

Emerging Technology Forum 2013

INSIDE LOOK: MOBILE APP DEVELOPMENT

Charlie Jacobson

Eddie Zhou
FireStop

Darshan Desai

December 4th, 2013

Entrepreneurship Today



Public Safety Innovation



Overview

1. Our background
2. Collaborating with End Users (You!)
3. Our growth
4. Demo
5. Q&A

Who We Are



Charlie Jacobson, Founder and CEO

Major: Computer Science

Minor(s): Artificial Intelligence, Finance

Firefighter with Princeton and Englewood Cliffs (fire one, water rescue, vehicle extrication)

Java, Python, Objective-C, C, IA32 Assembly

iPhone/iPad app development work

Entrepreneurship Club, Princeton Pitch, HackPrinceton, eLab



Eddie Zhou, Founder and COO

Major: Operations Research

Minor(s): Computer Science, Information Technology, Machine Learning

Interests in data and software

Fluent in Java, Python, various computational data analysis languages

Designed wind harvester for NASA Ames Research Center

Entrepreneurship Club, Princeton Pitch, HackPrinceton, eLab



Darshan Desai, CTO

Major: Computer Science

Minor(s): Engineering Management, Finance, History

Objective-C, PHP, Python, HTML, CSS

Web and iOS app developer for small and large companies, schools, individuals

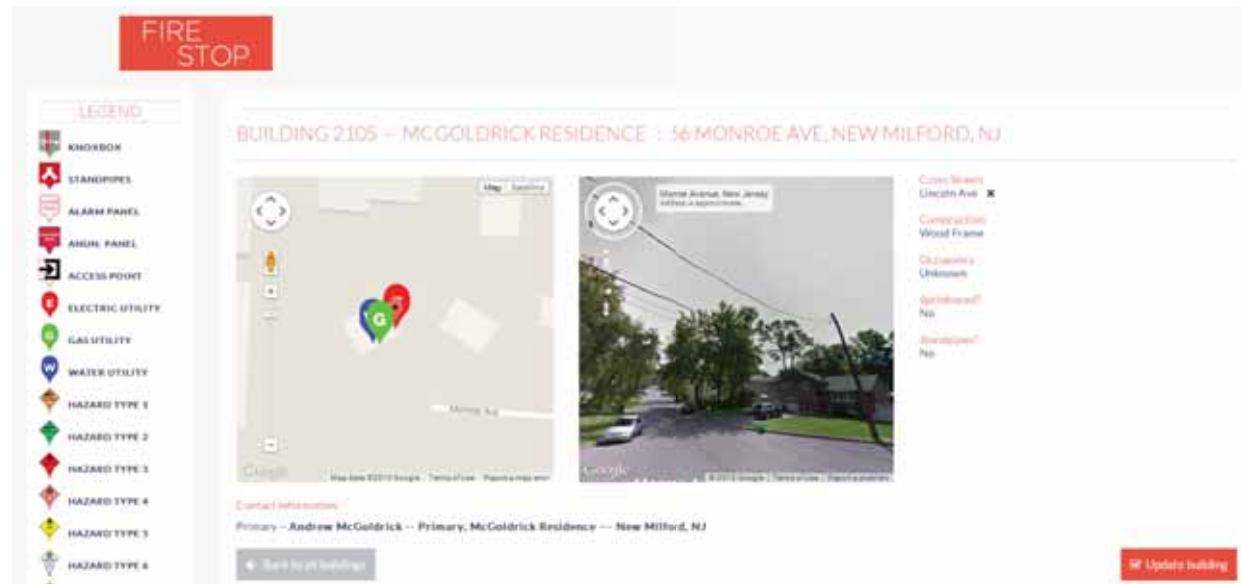
Clients include Columbia Spectator and Pacheco Lugo, PLLC

Winner of Princeton Pitch 2013, Participant of HackPrinceton

About FireStop



eLab
Incubator
STARTS OCTOBER 14!
kellercenter.princeton.edu/elab



Get Out of the Building!

