Hi Carolyn,

Thank you for your time today. We really appreciate you helping us formalize a relationship with DC MPD. Dataminr was proud to support MPD's important public safety mission during the no cost pilot this past January/February.

Here's a recap of where we are:

Pilot

During the no cost pilot earlier this year, DC MPD had about 40 personnel with a Dataminr account. The pilot lasted for most of January into February. By all accounts the pilot was a success alerting MPD personnel to developing public safety events and threats well in advance of other resources; Dataminr alerts also provided ongoing situational awareness during public safety events so that MPD personnel could have the "full picture" and protect lives.

As a result of the successful pilot, the then JSTACC leadership recommended procuring 10 licenses at our now old price of $6,850 (the current price is actually $7,850) for a total 1-year cost of $68,500. Even with the pilot that saw about 40 personnel using Dataminr, we felt the 10 license purchase was fair, reasonable and in line with MPD's peer agencies we are also working with.

Procurement

In the last month, Dataminr was made aware that MPD would be procuring 5 licenses. 5 licenses for an agency the size and scale of MPD is generally not what we see. For an agency the size of MPD, we have not done a procurement at $34,000.

It's important to note that Dataminr's value is the information provided in the alerts we send to customers, and that value is very easily shared so Dataminr has to maintain some level of minimum purchase based on the size of the agency; we believe the original 10 license proposal remains fair and reasonable based on the successful pilot and

existing customer procurement data.

That said, Dataminr is now offering DC MPD 7 licenses at the originally agreed upon price per license ($6,850) for a total 1-year cost of $47,950.

If DC MPD agrees to this offer, Dataminr is also offering an unlimited number of no cost pilot accounts to all MPD personnel for the duration of the 1-year contract. Dataminr is also willing to provide the accounts immediately, assuming MPD agrees to procure at the $47,950 level and commits to finalizing a contract before the end of this calendar year.

About Dataminr

Should you need to forward this email to colleagues/MPD leadership, I wanted to include a very brief summary about Dataminr.

Dataminr is a real-time public safety event and threat detection technology based on real-time analysis of social media data, and Twitter in particular. Dataminr has a direct long-term contractual relationship with Twitter, which gives us access to their entire public data set. Dataminr alerts are often 15-60+ minutes ahead of other resources allowing an agency such as HSEMA to respond faster and have more accurate and timely situational awareness 24/7/365.

[Here's a link to a brief video](#) of NYC government officials discussing Dataminr as a "critical bell ringer service" for the City.

Next steps

I am attaching Dataminr's standard contract ("Master Services Agreement"), SOW ("Statement of Work") and Third Party Terms [Dataminr accepts red-lines to the Master Services Agreement but cannot accept red-lines to the Third Party Terms]. I am also attaching a new price proposal for MPD's consideration.

Please discuss with your leadership and let me know how MPD would like to proceed from here. If helpful, our CEO or company President are available anytime to brief your leadership.

We look forward to working with you.

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Respectfully,

Jeff

Jeff Long

Director of State and Major City Partnerships

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Dataminr is a Twitter Official Partner.

Dataminr in the news: [TechCrunch](#) | [The Economist](#)

NYC and Dataminr Announce Partnership: [Link to Video](#)