

# CROSS BAYOU POINT

\$1 Billion 10 year MIXED-USE OPPORTUNITY ZONE PROJECT



Presentation to Caddo Parish Commission  
March 21, 2019



**CENSUS TRACT 23.  
LOCATED IN OPPORTUNITY ZONE  
CROSS BAYOU POINT PROPOSED SITE – 61.1 ACRES**

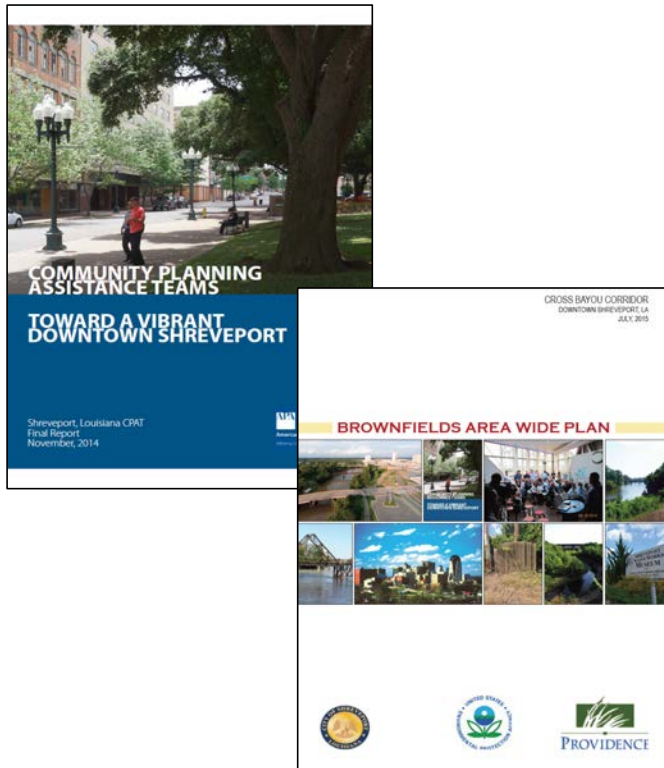
### **Project Update:**

- City Council Approved Non-Binding MOU
- Chamber/GDC Present To Governor & Commission Chair
- GDC invited To White House OZ Briefing
- GDC meeting with Potential Investors
- GDC Meeting with Prospective Companies



# PUBLIC/ PRIVATE PARTNERSHIP





## GDC INCORPORATED FOLLOWING STUDIES:

- Great Expectations: Shreveport-Caddo 2030 Master Plan
- Toward A Vibrant Downtown Shreveport - CPAT Final Report Nov 2014
- Cross Bayou Brownfield – Area Wide Plan (AWP)
- State Feasibility Study for Consolidation of State Agency Facilities in Shreveport
- Phase I Environmental Old Confederate Ship Yard
- Building Better Budgets, A National Examination of Fiscal Benefits of SMART Growth



## CROSS BAYOU POINT OVERVIEW

1. STATE OFFICE COMPLEX
  - Adaptive Reuse Existing State Office Complex
2. CRIMINAL JUSTICE COMPLEX
3. CIVIL WAR/CIVIL RIGHTS MUSEUM
  - Potential Adaptive Reuse Existing Court House
4. MULTI-USE SPORTS COMPLEX
  - Sports Training Facility
  - Caddo Parish School System
  - Traveling Sports Teams
5. CYBER BAYOU (A Digital Ecosystem )
  - STEM School
  - Public/Private Incubator
  - Local Universities
6. 5,000 RESIDENTIAL UNITS
  - 30 Percent Affordable
  - 30 Percent Luxury
  - 40 Percent Market Rate
7. HARD BANK NORTH/SOUTH SHORE
  - Red River Waterway Commission
  - Corp Of Engineers/Trump Executive Order
8. FULLY INTEGRATED INTO EXISTING CBD

## CROSS BAYOU POINT SITE PARCELS



## **NEW STATE OFFICE BUILDING (PHASE 2) – PROPOSED BUDGET ESTIMATE**

Site Development: \$8,936,763 (Publicly Funded)

Pre-Construction Cost: \$7,850,678

Construction Cost: \$83,963,836

**Total Construction Cost: \$100,751,277.00**

1. GDC DESIGN/BUILD/FINANCE NEW MUNICIPAL COMPLEX
2. STATE RELOCATE OFFICES AND CONSOLIDATE EMPLOYEES
3. STATE AND GDC NEGOTIATE LEASE

## **CRIMINAL JUSTICE COMPLEX (PHASE 2) – PROPOSED BUDGET ESTIMATE**

Site Development: \$12,826,996 (Publicly Funded)

