



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

The Solution

The Technology:

**Sentimental Analysis + Data Analytics =
MarkMe**

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

