

# **FIRST LINE**

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DISASTER DEFENSE



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Everyone Is a First Responder

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## INTRODUCTION

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When a disaster strikes, there is a chilling certainty surrounding the damage path; people die, property is destroyed, and memories are erased. Disaster **Mitigation** is the effort to reduce loss of life and property and by analyzing citizenries' concept about risk enables us to formulate stronger assurances against risk factors.

For **Mitigation** to lessen the impact of disasters and to be effective we need to reexamine how we present and or teach preparedness principles if we want to see a measurable reduction to human and financial consequences.

FirstLine was founded on the principles of disaster mitigation, prevention, preparedness, response, and recovery. However, today the reality is knowing that public sectors have completely failed at every turn regarding community resiliency. Preparedness only occurs when the citizenry is ready and willing to receive qualified preparedness information and training.

Emergency Managers have dealt with a multitude of challenges over the past century and it's undeniable that their efforts have fallen short. These EM's have constantly faced massive push back from an audience that has been desensitized for decades by flat-lined and nonengaging outreach platforms. When we consider the cultural diversity of our communities it's easy to concede that preparedness messaging needs a comprehensive overhaul.

The first step toward creating a pathway that the public will follow necessitates here and now technologies empowering handheld devices such as iPhones and iPads.

- First: Develop a "VPN" or Virtual Private Network
- Secondly: Developing an Augmented Reality-App designed to transform and translate content into amazing imagery that is both interactive and participatory.

FirstLine's AR preparedness messaging concepts articulate visualizations that resonate universally to businesses, individuals, and families. The messaging process once it is actively participating within the vast networks of product cultures presents immediate and endless possibilities regarding end user engagements. Engagements based on interactive and participatory AR experiences that builds community resiliency.

The bleeding edge VPN and App technologies power motivational marketing designs that drives the human need for security and preparedness. Boosting individual and family responsibility minimizes the impact of life-threatening situations. FirstLine's "Preparedness Messaging Network" integrates incentives, rewards, and compelling information into the very fabric of the VPN and App functions.

The VPN and App functions reinforce and sustain the creation of habitual practices that are appropriate responses to preparedness principles. The ultimate result of the AR App experiences transforms communities into cultures of awareness and preparedness.

**Who we are:** FirstLine TaskForce is a for profit company utilizing VPN and AR technologies to brand, market, inspire, educate, and train individuals and businesses how to assemble mission critical components furthering secure communications and individual resiliency.

- 1) **VPN** - Privacy and Security regarding our sovereign right to communicate one with another without fear of giving away one's identity.
- 2) **Preparedness Messaging** – The FirstLine App is a messaging system unparalleled by any former attempts by previous public-private sector partnerships, endeavoring to create urgency or perhaps popularity for preparedness among our citizenries.

**What we do:**

**The VPN known as PRIVATE.LIFE** provides multiple unique websites allowing the integration of location-based media, stories and other information for entertainment, education, and business. Bringing the best of the best together.

Private.Life seeks to provide VPN access to a custom set of applications as well as general internet websites without giving away one's identity. A VPN connection disguises user data traffic online and protects it from external access. Unencrypted data can be viewed by anyone who has network access and wants to see it. With a VPN, hackers and cyber criminals cannot decipher the data.



**FirstLine TaskForce** is steadfast in developing edutainment preparedness app platforms to implement disaster risk management based on the principles of mitigation by preventing the possibilities of new risk, reducing existing causes, and managing residual risk.

The FirstLine App is an interactive and participatory edutainment and game platform elevating marketing and advertising pathways designed to engage, involve, and promote individuals and businesses. Private sector businesses or “Business Heroes” are the very fabric needed to incentivize and



## *Augmented Reality, Arizona State University Capstone Project*

reward individuals, families, and business hero participation. The app ultimately contributes to strengthening community resilience and the reduction of disaster losses.

To accomplish our phase 1 objectives, the mobile app being developed will facilitate and enforce 4 current preparedness mitigation principles:

- Get-The-App
- Make-A-Plan
- Get-A-Kit
- and Stay-Informed

### **1. Get-The-App**

- **Technologies:** Execution of preparedness practices are introduced through the app based on bleeding edge technologies that includes (but not limited to) Augmented Reality, Geo Fencing, API's, Chatbot, Artificial Intelligence, Blockchain and CMS functions to fully integrate Whole Community Preparedness concepts into measurable pathways of action.