Pre-Construction Cost: \$15,536,470

Construction Cost: \$172,021,050

**Total Construction Cost: \$200,384,516.00**

1. GDC DESIGN/BUILD/FINANCE NEW JUSTICE COMPLEX



## **CYBER BAYOU ( A DIGITAL ECOSYSTEM)**

### **STEM SCHOOL (PHASE 3) – PROPOSED BUDGET ESTIMATE**

Site Development: \$4,900,623 (Publicly Funded)

Pre-Construction Cost: \$3,704,566

Construction Cost: \$36,579,088

**Total Construction Cost: \$45,184,277.00**

1. GOVERNOR - CYBER SECURITY
2. RECRUIT TECH START-UPS/OPPORTUNITY ZONE
3. PUBLIC/PRIVATE INCUBATOR TBD
4. NUCLEAUS



# NUCLEAUS<sup>®</sup> & SHREVEPORT

**Commitment to Innovative Technology,  
Securing the world and the Community**

# Our Ethos - The “Why?”

Our litmus test for our product and for our people is that we find innovative solutions that are **approachable, affordable and actionable** to solve the World's cyber security challenges. It's what we do, why we do it and how we operate.



# Our Team: Proven and Awarded

## Awards and Recognitions

### 2018 Data Genius Award

- CIO Initiative Summit: Keynote
- DevOpsDays Dallas: KeyNote
- Reltio Big Data: Keynote
- IJIS Cyber Security Keynote
- DevOpsDays Beijing: Keynote

### 2017 MIT CIO Symposium: Cloud Computing

- Interop: API Driven Infrastructure

### 2015 State OF Security: US CIO at National Press Club

- RSA: Mobile Security Presentation

### 2013 Visionary Award: Microsoft

- 1st ICE Recipient (Enterprise Cloud Innovation)
- CPG CIO of the year finalist
- NetApp Epic Story: Big Data and Cost Disconnection
- Top 30 Social Savvy CIO Award
- Keynote Speaker: Microsoft Annual Meeting
- Keynote Speaker: Dell Computer Analyst Meeting

### 2012 Global Innovative Leadership Award

- Keynote Speaker Gartner: Cloud
- Keynote Speaker: InfoWorld 500

### 2011 Computerworld: CIO 100 Winner

- Keynote Speaker: MIT Cloud Computing
- Keynote Speaker: VMWorld

### 2009 CTO of the Year: InfoWorld

### 2008 Green Award: NetApp – 1st Runner Up

### 2006 Tri-State Security Executive of the Year 2006 – Runner Up

- PB 1 Award (Employee of the Year) for FDIC Audits
- Computerworld top 100: Most Secure Manufacturing Company

## Intellectual Property Creation

- 8 granted US patents among the team
- Multiple applications in process

## Industry Recognition

- Cloud Computing (Including Data Center Consolidation)
- Cyber Security
- Digital Transformation
- Big Data & Business Intelligence
- Collaboration
- Process Automation
- Global ERP, Project Management, CMS , CRM

## Compliance & Security (Commercial / Regulatory) Expertise

- FDIC (Bank and Provider)
- PCI - Credit card
- HIPAA
- SOX
- GLBA
- KMS – Elliptical cryptography systems
- Forensics
- Building Security teams with industry leading security certifications: CISSP, CISM, CISA, SANs and Active Top Secret Security Clearances

## Advisor Roles

- Cohesity
- Symphony AI
- Columbia University: Masters of Technology Management Mentor

## Advisory Councils

- Sequoia CIO Council
- Accel Partners CIO Council
- Mayfield Innovation Forum
- Everest AI Council





# Golden Rule of Cyber Security



If you do **nothing** today,  
you are **less secure** tomorrow.

# Based on a recent polls

## Most cannot answer these basic questions:

### CEO/ Board:

- How many **total** vulnerabilities do we have?
- Do those vulnerabilities pose a **risk** to our brand and customers?

### CISO/CIO/CTO:

- How many **total** critical, high, medium and low vulnerabilities do we have?
- Are the vulnerabilities **going up or down**?

