



Anne Lawlor

Journey Protector

Anne Lawlor has used her previous founder experience together with that of her team to develop Journey Protector, 'The black box for the logistics Industry', a one stop shop for the provision of security and transparency for customs clearance and border control agents. The company develops and supplies IoT software/hardware combination security solutions for logistics companies, that provide continuous remote real-time monitoring of the conditions in their trailers. Governments and logistics companies spend vast amounts of time and money trying to prevent people trafficking and other abuses in the logistics sector. Journey Protector was set up to help address these issues.

Media coverage regarding the horror of people trafficking provided the backdrop for the new business. Moved by stories of suffering and human rights abuses, drivers working in unsafe conditions and vast losses to the logistics industry, Journey Protector created a solution which monitors the conditions inside the vehicle, analyses the data using artificial intelligence and issues any alerts required. An electronic log of all data helps prevent driver/company collusion in people trafficking and cargo theft.

Anne has won many awards, from most investable business/pitch DCU Ryan Academy to winning LINEUP 20, an all-Ireland women in tech startup pitching competition. Journey Protector was awarded a seal of excellence from H2020 and is a Microsoft for Startups Partner.

Of her experience in Starting Strong, Anne said: *'Participating in Starting Strong was one of the best things I have done, not only for my business but for myself. The advice and support from my fellow participants and our Lead Entrepreneur has been amazing'*.

Journeyprotector.com