

Jared Winkleman BONUS

Mon, 6/29 11:42PM 16:58

SUMMARY KEYWORDS

irt, events, jared, organizations, manage, dispatching, incidents, software, company, planning, powder keg, response, denver, iot, agencies, people, hazmat, colorado, helping, types

SPEAKERS

Jared Winkleman, Nick Jamell, Clay Gordon



Nick Jamell 00:15

Hi ther powderkeg fans, Nick here. And this is a bonus episode of the powder keg podcast, the show for entrepreneurs, leaders and innovators, building remarkable tech companies in areas outside of the valley. And today we'll be speaking with Jared, who's the CEO and president and co founder at incident response technologies or IRT. And IRT is a fast growing software company that is focused on developing affordable, user friendly incident management solutions for public safety, educational and private sector organizations. And this interview is another one from the unmet conference in Denver last October, but it seems really well relevant right now. And in addition to business insight, there's a lot of great info on how to handle being in crisis. And with everything that's going on and so much craziness about wanted to bring you something that kind of shows you that people can't have these seemingly huge crisis under control, there are things going that help to solve that. And IRT is doing that. Because prior to creating IRT, Jared served as an assistant, Ms Chief, a hazmat technician for the Department of Homeland Security, and a police and air medical dispatcher, so Jared has extensive experience in the areas of wilderness search and rescue, technical rescue EMF hazmat in IMS, slash ICS, and crisis, sorry, critical incident management and dispatching so there's a lot of great info here for relevant to what's going on and a lot of great business insights as well. So let's jump right in. Welcome to the show today, Jared,



Jared Winkleman 01:49

thank you for having me.

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Nick Jamell 01:50

And we also have Clay here as well from stout Street and he will be helping facilitate the conversation and so Let's go ahead and start dive into this a little bit. Um, I want to get a little bit of a bit of your background here. So what is it that inspired you to go into entrepreneurship? What started your entrepreneurial journey? Is there a moment or a series of moments that got you into it?

J

Jared Winkleman 02:17

Well, I think, for me, a lot of my background is in public safety and working in public safety. So I started my career path in public safety very young, actually, with a local group out of Arapahoe County. That's the only used to run search and rescue professional search rescue organization in the country. So we're lucky to have them here in Colorado. And that allowed me to get really deeply ingrained in kind of emergency services from a fairly young age. And so after graduating high school, moving into college, etc, I really was on a public safety career path right work for a number of MS organizations and heavy rescue organizations at the local level, all the way up to Having been a hazmat responder for some organizations within DHS and FEMA, and in that process recognized, along with a colleague of mine, a gap that exists in the market and the need, and that was really digitalized. So it was a very manual process at the time, and unfortunately, still is for a number of organizations, which is planning for and managing those incident responses. So in parallel to that I was getting a business management degree. And you know, those two kind of came together, and I guess the rest is history. Awesome.

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Nick Jamell 03:33

Yeah, that's great. And so, basically, then what your, what your product does is help people manage those through your software solution. Are you able to tell me a little bit more about how that works and what you do? Of course,

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Jared Winkleman 03:48

the easiest way to think about what we do is we replace the binders full of paper that many police and fire departments use to manage their building responses. Plans, you know, unfortunately now we think a lot about school, you know, churches, malls, those types of kind of high risk facilities. All those plans are by many organizations still stored on paper. Then during an actual response, the management of where police officers and

firefighters are, what they're assigned to do. Their checklists are often driven through whiteboard based systems, or pen and paper. And so we take those and combine them into one easy to use kind of map centric command screen that they can get to from any of their digital devices. And that allows them not only to be able to see what they know about a response or location and make decisions against it all on one screen, but also to record and share those with various stakeholders that might need to be involved in the response. Awesome.