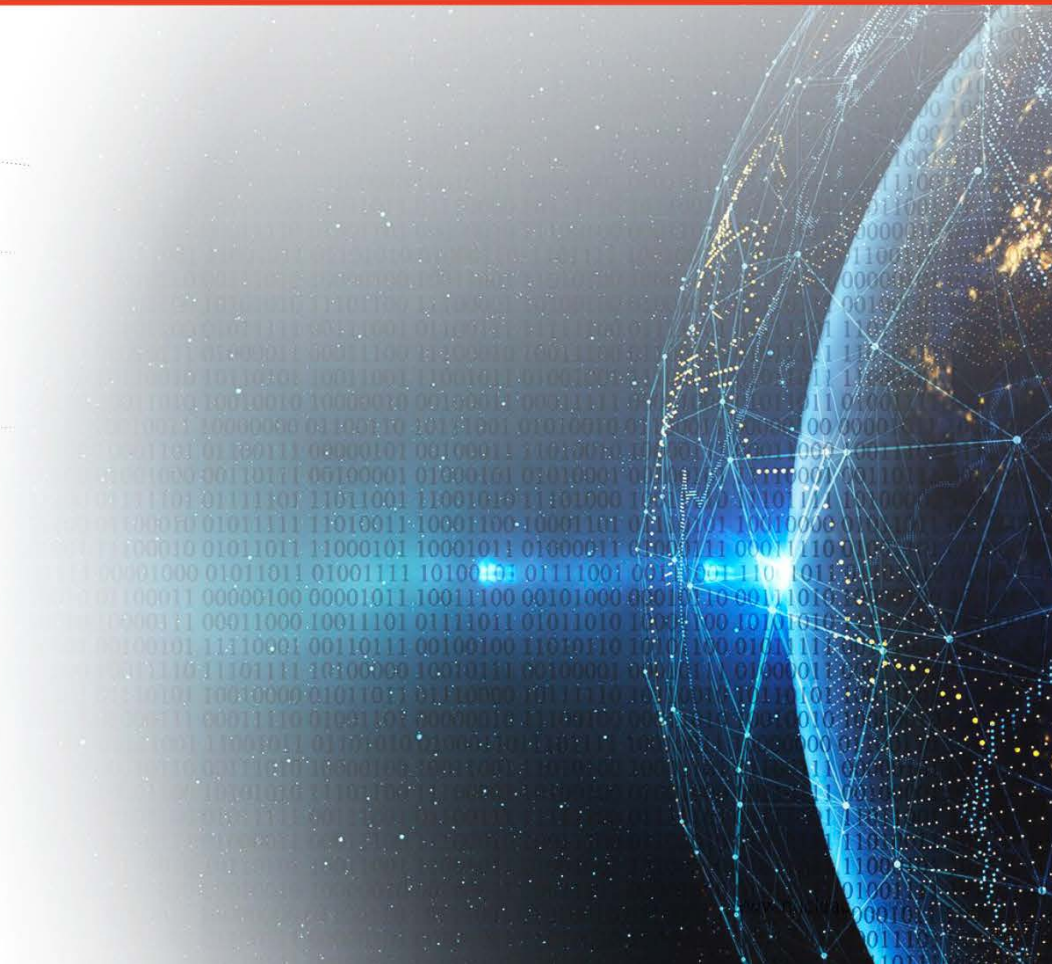
### Dev Team:

- Which repository has **the most** risk?

Things are rapidly **changing...**

# Software is eating the **World.** Is it **Secure?**

\* Source: Why Software Is Eating The World, Mark Adreesen, August 20, 2011, The Wall Street Journal





# Code is Running Everything & Exploding

# 111 Billion

New lines of code being generated per year... \*

US Department of Homeland Security noted that 90% of security breaches happen because of vulnerabilities in the code. That simple yet impactful statistic should be enough to prompt everyone from developers to CISOs to start thinking about assessing their own security practices pertaining to code. \*\*

