

From: CASTRO, CLAUDIA
Sent: Tuesday, May 17, 2016 3:19 PM
To: WILLIAMSON, DOUGLAS
CC: BELLO, FRANK
Subject: FW: Predpol notification of withdrawal from NYPD Predictive Policing Pilot Demonstration Project

Claudia Castro, Adm. P.A.
NYPD Contract Administration Unit
90 Church Street, Suite 1206
New York, NY 10007
Phone# 646-610-4786
Fax #646-610-5224

From: Brian MacDonald [mailto:brian@predpol.com]
Sent: Tuesday, May 17, 2016 3:42 PM
To: BELLO, FRANK
Cc: CASTRO, CLAUDIA; SCHROEDER, RICHARD; Jeff Brantingham; George Mohler; Mary Woodard; Randy Smith
Subject: Predpol notification of withdrawal from NYPD Predictive Policing Pilot Demonstration Project

Dear Assistant Commissioner Bello,

I would like to introduce myself as the new CEO of PredPol. I am taking a strategic assessment of our current initiatives and have decided that our focus has to be on supporting our growing customer base and creating new features for our platform.

This letter serves as notification that PredPol will no longer be participating in the current Predictive Policing Pilot Demonstration Project with the NYPD. We have no doubt that this is a worthwhile initiative for the department, but it is not a strategic fit for us at this time. We are honored to have been asked to participate and we hope the rest of your trial goes well.

We pride ourselves on the effectiveness of our product and our superior customer support. We are still interested in working with the NYPD to help reduce crime, and we are confident that our platform is the most effective and easiest to use on the market. Please let us know when you have a budgeted predictive policing initiative and we will be delighted to work with you again.

Regards,

Brian MacDonald
831-295-9000 mobile

BRIAN MACDONALD, CEO

PredPol, Inc.

P.O. Box 2870

Santa Cruz, CA 95063-2870

P: 831-331-4550

F: 831-331-4551