

Introduction

Parents, think about the times you've been at the park with your child. Admit it, sometimes you get bored and you check your phone. Right? We've all done it. But what if one of those times you looked up and your child was gone.

[911 animation]

Problem

About once a month, the West Fargo Police Department has to organize a response to an incident that's bigger than normal, like a child abduction or a shooting. They often have to call in officers from off-duty or even other jurisdictions. It's a lot of work for the coordinating officers.

[show current chaos]

While they are doing this, precious minutes tick by as your child gets further away from you.

Solution

Six months ago, Detective Travis Johnson of the West Fargo Police Department came to my high school STEM program to ask us to help solve this problem. He's in charge of coordinating these responses for his department. He's looked for a solution and talked to a lot of officers around the country, but the software he needs doesn't exist.

Based on what he told us he needed, we helped him cobble together a solution with existing software. But that's not what these tools are designed for, and it's still not working the West Fargo PD needs it to.

So that's why we built Rapid Response Team. Rapid Response Team is a collaborative emergency workflow platform for incident response teams to communicate, track officers' locations, and save time in critical situations.

When a coordinator initiates an incident on the Rapid Response Team dashboard, officers are notified immediately with a push notification on their department-issued iPhone that tells them everything they need to know about what's happening, where to go, and what to do next. Officers can also communicate with the incident coordinator and each other through the app.

For the coordinating officer, it takes just a few clicks to set up an incident, let officers know what's going on, and send them out to respond.

[software demo video]

[show app prototype]

Business Model

As you can imagine, responding to incidents like this is expensive for communities. Paying even ten hours of officer overtime for one incident costs around \$450, and of course incidents are often much bigger than that. Here's what it took to respond to a recent shooting.

[slide of numbers of officers]

We have demonstrated that our software can save one hour per incident and we believe that our pilot program will be able to show that it can help reduce incident time further.

We plan to offer subscriptions to our Software as a Service to police departments in cities ranging from 30,000 to 200,000 in population. They are the most likely to have frequent incidents to respond to, but they are not big enough to have developed their own software solution.

Our pricing would depend on the number of officers in a department. We're looking at a range from \$800 a month for a city the size of West Fargo to about \$3,500 a month for the bigger cities.

We talked to Moorhead mayor Del Rae Williams about our software. She said it's really expensive for cities to respond to these incidents, and they are interested in anything they can do to make it more efficient. She said that \$800 would be a reasonable cost per month for her city.

We believe our break-even point would be about 6 customers. We plan to offer potential customers a free trial of our software during one of their incident trainings. We'll tell them about this offer through advertising in industry magazines, mailing case studies to incident officers and following up with a sales call, earned media, and referrals from existing clients.

We had Detective Johnson take a look at what we've built so far this weekend. He says, "This integrated system will make our response team more productive. It has great potential to increase the efficiency and safety of our officers and detectives in responding to incidents." He also thinks his Sargent will be impressed with our software.

Closing: We've been talking for just about five minutes. If your child were really missing, the police department would still be in the beginning stages of organizing their search. With Rapid Response Team, they could already have officers out in the field looking for your child.

[Slide--saves time, saves money, could save lives]