IMPACT
(Invured Military Personnel Assisting Combat Troops)

Chris Ferguson, President
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Agenda

- What is IMPACT?
- Development Timeline
- Native apps for handheld
- Video Work
- Road Show
- What’s Next?
- Close
What is IMPACT?

• What: A password protected multi-platform network for CIED professionals that enables sharing/collaboration on lessons learned and training.
  – Admin generated content
    • IMPACT Videos
    • News Articles
    • Community Events
    • Stories for and about Wounded Warriors
  – Crowd sourced content
• Who: CIED Professionals
  – Currently limited to US military personnel
Development Timeline

MAY 2012
IMPACT iPad app v1 launched

SEP 2012
IMPACT iPad app v2 released

OCT 2012
IMPACT for web/desktop released

MAR 2013
Mobile Web

MAY 2013
native iPhone and Android IMPACT apps released
Native Apps for Handheld

• Just-in-time accessibility
• Push notifications
• Geolocation
• Content creation and immediate sharing
IMPACT Videos

• Format
  – Incident Videos (42 published)
  – Observation Videos

• Expansion of Interviewee Perspective
  – 1st person Wounded Warrior
  – 1st person onsite team member
  – Invisible wound injuries
  – Ground breaking Operational experiences
Value outside of IMPACT

• NAVSCOLEOD
  – Videos shown during training in IED Division
  – CMDMC using videos in his Welcome Brief for each new class

• GATOR has invited S2S to present the app overview during each US Military course

• Army Training Network has requested the use of analysis reports as reference information for senior leadership

• JKnlIFE posting analysis reports and sample videos on NIPR page
“Road Show”

• Purpose
  – 1 hour brief to introduce and demo IMPACT as well as gather user feedback
  – Interview and film personnel for Incident Videos

• 2012 Visits
  – Army: Fort Bragg
  – Navy: Little Creek EOD leadership
  – Marine Corps: Camp Lejeune, Camp Pendleton
  – Air Force: Eglin AFB

• 2013 Goals
  – Army: Ft Drum, Ft Carson, Ft Campbell, Ft Leavenworth
  – Marine Corps: Camp Lejeune follow-up and Engineer engagement
  – Air Force: Peterson AFB, Hill AFB
  – Service requested visits
**What’s Next for IMPACT?**

**IMPACT will be the go-to mobile source for collaborative Counter-IED training**

- User requested Enhancements
  - Asset Management
  - Private Messaging
  - Enhanced Search
  - Portrait Mode for iPad

- Development of IMPACT to maximize C-IED training needs
  - Leadership Case Studies
  - What’s driving IMPACT Improvements?
    - Field Studies
    - Analytics
    - New technology research for optimizing apps and micro-social networks
    - Addition of training-centric features
**S2S can be found at booth #105**

Please stop by. We are staffed to answer your questions, help you register for an IED IMPACT account, and allow for app exploration.