

Leveraging the power of crowd-sourced tips to ACTUALLY help find missing persons

# Mission statement: We help law enforcement tap into the knowledge of the community

### The Problem

- When Mark went missing last Sunday, we felt hopeless. We didn't know where he went or why. We wanted answers and the community could offer them
- The Bermuda Police (with a team of a mere 5 detectives) received hundreds, almost a thousand tips from the public, but commented how hard it was to sort what was credible and helpful in this time-sensitive search. They conceded most tips went to waste in the investigation.



## **Missing Person**

#### Mark Dombroski

Police are asking the public's assistance in locating 19 year old Mark Dombroski, of Pennsylvania who is a visitor to the island on a Rugby Tour with St. Joseph's University.

He was last seen at The Dog House on Front Street around 1:05am on Sunday 18th March 2018.

Mark is described as being a Caucasian male of small build, 6 feet tall with close cut blonde hair.

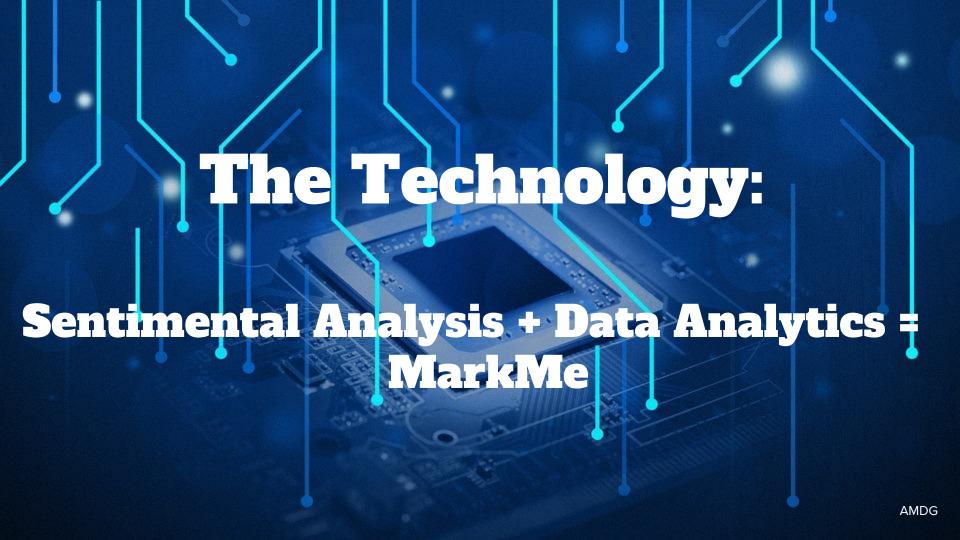
He was last seen wearing khaki pants, a green T-shirt and black shoes.

Anyone who knows the whereabouts of Mark Dombroski please contact Police on 2950011.



- User Friendly, Crowd-Sourced Form
- Run tips through specialized formula which examines sentiment, specificity, time, and location
- Visualizes ranked tips on map to optimize dispatch routes





# DEMO

### Improvements/Future

- Deploy and collect tips' effectiveness for training data to better train tip ranking system over time
- Implement additional sentimental analysis layers to detect more types of emotion
- Sync with National Database for Missing Persons



MarkMe is for Mark and the thousands of missings persons' and their loved ones who want answers and to be reunited

