry without a permit) aimed to address the problem without much forethought on how legislation fails to connect with the types of gun-crime they are meant to address, nor are they able to affect the illicit methods/avenues by which the majority of gun related crime operate. Passing laws to address gun crime has no impact on those who do not follow the law.

Tighter law enforcement may bring guns to the surface, but that option’s success is measureable in three ways: an increase in police shootings, community hostility, and

young people going to prison. Furthermore, in the US and abroad, police are continually being asked to do more, with less and less resources available. This certainly challenges their ability to effectively address gun crime in their neighborhoods.

Currently, there is no device that can stop a shooting in progress, which requires no police or bystanders to be put in danger.

There are innovations in technology that can disable a firearm if not in close proximity to its RFID activator; this is expensive, does not have the support of and has yet to be adopted by any major gun manufacturer, and is feared to be unreliable by those who are skeptical of it.

Expired patents also exist for “sabotage ammunition” which accomplish the goal of disabling guns in the battlefield by means of mock ammo filled with explosives, like C-4. This has actually been carried out by the CIA in the past (reference “Project Eldest Son”). This turns a gun into a grenade, and is meant to injure or kill the people around it. The unfortunate reality is that it isn’t uncommon for insurgent groups to “brain-wash” and recruit young children to fight as soldiers. The conscripted child-soldiers of the world don’t have to die in order to stop their guns from killing others. Furthermore, explosives detection methods can be used to detect this exploding ammo; now the “enemy” has quantities of explosives and restricted materials they can re-use.

6.0 PRODUCT DESCRIPTION [A REAL SOLUTION]:

6.1. What It Is And How It Works

CFS has developed the only means by which to pro-actively and covertly combat the gun-crime predicament we face today. We’re going to beat guns with their own bullets; with GDMA.

The name says it all; but imagine a device that looks like ammo, feels like ammo, and when “fired” from a gun- will instantly weld itself inside the barrel and chamber; no bullet is fired; no one is injured; the gun is instantly disabled! The gun is now welded shut by a non-hazardous chemical reaction that produces concentrated local temperatures over 3,000° F (1,649° C).

The criminal, child, or insurgent fighter who unsuspectingly fires a gun loaded with GDMA will experience no loud bang or projectile, instead a small spark or poof of smoke appears. Depending on the firearm, the immediate result is a binding of the action- they can't open the gun to eject the round, or try to load a new one. A rifle allows more leverage when attempting to open the action; this sometimes results in the back half of the GDMA tearing away from the front half where it melted through itself, leaving most of the shell casing, the bullet tip, and a lot of metal slag behind. When the action closes and tries to reload the gun, the following ammo cartridge cannot load because there is something in the way. This likely creates a jam, and further confuses the situation that a shooter must assess.

IF one were to dislodge the GDMA from a welded gun, the result is small chunks of sheared-off metal that are bonded to the inside of the chamber. Another bullet cannot and will not load because there are small fragments of welded material still in the way. It takes a person of technical skill to repair the gun, or a barrel replacement- which most often requires a person of technical skill. The ultimate result of the GDMA is the immediate disabling, and semi-permanent destruction of the firearm- turning a tragic situation into one where no one gets killed.

7.0 METHODS OF IMPLEMENTATION

In connection with the unique marketing techniques explained in section 11.3, CFS will work with organizations to develop approaches that make sense locally, given communities' specific conditions and needs. For practical and strategic purposes- not all tactics will be discussed within this business plan; however, there are some basic fundamental concepts that underlie the principals of implementation in our 3 major markets. [The Military (our 3rd major market) is omitted from this business plan, as it is part of our longer term objectives]

7.1. Voluntary Use

➤ Civilian Market

For the civilian market, the GDMA will be available for sale to individuals through gun shops, local police departments, willing counselors, therapists, and schools. We aim to have GDMA included in retail sales of firearms as well. For

the civilian market, it is proposed that we include a marking or identifiable feature so that the gun owner can ensure they can separate it from their regular ammo.

The responsible gun owner loads the GDMA as the first round in their magazine; if the gun owner needs to use their weapon, *they* know to eject the first round before they fire their gun. If a child or burglar tries to use the gun, the GDMA goes to work, making sure that the gun is disabled.

