

INVESTED IN: MARINUS ANALYTICS

Emily Kennedy, Chief Executive Officer, Marinus Analytics

Kenya Boswell, President of BNY Mellon Foundation of Southwestern Pennsylvania

Anna Kearney, Director of Social Finance, BNY Mellon

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Emily Kennedy: We founded our company in 2014. There was this unique problem that we could apply technology to solve. Children were increasingly being advertised online for sex, and that made it a lot more difficult for the detectives to track them.

This is a problem that's constantly evolving, criminals are developing new tactics, so we're going to respond to those and put the technology into the hands of law enforcement.

Our approach has been really a lean bootstrap approach to building this company. And for groups like ours, it can often be difficult to find funding that's right. So UpPrize was huge for us.

Kenya Boswell: The purpose of UpPrize was to combine impact investing with a research based social innovation challenge. The main two things we were looking for with our winners, were ideas, innovations, and products that can have both a social and financial return.

Anna Kearney: We know that social finance has an impact on the world and in people's lives, but also generates financial return. We've seen examples of it and Marinus is a perfect one to point to. Marinus has clarity of purpose.

Emily Kennedy: Through UpPrize we received \$150,000 in investment and \$50,000 in grants, and it's really helped us grow our team and get things off the ground a lot faster. Companies like BNY Mellon and The Forbes Funds have the opportunity to make a really big impact. And so I really appreciate that they took the opportunity to not only offer funding but really say this is just not for a monetary return.

The criminals are motivated to evolve very quickly and especially to leverage new technologies to do what they do. We need to be just as motivated to use technology to make a social impact.



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