HAZMAP.AI

PARTNER BRIEFING KIT

THE NEXT CHAPTER IN FIREGROUND INTELLIGENCE

CREATED AND PRESENTED BY **MICKEY SCHAFFER** AND **MARSHALL ZWEIG**

HAZMAP.AI | WORLDWIDE DEBUT - NFPA 2025 | 248.521.0333 | MARSHALL@HAZMAP.AI

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HazMap.ai is the future of fireground intelligence—mapped, modeled, and ready to deploy, so no crew ever goes in blind again.

Backed by field insight and AI logic, HazMap.ai is primed for scale, safety, and impact.

EXIT

EXECUTIVE SUMMARY

- **GIS + AI INTEGRATION**
- **PATENT-PENDING CLARITY**
- **BUILT BY FIREFIGHTER AND COMMUNICATIONS EXPERT**

HazMap.ai is the first field-ready tactical intelligence platform built specifically for fireground decision-making. It gives firefighters real-time spatial awareness and fast, clear guidance when they're facing hazardous materials, structural risk, or unknown interior conditions—all before they step off the truck.

Built by a 25-year firefighter and a communication strategist who's helped shift national behavior, HazMap.ai gives first responders what they've never had before: real-time spatial awareness, layered fire and hazard intelligence, and AI-assisted tactical guidance—all before they step off the truck.

The patent-pending system fuses GIS mapping, inspector-verified icon data, and AI output that speaks in the language of the fireground—fast, plain, clear-text.

At NFPA 2025, HazMap.ai makes its worldwide debut—just as chemical dangers, structural unknowns, and blind-entry risks are reaching historic highs.

MISSION

To give firefighters the clarity they need before they step off the truck—by transforming risk data into real-time, actionable intelligence.

VISION

To set the standard for fireground clarity worldwide—through ethical AI, firefighter-ready design, and lasting public safety impact.

We are actively seeking:

- **Founding cities** ready to pilot HazMap with their fire departments
- **Sponsors and donors** aligned with public safety innovation
- **Investors ready to lead** the future of high-impact, ethics-forward AI
- **Grantmakers** who prioritize community resilience, life safety, and ethical AI

This isn't just a new tool. It's the next chapter in firefighting.

THE VISION BEHIND HAZMAP.AI

HAZMAP.AI WAS CREATED BY A VETERAN FIRE CAPTAIN AND A BEHAVIORAL STRATEGIST

MICKEY SCHAFFER
Founder | Chief Visionary

MARSHALL ZWEIG
COO | Behavioral Strategist

As a fire captain for Chevron and Los Angeles County, M**ickey Schaffer** put his life on the life for decades. He knows what happens when systems fail—and what it costs. HazMap.ai's field clarity comes straight from Mickey's hard-earned wisdom and determination to make firefighting safer.

Marshall Zweig is a behavioral strategist and communication expert. He holds a BBA from the University of Michigan's Ross School of Business, and ran a multimillion-dollar agency for 20 years before turning his expertise toward helping people act with clarity under pressure.

HazMap.ai was born from one question no one could answer:

"Why are we still sending crews in blind?"

We're not. Not anymore Because HazMap.ai gives firefighters what they've never had before: tactical clarity—in their language—before they step off the truck.

It augments bravery with intel.

It turns risk into readiness.

And it's built for the moments that don't give you time to think twice.

HAZMAP.AI

THE PROBLEM

EVEN IN 2025, BLIND ENTRY IS STILL THE NORM.

For all our modern tools, firefighters still face structure fires the way they always have: with partial knowledge, high pressure, and no time to spare. Most departments still rely on memory, instinct, or verbal descriptions passed down from command.

GIS systems exist—but they weren't designed for the fireground. They're slow to load, hard to interpret, and built for calm conditions. They show you the map—but not the meaning.

They don't fuse real-time hazards with spatial floorplans.

They don't filter for tactical relevance.

They don't speak in firefighter language.

HazMap.ai changes all that—instantly.

WHY WE'RE THE SOLUTION

HazMap.ai fuses GIS mapping, building footprints, inspector-verified icons, and AI language modeling into one spatially intelligent platform—built for the fireground, not the desk. Key features include:

LAYERED, CUSTOMIZABLE MAP INTERFACE
Show what matters, hide what doesn't

FIELD-CONFIRMED, GIS-CONNECTED ICONS
Spatially placed by trained inspectors

AI-GENERATED TACTICAL OUTPUT
in firefighter-friendly clear text phrasing

All core logic and display flows are patent-pending.

TARGET MARKETS

HAZMAP.AI IS BUILT TO SERVE THE PEOPLE WHO SERVE FIRST.

PRIMARY

- City and County Fire Departments looking for spatial intelligence that speaks their language
- Emergency Management Agencies responsible for cross-agency coordination under pressure

SECONDARY

- **Smart City Grant Recipients** with mandates to modernize public safety infrastructure
- **Public Safety Innovation Labs** testing new standards in fireground readiness
- **Wildfire Mitigation Units** needing fast-access terrain overlays and hazard tracking
- **Municipal Risk Pools** aiming to reduce liability through better intel and safer outcomes

PHILANTHROPIC / CSR-ALIGNED

- **Public Safety Foundations** focused on equity, survivability, and life-saving innovation
- **Technology for Good Donors** prioritizing AI ethics and community resilience
- **Corporate Partners** with 5G-first responder initiatives (e.g., Verizon Frontline, T-Mobile's T-Priority)

BUSINESS MODEL

HazMap.ai is structured to serve municipalities, empower sponsors, and scale responsibly—without overcomplicating procurement.