➤ **Law Enforcement**

For Law Enforcement-the same reasoning applies to the idea of safeguarding their duty weapons from being used against them or from theft in general. In cases where officers fear losing the “fire first” advantage in a shoot-out, an alternative method of employing the GDMA would be used. The “Pick a Number” strategy; rather than having the first round of ammunition be the GDMA, the officer chooses a number that they’re comfortable with (example: I’m confident I can hit my target in less than 12 shots, so I make the 12th round in my magazine GDMA.) A trained officer knows to count their shots as they shoot- if need be, they change magazines after shot #11.

➤ **How Is It Actually Used To Safeguard Guns?**

In the above-mentioned methods of implementing GDMA, the question arises: ***“What if you need to shoot your gun RIGHT AWAY?”*** The answer to this is clear if you examine the scenario that unfolds and the appropriate behavior in the circumstances of having to fire your gun.

For a gun not kept loaded, but with magazine loaded nearby (common home-owner scenario): When you load the magazine and load the first round, you simply cycle the action and eject the first round- it takes less than half a second.

For a gun that’s holstered and loaded (like a Police Officer or Security Professional): As you raise your weapon to take aim- you cycle the action and eject a round as the gun is traveling up. No time is wasted, because ejection occurs during the upward movement to take aim. IF you are not taking the time

to methodically raise your gun and take proper aim, then you're effectively "shooting from the hip" and shooting bullets everywhere. This is not responsible; this is how innocent bystanders get shot; this is not the way professionals are trained to shoot- you need to aim, therefore- you have the time to eject.

7.2. Covert Introduction To Illicit Supply Chains

Law Enforcement has another reason for which to turn to GDMA for help: fighting community gun-crime. There are numerous avenues by which to introduce GDMA into the illicit market that supports the spread and use of illegal guns; we will offer only a few methods here.

- The use of "informants" or "under-cover" law enforcement personnel to plant GDMA in homes and hang-outs of known gangs and criminal individuals.
- The introduction of GDMA somewhere else along the supply-chain of illicit transactions, such that GDMA will likely make it's way to where the demand is (example: give GDMA to homeless, who will use it to barter for drugs or money. The only people who are going to buy or barter bullets from homeless people are the gun-possessing criminal element).
- The use of "bait boxes" will ensure that GDMA ends up in the hands of criminals. Police could use a cheap car with GDMA in the glove-box; park it in a high crime neighborhood and wait for someone to break the window and steal the bullets. Again, you're ensured that the GDMA is now in the hands of criminals- and will eventually, if not already, be in the hands of criminals with guns. Businesses or homes that are frequently burglarized could be approached to keep a few "bait boxes" of GDMA available, in anticipation of the next robbery.
- The ATF/DHS/FBI/CIA can use GDMA in "Sting Operations" whenever a transaction involving firearms is possible. For example: in "Operation Fast and Furious", from 2009 – 2011 the Arizona ATF *allowed* illegal gun sales in order to track the weapons to Mexican drug cartels. Of the 2,000 firearms, worth over \$1.4 million, only about 700 were recovered; they continue to be recovered at crime scenes in the US and Mexico. GDMA could help to

reduce the risk of escaped weapons during operations that use “gunwalking” as a tactic.

- Due to the nature of the “Illicit Supply-Chain Contamination” methods to be used by Law Enforcement, one great aspect of the GDMA is it’s covert nature and robust design. Just like real ammunition, GDMA will last a long, long time. GDMA will continue to do their work, long after they’re released into the urban battlefield.
- The methodology and principle behind the use of “bait boxes” also applies to the theft problem faced by Gun-Shops [use of GDMA for this market would be mandated by legislation or voluntary]. If a mass of guns and ammo (and GDMA) are stolen, it is likely that a percentage of those guns will be made inoperable. Safety measures for Gun Shops are perhaps the easier safeguards to legislate as the scope of the problem is becoming more publicly known. Four states have already enacted some mandatory security measures for gun shops. One might draw parallels between this and the idea behind “dye packs” in money stolen from banks.
- Lastly, but perhaps most importantly, is for those who are concerned about a loved one who is at risk of suicide; GDMA would be confidentially available through organizations that work to improve mental health, such as therapists, Public and VA Hospitals, and Police Departments. This will provide an opportunity for professional advice and guidance on how to help the one in need. GDMA would have to be put in place by the parent, spouse, or child of the suicidal person. In this situation, the risk of disabling one’s legal firearm outweighs the cost if not done. Once a person is at risk of committing suicide, if that person owns a gun, the chances that that gun will be used for suicide, rather than for self-defense are incredibly heightened. (The chance that any person will need to use a gun for self-defense is incredibly low to begin with, but a person with a gun is much more likely to actually follow-through with suicide during a moment of weakness).
- Implementation by the military is not hard to imagine, but for the sake of immediate goals and objectives, the subject will be omitted.

