



Kinolved Closes \$1.5M Seed Round to Expand Its Efforts to Engage Families and Communities in Eradicating Chronic Absenteeism

November 1, 2018 – New York, NY: Amidst a wave of new research underlining the connections between school attendance and student success, Kinolved, the leader in software and services proven to reduce chronic absenteeism and boost daily attendance, today announced it has secured \$1.54M in funding through a Seed II investment round.

Kinolved raised funds from notable organizations and angel investors, and their investments will help Kinolved build on its success supporting school districts in their efforts to get all children to school each day.

The [Draper Richards Kaplan Foundation](#) (DRK)—a global venture philanthropy firm supporting early-stage, high-impact social enterprises—led the fundraising round, and its managing director, Stephanie Khurana, sits on Kinolved’s board of directors.

“DRK invests in high impact social enterprises that solve real-life problems in targeted, innovative ways,” says Khurana. “The Kinolved team has demonstrated a commitment to eradicating chronic absenteeism through a systems level approach and meaningful engagement to support students. We’re excited to support their efforts to expand into new communities.”

Also included in the round is the [Twilio.org](#) Impact Fund, which invests in social enterprises that use innovative communications strategies and demonstrate the potential to scale. The organization [recently announced](#) it had met its goal of powering one billion messages for good five years early, and referenced its impact investment in Kinolved as part of its efforts to help reach one billion people each year.

Erin Reilly, VP of Social Impact and GM of Twilio.org, shares that, “when it comes to education, it can be hard to bridge communication gaps among school staff, students, and families; these missed connections can sometimes have dire consequences for kids. By leveraging communications technologies, Kinolved offers simple, intuitive tools that break down barriers. We are excited to welcome Kinolved into the Impact Fund family.”

Other investors include:

- [New York Ventures](#), the venture capital investment arm of Empire State Development, which will also serve as a board observer.
- [Excell Technology Ventures](#), a venture capital fund that invests in seed and early-stage technology startups in New York State. Excell also holds a seat on Kinolved’s board of directors.



- [GingerBread Capital](#), a venture capital fund founded by Linnea Roberts that invests in women founders and entrepreneurs, and helps women-led business access the resources they need to scale successful enterprises.
- [u2i](#), a software development firm that builds tight, passionate, agile software development teams to help startups and growing businesses achieve success. u2i has been Kininvolved's technology partner since 2015.

"These investments represent an alignment between these organizations' missions and Kininvolved's commitment to achieving educational equity by engaging educators, families, and communities in the effort to get every child to every class, every day," says Miriam Altman, co-founder and CEO of Kininvolved.

Kininvolved will use the funds to support sales growth, deepen product research and development, and expand its client services offerings. The organization's 2016–17 Impact Report quantified the effects of the organization's software and services on school systems:

- [Attendance rates increase](#): Kininvolved partner high schools saw a 13x increase in average daily attendance.
- [Chronic absenteeism drops](#): Schools using [KINVO](#)—Kininvolved's attendance and communications platform—saw a -3% change in chronic absence rates.

Data from its 2017–2018 impact study show impressive first-year gains, and Kininvolved will release those findings in its forthcoming impact report.

"We develop software and services that strengthen the bonds between and among students' support systems, and that raise awareness of attendance issues before they become unmanageable," says Kininvolved co-founder and Chief Product Officer Alexandra Meis. "Those are the most powerful levers we can pull to improve student achievement and offer all students an equitable chance at a high-quality education."

About Kininvolved

Kininvolved is a social enterprise on a mission to increase student achievement by minimizing absenteeism. Our holistic approach combines technology tools and human interventions to change the deeply ingrained behaviors and external factors affecting student attendance and chronic absence, including poverty, racism, and socio-economic exclusion. Learn more at www.kininvolved.com.

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