Department 1

- Locating calls via cross streets
- Accurate locations for nearest hydrants
- Accessing HazMat info on the go
- Use resources more efficiently
- Easier data input and sharing
- Clear scene imagery for nighttime operations

Department 2

- Locating call locations faster
- Turn by turn directions
- Accurate hydrant locations and details
- Navigating HazMat info on the go
- Understand building construction at hand
- Have clear visual of fire building

Department 3

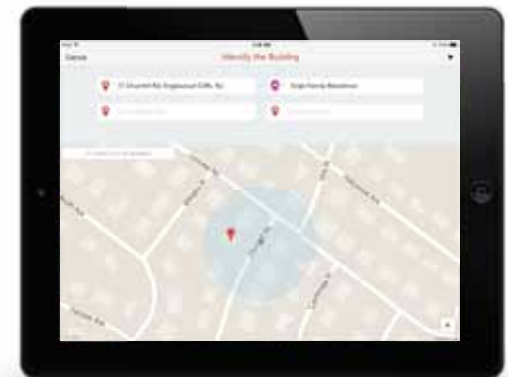
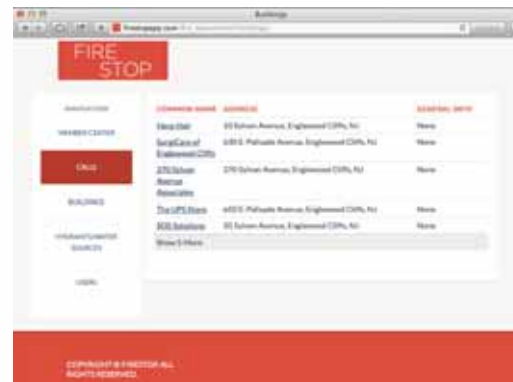
- Easy to use on the go
- Having information at finger tips
- Easier data input
- More data collection
- Efficient data collection
- Locations of building aspects (alarm panels, KnoxBoxes, hazards, etc.)
- Analyze trends in calls

Addressing Pains, Providing Gains

- Easier data input and sharing
- Locating calls geographically
- Accurate locations for nearest hydrants
- Locations of building aspects (alarm panels, KnoxBoxes, hazards, etc.)
- Clear scene imagery for nighttime operations



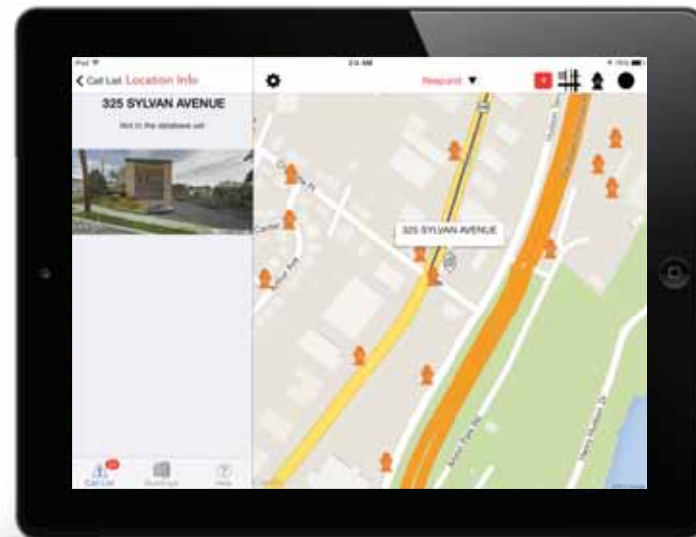
Cloud servers



Web + mobile data management

Addressing Pains, Providing Gains

- Easier data input and sharing
- Locating calls geographically
- Accurate locations for nearest hydrants
- Locations of building aspects (alarm panels, KnoxBoxes, hazards, etc.)
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Geo-based data on an intuitive map interface

Addressing Pains, Providing Gains

- Easier data input and sharing
- Locating calls geographically
- Accurate locations for nearest hydrants
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Detailed building information and hazards

