APPOLITION



A Case Study In Using FinTech For Good

Dr. Kortney Ziegler

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Early Market Research



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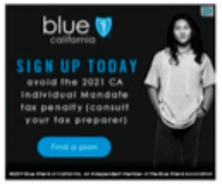
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Mainstream Conversations

IDEAS

Jay Z: For Father's Day, I'm Taking On the Exploitative Bail Industry





Jay Z speaks during a Q&A following the *TIME: The Kalief Browder Story* Sundance World Premiere, on Jan. 25, 2017 in Park City, Utah. Nelson Barnard—Getty Images

The New York Times

Defendants Can't Be Jailed Solely Because of Inability to Post Bail, Judge Says



FEBRUARY 1, 2017 / MODIFIED FEB 1, 2017 6:13 P.M.

Survey: Arizona Voters Support Alternatives to Bail

If a person poses no safety risk Arizonans see no need to keep them in jail.



by Andrea Kelly

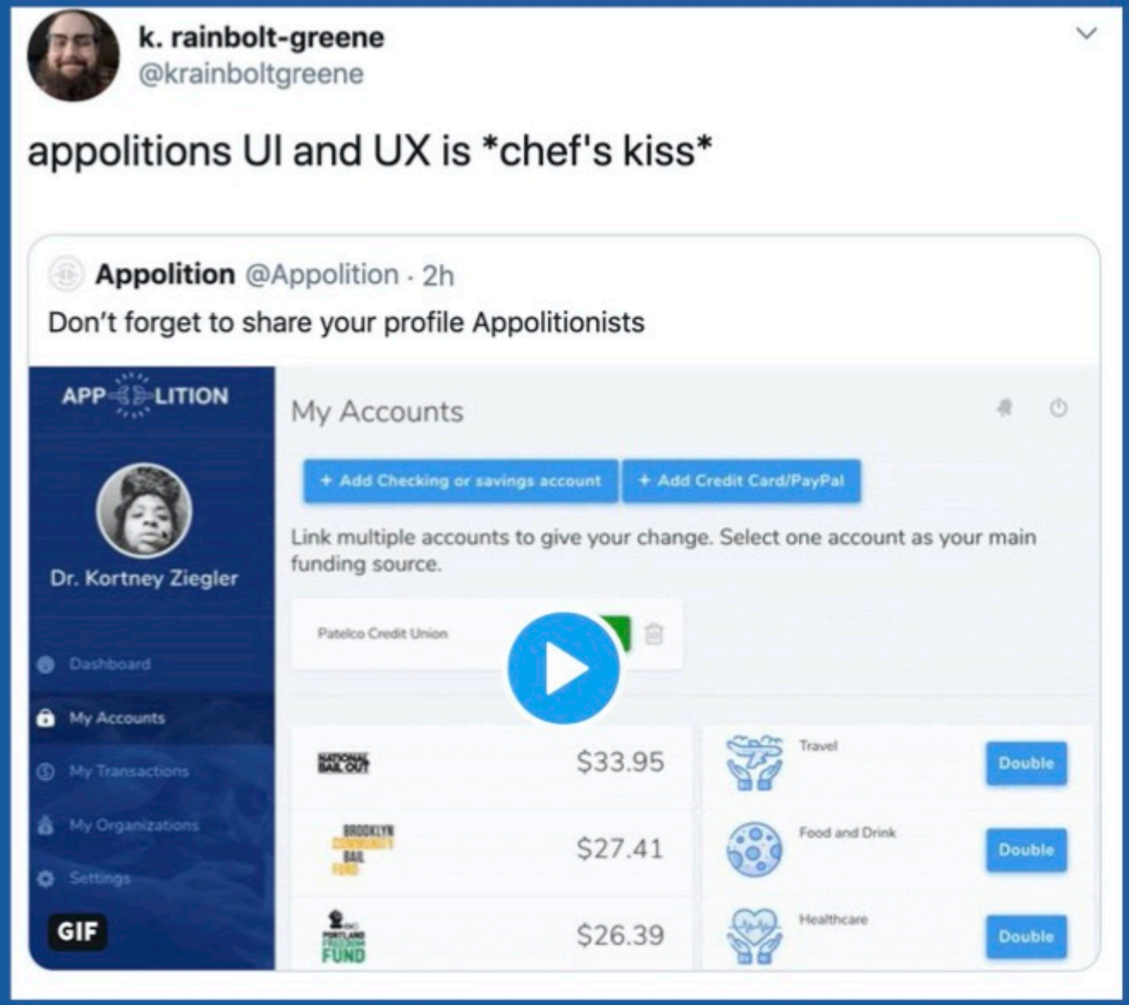
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Appolition's Impact

$500,000K
45 Organizations
Paid Bail for 200 Individuals
Award-Winning Platform



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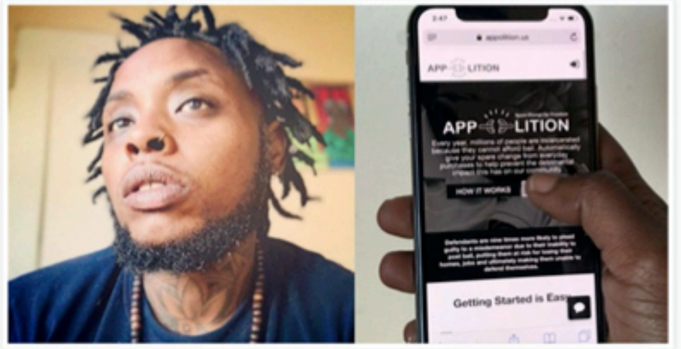
Education

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The change is hitting Silicon Valley, too. Google and Facebook vowed to stop showing advertisements for for-profit bail bonds services, and Ziegler says Appolition's high-profile status may have prompted the move. "Google stopped allowing bail bond companies to advertise on Google, and I would say Appolition had a lot to contribute to that position because it got so popular," he says. (*Fast Company* named Appolition one of the most innovative companies in 2018.)

Money, 2019

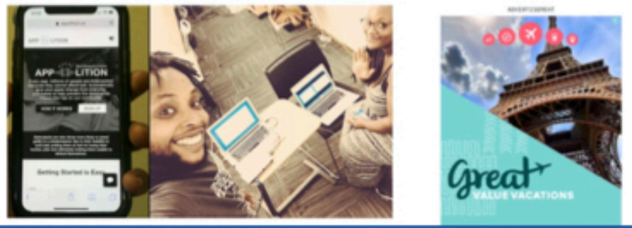
Entrepreneur Develops App to Help Incarcerated Blacks Get Bail Relief



VICE Video Podcasts News Tech Music Food Health Money Drugs + More

This App Is Helping Black Organizers Bail People Out of Jail

Since the app launched three months ago, over 7,500 users have signed up and have raised more than $60,000.



WIRED BUSINESS CULTURE GEAR IDEAS SCIENCE SECURITY TRANSPORTATION

This App Collects Spare Change to Bail People Out of Jail

The creators of Appolition want to help free people who are jailed because they can't afford bail amounts as low as $100.



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Why tech for good is a *GOOD* thing?

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