Nick Jamell 04:49

That's awesome. And so as you've been getting started and up and running with IoT, how is the tech ecosystem in Colorado helped you are in your in the Denver area? Correct. So maybe even more locally towards Denver. How has that helped you to find success at IoT? I think that



Jared Winkleman 05:09

the both tech industry and kind of the startup community, if you will, in Colorado as a whole, but particularly in Denver, and boulder for Collins for those areas, is has really evolved over the last several years. You know, we spent the first six or seven years after we've kind of first thought up the product growing organically had no idea how to go out and raise capital or work with other companies and started that process in 2016 2017. And have really found, you know, much more of a tech in Star communion Colorado than we knew existed. And I think that continues to evolve today with conferences like



Nick Jamell 05:53

awesome, awesome. And clay obviously, you're a huge part of the tech ecosystem here. What was it that drew you to IRT? And, you know, how did you get to know Jared? And?



Clay Gordon 06:06

Yeah, yeah, I really feel like in the industry that Jared and I are at operates in I mean, it's just extreme legacy technology as Jared kind of highlighted just some of the pain points that you know, their current customers were involved in. So we could really relate to the problem that Jared was really facing. And so that really kind of piqued our interest. And we really felt like Jarrett's background gave, you know, a specific skill set to his advantage running this company. And so we really liked that aspect of it. And then some of the projects, which I'm going to tie this into a question was just incredibly intriguing. So I'm actually gonna ask Jared, what are some of the projects that you've had the opportunity

to work on as part of IoT?

J Jared Winkleman 06:50

Sure, that's one of the exciting things from my perspective is unfortunately, I don't have time to really work in the industry anymore or volunteer my time and the industry right now. But we get exposed to working with organizations all around the country. And seeing how organizations in different areas of the country go about this kind of planning and execution process managing their events is really intriguing. We've unfortunately, been the system used in a number of high profile events that are tragic, like the Charleston church shooting, tornadoes, hurricanes, etc. But one of the things that we do a lot of now is the products involved in the planning and management of planned special events. And, of course, there's a renewed focus around security at those after Boston in Las Vegas and those types of incidents. So this last year, we actually had the honor of providing service to the Boston Marathon. So we thought that was, you know, from our perspective, really an honor to be entrusted with an event of that scale. And, of course, the The profile that goes with that now, we've been involved in working with agencies that have hosted the Superbowl a couple of times now. And maybe one of the more fun one as we have a lot of college football teams, you know, the colleges use the system, right. But we're used to manage all the logistics and planning around the games. And last year, of course, Clemson and Alabama played for the final both for clients and so we got to have some fun with with that.

C Clay Gordon 08:32

That's awesome. I am had the fortunate to go to sec game a couple weeks ago, and you can definitely see the moving parts. So it's truly special. I guess one other question on that is how do they find IRT or how did they become a client or how did you you know, gain the trust of really doing the security for such a high profile game?

J Jared Winkleman 08:52

Yeah. Many of our clients come to us through word of mouth referrals or finding us you know, online through some of our advertising, Public Safety's really a pretty close knit community, and word of mouth travels fast. And in our case, that that's been a good thing, luckily. And so that's where a lot of that traffic comes from. But if folks are interested in finding more about us that the easiest way to do that is on our website, which is IRT software calm. That's awesome.

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Nick Jamell 09:26

Yeah, and I did want to dive in a little bit because I remember Indianapolis hosted the Super Bowl a few years ago when I was in high school. And that's just, I mean, there's so much there's like a week long event, how does your software then go? Like how do you I guess help coordinate all those different things. How does that work? Because, I mean, that was sure everything going on.

