



Search and Rescue Safety Products for First Responders, Security Teams, Law Enforcement, and Military



Adrian Garulay
President, CEO &
Co-Founder
SpecOps Group, Inc.

CEOCCFO: *What the concept behind SpecOps?*

Mr. Garulay: SpecOps is about situational awareness technology, saving lives, and making the world a safer place. SpecOps develops innovative security, surveillance, and first responder equipment and solutions that provide meaningful awareness of the situation at hand. This awareness makes the difference between life and death on the scene -- It empowers search and rescue missions, security, and military operations. What makes SpecOps unique is a management team comprised of ex-military, U.S. Navy Seals, intelligence, and law enforcement professionals.

CEOCCFO: *Would you explain what situation awareness is and how you are addressing it?*

Mr. Garulay: Situational awareness is a state to knowing and understanding what is going on around you, and leveraging that understanding to achieve positive outcomes like saving lives. SpecOps develops tools and equipment to enable the process of gathering that awareness on the ground, following a massive earthquake for example, where there may be hundreds of victims buried under rubble, waiting for medical treatment, and where every second counts. That is precisely why we developed FINDER (Finding Individuals for Disaster and Emergency Response). FINDER uses a low power radio signal to detect the motion signature of human heartbeats and respiration. FINDER makes the process of finding disaster victims more efficient by removing the guesswork out of search efforts, and providing rescuers with a precise real-time detection of all living victims within a 20-meter radius. FINDER is portable, easy and safe to use, and can be operated by a single person. We are thrilled to see FINDER becoming the gold standard in search and rescue technology providing first responders with the capability to save many lives quickly. In fact, four people were rescued directly by FINDER following the 7.8 magnitude earthquake that rattled Nepal in April 2015.

CEOCCFO: *Are local police organizations using this product as well?*

Mr. Garulay: Our target markets are the military, law enforcement, including SWAT teams, police organizations, security organizations, firefighters, and search and rescue teams.

CEOCCFO: *Is there a similar product available or is this brand new technology?*

Mr. Garulay: This is brand new technology; we just debuted FINDER at the Defense and Security Equipment International (DSEI) expo in London in September.

CEOCCFO: *How does FINDER work?*

Mr. Garulay: FINDER uses low-power microwave radar technology to detect and monitor human heartbeats. The radar technology was originally developed by NASA to monitor and regulate astronaut heartbeat and respiration levels in space.

CEOCCFO: *How does the cost equate with need?*

Mr. Garulay: FINDER ranges in price between \$25,000 and \$35,000 USD, it is completely portable, and can be operated by a single user. These features make FINDER a cost-effective and efficient search and rescue solution. Most disaster scene search and rescue operations today rely upon the use of rescue dogs and sound. Search and rescue dogs cost more than \$100,000 a year to train and maintain, and they require highly trained and expensive dog handler teams. Customers recognize not only the cost-benefit of FINDER technology, but also the tremendous impact it has on reducing the time it takes to find victims and saving lives.

In addition to the portable hand-held unit, FINDER's see-through-wall radar imaging system can be mounted in aircraft such as drones to enable covert human surveillance missions. FINDER provides users with the ability to detect human targets inside buildings, underground, and in caves providing valuable situational awareness. There are obvious anti-terrorism applications for FINDER as well. Human heartbeat detection results are captured inside the aerial vehicle and displayed on the ground in real-time. This is very important for SWAT teams and the military because they know where people are and if they need to go in and rescue people, they can plan for it and do it correctly.

SpecOps has also developed the world's first tactical high-powered flashlight equipped with built-in night vision video camera recording system called the M5 Flashcam. The M5 Flashcam is ideal for law enforcement, search and rescue, first responders, evidence gathering, and special operations.

CEOFCO: *Is there training involved to use FINDER? How do you know if it is working correctly? Will there be maintenance issues?*

Mr. Garulay: We developed FINDER to be easy and safe to use, and anyone can learn how to operate the device in under 15 minutes. FINDER comes packaged in a protective pelican case which is about two and a half feet tall. It fits in the overhead luggage compartment of an airplane, and can be carried around very easily; it weighs only about twenty pounds. The unit is placed on the ground at the scene, and the on button is activated. After about 30 seconds, the area is scanned and the operator is provided with real-time mapping of all the human heartbeats in the area. The rescue team can then efficiently rescue the living victims getting them the emergency medical treatment they need as soon as possible. It is quite amazing to see technology that was developed for use in space actually saving lives here on the ground on Earth!

