

Good morning, Chairman Laughlin, esteemed members of the Senate Majority Policy Committee, and distinguished panelists. My name is Cara Jones, and I'm here on behalf of Marinus Analytics as the company's CEO. We are a Carnegie Mellon University spin-off based right here in Pennsylvania, focusing on leveraging Artificial Intelligence to tackle the severe and devastating problem of human trafficking. I'd like to thank you for inviting us to participate in today's important discussion on Pennsylvania as an Innovation Leader, and I would like to thank the Pittsburgh Tech Council for coordinating our invitation and for being our strategic partner and a force for the positive growth of tech in the Pittsburgh area.

Marinus Analytics was born out of a sense of social responsibility and a commitment to community safety. We've been generously supported by our local community, as well as institutions like the National Science Foundation, fostering a culture of innovation and public service. Pennsylvania is not just our home; it's also an incubator for transformative ideas. Our company is a prime example of the success we can achieve through conscientious funding of development. Our tool, Traffic Jam, was conceived as an academic project in 2011 and has grown into a company with users on three continents. Most recently we expanded to open our London office to assist in our service to our customers in the United Kingdom and Europe.

Human trafficking is a form of modern-day slavery, with victims suffering horrendous abuses. Our flagship tool, Traffic Jam, uses AI to scan public online data, identifying patterns and anomalies that help law enforcement agencies pinpoint trafficking activities. We also have advanced tools to leverage technology to identify missing persons who may have become victims of human trafficking. Our tools have been successfully adopted by police departments in the United States and abroad serving as an example of how technology can enhance public safety. From our start here in Pittsburgh, we have grown now to a point where we are hindering human trafficking in partnership with law enforcement across the world.

As a technology company, we are motivated by the successes of our clients. Whether it be an internationally coordinated take down of a transnational organized crime group, or the efforts of a single detective in a rural police service identifying, contacting, and empowering a victim of human trafficking to free herself of her trafficker. Successes like these have earned us accolades such as the Forbes 30 Under 30 in Social Entrepreneurship and being a Semifinalist in the IBM Watson AI XPRIZE competition.

We're grateful for Pennsylvania's progressive stance, exemplified by legislation like the Safe Harbor bill of 2018, which has been instrumental in taking a victim-centered approach in anti-trafficking efforts. The marriage of innovative technology and compassionate legislation here in Pennsylvania serves as a model for the rest of the country. We are in a unique position to learn from the experiences of law enforcement in a variety of geographic locations and share their insights. This has allowed us to grow as an advocate for the use of victim centered policing and to share the tactics and strategies that have worked across borders and cultures.

Even with our international reach, our success is in part motivated by the opportunities we have found here in Pennsylvania. The Keystone Innovation Zone (KIZ) tax credits have been instrumental in our development, enabling us to reinvest in our technology and expand our impact. We are a testament to how state support can accelerate innovation, job creation, and social impact. In 2020, when our economic footing was shaky, we learned from our liaisons at the Pittsburgh Tech Council that we were eligible for Pennsylvania's Keystone Innovation Zone tax credit, thanks to our office location in one of the legislatively designated opportunity zones. This has not only helped us stabilize our revenue, it has

allowed us to create four jobs right here in Pennsylvania and grow our company internationally. Pennsylvania is not just our home; it's also an incubator for transformative ideas.

As development of Artificial Intelligence Technologies grows at an increasing rate, it is imperative that our laws and regulations maintain a balance between the advantages and risks of these technologies. In so doing, we ask that you consider the positive impacts that these technologies can have on protecting public safety and tailor initiatives to allow such use cases to thrive. We appreciate your continued support as we aim to tackle complex problems in a responsible way with new ideas.

Thank you for allowing me to share how Marinus Analytics is contributing to making Pennsylvania a leader in both AI innovation and public safety. I welcome any questions you may have.