### **2. Make-A-Plan**

- The fully customizable app operates in real-time with AR functions allowing the user to create fun and engaging preparedness plans for the whole family. This involves scenarios pertaining to personal medical data, or organizing personal possessions, to gathering legal documents and insurance information as well as taking in the needs of our pet and animal families.



### **3. Get-A-Kit**

- The app provides resources to critical materials allowing end users to construct and or purchase prepackaged kits from participating VPN network members.

### **4. Stay-Informed**

- Using Augmented Reality, the app content is ultimately interactive and engaging. It remains relevant by being ever-evolving, and on-demand.
- When disaster strikes, the app is a direct link to local emergency management agencies.

### Interactive Engagements Among Business Heroes:

- **Business heroes:** Business heroes are the supply line for rewards and incentives based on drawings, couponing, redeemable point campaigns, treasure hunts, edutainment programs, down loadable online activities, and much more.
- **Foot-Printing:** Business heroes manufacture consumable products (in the millions) that are distributed throughout vast retail store networks such as, grocery, home improvement, hospitality chains, and home deliverables like pizza. By utilizing Augmented Reality technology, a pizza box becomes a powerful instrument to recruit app members as well as communicating awareness and preparedness messaging.
- Additional benefits include but are not limited to marketing and branding campaigns based on the theme of preparedness. The theme provides unlimited orchestrations of and refreshment of preparedness content. Through the consistency, and unification of the preparedness messages end users are motivated to use the app again and again.

**Example Pizza Box:** As seen here the app would recognize the image (AR trigger) on the box.

The image triggers the AR experiences, activating a business hero ad with a preparedness message supporting the concept that “Everyone Is a First Responder”





- **Opinion Leaders:** Working with and including business heroes as opinion leaders presents tremendous opportunities for awareness campaigns throughout their product network. By adding Augmented Reality to product labels, the FirstLine app provides the ultimate opinion leader platform for preparedness and awareness partnerships. Buy a tub of potato salad and with the utilization of the app their label comes to life with an array of visuals, animations, videos, and interactive messages. The unlimited numbers associated with consumable products expose's our citizenry repeatedly to a first of its kind, Preparedness Messaging System. The Business Hero label tells the compelling story about saving lives.

### **How We Do It:**

Using a “top-down” approach where engagement starts one business hero at a time, each business can engage their customer base across vast geographical and cultural boundaries. Involving businesses is a giant first step toward creating a community with a common goal. The culturalization of preparedness resonates through our Business Heroes crediting them with lifesaving messages throughout their customer base under the theme of “Business Heroes.” Business hero products and services are a major part of the recovery process by increasing our base of end users and increasing our citizen outreach.

### **Incentives:**

Rewards and benefits incentivize habitual behaviors with positive feedback delivered from business heroes to the app. To date over a billion such propaganda sheets and countless number of public forums have yet to move the needle regarding community resiliency.



The app functions aligned with business heroes benefit citizenry in a variety of ways:

- Member recruitment whereby end users opt to recognize and use any couponing opportunities offered by our Business Heroes.

- AR product labeling allows Business Heroes to communicate compelling stories to their customer base. Traditional advertising is abundant within social media platforms like banners. However, FirstLine' Preparedness Messaging Network is a first of its kind to follow a theme for community resiliency rather than just another advertising stunt.
- Augmented Reality has no limitations, consequently AR empowers what I like to call "design thinking" and has illuminating effects upon creativeness regarding marketing and advertising.
- Treasure hunts are complemented with business hero products and services.
- AR enhancements is the magic making preparedness popular. These edutainments (captivating and enjoyable content) and learning experiences are designed for the entire family. The pathway for children begins with coloring books, animations, and gamification immersed in educational preparedness topics.
- The app features are a step-by-step process enriching the whole community with preparedness AR training concepts.
- The app provides connectedness during times of disaster



**Augmented Reality Experiences, designated for phase 1 introduces our base belief that.**  
**"Everyone Is a First Responder"**