Just like spreading poison for rats; this would be an initiative that requires repeatedly spreading GDMA annually, for a couple years; each time with a slightly different variation- to avoid the “pest” from becoming privy to the threat. Different stamped markings, hollow point bullets, flat-nosed bullets, full-metal-jackets, all can be deployed at different times to ensure that the enemy is always guessing. But unlike rat poison, GDMA never goes bad; it will continue to circulate until it finds its way to a gun to disable.

8.0 COMPETITION

Currently, there are many efforts aimed at curbing gun-violence, however- they are typically solutions that are legislative in nature and fail to directly address the problem. There are many preventative measures that a responsible gun owner can take to secure a gun (trigger locks, safes, ect.), but **no products that work to prevent a shooting as it is happening**. Given the unique nature of some of our markets and the proprietary innovation that makes GDMA both harmless and effective- it appears that there is no direct competition for services or products similar to what CFS delivers. This is an excellent opportunity to gain early rapid growth in a high demand market, void of competitors.

Currently, the only challenge to CFS’s ability to dominate this market exclusively is the current patent application status. The original Utility Patent application was authored and submitted by CFS’s founder, Beau Waswo; this choice was due to the lack of funding and the immediate need for this product. The USPTO agent reviewing the application has challenged some of the claims on the grounds of “obviousness”, which will likely require the expertise of a Patent Attorney or Agent to defend properly. The deadline for a response is **December 16, 2019**. After that, the patent application may be revised and submitted until March 16, 2020 for an additional fee.

9.0 TARGET AUDIENCE

Due to the socially prolific nature of the problem- the target audience is broad, in regards to age, race, income and geographic location; but commonalities can be found in respect to those who work with guns, those who own guns, and those who feel passionate about gun-crime. More specifically:

9.1. The General Gun Owning Public:

- Gun owners with children. (There is a social and age demographics for this, as well as personal data statistics used for marketing)
- Gun owners of all ages concerned about countering theft or misuse.
- In unidentified “red-flag” situations where the only person able to intervene is a close friend or relative.
- People who identify as “pro-gun” and wish to reduce the negative social pressure resulting from gun crime incidents.

9.2. Law Enforcement:

- As is obvious from the above-mentioned descriptions of this business plan, Law Enforcement agencies world-wide will prove to be an important subset of our target audience.

9.3. To Gun Shops and Other Locations of Cached Firearms:

- As a measure to sabotage the efforts of “smash-and-grab” thieves. (A common criminal tactic for stealing guns is to ram down a wall with a vehicle and load up on as many guns and bullets as possible. A few of those boxes could be GDMA.)
- As an outlet for sales and market awareness among their customers.

9.4. The General Non-Gun Owning Public:

- People of all ages who live in areas plagued by gun-violence.
 - This includes “church groups” and “community groups”.
- People throughout the US who associate with anti-gun violence groups and “gun-violence victims” groups.

10.0 PRICING, SALES & MARKETING, DISTRIBUTION

10.1. Basic Cost And Pricing:

Excluding capital expenditures [expensive manufacturing equipment for mass production] and labor costs, the cost of raw materials to make the GDMA are slightly higher or slightly lower than the cost to reload ammunition at home, depending on caliber. The materials involved are the same as regular

ammo: a primer [≈3¢], a shell casing [≈10¢], and a bullet [≈12¢]. The powder we use in substitution for gun powder costs about 3¢ per round. **This means the total cost of one round of GDMA costs about \$0.28 per round for raw materials.** Machines are capable of producing 4,000+ rounds/hour; it would be possible to incorporate the cost of the machine(s) into the cost of each round, in a more complicated analysis.

So- **it costs roughly \$0.30 per round to make GDMA, I would propose selling it for approximately \$0.90 - \$1.50 per round.** This means that for every 20,000 rounds sold, about \$18,000 gross profit would be received. [20,000 rounds may be representative of what a major municipality might require- depending on the multiple calibers of ammo to be chosen, multiple locations to be targeted, and a certain level of supply saturation to be achieved.]

