

[REDACTED] - Re: interested in dataminr

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**From:** [REDACTED]@dataminr.com>  
**To:** [REDACTED] <[REDACTED]@lapd.lacity.org>  
**Date:** 11/30/2015 1:18 PM  
**Subject:** Re: interested in dataminr

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Hi Officer [REDACTED],

Thanks for the address. My colleague, [REDACTED], and I look forward to meeting you on 12/10 at 12pm at this address. Ideally, we'd like to have access to a projector or TV screen so that we can project our slides and live demo.

See you in a few weeks.

Best,

[REDACTED]  
 Client Solutions, Public Sector | Dataminr  
 [REDACTED] cell | [REDACTED]@dataminr.com

On Wed, Nov 25, 2015 at 3:28 PM, [REDACTED] <[REDACTED]@lapd.lacity.org> wrote:

500 e temple st, los angeles CA

*Police Officer* [REDACTED]  
*Los Angeles Police Department*  
*RACR Admin Section*  
*Direct Line* [REDACTED]  
*RACR* [REDACTED]

>>> [REDACTED] <[REDACTED]@dataminr.com> 11/23/2015 9:43 AM >>>

No problem, I understand.

Even if your Captain is not available, I'd still welcome any opportunity to meet with you or a colleague -- we're not in CA often so it would be great to connect with someone at RACR while we're out there on 12/10 if at all possible. We're meeting with fusion centers and a variety of other law enforcement agencies while we're in CA from December 9-11 and it would be great to have an opportunity to meet with RACR, which is -- by all accounts -- one of the most innovative and technologically advanced LE offices in the U.S.

In terms of DigitalStakeout specifically, I'm not familiar with them so it is hard to say. What makes Dataminr different from anyone else in this space is the following:

1. Twitter owns part of Dataminr (5%) so our access to their data is unmatched -- no other company ingests the full firehose of 500 million tweets in real-time and pushes out actionable alerts to users. Twitter has been very clear with my CEO: "Dataminr is the only company with full, unrestricted access to the Twitter firehose in real-time".

2. We have developed a propriety technology that predicts the location of up to 60% of all tweets; as you know, only 2-3% of all tweets are geo-tagged so our unique science brings a higher level of location specific content into the signals we send users. In other words, Dataminr does not just rely on geo-tagged data; we have geo-tagged data and much, much more since our science predicts the location of up to 60% of all tweets;
3. By the end of this year, Dataminr will be announcing exclusive partnerships with two major social media platforms (I can't say what they will be but you can probably guess). Our CEO is leading the discussions and I'm told that the data we will get from these two platforms has never been granted to any other company before.
4. The real time alerts that we send to users are NOT based on keywords, hashtags or @ handles inputted by a user. Users simply tell us the broad topics they are interested in (i.e. protests, crime, natural disasters) and the geographic area of interest and Dataminr pushes the most actionable real-time signals to users in a web-based dashboard, email and/or smartphone notifications. Our users do not have to stare at a computer screen all day to get our alerts -- we push our alerts to users in a variety of ways from email to smart phone apps.

Would your office like to start a 3-month no cost trial next week? We can do the training by phone if you prefer. Training takes about 45 minutes and it's very much a "plug and play tool" -- nothing to download and you're up and running in just a few clicks. It really is an amazing tool that is highly valued by our clients at FBI CTD, NYPD, DoD and all "big five" intel agencies.

Let me know how you'd like to proceed -- it would be great to work with you. I think you'll find a lot of value in our distinct tool.

Best,



Client Solutions, Public Sector | [Dataminr](#)  
 cell [@dataminr.com](#)

On Mon, Nov 23, 2015 at 12:14 PM, <[@lapd.lacity.org](#)> wrote:

Hi we wont be able to set up the December date. Sorry for the delay. one question how does your company differ from digital stakeout

*Police Officer*   
*Los Angeles Police Department*  
*RACR Admin Section*  
*Direct Line*   
*RACR*   
 >>> [@dataminr.com](#) 11/17/2015 5:46 AM >>>  
 Hi Officer

Sorry to bother you -- we're still in LA on 12/10 but our afternoon is getting filled up. Would it be possible to confirm a time that day? Would 10am pst work for you and your team?

Thank you,