\* CSO Online  
\*\* Assembla





# Market: Do **nothing** grow 50%

Repositories Today: 100 Million  
By 2021: 337 Million

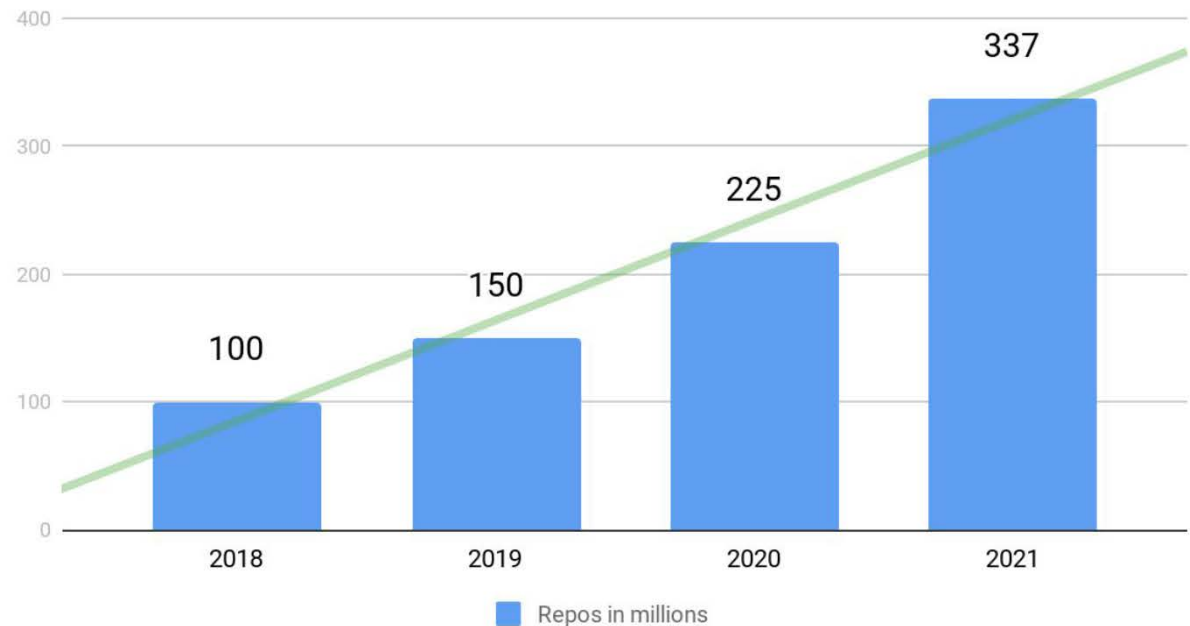
Growth: 50% Annually

100 new repositories every HOUR

10,000 new developers a DAY

Top 3 security searches are for  
scanning repositories

Software Repository Growth



# Here's the **Scary** Part

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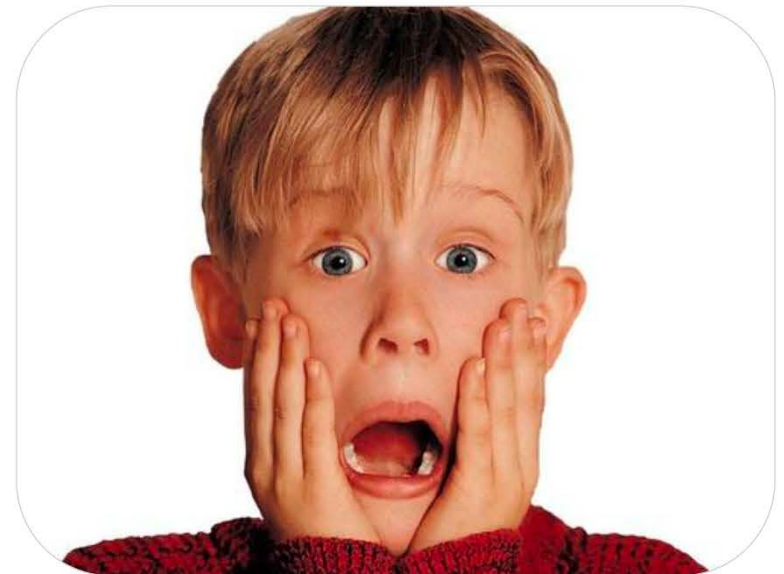
**Code is running your life.... everything you do**

