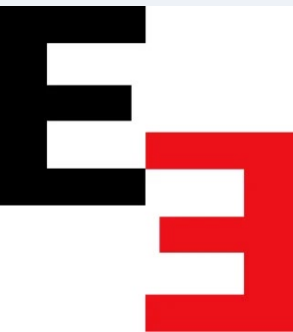


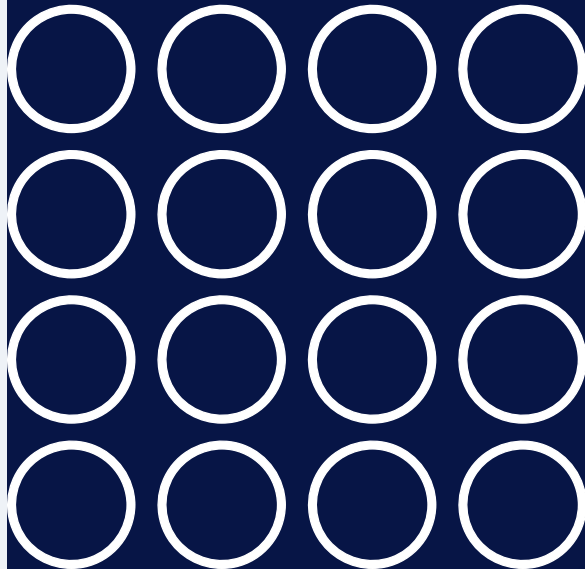
Emergent 3

Rescuing a Stalled School
Safety App and Rebuilding
it in Five Months



CASE STUDY

Industry	K-12 school safety and emergency communication
Customers	School districts, hospitals, and government
Scale at Rescue	50,000 active users, approaching \$1M ARR
The Build	Complete rewrite of the E3 safety platform, with native apps across every platform and a district admin portal
Engagement Length	2.5+ years



SECTION 1: THE PROBLEM

A Growing Safety Platform With No Development Team

Emergent 3 offers an app schools use to send emergency alerts during lockdowns, medical alerts, and other critical situations. By the time the company came to DevSquad, roughly 50,000 people were using the product, known as E3, and the business was approaching a million dollars in annual recurring revenue, all of it built on a stalled V1.

In an attempt to drown them out of the market with legal fees, a former employer sued Emergent 3 and Mr. Keller, and the development shop the company was working with. A judge eventually dismissed every claim against Keller and against the company, but while the case was open, the previous dev shop had to stop all work.

Emergent 3 was left with an emergency platform that could not be updated. Bugs were lurking, planned features went unbuilt, and when the system stalled, founder PK Keller tried his best troubleshooting which sometimes led to a soft reset of the servers, the turn it off and back on approach.



"I told Phil, we are in crisis mode and we need help. He said, 'I can help you, but my team won't touch that codebase. We'll write everything fresh, and I'm confident we'll build a better product than what you have today.' So I bet the farm. I trusted Phil 1,000%. DevSquad followed through and saved my company."

