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# RAPIDSOS +

## RapidSOS CEO Tops Forbes 30 Under 30 Healthcare List

- RapidSOS Founder & CEO Michael Martin tops *Forbes*' list of brightest entrepreneurs in healthcare
- *Forbes* recognizes transformation that RapidSOS is bringing across millions of emergencies annually – driving faster, more effective response

*Forbes* announced this week that RapidSOS co-founder and CEO Michael Martin topped its list of the “the brightest young entrepreneurs, leaders, talents and change agents” in the healthcare category, a list that includes 600 of the most innovative CEOs under 30.

*Forbes* sees over 15,000 nominations for the 30 Under 30 list and finalists are selected by a panel of expert judges in each field. Since the introduction of the *Forbes* 30 Under 30 list in 2011, past honorees have gone on to lead companies that are now household names in their sectors such as Mark Zuckerberg who founded Facebook and Daniel Ek who founded Spotify.

“It is an honor to be recognized by *Forbes*. After being followed late at night in Harlem, I realized how challenging it is to dial a number and have a conversation when you need help most,” said Martin. “This realization was magnified when my father had challenges reaching first responders when he shattered his hip and broke his wrist falling off the roof of my childhood home.”



Photo Credit: Jamel Toppin for Forbes

RapidSOS was formed by Martin and Nick Horelik in Cambridge Massachusetts, while Martin was a student at Harvard Business School and Horelik was completing a PhD in Nuclear Engineering at the Massachusetts Institute of Technology. Over orange juice at Dunkin' Donuts, Martin and Horelik wrote the original business model the night before the application due date for the MIT \$100k competition.

“RapidSOS' technology is already driving faster, more effective emergency response,” said Francesca Dominici, Senior Associate Dean for Research at the Harvard School of Public Health. “Longer-term, the ability to think predictably about these events has the potential to be transformative for healthcare.”

After winning the mobile track of MIT's flagship entrepreneurship competition, RapidSOS proceeded to win the Harvard President's Challenge, Harvard Business School New Venture Competition, Harvard Innovation Challenge and was recognized as the “2016 Start-Up of the Year” by the Consumer Technology Association and a Top Innovative World Technology by SXSW.

RapidSOS is commercializing technology to predict and preempt emergencies before they occur, warn users in harm's way, and provide a rich data link from any device directly to first responders. The result is a transformation in the over 100 million emergencies that occur across the U.S. each year.<sup>1</sup>

RapidSOS currently works with 44 partners ranging from the White House Data Driven Justice Initiative to top Silicon Valley technology companies to connect cars, wearables, and mobile phones directly to 9-1-1 and first responders in an emergency. The result is a viral safety, security, and wellness platform that transforms emergency response: up to 5 minutes faster response time, 2-10% reduction in mortality, 6.9% reduction in healthcare treatment costs, and up to 20% reduction in structural damage in certain building fires.<sup>2</sup>

"9-1-1 telecommunicators and first responders do heroic work absent almost any data," added Martin. "We are excited to be partnering with them and some of the world's largest tech companies to transform safety, security, and wellness."

Michael holds an MBA with High Distinction from Harvard Business School, where he received the R.F. Jasse Distinguished Award in Entrepreneurship and Leadership (top entrepreneurship award for class of 2015) and was named one of the "World's Best & Brightest MBAs." Michael received his BA Summa Cum Laude from Carleton College.

## **About RapidSOS**

RapidSOS is an advanced emergency technology company. Formed in 2012 and backed by some of the world's leading Silicon Valley technologists, RapidSOS is partnering with consumer technology companies and the public safety community to provide transformative data in emergencies. RapidSOS is developing technology to predict and preempt emergencies before they occur, dynamically warn people in harm's way, and link data from any connected device directly to first responders in an emergency. RapidSOS was named "2016 Start-Up of the Year" by the Consumer Technology Association, a Top Innovation of 2015 by MIT News, and a Top Innovative World Technology by SXSW.

Learn more at [www.RapidSOS.com](http://www.RapidSOS.com)

Contact:

Regina Jaslow

[rjaslow@rapidsos.com](mailto:rjaslow@rapidsos.com)

(347) 879-0024

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<sup>1</sup> National Emergency Number Association. <http://www.nena.org/?page=911Statistics>

<sup>2</sup> Based on actuarial [analysis](#) for a life threatening emergencies performed in consultation with top academics at MIT/Stanford/Harvard