10.2. Considerations For Packaging.

Packaging to the customer will vary depending on the customer. A civilian sale would likely only comprise of only a few cartridges, whereas a sale to a municipality or the military would be for thousands of cartridges. CFS will also provide imitation commercial ammo boxes, for instances where “bait boxes” are to be used or other covert planting of GDMA is to be done [reference Section 7.2 of this business plan for more on the “bait box” tactic]. The majority of product will likely be sold & shipped in durable plastic bags, contained within a standard shipping box of appropriate size. Due to the nature of the product, ground transportation might be the only available shipment method within the US.

11.0 SALES AND MARKETING

11.1. Sales Cycles:

Sales cycles & schedules will vary depending on the customer. Gun shops and private citizens are always being burglarized, and private citizens are constantly buying guns or hearing the stories about kids getting their hands on guns. For these audiences, sales and marketing efforts will be on-going, independent of season, year, or political atmosphere. Municipalities and

Police Departments pose a different set of needs and therefore a different set of marketing and execution tactics should be used.

For cities that grapple with an ever-present gun violence problem (Chicago, for example), the most impactful and tragic up-ticks in violence occur during the summer months; even more so during heat-waves. For this reason, CFS will market to these customers just after the summer waves of violence are over; while the impacts and memories of those events are still fresh in the minds of those affected.

11.2. Pathways To The Customer:

We live in an age where so many avenues of communication exist. CFS plans to utilize all methods necessary to reach all those who might benefit from the implementation of GDMA, this includes any gender or race of person, aged 16 to 96. “The major 4” (Social Media, Website, Print, and Word-of-Mouth) will be important, but the following sections will outline more specific marketing tactics.

11.3. Insights To Initial Marketing Intentions:

➤ Public Funding:

A unique public funding option is proposed where citizens of cities and communities that are frustrated with persistent crime and violence are focused on and presented with an option to “Contribute to Change”. This may involve a bit of “grass roots” marketing and social media effort; but conventional print advertising will be required to reach certain [elderly] demographics as well. Through this system- they will be able to contribute money (\$2, \$5, \$100) to aid in helping get the GDMA out on *their* streets. The money donated would be treated as follows:

- Money donated by individuals would be assigned to their local city or regional police departments and/or responsible activism groups.
- That money would remain available for implementing in an anti-gun crime operation.

- CFS will reach out to the areas which have accumulated donations, to assist them in developing a strategy by which to use the GDMA to reduce gun crime.
- Advertising to the public could include a graphic with a message, but also a QR code that directs people straight to donations via Apple Pay, Google Wallet, or more conventional means.
- The money donated will be allocated for **the local area** it was intended, for a period of 1 (maybe 2) years. After which, it will be allocated to **the State** Police or other State agency involved with reducing gang/gun crime, for a period of 3 years.
- After 5 years- if the donated money has not been claimed for use by the contacted agencies, it will be donated by CFS to a “Community Development” charity or non-profit within that region or state.
- This marketing strategy serves two purposes:
- It allows an *ongoing* “crowd-funding” possibility, which is managed in-house and free of commissions.
- Many people are very frustrated with the state of their communities and the feeling that nothing is being done, or that nothing can be done. This option may appeal to people, by giving them the ability to donate a little money, and say “I helped make a difference”, or “this is for the kid down the street who was gunned down last month”.

This marketing method will be most functional when combined with the effort described in the next aspect of our marketing strategy- support from those affected by gun-crime

➤ **Victims’ Support:**

This marketing method will be most functional when combined with the effort described in the next aspect of our marketing strategy- support from

CFS considers concentrating efforts on a city-by-city or state-by-state basis; whereby news and crime reports from the past 5+ years will be researched in order to find individuals, families, or organizations (businesses or Police Departments) that have lost friends, co-workers, or loved-ones to gun violence. Those individuals will be presented with the Mission and Vision that CFS is dedicated to. Depending on ability- they will be asked if they will support the efforts of CFS through local

discussions and petitions to their local governments and law enforcement. These individuals or organizations may prove helpful in getting the social and political support necessary to gain awareness and ultimately sales orders for GDMA. This research has been preliminarily performed and proves to be an exhaustive source of potential contacts and support.