— PK Keller, Founder of Emergent 3

SECTION 2: THE SOLUTION

A Full Rewrite, Delivered In Just Five Months

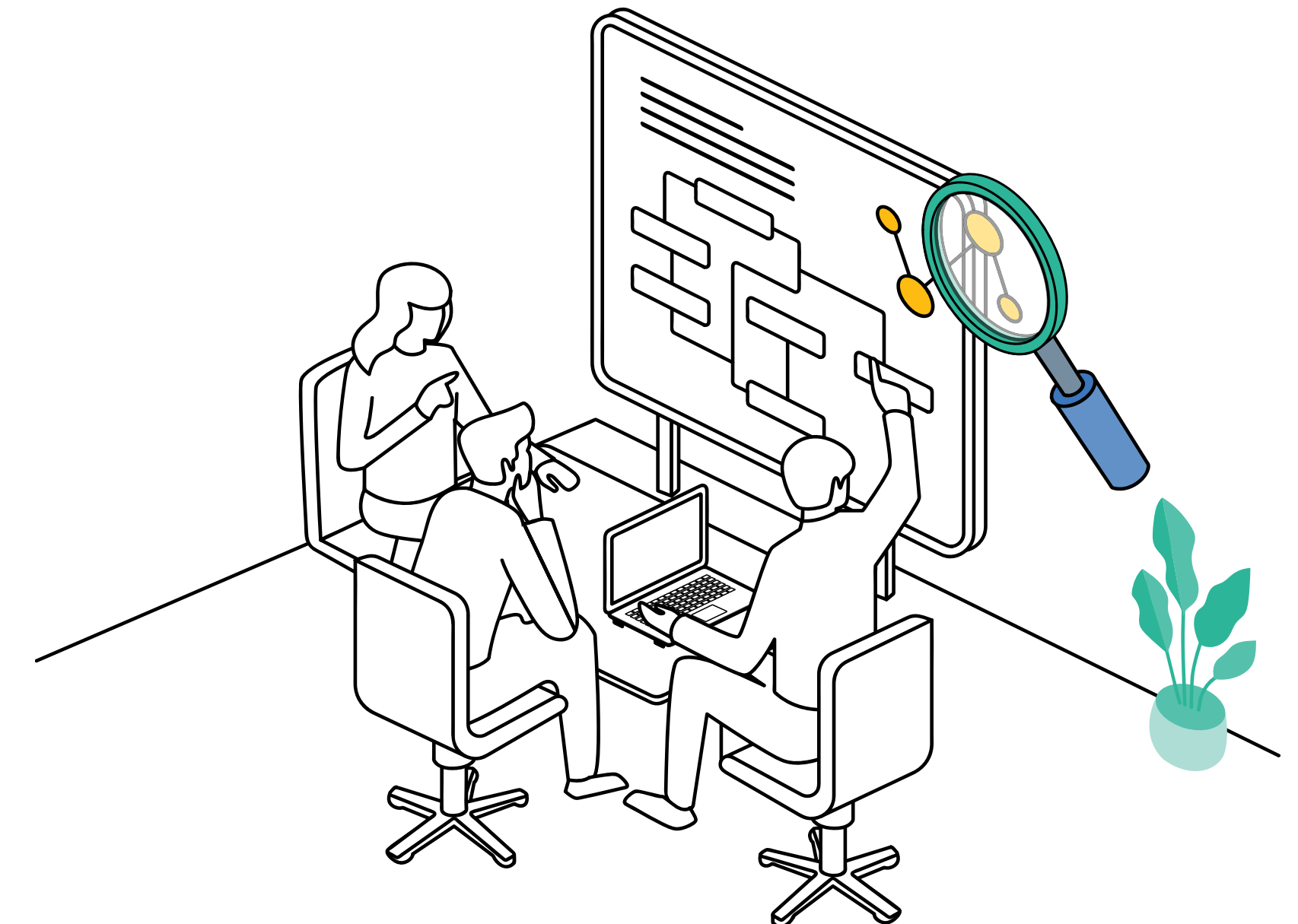
Due to legal and technical complexity, DevSquad rebuilt the product from scratch.

Scoping the rewrite started by removing unnecessary features. At the same time, DevSquad recommended building something Keller had not asked for. Most companies at his stage do not need a full admin portal, but Emergent 3 was

selling into districts that manage many schools at once, so the team argued for building a real one and added scope to their own project.

Launching meant moving everyone at once. V2 was written in a different language, so it could not run alongside V1. That meant there was no gradual rollout and

no fallback. DevSquad and Emergent 3 shut V1 down and moved roughly 50,000 users onto the new platform and its native mobile apps, with the data migration going off without a hitch.