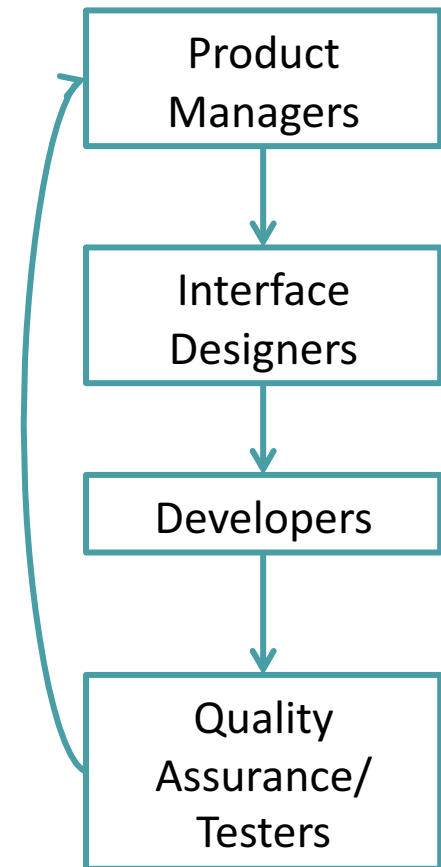
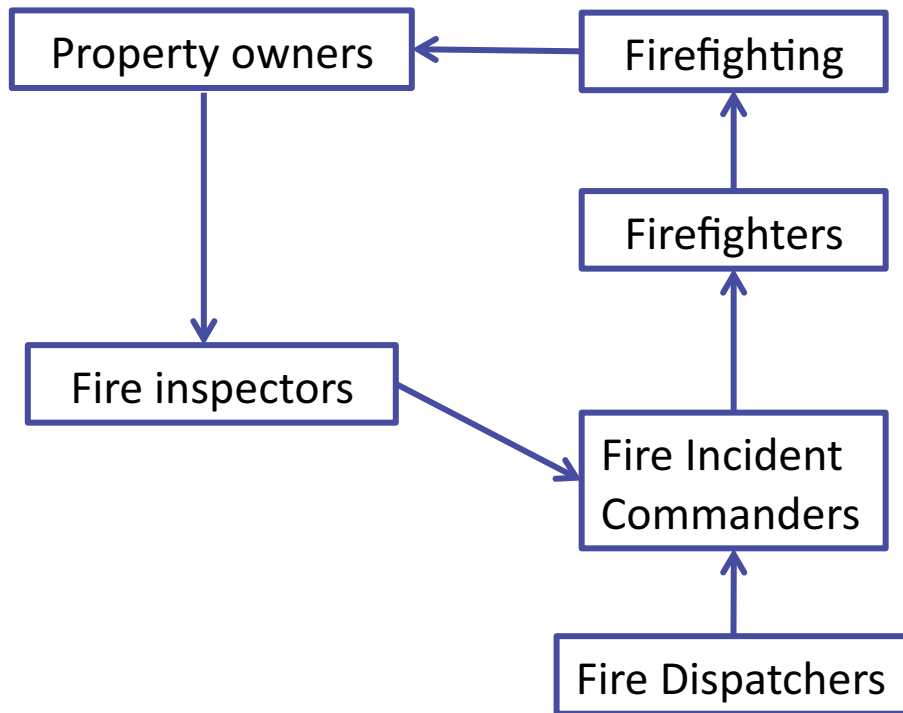
Addressing Pains, Providing Gains

