The Watchword Training System with Magic Leap 2:

Virtual police training for the real world

Qualify the opportunity

Objectives and outcomes

Understand the buyer's current training systems (usage, benefits, and shortcomings) and budget cycle timelines

Inform the buyer about Watchword package

Determine buyer qualification to make purchase decision

Align on next steps following the discussion

Call preparation

Research stakeholders: Key decision makers are usually the police chief and head of training

Set agenda: 1/Introductions; 2/Exploratory Questions; 3/Solution Overview; 4/Next Steps

Identify content & collateral to support discussion. Suggested: Sales Deck

On-call: exploratory questions

What does your current training process look like? Are you using any simulation training software?

[If they ARE using a simulation training software system]:
– How long have you had this system in place?
– What has the team's feedback been about the current training systems?

[If they ARE NOT using a simulation training software system]:
– What has the team's feedback been about the current training program?

Value proposition

The Watchword suite with Magic Leap 2 makes live-action training scalable: more cost-effective, more frequent, and more efficient for officers. It includes all the software, hardware, and services needed to run the Active Shooter and De-escalation training programs and also includes Avrio's dynamic table top exercise program.

Key selling messages

1. **Cost and time efficient:** Easily create, customize, and run realistic training scenarios in just minutes–without high logistical costs.

2. **Realistic and immersive:** Officers can train for targeted hazard scenarios on location or can replicate training locations in any space using building scans.

3. **Custom, dynamic training:** Customize scenarios, factors, and interactions with digital "characters" (e.g. adversaries or bystanders) or let Watchword AI generate randomized interactions, weapons, and dialogue.

4. **Train the whole force easily:** Generate scenarios that are capable of supporting hundreds of co-located or remote users simultaneously.

5. **Situational awareness:** Users maintain their view of the real world and one another through the lens, and see digital content integrated into their real world view.

Qualify buyer and identify next steps

Buyer Role	Interest Level	Purchase Timeline	Description
Key Decision Maker (KDM)	↑	< 12 months	1/Schedule onsite demo with KDM and other customer stakeholders (within 2 weeks); 2/Send follow-up communication with links to Watchword collateral (Solution Brochure & Solution Overview) (within 1 business day); 3/Advance pipeline opportunity to "Qualified" stage and set Close Date accordingly.
	↑	> 12 months	1/Schedule follow-up conversation with KDM in 3-6 months/ offer optional in-person demo if strategic customer; 2/Send follow-up communication with links to Watchword collateral (Solution Brochure & Solution Overview); 3/Keep pipeline opportunity in "Prospect" stage and move out Close Date in alignment with buyer timelines.
	↓	Any	1/Request opportunity to set a meeting with KDM in 9-12 months to stay in touch, and to determine if their needs change, as well as provide an opportunity to highlight solution enhancements; If yes, schedule meeting.; 2/Close current Opportunity and add contact to nurture campaigns.
Stakeholder (but not Key Decision Maker)	↑	< 12 months	1/Request contact information for KDM; 2/Schedule onsite demo with Stakeholder and KDM (within 2 weeks); 3/Send follow-up communication to Stakeholder and cc KDM with links to Watchword collateral (Solution Brochure & Solution Overview)(within 1 business day); 4/Advance pipeline opportunity to "Qualified" stage and set Close Date.
	↑	> 12 months	1/Schedule onsite demo with KDM and other customer stakeholders (within 2 weeks); 2/Send follow-up communication with links to Watchword collateral (Solution Brochure & Solution Overview) (within 1 business day); 3/Advance pipeline opportunity to "Qualified" stage and set Close Date accordingly.
	↓	Any	1/Identify KDM and create lead; 2/Schedule introductory call with KDM

Competitive Insights

	Avrio Watchword	Axon	Milo	inVeris
AR/VR Training Solution	✓	✓	✗	✓
Usable in any space	✓	✗	✗	☐
Intelligent Subjects/Adversaries	✓	☐	✗	✗
Low Cost/Low Logistics setup	✓	☐	☐	✗
Remote-capable, multi-user	✓	✗	✗	✗
Hyper personalized at-scale	✓	✗	✗	✗

Why is Watchword more effective than Traditional Training?	Live-staged action active shooter drills are expensive and can take up to a year to plan resulting in less frequent training for officers. Classroom trainings don't develop an officer's muscle memory or provide realistic training for high-intensity scenarios.

Why Augmented Reality with Magic Leap 2 vs Virtual Reality?	Officers can **see their real-world surroundings** during simulation training, increasing situational awareness and it means officers train in more realistic scenarios. Magic Leap 2 Augmented Reality devices are light and comfortable enough to wear for longer training.

Features

What's Included in the Watchword Bundle?

1. A complete hardware kit with Magic Leap 2 AR devices, instructor tablets, custom Pelican cases, and Bluetooth attachments for blowback pistols
   - This hardware is leased to the customer
   - Available in configurations of 2–10 Magic Leap 2 devices. For quantities greater than 10, Avrio offers enterprise pricing.

2. Software licenses to the full suite of applications for De-escalation, Active Shooter, Stratscape Tabletop

3. Deployment Services (2 hour onsite with an Avrio specialist) and on-going support

FAQs

How do I upload blueprints of the location I want to run training in?

Avrio provides a guide on how to acquire and scan CAD blueprint files from third party companies if customer doesn't already have blueprint files.. Clients can hire Avrio to scan locations. Uploading files into the application is fast—taking only 8 minutes to process and upload to the application.

Is Watchword compatible with most recoil training pistols?

Yes. With provided Bluetooth attachment kit, customer doesn't need fixed-location, external tracking (e.g., laser tracking) systems.

For a fee, Avrio can also adapt departments current training weapons.