Study Question part 1. Individual assignment (2 points)

For your team's technology, please develop 2 elevator pitches. The first elevator pitch should be targeted to either a potential licensee (if the technology is to be licensed) or to a potential customer/distributor (if the technology will be sold directly).

My name is Sandheep and I am a graduate student of MIS at Texas A&M. As a part of my coursework, I am studying about a **Tethered Overscene Camera** which is developed to complement the body cams and dash cams used by the law enforcement officers. The cameras used by the officers **now lack a 360-degree** view on the scene and the tethered camera offers just that. The officer is in full control of this tethered camera. Technologies which complement the body and dash cameras can be used to **gather a lot of data from the crime scene** and could potentially be used as a **training tool** in addition to the camera being a bird's eye view for the officer. Apart from helping the cops, the camera could record important information in the scene which could be **useful for the prosecutors and attorneys**. What features do you think are lacking in the current technologies and **how well do you think law enforcement would adapt** to this technology if it is commercialized?

The second elevator pitch should be targeted to an industry expert who is not a customer (perhaps a university expert, an industry trade group person, or a government source of information).

My name is Sandheep and I am a graduate student of MIS at Texas A&M. As a part of my coursework, I am studying about a Tethered Over-scene Camera which is developed to complement the body cams and dash cams used by the law enforcement officers. The cameras used by the officers now lack a 360-degree view on the scene and the tethered camera offers just that. I read your article on the limitations of body cams used by law enforcement officers on forcescience.org and I was fascinated by the sound points you made. You mentioned the body cam **lacking depth and distance**. The technology I am working with right now provides a **360-degree view of the scene** and I think it would **add perspective when the footages** are later reviewed. Although I agree with your point about a human investigation being better than camera footage, I have to say this technology is built for both public and officer safety and would come in handy during emergencies. Do you think **more cameras will be a good addition** to the officer's arsenal and do you think cameras **capturing data from a distance will provide more context** to the scene when it is reviewed later?

Study question part 2. Individual assignment (3 points)

For your technology, develop a research plan with the following elements:

Define the commercialization option (licensing, start-up, or product). You may have multiple options.

The tethered Overscene camera is pending patent and is developed by RSQ Systems LLC. Once patented this **product can be licensed** and commercialized to the users. Although the product was developed with law enforcement in mind, the product can be customized and expanded to the end-

users based on the need. For example, manufacturing industries could use the cameras to monitor some of their processes where humans have high risk of entering. Once the need of the product is identified, it can be **expanded by the start-up**.

Describe at least three key questions that you need to answer to reach a conclusion about the commercialization possibilities of the technology.

1. Is there a need for additional cameras for the law enforcement?
2. How frequently will the Tethered Overscene Camera be deployed for use?
3. How expensive will the camera be and how long will it take to fix it on the roof of the cars?
4. How long will the cameras last?
5. How quickly can the broken cameras be replaced and how much will replacement cost?
6. What are the similar cameras in the market that are catering the needs of the law enforcement?
7. Do cops actually see a good use for this product in the longer run?

Identify 3 types of primary sources that you need to reach out to during the research (this can be categories or types of people, not necessarily names of individuals).

1. Inventor(s) of this product
2. Experts/scholars who have done extensive research on law enforcement technologies
3. Law enforcement officers who will use this product

Identify 3 secondary sources of information for your project (this can be categories or types of sources, not necessarily internet addresses of specific sources).

1. Research papers on the internet
2. Engineers who are working on similar technology or engineers who stopped working on this technology
3. General experts on law enforcement; lawyers; judges
4. Private companies who have experience developing products for law enforcement.

RESOURCES:

1. http://rsq-systems.com/
2. https://www.forcescience.org/2014/10/10-limitations-of-body-cams-you-need-to-know-for-your-protection/