"SpecOps develops innovative security, surveillance, and first responder equipment and solutions that provide meaningful awareness of the situation at hand. This awareness makes the difference between life and death on the scene -- It empowers search and rescue missions, security, and military operations." - Adrian Garulay

CEOFCO: *Is FINDER more relevant to certain geographies?*

Mr. Garulay: Natural disasters, catastrophes, and search and rescue missions occur all around the world, and FINDER is a key life-saving technology applicable in every country. While there is no non-earthquake zone on the planet, certainly countries located within well-known seismic hot spots along the Pacific Rim are particularly well poised to benefit from FINDER. More than 140 million people in the United States alone live in designated earthquake zones. From Alaska, down the Pacific coast of North and South America, and up from New Zealand, Indonesia, Japan, and then across Asia from Pakistan, Iran, and Turkey to Italy – these countries are all particularly vulnerable to seismic activity.

CEOFCO: *How else are you introducing the product other than at conferences? Can you get a foot in the door?*

Mr. Garulay: In addition to our aggressive field marketing trade show and exhibition calendar this year, we are also developing distribution partnerships with sales representatives, VARs, and manufacturer's reps. This is a great time to get in touch with us as we're looking to build relationships with the right organizations.

CEOFCO: *The M5 Flashcam has applications for insurance adjusters and home inspectors. What are some of the other applications and how do you plan to approach those groups?*

Mr. Garulay: We are excited about the M5 Flashcam because it takes a piece of equipment originally developed for the military, and puts it in the hands of consumer and enterprises alike. Consumers and enterprises have security concerns and issues that can benefit from the M5. It is a very good light for home inspection, pest control, and evidence gathering. The applications within every sector of business are innumerable. Our aim to make the product available to consumers via big retailers online and brick and mortars. We already have had interest from Sam's Club, Wall-Mart, and others.

CEOFCO: *How important is the background of your co-founder Tom Coulter, and the background of the group?*

Mr. Garulay: Very important! SpecOps was co-founded by retired Navy Seal Commander Tom Coulter whose success as a Navy Seal relied upon mastery of situational awareness and preparedness. The SpecOps management team is comprised of highly skilled and decorated ex-military, intelligence, and law enforcement professionals with more than 180 years of combined special operations experience. Our company is our people, and our people are our credentials.

CEOFCO: *Do you have the funds for the push that you are making or are you seeking partnerships/investments in any way?*

Mr. Garulay: SpecOps is funded, and focused on the execution of our growth strategy, bringing our products to market efficiently and swiftly to save as many lives as possible.

CEO CFO: *What has been the initial response?*

Mr. Garulay: The initial response is very positive. We have had a lot of support from Department of Homeland Security and our partners at NASA. We have had contact from most search and rescue teams like FEMA in the United States and around the world. Every country has its own search and rescue organizations and we are gaining a great deal of traction and momentum. What we have to do now is demo the product to prove to the market that it works.

CEO CFO: *Will partnering with NASA make it easier to interact with the government agencies re: paperwork and the timeline and some of the challenges because of the type of product or is it the same old lengthy process?*

Mr. Garulay: Working with the government invariably involves a significant amount of paperwork, but our trusted partners at NASA have helped us get a foot in the door, and ensured responsiveness. Homeland Security has all but mandated us to get FINDER to market. The U.S. government and its Department of Homeland Security want to save lives here and internationally. They want all search and rescue teams around the world have the best technology solution in hand.

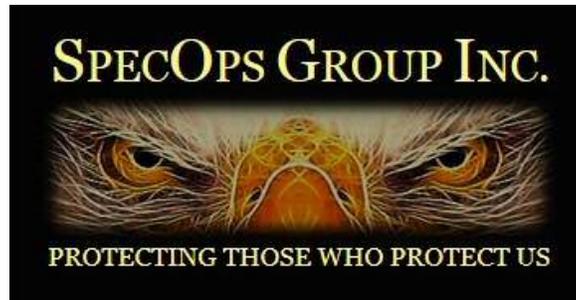
CEO CFO: *What has surprised you as the company has evolved and is now on the commercialization tract?*

Mr. Garulay: The biggest surprise has been the speed of the international market reception. We thought we would get more of a response from the United States market initially than anywhere else, yet both local and foreign markets are eager for our products. For example, the increased demand for security technology in the Middle East driven by the ISIS situation has escalated our international activity.

CEO CFO: *Why pay attention to SpecOps Groups?*

Mr. Garulay: SpecOps is an innovative technology company that has a track record of success partnering with the most advanced labs on the planet. We are partnered with NASA's Jet Propulsion Lab, and the Department of Homeland Security, which provides us with inimitable access to state of the art technology. SpecOps has the potential to become not only a major defense contractor, but also has retail inroads. We are only beginning to scratch the surface in terms of addressing the applications for our technology, so there is a tremendous amount of upside. For example, we are leveraging heartbeat and respiration monitoring for purposes of search and rescue right now, but there are numerous medical applications as well. I think we have our priorities in the right place here, and we are only getting started.

Interview conducted by: Lynn Fosse, Senior Editor, CEO CFO Magazine



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