Hackers are Ransoming

1. Smart Houses
2. Smart Buildings
3. Cars

In the future they will ransom people's lives

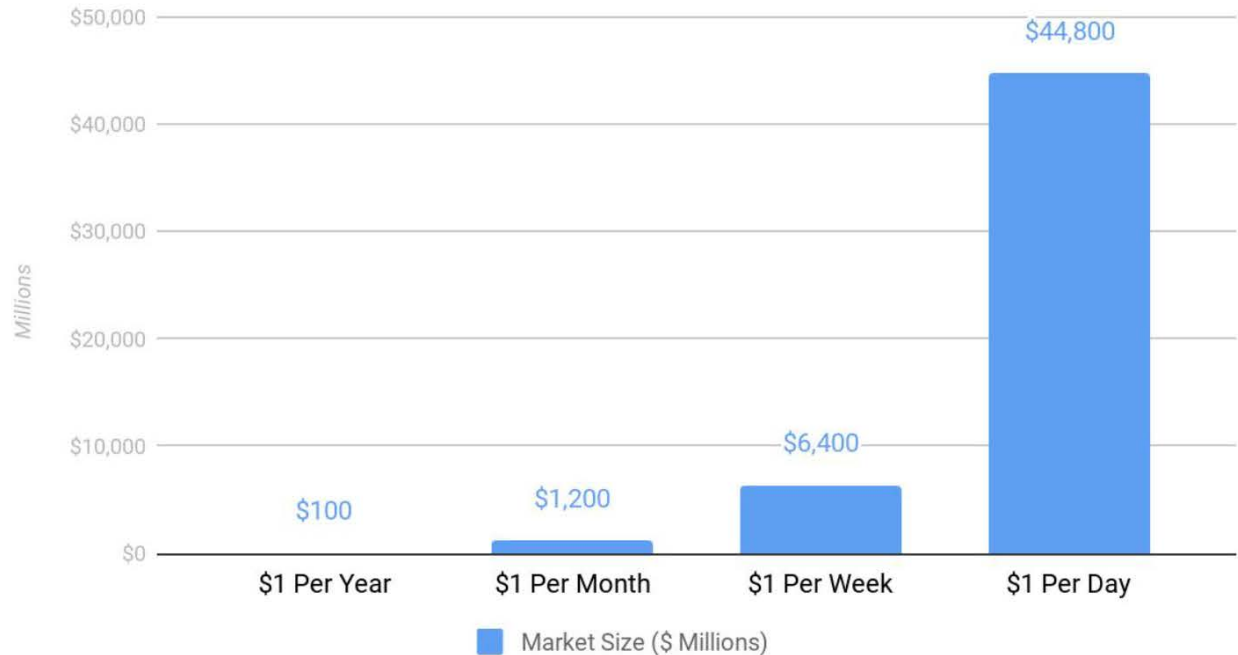
1. In hospitals
2. Digital life



# Massive Opportunity: \$44.8 Billion Dollar Market

1. Only 1.4% of code is scanned daily
2. Most is only scanned 1X per year
3. Most code is written by companies of 50 people or less
4. Model is built on a \$1 a scan

Scanning Code: \$100 Million to \$44.8 Billion Dollar Market



# Hold this while I **scan**....

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**Nucleus™ code is so efficient that we change what's possible**

**Smart Fridge ordered:** Have reached out to Samsung to participate so we don't have to jailbreak the fridge.

We did north of 50,000 scans last month and our bill was under \$300 (yup, that is correct, less than a great bottle of wine).





# Nucleus **Democratized** Code Scanning

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We made it so that **everyone** could afford to scan their code



# Simple to Set Up: Three Steps in 30 minutes

Nucleus™ makes code scanning as easy as doing a spell check.

Simple: No barriers to entry

People, Process, Technology, and Cost are no longer a challenge to scan your code.

