

Meeting with Embassy of Denmark and  
Dataminr CEO, Ted Bailey and  
Beacon Global Strategies

July TBD  
3200 Whitehaven Street, NW, Washington DC.

Thank you for agreeing to meet with the CEO and team of Dataminr, an innovative company dedicated to real time information discovery.

Purpose of the Meeting: Introduction and product demonstration.

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Participants:

Denmark:

Pernille Florin Elbech, the Senior Public Diplomacy & Press Attaché'  
Therese Fergo, Trade Council Advisor

Dataminr:

Ted Bailey, CEO, Dataminr  
Joel Meyer, Vice President, Public Sector, Dataminr  
Darren Dick, Vice President, Public Sector, Dataminr  
Philippe Reines, Managing Director, Beacon Global Strategies  
Meredith Steen, Associate, Beacon Global Strategies

## Background:

### An Introduction to Dataminr

Founded in 2009, Dataminr is a real-time information discovery company. Dataminr transforms the Public Twitter Firehose into actionable alerts, delivering the earliest warning of breaking events, non-traditionally sourced content, and emerging trends for clients in Government, Finance, News, and Corporate Security and Risk. No other company has real-time access to the full Public Twitter Firehose.

These alerts can help organizations manage non-market risk and assist public sector offices and incident response centers to get early warning on information that might require a law enforcement or public safety response. These alerts can be set and modified based on priority and interest. In addition to the alerts, there is also a mapping function that allows users to pinpoint where a tweet originated.

### Dataminr's Public Sector Offerings

Dataminr's alerts allow public sector offices to monitor and respond to significant national security and public safety concerns at home and abroad. The company's advanced algorithm can trigger alerts on natural disasters, transit disruptions, conflicts & violence, public safety issues, and political unrest.

Dataminr's alerts provide public sector offices a unique set of capabilities:

- **Indications & Warnings** of breaking events, rebel & extremist messaging and propaganda, and themes relevant to special operations
- **Real-time Situational Awareness** contextualizes breaking events as they unfold, providing on the ground perspective of reported event
- **Geospatial Analysis** gives analysts and operators geo-localized tools for monitoring activity around user-defined areas of interest
- **User-level Social Graph Analysis** provides the ability to explore an individual's past digital activity on social media and discover an individual's interconnectivity and interactions with others on social media

- **Historical Analysis** capabilities allow analysts to research long-term trends and compare past events to real-time scenarios for probabilistic planning
- **Custom Rules-based and Scenario Alerting** enables analysts to leverage their subject matter expertise and define custom scenarios that they wish to be alerted to.
- **API Integration** allows flexible access to unique Dataminr alerts and analytics, facilitating integration into the Danish Government's existing tools, data, and analytic and secure environments

Dataminr currently offers two products for public sector customers. The products can be customized to fit customer needs.

1. **Dataminr's Indications & Warning (I&W) Alerting:**  
Dataminr's I&W Alerting product is the leading open source social media indication and warnings tool for watch centers and operations across the USG, providing senior leaders and commanders decision advantage by delivering early warning, situational awareness, and contextual analysis as events unfold in real time.
2. **Dataminr for Intelligence:** Dataminr's Intelligence product allows intelligence analysts to discover and assess open source social media trends, metrics, and unique information to support their analytic requirements.

More background materials will be provided in person. Please let Capricia Marshall or Meredith Steen know if you have any questions prior to the meeting.