When it comes to achieving the support and outcry of gun-violence victims, we hate to admit it; but every new, publicized instance of gun-violence poses an opportunity for public dialogue about the effectiveness of GDMA and the lack of effective solutions in the status quo.

➤ **Standard Sales Practices:**

It isn't unreasonable to assume that customary sales tactics will be used to establish relationships with organizations and law enforcement. The practice of sending unsolicited literature and "cold calling" is always available; in combination with the abovementioned methods, CFS will work to make market visibility a reality.

11.4. The Puerto-Rico Plan:

Quick Background: Puerto Rico (PR) has been experiencing a gun-crime epidemic for almost a decade; in 2015 they ranked **#1 in the world** for gun deaths/capita, beating out places like Sierra Leone and Guatemala. This issue is fairly well-known. Here's where CFS comes in:

PR would make an excellent case-study for the effectiveness of GDMA.

- PR has perhaps, the strictest gun restrictions in the US. It is an extremely cumbersome and expensive process to get a firearms permit in PR, furthermore- ammunition is very expensive, so people are likely to take what they can find.
- PR is an island nation- therefore only you don't have people "driving over the border to a neighboring state" to buy guns or ammo. For the criminals, everything is smuggled and black-market.

- I think the Puerto Rican Government would certainly be open to entertaining a project such as this.
 - There is great public outcry for *something* to be done about the gun-violence in PR.
 - Law enforcement resources are strained, considering the issues arising after recent hurricanes.
- Effectiveness would be more easily measured in PR, not only because it's a small island nation, but also because in the midst of rising crime due to damaged infrastructure- any noted decrease in gun-crime could easily be attributed to the introduction of the GDMA.

The only risk foreseen in the Puerto Rico Plan is the possibility that due to strained resources, the Puerto Rican Government may not be willing to spend money on a project that isn't related to hurricane relief.

12.0 CFS FINANCIAL INFORMATION

As stated before, CFS is in it's utmost infancy and currently being launched by the founder and sole-member, Beau Waswo. Beau has been funding this project with his personal funds and labor, both of which are already strained by the demands of his family life and full-time employment. Beau's ability to self-fund the development of CFS is limited to about \$1,000 every few months (assuming no family or household emergencies occur).

In an effort to be as transparent as possible to the estimated needs of CFS to establish itself in a position to succeed- below is a list of resources that CFS foresees as necessary or advantageous to their ability to operate.

12.1. VITAL RESOURCES REQUIRED FOR STARTUP:

Item	Cost	Comments	
IP Attorney	\$5,000– \$10,000	Estimate. For initial Patent Protection, reply to USPTO.	Maybe higher for expedited need??
Industrial Space (Lease Option)	\$8.00 – \$13.00 / sq. ft	Location dependent. 5.8K ft ² = \$55.57K/yr. 9K ft ² =\$109.8K/yr.	2.5K – 8K ft ² total space. Prefer Dock. Purchase??
Industrial Space (Purchase Option)	≈ \$20.00- \$21.00/ft ²	\$160K/8K ft ² & \$299K/13.7K ft ²	
Manufacturing Equipment: Ammunition Presses and Sorters	≈ \$12-18K // \$28K+	Mark7 Reloader (3500 rnds/hr):\$6K, next class of machines –\$25K+ ****AMMO PACKAGING MACHINE??	Probably hand-package.
GDMA Components	\$0.20 - \$0.30 / Rnd.	Caliber Dependent. \$.05 cheaper - \$.20 more expensive than commercial ammo.	
Talent Acquisition (1 yr salary for 2+ people)	250,000+	This would be for myself and one+ other individual to assist with marketing. Consider loss of current work benefits.	***NEED TO RESEARCH TRUE COST TO EMPLOY SELF.
Marketing Services	30,000	**This is a guess- need to investigate	
Anticipated Travel	7,000	Personal Estimate- probably more.	
Packaging – workers?	?????	Need to figure out who to get boxes from, and graphics for boxes.	If orders roll in- I can't package them all
Custom Boxes for Product- uprinting.com	2462.00	1.97 each @qty 250 (5 different types to start)	
"The Custom Boxes"-	620	\$0.62 each @ qty 1000	Illinois

* "Rnd" refers to "Round" or an individual ammunition cartridge.

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