1

**Subscribe**

2

**Enter Code  
Repositories**

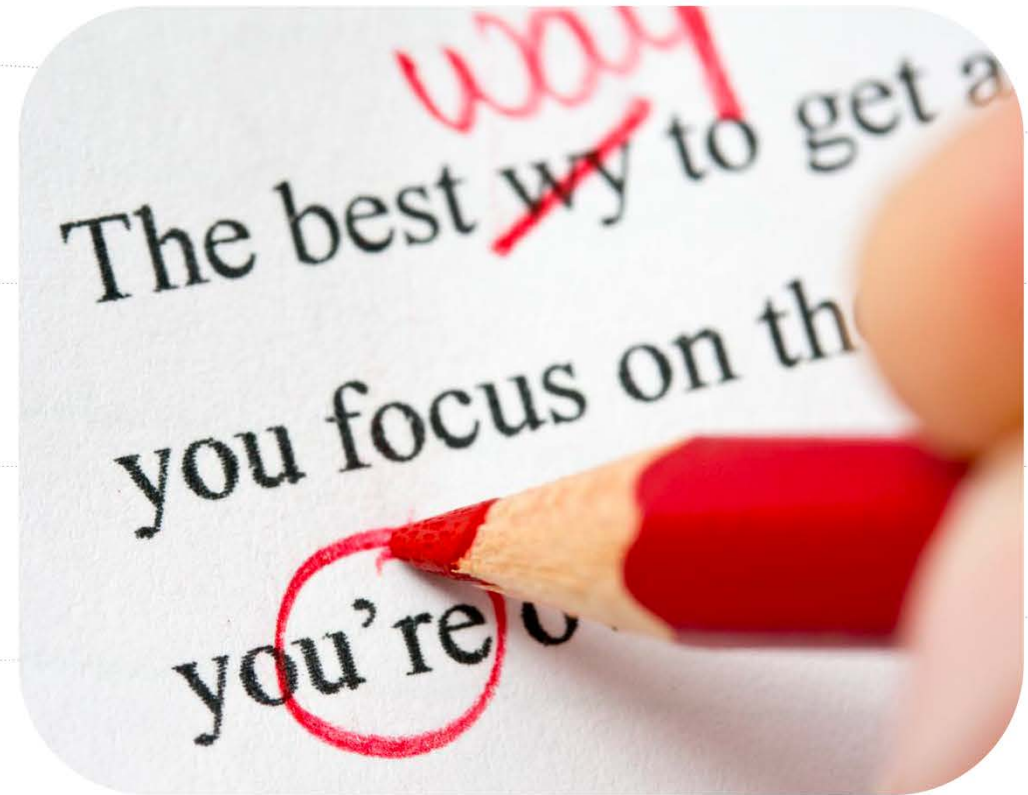
3

**View Vulnerability  
Report**



# Nucleus™ Makes Code Scanning

As simple as  
using  
Spell-Checker



## Why Application Security ?

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Would you pay **\$12k per year\***  
to protect **\$10MM / \$19MM**  
in liability, PR and lawsuits?

\* Source: Based on the pricing of X-Large Repos plus one-time setup fee (actual cost \$11,700)



# We are **Mobile first!**



Scan your Code from Anywhere with the  
Nucleus™ App

Native applications available on:



# Our Culture & Our Identity

## We are a Family and a Company

Driven to invent Approachable and Affordable Tech That Solves **The World's Cyber Security Challenges™**

Innovation with **Simple, Clear and Focused** tech that is consumable by Everyone

**Our goal is to empower everyone**, from Fortune 1 (Government), Enterprises and small and medium size businesses, **can protect themselves against Cyber threats.**





# Roles and Opportunities



## Inside Sales Force

A crucial team for the future of Nucleaus. The inside sales force will drive our growth within the Small and Medium Businesses of approximately 30MM in the US



## Customer Support

Our first line of support for both the product and sales team. Our support team is the second moment of truth for our platform helping us service our customers



## Engineering

Our platform is continuously evolving and we want to bring the best and brightest. These roles will be critical to our ability to secure our countries code.

# Growing with the Community

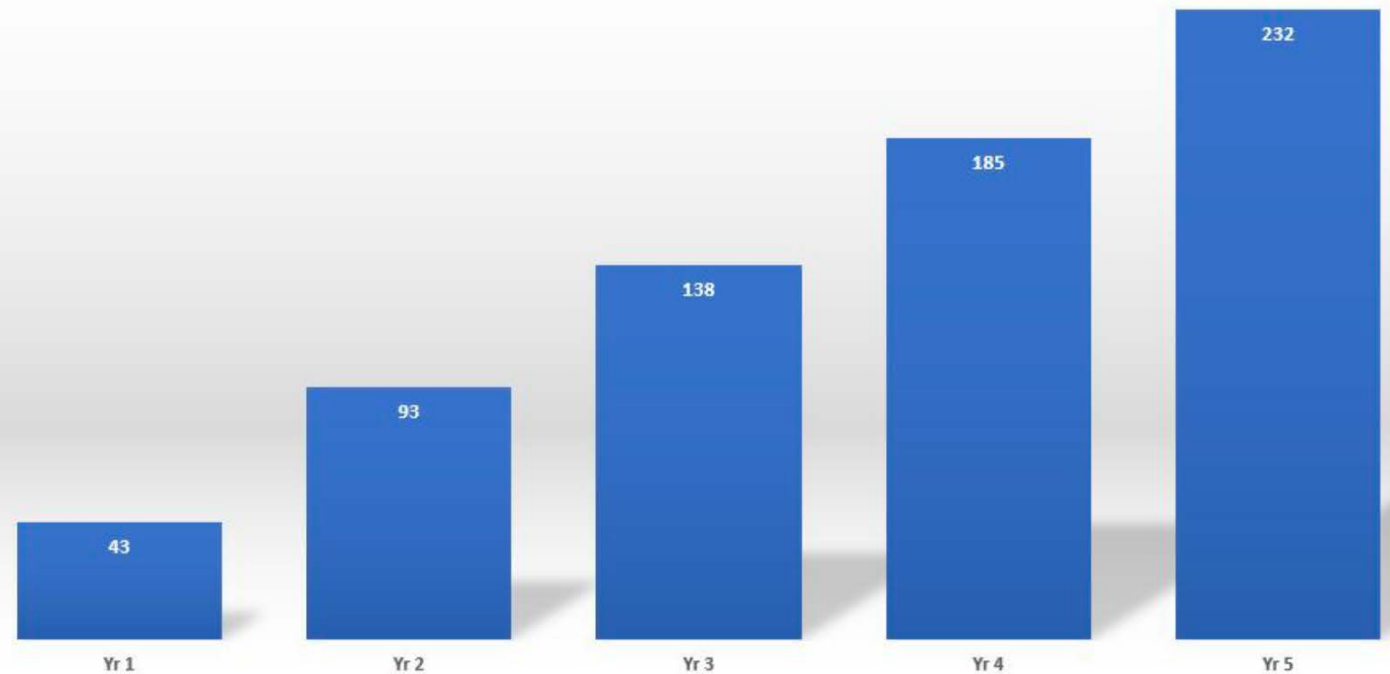
43 Heads this growing to 232 over 5 years.