### **Goals of the Preparedness Network:**

1. **Prepare** – Changing a “retractive and ill-prepared citizenry into a well-prepared and interactive community where Everyone is a First Responder!” The “Prepare” initiative is a preparedness communication technology assisting individuals before, during and after a disastrous event (following the protocol for disaster mitigation).
2. **Response** - Responding safely to an emergency. The FirstLine app provides a step-by-step process to achieve the following:
  - a. Save lives and prevent further property damage in an emergency. Response is putting your preparedness plans into action.
  - b. Activate response activities.
    - i. Seeking shelter from a tornado
    - ii. Turning off gas valves in an earthquake
3. **Edutainment** - Integrating disaster preparedness into the life of our citizenry on a consistent, regular basis encourages individuals and families to view preparedness as a societal issue with lifelong value rather than as an ad hoc exercise. FirstLine’s app reinforces the mitigation process for disaster **preparedness** and awareness combined with active involvement in participatory edutainment for the whole family.
4. **Partnerships** - Emergency management professionals are integral components to both public and private organizations. From local to national agencies and governments, they promote resiliency in our communities while planning and preparing to respond to crises when needed. FirstLine’ perspective is that “resiliency is more than just strengthening our buildings and other infrastructure; it’s making sure that our citizens have the proper tools and skill sets to reduce the impact of future disasters.” The FirstLine App utilizing augmented reality provides building blocks for partnerships to achieve the common goal for a safer and more resilient community.
5. **Awareness** - Community disaster awareness (DA) initiatives which inform and train local populations about how to prepare for natural disasters and emergencies can reduce a population’s vulnerability to specific hazards. In fact, the FirstLine app is built around the family unit. What is required for planning purposes is a DA strategy that is opportunistic in its timing, and which is integrated with other local and community development strategies.

6. **Revitalization** – Prepared is protected. The FirstLine app is a tool that will revitalize the stale and flat processes of government centric campaigns for preparedness. The app is the culmination of preparedness activities for citizens to achieve their individual responsibilities within the whole community.

7. **Evacuation Plan** - Evacuation planning should establish a strong working relationship with the disabled community before a disaster occurs. The FirstLine app functions can assist emergency managers by identifying individuals with disabilities. The app can in turn disseminate information that will aid people with disabilities to assume a role in determining their own needs and therefore take on some of the planning responsibility for their needs.

### Capstone Projects:

1. **AR CPR Illustration** – Using Augmented Reality to demonstrate a scenario whereby a survivor uses their CPR training to save a life. The AR experiences can be triggered by any shape, image, or things such as the human body or magazine.

The CPR / AR experience uses a map overlay showing the anatomy of the body and the proper sequences needed to save a life.



**2. AR Product Display –** Business Heroes are mission critical to ad revenue. Business Hero networks that have a client base in the millions like Domino's Pizza are a powerful force to recruiting end users for, app membership and app participation.

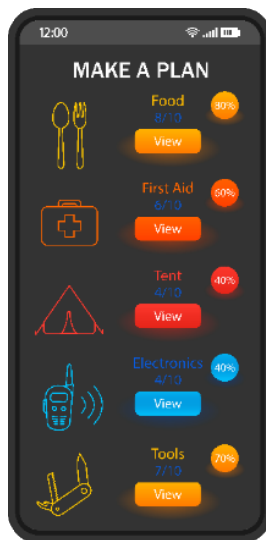
- Every time a pizza box is delivered is yet another opportunity to tell our story that "Everyone Is a First Responder."
- Get the app and get a coupon. There are approximately 1.5 million pizzas delivered every day affording a tremendous footprint for memberships.
- Dominos operates 16,100 stores in more than 85 countries globally
- Domino's 2018 global retail sales estimated at \$13.5 billion
- Dominos has more than 400,000 team members

FirstLine's AR App, in conjunction with business heroes like Domino's will accomplish more in one month then all the government centric organizations did in the past century. The footprint above is the perfect multiplier maximizing opportunities to promote app membership.



### 3. AR Edutainment Experience – The preparedness messaging app begins with the basic steps Get-The-App, Have-A-Plan, Get-A-Kit, and Stay-Informed.

- Individuals of all ages would receive a push notification instructing them to select a category of concern.
- The notification is a treasure hunt embedded into an animated reading assignment. After finding the key phrases, words or symbols the end user places them into their correct order.
- When a push notification comes in, the app user responds by placing keywords into their proper sequence (3 to 5 words with each AR treasure hunt experience). A business hero ad will play a preparedness message brought to you by the XYZ company.
- These AR experiences earn points, coupons, and other rewards.



The capstone initiative is a preparedness consortium of **design thinking**.

These three topics demonstrate just a brief insight of the preparedness messaging network. Our theme of preparedness mitigation proposes to invoke skills and knowledge throughout our combined citizenry. Ultimately our goal will be to develop strong arguments supporting AR solutions to overcome failures surrounding preparedness.

### **Marketing & Branding Resiliency**



### **Monetization / Revenue Engine:**



1. App Fee –
2. Augmented Reality App Ad Sales –
3. Proprietary Product Sales –
4. AR Edutainment



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