J

Jared Winkleman 09:49

So without going too deep into the process that a lot of these permits have to go through for these events, the you pointed out a really key thing Fact, right? And that's that for any large event, and if you use, say, the Super Bowl as an example, it's not just game day in the big game that happens, right? There's a week of dozens or potentially hundreds of street fairs and concerts and parties and all these things that happen around these events. And the same thing in any, you know, major city in the US. It's not just the New Year's prayed and Fourth of July, right, there's literally hundreds of events that occur throughout the year that the local law enforcement and fire agencies have to manage and prepare for. And the reality is that just the routine management of those events, closing streets and traffic control and medical response, those types of things is complex in and of itself. And now you also have to have a number of contingency plans available for each of them in case something happens, right. And so, a really basic example if we take, say, an event, like say Super Bowl week Where you might have a number of sub events that occur leading up to that, within each of those, you have responders that are going to be dedicated to serving, kind of that events needs. So medical response, traffic control, etc. And there's actually a set of forms that's put out by the government that agencies are required to fill out to help them manage kind of the plan. And those can be quite extensive. And we can save agencies 50% or more of the time it takes for them to complete those forms. So that's just a great time and effort savings. But then on the other side, during the event, we allow them to go in and very easily map and distribute where some of the incidents within that event are occurring. Because unlike say, a, what we would call kind of traditional day to day emergency, someone's going to pick up the phone and call 911. And it goes through this whole dispatch process right. When you're at an event like a concert or fair or Those types of events have prayed a marathon. Oftentimes, it's not actually 911 call that that's coming in, right? It's someone who's turning around to a police officer that's in the street or a security officer or someone they see and saying, hey, my friends having an emergency. And so because of that, a lot of those incidents actually get managed at the command post level on site rather than through the normal dispatch center. And so our system allows them to then map and get optics into what's going on within that event. Because oftentimes, those aren't actually going to show up in their day to day kind of 911 dispatching systems.



Nick Jamell 12:37

Okay, that's, that's amazing. But so basically, then you're helping people to to navigate those things that are happening on the ground that basically they don't have the visibility into it unless they're using your software, really, because it's not getting reported through the normal channels.



Jared Winkleman 12:55

Exactly. And it can be confusing for organizations if they don't have an easy visual realization tool to really see what's going on to understand what their true kind of staff deployment looks like, how long folks people are, how long people have been assigned, when we need to give people breaks, you know, all those types of things. Right. Awesome.



Nick Jamell 13:16

So, looking forward, what is it that as you look down the road for IoT that excites you the most out of your product vision out of, you know, your company vision? Is there something that you're really that excites you that energizes you and your team?



Jared Winkleman 13:34

I think there's a few things you know, one is that as we cities and technology continue to expand and expand and we get into smart cities and sensor ization, and kind of the ever evolving, you know, there's an app or widget for that movement. Our tool really represents a way to bring all those data points together for an incident commander or decision maker to Be able to see things in a single screen and make decisions against them. And so we see a really exciting opportunity to continue to expand our API's and our external partnerships more and more to bring in some of these technologies that are helping to make police officers and firefighters and emergency responders smarter in the field from a hardware perspective, and integrate those seamlessly into the software they're using to manage those events. I think the other thing that excites us, kind of marketplace wise is our movement into enterprise. So we signed our first fortune 50 company last quarter. And so we really see an opportunity where we can, again help a lot of these large companies and manufacturing oil and gas those types of industrialized organizations to better manage their internal emergency response processes and Give management and senior leaders better visibility into some of those incidents or emergencies that might be happening at remote sites to other company. Yeah,



Nick Jamell 15:10

that's awesome. That's really exciting to hear, too. I mean, is there anything else that you'd like to add? I think



Clay Gordon 15:19

maybe it's just the last question as if someone wanted to get more information on Incident Response Technology, as I know, you had highlighted the URL, but if you could just highlight where can people find IRT?



Jared Winkleman 15:30

Absolutely. So again, website is a great first step IRT software Comm. You can also find us on Facebook, Twitter or LinkedIn.



15:45

All under rhodium sweet. So R H O D I U M SUIT.



Jared Winkleman 15:53

And those are probably the really the two best places to pick up more information on us. Awesome.



Clay Gordon 15:59

Awesome. Thank you so much for your time. Yeah,



Nick Jamell 16:02

I don't have any other questions. No, thank you for coming on Jared. We really appreciate it and excited to see where you take this and how far it can go. All right, everything's. Thanks for having me. Yeah, that's it for today. Thank you so much for listening. Be sure to check out Garrett in IRT at IRT software comm for links to their social profiles near people, companies and resources mentioned in this episode, head on over to powder keg COMM And check out the show notes. If you're looking for a new role and wants to be connected to cutting edge companies like IRC, you can join our matches platform at powder king.com slash jobs and to be the first to hear the stories of entrepreneurs, investors and other tech leaders outside of Silicon Valley subscribe to us on iTunes at Powder Keg comm

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