



## **SOUTH DAKOTA 2007 SMALL BUSINESS PERSON**

**Mary Derby, President**  
pullUin software  
15 S. Plum Street  
Vermillion, South Dakota 57069  
(605) 624-9792  
Fax: (605) 624-9690  
E-mail: [mderby@pulluin.com](mailto:mderby@pulluin.com)  
Website: [www.pulluin.com](http://www.pulluin.com)

pullUin is a software company located in Vermillion, South Dakota, that identifies and targets the development of innovative educational software. This includes education video games, simulation-based training programs, handheld and wireless electronic field guides, and handheld and wireless applications for the healthcare industry.

Established in 2000, pullUin is the software division of South Dakota Health Technology Innovations, Inc. (SDHTI). This division focuses on research design and development of software applications. Some of their products include New Dawn Estates which is an online virtual care center where Certified Nursing Assistant (CNA) candidates can access training. Both lecture-based and skill-based content are delivered through realistic scenarios, in-depth assessment, and remediation using beautiful 3D graphics, animations, audio and text appealing to a variety of learning styles. In the role-playing simulation, the trainee makes decisions as a virtual caregiver on how to care for the virtual patient. The focus of this training is on quality of live issues, relationship building, empathy and compassion. pullUin is also working with the University of South Dakota's School of Nursing to produce online clinical skills training. This software, Nightingale Virtual Laboratory, was funded through a Department of Labor grant awarded to the Evangelical Lutheran Good Samaritan Society.

The pullUin software team has also developed educational video games based upon national education standards that support science and health curricula. Developed through a grant from the United States Department of Education, The Quest for Homeostasis is a middle school science game that engages students in a virtual world where they must keep their creature in a state of equilibrium while trying to survive a world that plunges into a vast array of temperatures from arctic snow to tropical heat.

Diffusion is both an alcohol prevention program and a science module to teach the concept of diffusion. It presents the science behind use and abuse of alcohol using metaphors and gameplay. Through this module, students gain an understanding about the science concept of diffusion and the effects of alcohol and abuse. The development of this program was supported by a grant from the National Institutes of Health/National Institute of Alcohol Abuse and Alcoholism (NIAAA).

One of the most exciting and most recognized products of pullUin is the National Geographic's Handheld Birds – a mobile field guide with information on 868 North American birds, 1,600 images and more than 650 range maps that will greatly enhance the experience of birders in the field. The birding software, which runs on a personal digital assistant (PDA), was done in collaboration with the National Geographic Society, Cornell University, the American Birding Association and the University of South Dakota.

**PullUin used grant money from Small Business Innovative Research (SBIR) through the Small Business Technology Council to develop this product, and was named a Tibbetts Award winner for 2006. PullUin software also received the 2004 South Dakota SBIR Entrepreneur of the Year Award.**

**PullUin's parent company, SDHTI, took advantage of SBA's 7(a) guaranteed loan program, and Mary Derby, President of pullUin, was assisted in her efforts by the Small Business Development Center in Vermillion and the Sioux Falls SCORE Chapter.**

**Mary has been a featured speaker and panelist at several conferences on health and education addressing how game and game technologies can meet health care and education's needs. She exhibited at the White House Conference on Aging and attends and exhibits at Birding tradeshow and festivals throughout the country.**