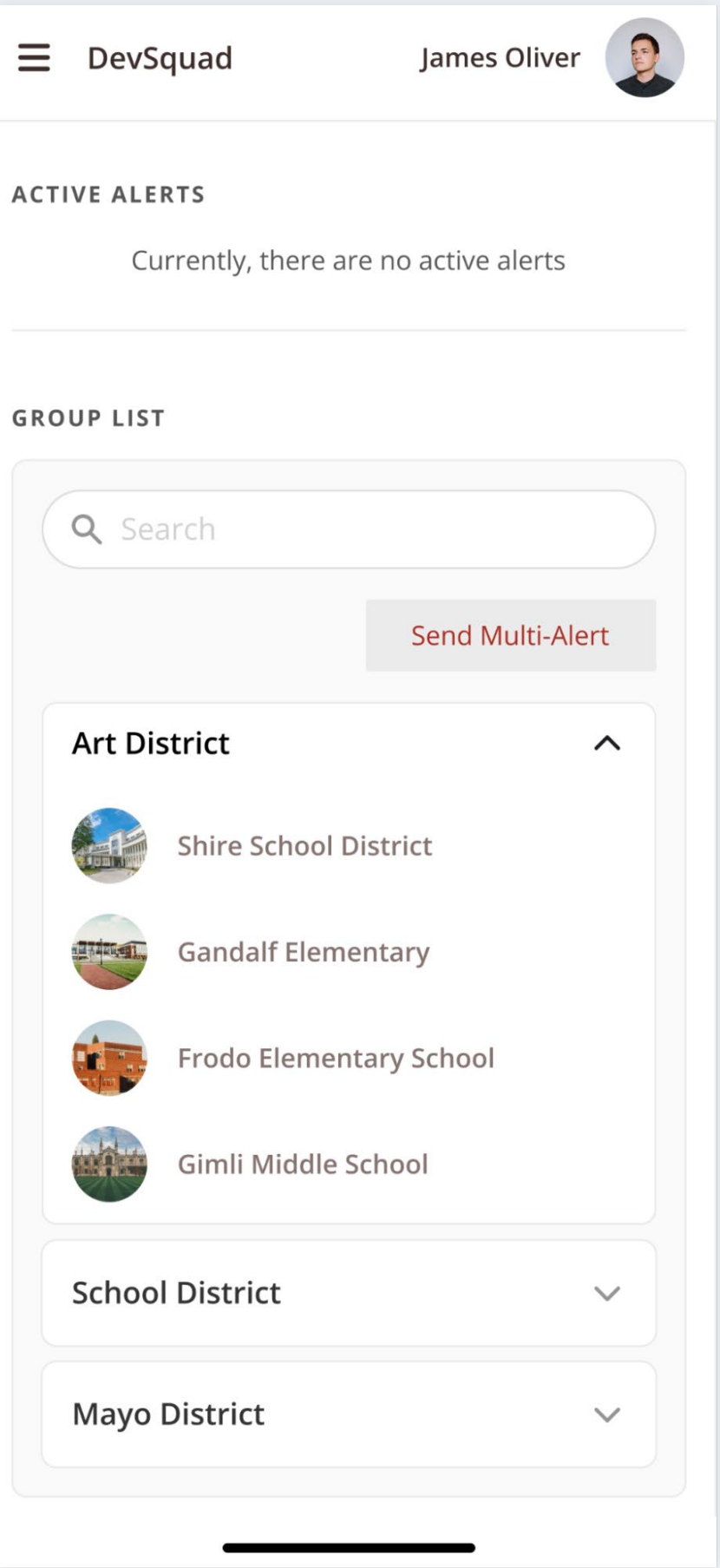
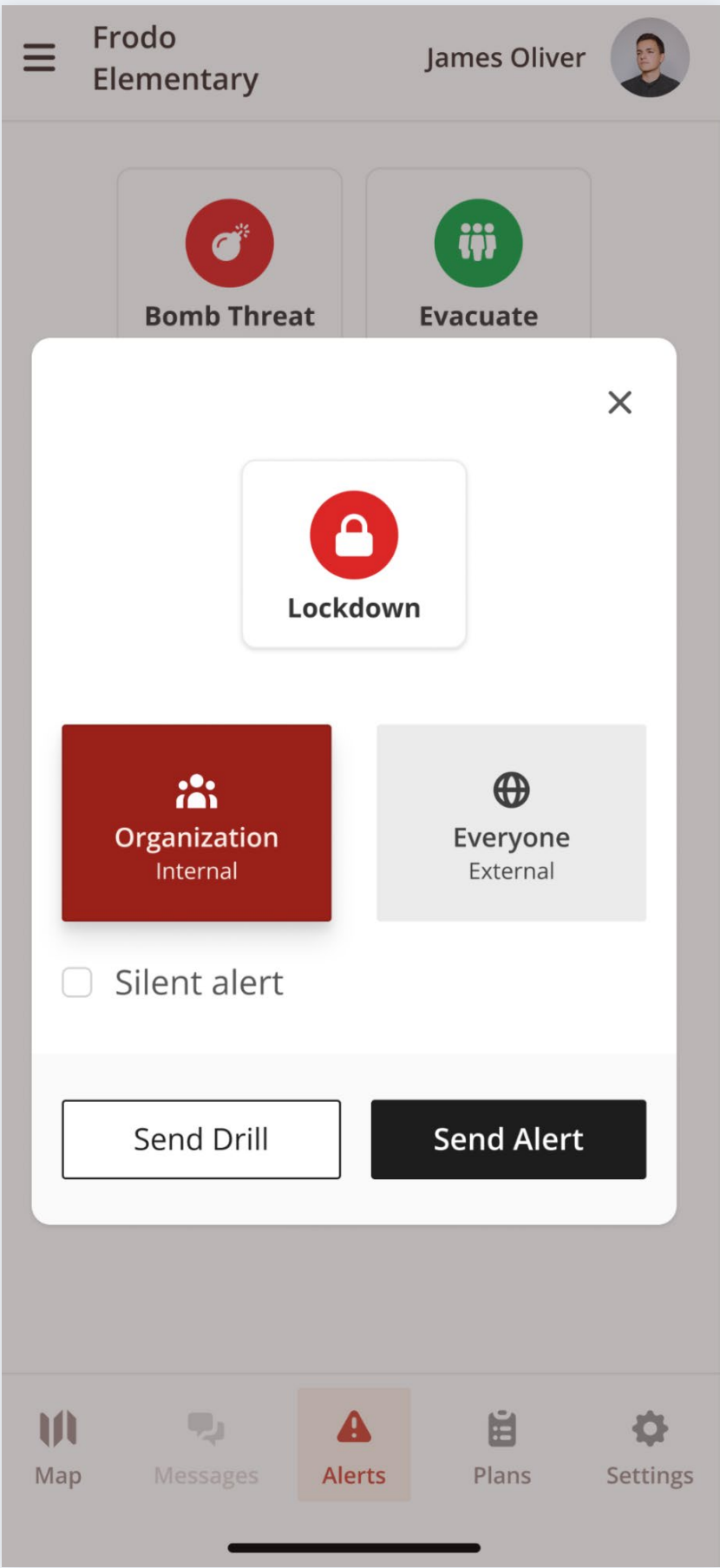
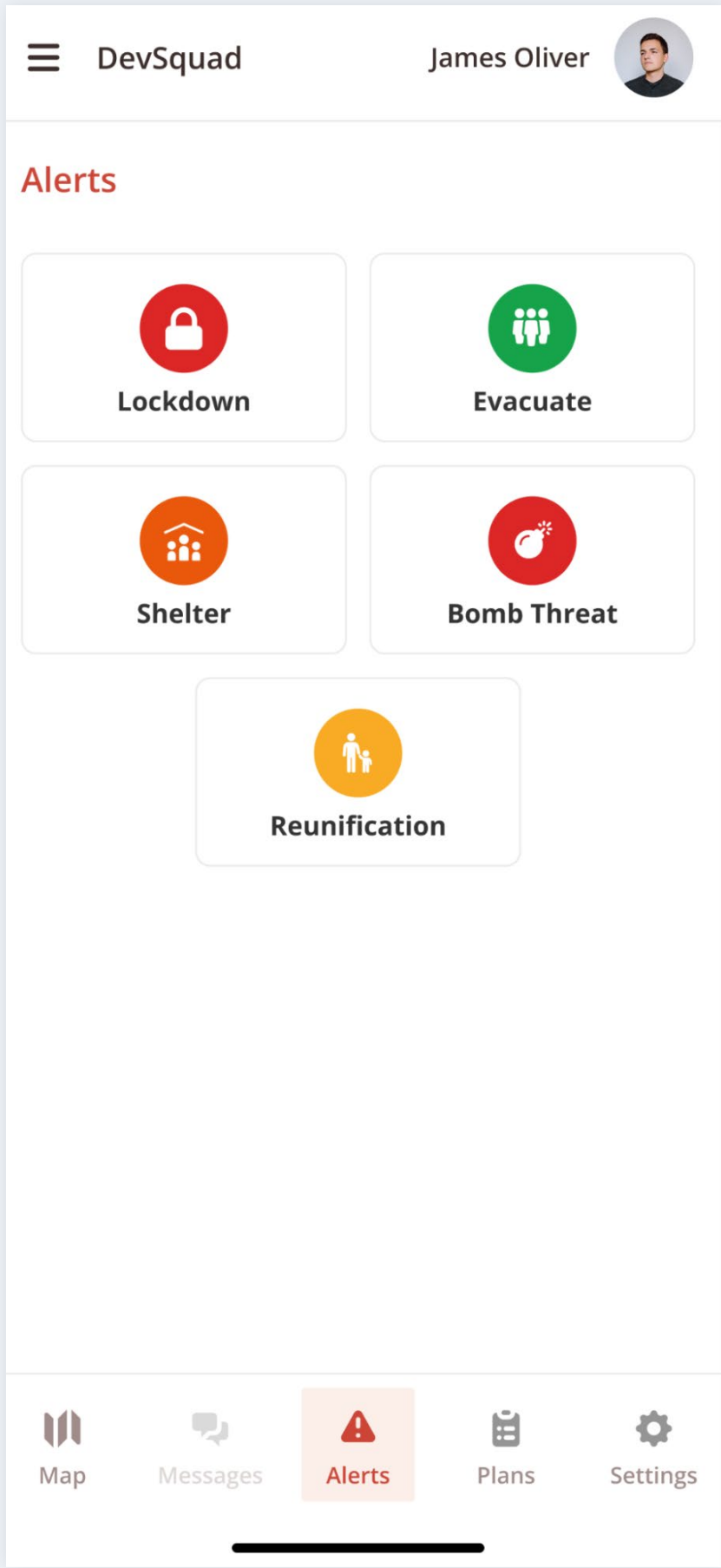