Average annual Income ~\$100,000

Sales, Customer Support and Engineering Roles

~\$4MM of income to the community in year 1, with ~\$23MM in by year 5

Total Heads





# Making a Difference in our **Community**

## We **Love** To Get Involved:

- Employees will be given 1 week of PTO to volunteer with a local initiative
- Nucleus™ team will be doing an annual volunteer day
- With the support of the city, we intend to do partner programs to certify individuals on our platform to provide them new skills





**Thank You, Shreveport**



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[www.nucleaus.com](http://www.nucleaus.com)

## **500 UNITS OF HOUSING (PHASE 2) – PROPOSED BUDGET ESTIMATE**

Site Development: \$14,818,664 (Publicly Funded)

Pre-Construction Cost: \$2,050,000

Construction Cost: \$76,598,316

**Total Construction Cost: \$93,466,980.00**

1. 25 UNITS PER ACRE
2. COLLABORATION WITH LOCAL DEVELOPERS

## **MULTI-USE SPORTS COMPLEX (PHASE 4) – PROPOSED BUDGET ESTIMATE**

Site Development: \$5,302,998 (Publicly Funded)

Pre-Construction Cost: \$1,993,020

Construction Cost: \$17,274,975

**Total Construction Cost: \$24,570,993.00**



**Public Investment \$46,786,044**

**Private Investment \$417,571,999**

**CROSS BAYOU PROPOSED BUDGET SUMMARY**

• Phase 1 Site Acquisition and Development	<b>\$46,786,044 *</b>
• Phase 2 New State Office Building	<b>\$91,814,514</b>
• Phase 2 New Justice Center	<b>\$187,557,520</b>
• Phase 2 500 Units Mixed Income Housing	<b>\$78,648,316</b>
• Phase 3 Stem High School	<b>\$40,283,654</b>
• Phase 4 Multi-Use Sports Complex	<b>\$19,267,995</b>
<b>Total</b>	<b>\$464,358,043</b>