REVENUE STREAMS

Municipal licenses are available in two flexible formats:
- Station-based pricing (default): flat rate per active fire station
- Structure-based pricing (optional): for cities that prefer a volume-based quote tied to known building counts

Annual support & service tiers include live onboarding for new hires, scenario-based drills, and update management as districts evolve

Enterprise or statewide contracts (future-ready): scalable packages for regional, wildfire, or mutual-aid jurisdictions

GO-TO-MARKET INCENTIVES

- Early adopters may receive pilot pricing, co-branding opportunities, or grant-matching support

HazMap's business model is modular, mission-aligned, and built for real-world complexity—whether you're a small department, a major metro, or a sponsor looking to make measurable impact.

GO-TO-MARKET STRATEGY

NFPA 2025 DEBUT (JUNE)

Live demo at Booth D5 and main stage presentation in the LIFF Theater, engaging municipalities, funders, and sponsors in real time

FINAL DEVELOPMENT ROUND (SUMMER 2025):

Following our NFPA debut, we aim to raise a final round of development funding to complete AI integration, harden the platform for field deployment, and prepare for scale. This round builds on significant founder investment, a patent-pending system, and a working prototype already in live demo.

FOUNDING CITIES PROGRAM (FALL 2025)

3–5 early municipalities will implement HazMap with full onboarding, structured feedback loops, and measurable public impact reporting

SPONSOR SHOWCASE

Corporate backers receive named visibility in launch cities, coordinated social campaigns, and media coverage in the fire service sector

GRANT & DONOR ACTIVATION

Philanthropic partners support deployment in under-resourced zones aligned with public safety, equity, and resilience initiatives

All pathways converge on a Q1 2026 general release—designed for scalable deployment, municipal procurement, and cross-agency readiness.

FINANCIAL OVERVIEW

Development has been fully bootstrapped, with code, architecture, and strategy advanced through direct contribution, international contracting, and full-time execution by the co-founders.

To bring the system to full operational readiness, we are seeking **$$825K**, depending on the level of AI integration and customization. This includes:

- **Final software development and QA**
- **Data acquisition for city overlays**
- **Onboarding + support infrastructure for pilot departments**
- **Optional proprietary AI development for secure, offline, and field-trained modeling**

PROJECTED REVENUE

Year 1 (5-City Launch)	$1.2M
Year 3 (150 Municipalities)	$36M
Year 5 (5000 Municipalities)	$1.2B
Year 10 (Near-Universal Adoption - 12,500 Municipalities)	$3B
Projected Margins After Scale	42%

Total Addressable Market (TAM)
- **Total Fire Departments (U.S. + Canada): ~25,000**
- **Estimated Market Value: $6 Billion**

Detailed financial model, pricing tiers, and procurement templates available upon request.

MISSION–ALIGNED PARTNERSHIPS

For Municipalities

HazMap.ai is priced to fit real-world department budgets, with optional multi-year support and customized training. The pilot path is low-risk, high-reward—and built to make tactical clarity standard, not optional.

For Grantmakers

HazMap.ai aligns with pillars of public safety, smart infrastructure, and ethical AI. Deployments can be geo-targeted to high-risk or under-resourced communities—making grant impact both measurable and locally meaningful.

For Sponsors

Partnering with HazMap offers named visibility in the next chapter of firefighting. Opportunities include city-level co-branding, wildfire zone sponsorships, and alignment with national resilience and innovation initiatives.

For Investors

HazMap holds a first-mover position between static GIS tools and boots-on-ground tactical clarity. With patent-pending IP, a live demo-ready product, and clear procurement pathways, it's built to lead a category that doesn't yet exist—but urgently should.

FUNDING AND PILOT OPPORTUNITIES

HERE'S HOW YOU CAN FUEL THE FUTURE OF FIREFIGHTING

HazMap.ai is ready to meet the moment—and we're actively looking for mission-aligned partners to bring this life-saving technology to the field.

We are currently seeking:

$650K–$825K IN FINAL DEVELOPMENT FUNDING
To complete integration, onboard pilot cities, and advance proprietary AI built specifically for emergency response

3–5 FOUNDING CITY FIRE DEPARTMENTS
Ready to pilot HazMap.ai and help shape a new standard for fireground clarity

CORPORATE SPONSORS AND PHILANTHROPIC DONORS
To underwrite deployment in high-risk or under-resourced communities and gain visibility in next-gen public safety

We're not just launching software. We're launching **a new standard** in firefighter safety, decision-making, and tactical intelligence.

LET'S BRING TACTICAL CLARITY TO THE FIELD—TOGETHER

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At NFPA 2025:
📍 Demo | Booth D5
🎶 Product Debut: LIFF Theater, Main Stage, 9:45 am, June 18

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