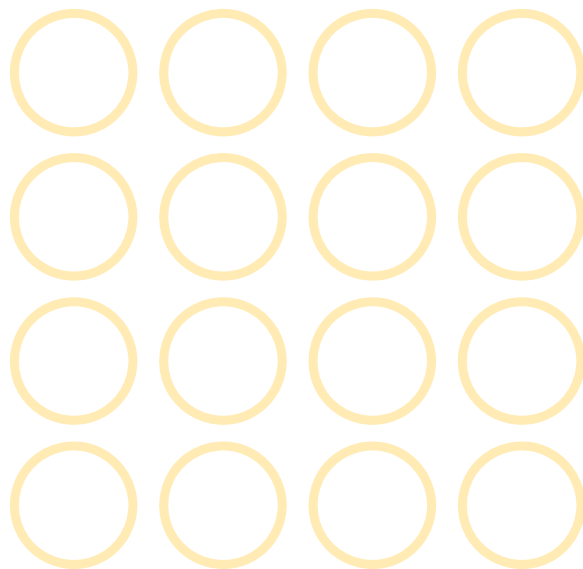
*"I remember sitting down with Phil and Raphael, and they asked, 'What do you not use in the app today? What can we strip out? How can we simplify this?' That opened my eyes to their expertise, and to how much they **actually cared**."*