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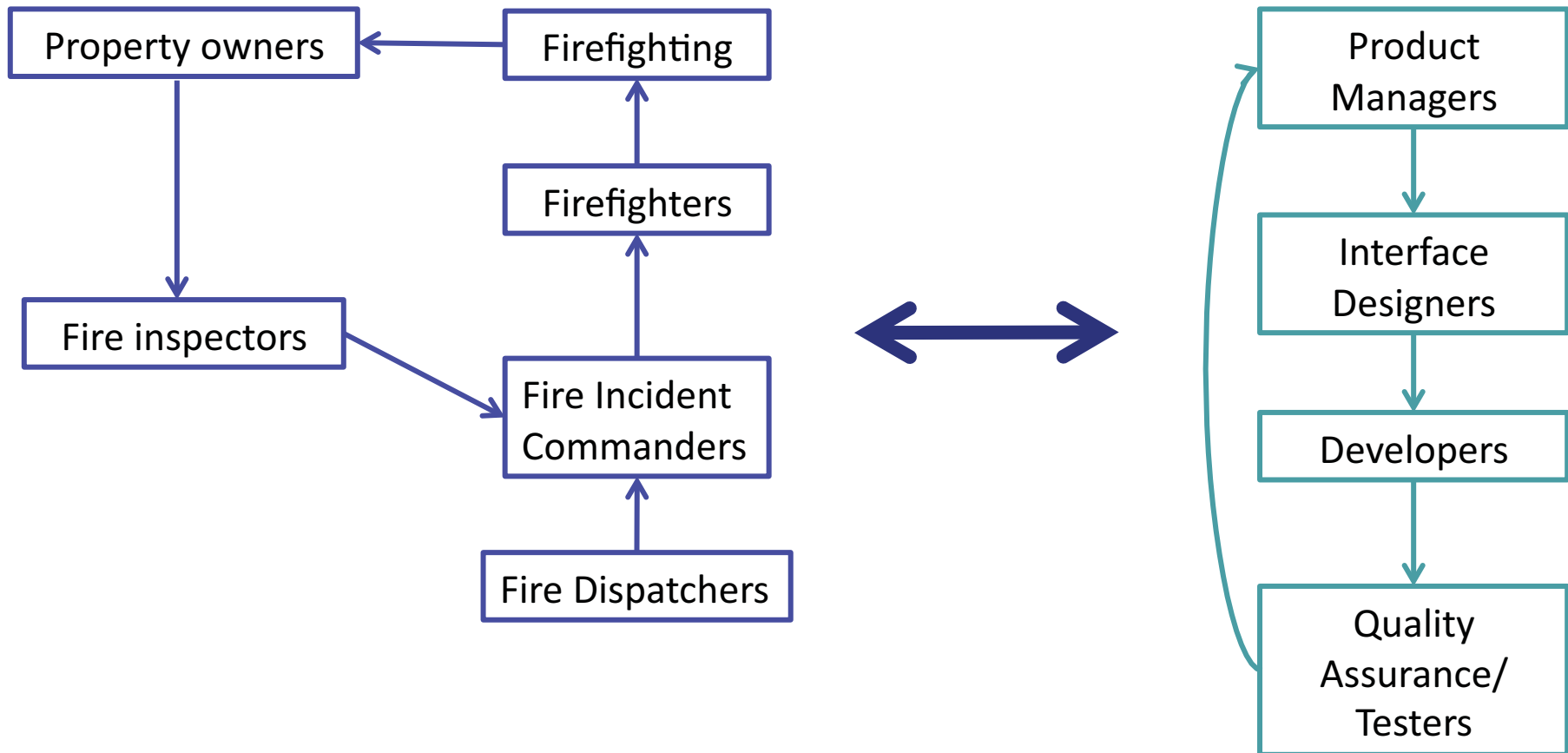