\*Not including site acquisition costs or fees

## CROSS BAYOU POINT NATIONAL TEAM



Scott Metzner,  
Developer



Larry English,  
Infrastructure Development



Dominic Ozanne,  
Construction/Program Management



Mike McSwain,  
Master Planning/ Design



Jerry Hebert,  
Design/Engineering



Paul Pratt,  
Lobbyist/Government  
Relations



Rickey Hall,  
Construction/Construction Management



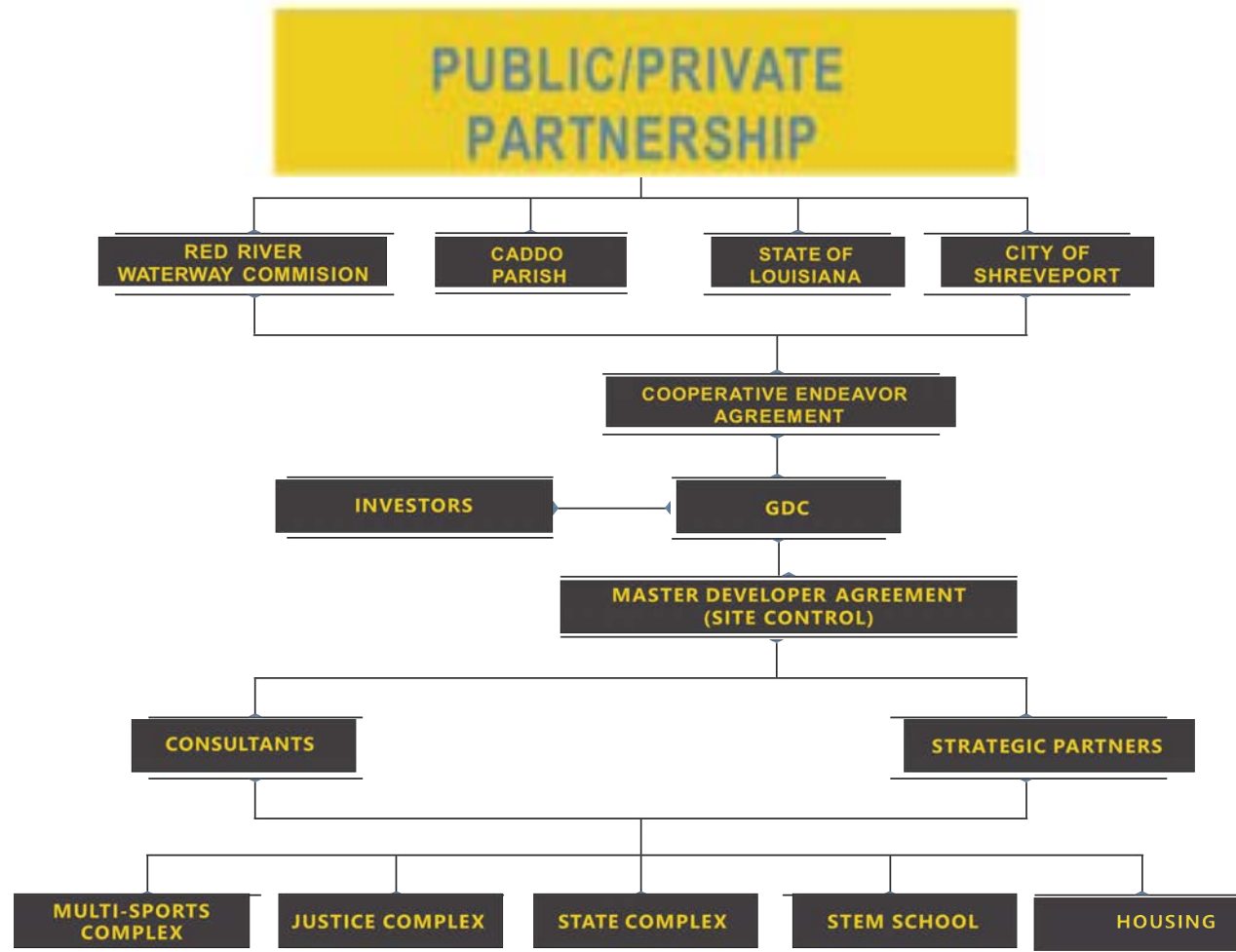
JR Chantengco,  
Financing



Donnette Dunbar,  
Public Relations



Reginald Mims, Zoning & Permits





## NEXT STEPS

1. BE THE FIRST OZ PROJECT OF THIS SIZE & SCOPE IN THE COUNTRY WITH A SHOVEL IN THE GROUND BY FALL 2019
2. APRIL 2019 –MAY 2019
  - Execute “LOI” With The Caddo Commission
  - Execute “LOI” With The State Of Louisiana
  - Execute “LOI” With The Red River Waterway Commission





## NEXT STEPS CONTINUED

3. MAY – JULY 2019
  - City/Parish Agree To Form Non-Profit To Assemble The Land
4. Hire Economic Development Consultant

## CROSS BAYOU PROPOSED SCHEDULE: OVERVIEW

* Parish/City/ State/ Red River Waterway Commission - Execute "LOI's"	April 2019 – May 2019
* City/Parish Agree To Form Non-Profit To Assemble The Land	May 2019 – July 2019
* Hire Economic Development Consultant	
* Parish/City and GDC Enter Into Cooperative Endeavor Agreement (CEA)	
* Parish/City/GDC Execute Master Development Agreement (MDA) <ul style="list-style-type: none"><li>• Parish/City Continue to Assemble Land</li><li>• Issue RFPs, Transfer Land</li><li>• Parish/City Issues RFPs for Site Development Engineering and Design Services</li><li>• Parish/City Transfers Land to GDC</li><li>• Parish/City/MPC Approves Planned Unit Development(PUD)</li></ul>	June 2019 – August 2019
* GDC Finalize Lease Agreement with Parish & State	September 2019
* Project Start – Ground Breaking	October 2019



## **MINORITY BUSINESS DEVELOPMENT /COMMUNITY OUTREACH**

1. GDC TEAM HAS BEEN MARKET LEADER M/WBE PARTICIPATION
2. WORK WITH LOCAL CONSTRUCTION INDUSTRY TO TRAIN YOUNG MEN AND WOMEN WITH NON-VIOLENT FELONIES TO WORK ON PROJECT
3. GDC PARTNERING WITH REDROCK BUSINESS CAPITAL, LLC



THE TEST IS TO WHETHER THIS DEVELOPMENT INVITES THE ENTIRE COMMUNITY TO LIVE/WORK & PLAY IN THIS 21<sup>st</sup> CENTURY NEIGHBORHOOD