— PK Keller, Founder of Emergent 3

What Happens During An Emergency

Before a school adopts E3, emergency communication runs on disjointed systems and whatever tools staff have pieced together themselves. There is no single place where an alert goes out, staff can confirm they are safe, and administrators can see what is happening.

Sending an alert takes two taps. A teacher opens the app, selects the school she is in, chooses the alert type, and sends it. Every phone on campus goes off, including phones set to silent, because E3 sends alerts as critical notifications that override silent mode.



Two taps, and every phone on campus knows.

How We Tested A Platform That Can't Afford To Make Errors

An emergency app is only worth having if it works on the day it is needed, and this rewrite happened before automated testing tools were what they are now. Confirming thousands of people would see the same information at the same moment meant coordinating real human testers.

“Accuracy is essential to our business, because we are dealing with critical safety. During the QA phase before launch, Phil called in the entire company to help with E3. I call it the DevArmy. They came in and just lit up E3, testing to make sure everything updated in real time. It was all hands on deck. They went above and beyond.”

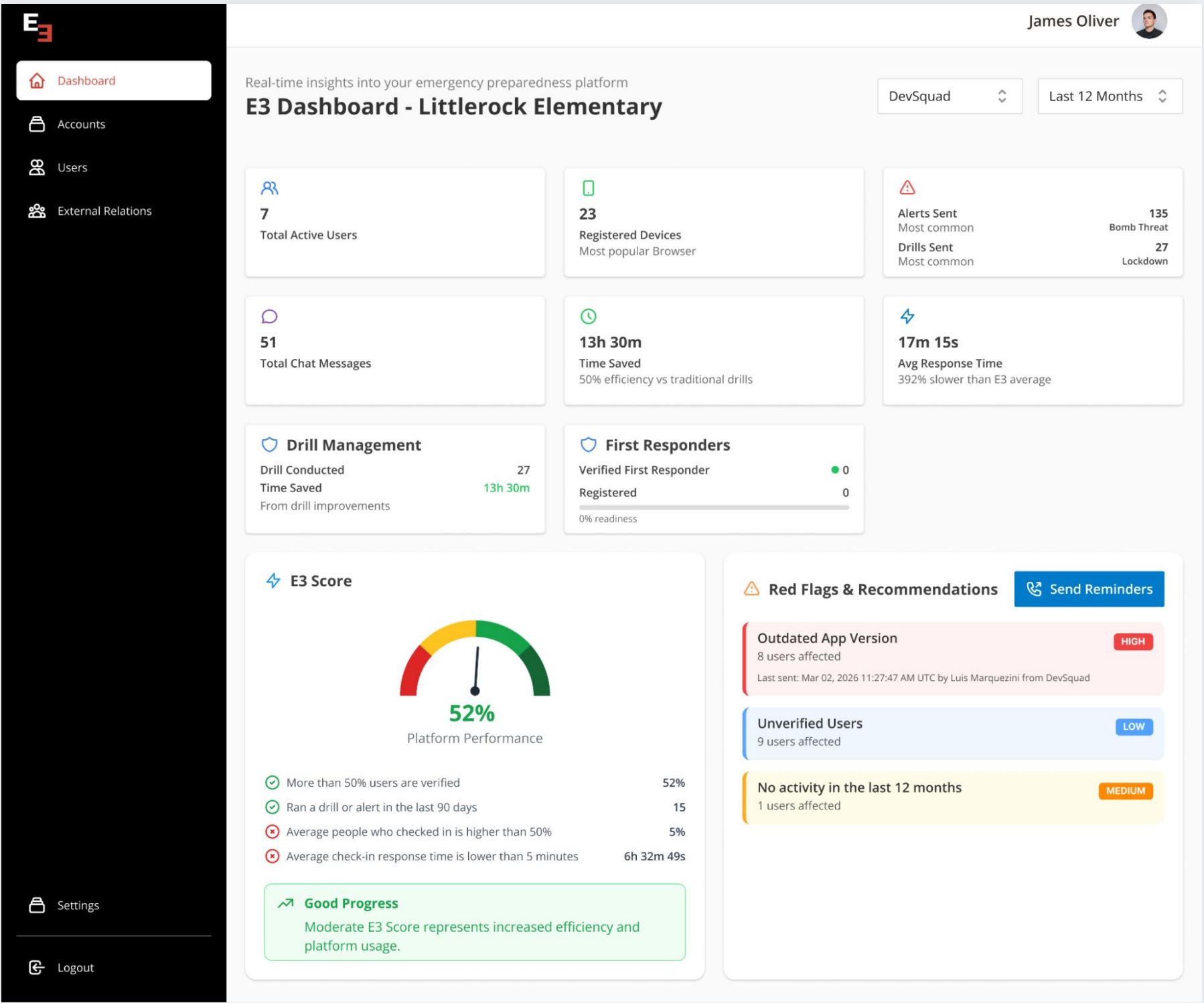
— PK Keller, Founder of Emergent 3

What A District Administrator Sees Across Every School

E3 needs to cater to two very different people. One is a teacher holding a phone during an emergency, and the other is a district administrator deciding whether to put the platform in twenty schools. The admin portal is what DevSquad built for the second one.

Administrators oversee every school in their network from one place, pull reporting across all of them, and track drill activity school by school. Schools are required to run emergency drills on a schedule, and a school that has quietly stopped drilling is a school that is not prepared. The portal surfaces that while there is still time to fix it, which is also how Emergent 3 spots a district that has gone quiet before renewal comes around.

