What was the societal problem?

Security and safety are a necessity to a healthy lifestyle. Devices used to call for aid in emergency situations have thus far proven to be less than fifty percent effective in real world situations. Easily communicating the need for emergency assistance from any place at any time is not currently possible, and the security of individuals and of the nation suffers as a result.

What was the solution?

The solution to this problem is the iRespond, an Emergency GPS/Triangulation locator device the size of a lighter that can determine your location and send for immediate emergency response using the E-911 infrastructure.

Was it ever implemented?

No

Links to similar products

- [http://www.alert-1.com](http://www.alert-1.com)
- [http://www.rescuealert.com](http://www.rescuealert.com)
- [http://www.911phone.net](http://www.911phone.net)
- [http://www.irespond.com](http://www.irespond.com)

What did the team do well?

- Their web page has a nice layout
- Their product has a good look and feel too (very ergonomic)
What did the team fail to consider?

- This device would NOT tell the dispatcher any crucial situation-dependent information, like, do you need medical assistance, or is there a fire, or a car accident?
- Cell phones are very prevalent in today's society. Could this be integrated into a cell phone?
- How will it be prevented from accidentally sending for help?
- Slide show 1, page 42 - “Lack of constant tracking” :: What if the user becomes missing and is injured to where they can't activate the device? Should iRespond not have accessibility to turn on the tracking encase of tracking emergencies?
- E911 service still isn't available in all places, what alternative emergency dispatch locater options are there?
- How does the call center receive a signal of locally stored medical information? Is there a database the 911 personnel access through their computer or do they contact you iRespond representative?
- As far as marketing, it turns out that another company offering a completely different product from theirs, registered the irespond domain before they did.