Integrated 3D StreetView of incident locations

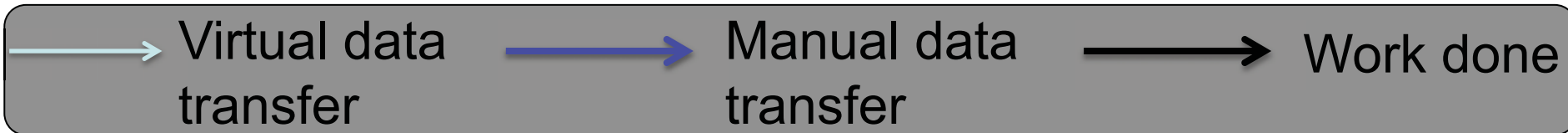
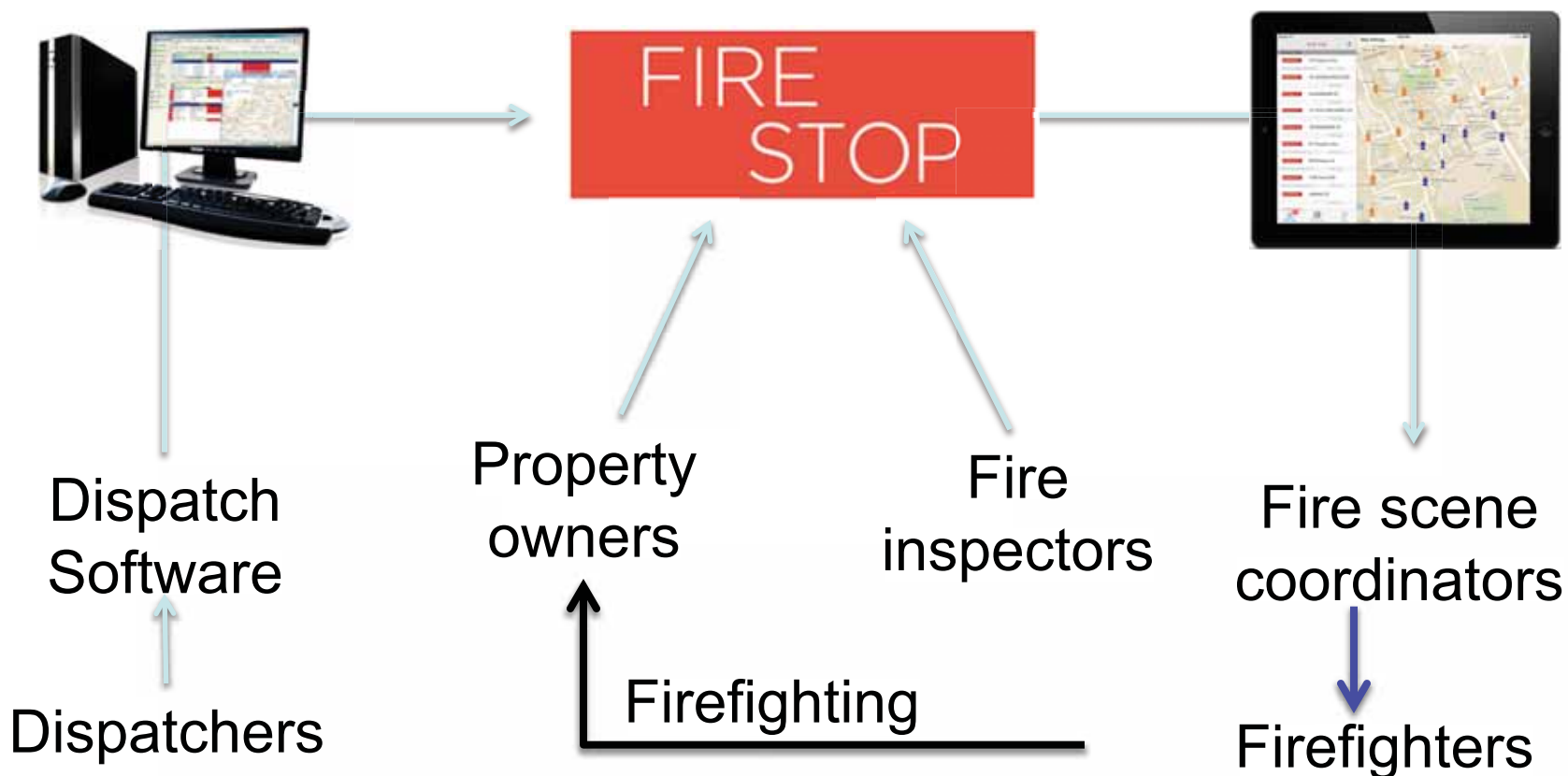
Why We Need You



Why We Need You



Where We Are Today



Q & A



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