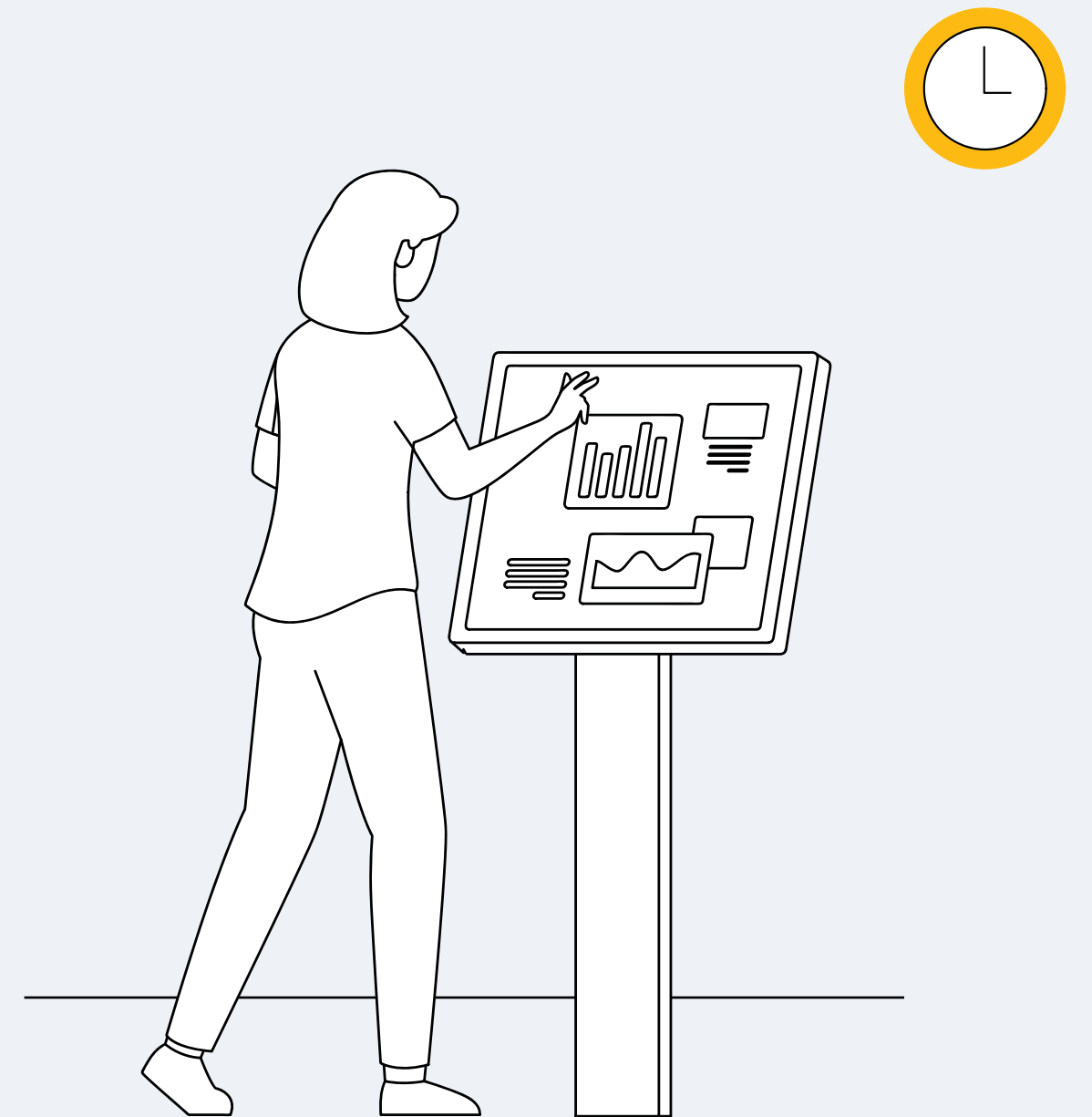
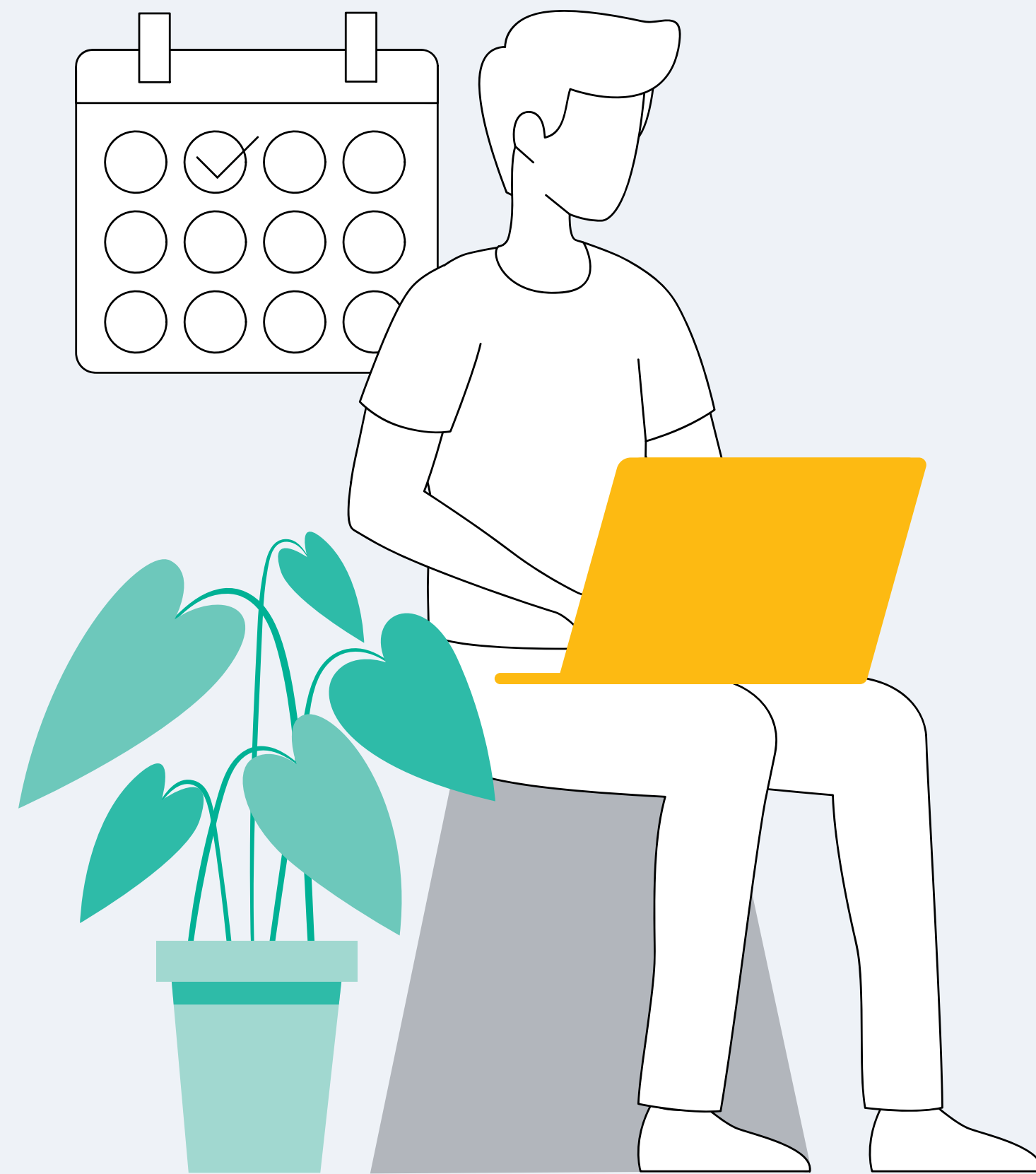
E3 also connects to the system districts already use to notify parents, so schools are not maintaining separate contact lists.



