

ERT Systems
Improves Safety for Emergency Responders
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ERT Systems offers Onsite ERT™, a portable and rapidly deployable system for tracking and monitoring personnel and equipment at emergency events. The product provides accountability and enables incident commanders to know where his people are in real time. It does not require any direct action by the responders, such as collecting tags or scanning bar codes, which add work and are sometimes neglected. It allows them to focus on what they need to do: fight fires.

ERT Systems was launched when Dennis Carmichael, CEO of Cimulus, a software company that sells inventory tracking systems to manufacturers, partnered with John Ellis, a retired Fire Division Commander for the Fraser Department of Public Safety. Together, they developed Onsite ERT to help improve safety and efficiency for responders on-scene.

Dennis approached the MI-SBTDC for assistance in November 2005 before they had their first prototype. The MI-SBTDC helped the company prepare its business plan and made introductions to investors and other business support organizations including Ann Arbor SPARK, New Enterprise Forum, and Great Lakes Entrepreneurs Quest. Most recently, the MI-SBTDC helped ERT with its MI Pre-Seed Capital Fund application, which was funded at \$126K, matching the company's \$126K angel round.

ERT made its first commercial sale in late 2007, and now has installations in six fire departments. The company is installing systems in Ann Arbor and Frankenmuth, and has had sales as far away as Dayville, CT and Swansea, IL. The ERT sales team is conducting demos around the country in response to very high interest, helping the company build a sales pipeline of over \$5.5 million in just over 8 months.