

The Cavalry Year[0]

A Path Forward for Public Safety

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A Path Forward for Public Safety

Joshua Corman & Nicholas J. Percoco



3 Planks of a Platform

- Body - Public Good/Safety"
- Mind - Security Research"
- Soul - Civil Liberties

Problem Statement:

**Our Dependence on Technology is
Growing Faster than our Ability to
Secure it.**

While we struggle to secure our organizations, connected technologies now permeate every aspect of our lives; in our cars, our bodies, our homes, and our public infrastructure.

Our Mission:

To ensure technologies with the potential to impact public safety and human life are worthy of our trust.

Our Approach:

**Collecting, Connecting,
Collaborating, Catalyzing**

Our Approach:

**Collecting existing research and
researchers towards critical mass.**

Our Approach:

Connecting researchers with each other and stakeholder in media, policy, legal, and affected industries.

Our Approach:

**Collaborating across a broad range
of background and skill sets.**

Our Approach:

Catalyzing research and corrective efforts sooner than would happen on their own.

One thing is clear...

The Cavalry Isn't Coming

It Falls To Us

One thing is clear...

The Cavalry Isn't Coming

~~**It Falls To Us**~~

It Falls To YOU

One thing is clear...

The Cavalry Is Not Us

I am The Cavalry

It Falls To YOU

We must be ambassadors of our profession

We must be the voice of technical literacy

We must research that which matters

We must amplify our efforts

We must escape the echo chamber

We must team with each other

Year[0] Activities

Year[0] Activities

Research

Conferences

Government

Industry

Press

Deliverables

What Worked Well

What Worked Well

- **The Mission**

- **The problems statement, instinct & timing were right.**
While pieces of this were tried before, timing matters...

- **Collecting, Connecting, Collaborating, Catalyzing**

- **Teamwork and collective knowledge proved immediately useful to existing research & researchers.**
E.g. in Medical & Auto

- **It Takes a Guild**

- **Diverse, but complementary skills made us stronger - including people from industry, from government, and/or people less interested in being public rockstars**

What Worked Well (cont'd)

- **Finding Members to Educate Us**

- **To ready ourselves to be better ambassadors to the outside world**
- **To train us on Professional Development and Soft Skills**

- **Outside Interest, Feedback, New Members**

- **Tangible results fueled interest and commitment**
- **Positive and constructive feedback loops**

What Worked (Less Well)

What Worked (Less Well)

- **Too Much Initial Scope**

- “Body, Mind & Soul” replaced by only “Body”
- AKA “Public Safety & Human Life”

- **Poor Project Management**

- In lieu of concrete, bite-sized roles & tasks
willing parties grew impatient

- **Poor Balance**

- Discrete progress vs external communication
- The void was often filled with false information
and avoidable friction/opposition

Surprises

Surprises

Soft Skills

- It was clear early we needed to build muscles in things like:
 - Communication Empathy
 - Professional Media Training
 - Eliminate/Soften Our Jargon
- These soft skills made many of us more effective in our day job

Surprises

Public Policy

- We found incredible and unlikely allies here
- Congressional Staffers were more savvy than we expected

Industry Reception

- Affected Industries had people VERY ready for the help who proved to be amazing guides and assets

Surprises

The Mission

- **The Mainstream Media & Policy makers found the mission clear & compelling instantly**
- **Buy-in Opened More Avenues**

The “Legal Entity”

The “Legal Entity”

501(c)(3)

Educational

501(c)(4)

Lobbying

501(c)(6)

Professional

For Profit

Various

Forms

Choices

Changes Going Forward

Changes Going Forward

- **More Self-Service**
- **More Structured Support**
- **Better Communication**
- **More Transparency in Projects**
- **More Transparent on Decisioning**
- **Production of Public Education Deliverables**
- **Initiation of “Cavalry Summit”**
 - **Events per target industry**
 - **Auto/Medial/Home/Infrastructure**
- **More International Balance/Reach**

How to Get Involved

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- **Get a Job in a Target Industry**
- **Research Target Technologies**
- **Speak at Target Industry Events**
- **Help Educate Policy Makers & Media**

- **Join the Mailing List - <http://bit.ly/thecavalry>**
- **Follow on Twitter - @IamTheCavalry**
- **Provide Feedback - info@IamTheCavalry.org**

**Open Forum /
Questions?**