Every school in the district, in one view.

Understanding The Full Value Of Emergent 3's Rebuilt Platform

- A live emergency platform rewritten and launched in five months, against a four-month estimate
- A codebase the company owns, on a stack that can carry the business as it grows
- The ability to ship again, continuously, for more than two years
- An app simple enough that a teacher can send an alert in two taps under pressure
- Real-time visibility into who is safe and where, which schools did not have before
- District-level oversight, including which schools are running drills



SECTION 3: THE PATH FORWARD

Reuniting Students With Parents And Building An In-House Team

The newest work on E3 handles what happens after a school is evacuated. Students are moved off-site, every parent has to be told where to collect their child, and each one has to be verified before a child is released. E3 does that with a QR code the parent presents on arrival, an ID check, and a full log of every release.

The relationship is changing shape too. Emergent 3 raised funding, and its investors wanted development brought in house rather than kept with an outside team.

Looking for a development agency you can trust?

“We received funding, and our investors wanted us to start bringing development in house rather than use a dev shop. Instead of being upset, Phil offered to help us hire great talent and gradually own more of our product. He said, ‘My hope is that we continue to be so valuable that you keep us on for part of the product, but if not, we’ll make it easy to replace us.’”

— PK Keller, Founder of Emergent 3

Schedule a call →

