

Nerac to Host the Next XcellR8 Meeting Thursday, July 12th
XcellR8 welcomes FIRE RESCUE VR

July 6, 2018, Tolland, CT. Nerac is pleased to announce that the next XcellR8 meeting will be held Thursday, July 12th at 8:00 am at Nerac HQ.

XcellR8 is a powerful advisory program designed to foster innovation in business and support entrepreneurs throughout Connecticut, particularly those originating out of UConn. Leveraging Nerac's strong and far-reaching network of innovators and entrepreneurs, XcellR8 meetings assemble a comprehensive array of expert professionals who serve to advise and mentor entrepreneurs in all of the various facets of business and product development. The meetings are energetic, interactive gatherings wherein entrepreneurs present their ideas and concepts and gather feedback and guidance from experts in attendance.

Beyond the meetings, XcellR8 aids technology-based and other startups in developing and executing effective, big picture strategic plans by connecting them to relevant, up-to-the-minute resources, including CTNext – Connecticut's go-to resource for entrepreneurial support. CTNext is partnered with Nerac in support of its XcellR8 and Incubator programs. As a member of the CTNext Partner Program, Nerac plays an important role in CT's innovation ecosystem by introducing entrepreneurs selected for its XcellR8 program to resources and support systems that can help them carry out plans with success post meeting. An extension of the XcellR8 program, Nerac's Incubator program makes ideal workspace opportunities available to Nerac's strong network and community of entrepreneurs.

On the 12th, XcellR8 welcomes Fred Caserta, Jeff Pinckney and Pete Morotto, Founders of [FIRE RESCUE VR](#). Fred is a reSET alum and recently presented Fire Rescue VR to the reSET cohort and program directors one year after its founding. Over the course of the past 18 months, Fred has been experimenting, evaluating and making incremental improvements to his innovation; a virtual-reality based training and educational system for first-responders, initially focusing on firefighters.

Fred exhibits relentless passion and has proven skills in marketing, advertising, computer hardware, software and is very familiar with the videogame Industry. Together with his Co-Founders, Pete Morotto and Jeff Pinckney, and their experience and knowledge of the fire ground and paramedic industry, the team sees tremendous opportunities for FIRE RESCUE VR.

FIRE RESCUE is focused solely on the development of a leading-edge VR training and educational system covering the following initial key industry areas: Fire and Smoke Behavior, Fire Ground Officer Management, Interior Firefighter Operations, Cancer Decontamination/Prevention and PTSD (Suicide being the #1 killer of our nation's firefighters).

With a simple, yet highly-immersive and easy-to-deploy system, one utilizing proven videogame engine technology and off-the-shelf hardware; this SaaS system has the potential to become a dominant force in the industry within the next several years.

FIRE RESCUE has recently begun enhancing the prototype and is on a development path that is expected to result in a minimum viable product concept within the next 3 months.

Fred is seeking help and feedback from the XcellR8 group on:

- Go-To-Market/Marketing Strategy
- Public Relations/Awareness
- Customer Feedback Process
- Startup Support/Funding Opportunities
- Identifying/Addressing Potential “Unknowns”

He will use the session input to add critical detail to his plan for a beta product launch within the next 3-6 months.

“The Tolland/Nerac XcellR8 group continues to advise and mentor entrepreneurs in all kinds of business and product development endeavors,” said Kevin Bouley, CEO of Nerac. “It’s incredibly rewarding to see our members continue to succeed, and I look forward to having the group brainstorm ideas with Fred, Jeff and Pete on their FIRE RESCUE VR product.” [Contact XcellR8](#) to learn more today.

About Nerac

Nerac Inc. is a global research and advisory firm for companies developing innovative products and technologies. Nerac provides expert insights that equip clients with the knowledge to develop or refine a technology, explore market growth opportunities, evaluate intellectual property strategies and respond to regulatory changes. Nerac serves approximately 5,000 users worldwide and delivers over 12,000 research projects and custom alerts each year. Nerac has a long, successful consulting history in a wide-range of industries with significant expertise and extensive data resources supporting client requests in the areas of technology scouting, IP, medical device, engineering, chemistry and advanced materials.