

## The Formation of LEID Products Advisory Board

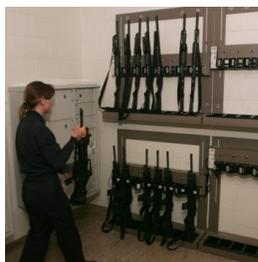


LEID Products first Advisory Board Meeting  
August 2012 - Auburn Hills, Michigan

Imagine for a moment you carry the heavy responsibility of managing effectively shareholder equity in the context of the technology startup company. The hard earned funds of your friends and family, as well as, trusted state economic development dollars are on the line. Everybody is watching and expecting optimistic performance based on their understanding of the perceived importance of the technology to be deployed. Your

management team has fought vigorously to achieve what others thought was impossible; they have achieved a technology patent on the world's first **Biometric Access Control System, BACS**.

It has taken five years to accomplish this task with multiple submissions to the US government controlling agencies. In the meantime, your management team has gone through multiple design iterations, fits and starts with multiple strategic vendors, and locked down, conceivably, what is the first deliverable in the worlds' only: *kiosk centric, biometrically activated, weapons/critical asset management system*. You reach out to industry subject matter experts and they are ecstatic about the clever packaging of the technology to create a truly paperless chain of custody and a 100% reliable critical asset tracking system.



The efficiencies are clear and demonstrative; but there is a problem, failing domestic financial stability conditions prevail in a downturn across to the entire spectrum of the customers you serve. The United States is in an economic free-fall and nothing short of a massive presidential lead infusion of capital is required to preclude a catastrophic financial meltdown. Your return on investment (ROI) analysis that clearly illustrates a return on the small capital investment required to field a **BACS** offering can be returned to the user in 18 months or less. While profound in its assertions, this ROI analysis is of little interest to entities that are

struggling to survive and dealing with downturned operating budgets in an attempt to keep pace with the world economic realities.

*“But wait”, you assert to your clients, “This offering facilitates, **doing more with less**; it's the ultimate efficiency force multiplier. The BACS offering frees up critical management personnel to do what they were hired to, namely to protect and serve; not to act as quarterbacks and clerks controlling the comings and goings of critical assets such as weapons, radios, pagers, defibrillators, breathalyzers, handguns, long guns and more”. You are aghast at the inefficiencies that are*





commonplace in the tracking of critical assets with paper logs and files that are representative of circa 1950s technology. In a military environment where the future is uncertain and unprecedented budget reductions abound, you know you have a system that would be a great value to our war fighters. However, the bureaucracy and red tape of dealing with Washington DC policies and procedures appears to look like attempting to climb Mount Everest in sneakers and gym shorts.

How do you respond? What is the management team to do? The answer is obvious. You step back, take a deep breath, hunker down in your core markets; work on sound business processes and procedures; train up your sales team; you make sure that what you are delivering completely meets the customer expectations; and you reach out for wisdom and knowledge that you do not possess in your current management team. You create an advisory board of subject matter experts in areas that are outside of your critical skill set. And that is exactly what we have done!

*Law Enforcement Intelligent Devices (LEID Products), LLC* embarked on a path to find five key individuals that would represent the high level leadership of the business at hand. We wanted five subject matter experts that would help us chart our path forward in these troubled economic times. With the end in sight, we wanted an exceptional cadre of professionals who had “been there” and “done that”. Individuals who represented experienced insight, knowledge and lessons learned, as well as, expertise in the markets we desired to penetrate. Furthermore, we were not going to limit our thinking to the size and scope of a technology startup company. We wanted to project ourselves forward as a successful, forward looking company making tens of millions of dollars in topline revenue. We asked ourselves, ‘what would an advisory board look like for such a successful company’? We constructed a short list from our collective contact lists, picked up the phone and engaged in a dialogue with five individuals who would fill the bill. Much to our surprise, the robust nature of the BACS product technology, *which to this day is not refuted by any potential end user*, appeared to make a compelling case; we had our Advisory Board team.



On August 16<sup>th</sup> and 17<sup>th</sup>, we had our first advisory board meeting at Law Enforcement Intelligent Devices, LLC. In attendance, in alphabetical order, our new advisory board: **Dr. Steven Bryen** (former Italian North American “Finmeccanica” CEO); **Lt. General Chuck Dominy** (US Army, retired; a three-star out of the Pentagon, who once held the coveted position as Chief of Legislative Liaison responsible for all Army activities related to the U.S. Congress); **Bill Dwyer** (a retired Police Chief of Farmington Hills, Michigan, and currently an Oakland County Commissioner); **John Kendall** (President and CEO of DK Security, a firm that puts experienced armed security personnel in public venues around the nation); and finally, **Jim Pledger** (a 30 year retired FBI Senior Agent and currently, President and CEO of a consulting company servicing law enforcement industry at large). In the coming months, we will highlight the accomplishments and backgrounds of these five key individuals. Given that one of our major thrusts is trying to penetrate the tri-services; Army, Navy, & Air Force, we thought it appropriate that we start with our senior most Army representative Lieutenant General Chuck Dominy (US Army, retired). We encourage you to have a look at his background in this month's spotlight article.