

OnSite ERT Dennis Carmichael

Background:

OnSite ERT is a startup, founded in 2005, that provides tracking and monitoring of first responders at incident scenes (fires, accidents, etc.). It was co-founded by John Ellis (a firefighter and incident commander with 25 years of experience) and Dennis Carmichael (a successful information technology entrepreneur).

They developed a system that was fully automated and easily deployable. After an initial trial at the Macomb College Firefighter Training Facility in 2006 the product was further developed into a saleable configuration and was adopted by a municipality in 2007.

OnSite ERT is included on the Department of Homeland Security Authorized Equipment list (and thus is eligible for grant funding) and has won a number of awards, including:

- New Enterprise Forum's 2006 Presentation of the Year
- Winner, Great Lakes Entrepreneur Quest 2006, New Business Idea category
- 2006 Annual Collaboration for Entrepreneurship Business Pitch competition
- Innovative New Product at the Michigan Homeland Security Consortium 2007 SELECT Awards

This case study focuses on Dennis Carmichael's entrepreneurship philosophy, the challenges surrounding the development of this product, and the importance of working closely with end-users and decision makers to foster adoption.

Video Clips:

1. Technical Discussion
 - a. What Is OnSite ERT..... (1:54)
 - b. The Birth of OnSite ERT (3:17)
 - c. Evolution of the System (1:39)
 - d. The Ultimate Goal (0:38)
 - e. Technology Choices (0:59)
 - f. Make vs. Buy Decisions (2:44)
 - g. Piloting The Technology (1:52)
 - h. Testing and Validation (1:33)
 - i. Regulatory Considerations (1:30)
2. Business Discussion
 - a. Missing the Market (0:50)
 - b. The Elevator Pitch (1:20)
 - c. Small Business / Entrepreneur Support (1:10)
 - d. The Business Plan (2:22)
 - e. Intellectual Property (1:57)
 - f. Mission And Exit Strategy (1:10)
 - g. Definition of Entrepreneurship (0:41)
 - h. Traits of Entrepreneurs (2:10)
 - i. To Be Or Not To Be An Entrepreneur (1:17)
 - j. Key Educational Experiences for Entrepreneurs (1:24)