

## Offering Parents The Most Important Reassurance

Predictim provides a new and innovative way to vet caregivers using artificial intelligence!

### Finding a Babysitter

Every parent needs a babysitter or a nanny at some point. Sometimes this is a role shared amongst family, but at other times parents have no choice but to leave their children in the care of a paid professional. Of course, all parents do their very best to make sure their sitter is going to provide a safe and caring environment for their children.

There are lots of ways to find someone to look after children – agencies, online marketplaces and recommendations from friends and family. However, many of these online market places don't provide comprehensive vetting, and don't take responsibility for the actions of their sitters.

### Every Parent's Nightmare

When one family in Louisville Kentucky was looking for a babysitter, they were eager to make sure that their children would be safe with whoever they chose. Convinced that the babysitter they had chosen was going to be suitable, they offered her the job.

It's hard to imagine the shock that they felt when they returned home to find their precious daughter had sustained life-threatening injuries.

**“A lot of these babysitter marketplaces are ‘at your own risk’ solutions and don’t really provide a comprehensive package. My daughter is the most precious person to me, so I want the most trusted and vetted person that I can find.”**

- Mira P.

#### **POLICE: Elizabethtown babysitter severely injured 8-month-old girl**

Hospital staff described the child's injuries as, "the worst blunt force trauma in an infant they had seen that had not died or had intercranial bleeding."

Wednesday, February 28th 2018, 10:02 am EST

Updated: Wednesday, February 28th 2018, 4:49 pm EST

Their babysitter was arrested in February 2018 for causing nearly fatal injuries to their 8-month old daughter. Her injuries included serious blows to her head and nail marks on her body. According to the arrest report, the injuries were described by hospital staff as “the worst blunt force trauma in an infant they had seen that had not died or had intracranial bleeding.”

The 23-year-old babysitter admitted to hitting the child in the face twice "causing severe injuries to the face and roof of her mouth." She was arrested and charged with first-degree criminal abuse.

Though it might sound incredible that a babysitter would do this to a child in their care, this is absolutely not a unique case. Even though parents do their best to effectively vet babysitters, malicious or disturbed people can easily slip through the cracks. That’s what happened in the case of this little girl in Kentucky, and it is easy to find hundreds of similar cases. For instance, there was a case in Connecticut where a sitter was jailed for 14 years after the little boy in her care died as a result of multiple injuries including a fractured skull.

## Our Solution

Even with the most stringent background checks, word of mouth recommendations, and references, there has never been a robust way to assess the suitability of a caregiver... until now. Predictim uses advanced Artificial Intelligence to scan applicants’ private social media footprint, giving parents real insights into their personality and helping parents make smarter hiring decisions.

Predictim achieves this through our incredible technology which uses powerful algorithms to automatically analyze and assess social media profiles. Predictim uses artificial intelligence to analyze each candidate, and then produces a report highlighting their key attributes and any risky indicators within about three minutes. The report is broken down into four categories:

- **Bullying or Harassment:** when an individual intentionally criticizes, insults, or denounces another individual, causing them to feel deeply hurt or upset.
- **Drug Abuse:** when an individual consumes a controlled substance recreationally. Examples include Heroin, Meth, Cocaine, Hydrocodone, Vicodin, Percocet, Morphine, Valium, Xanax, Marijuana, etc. Alcohol and Cigarettes are not considered drugs for this score.
- **Disrespect and Antagonism:** when an individual demonstrates a lack of respect, esteem, or courteous behavior.
- **Explicit Content:** when an individual posts sexual content.

Each report tracks an individual’s social media footprint since they opened their accounts. This gives Predictim the ability to track progression and increase the confidence of the report. The report is displayed in an easy-to-understand dashboard.



[www.predictim.com](http://www.predictim.com)

We help parents hire better babysitters

Our early adoption of this technology is revolutionizing child safety. Only three years ago such an analysis would have relied on a slow process of checking social media profiles and a manual analysis of trends highlighting potential issues and concerns. This process is now reduced to a three-minute evaluation, making it quick and easy to check, with one or multiple profiles.

Over the past two years extensive research has been done to understand and assess the effectiveness of Artificial Intelligence (AI) for assessing social media footprints. Predictim represents the future of background checks and screening candidates. Algorithms use a range of measure to assess each social media profile that is reviewed, counting, categorizing, and scoring social media content to provide data for the dashboard results.

As AI plays an increasingly important role in society, it represents an incredibly useful tools for parents. This is the analytic power that Predictim offers. What could be more important than finding the best way to check that children will be safe when they are left in someone else's care?

## Proving Our Effectiveness

Horrified by the case of the little girl in Kentucky, we tested our software using the babysitter's details and ran our analysis on her social media profile. Within three minutes we had a result which flagged her as a potential risk, offering evidence of an aggressive and abusive personality.

Had the parents of the little girl injured by this babysitter been able to use Predictim as part of their vetting process, they would never have left her alone with their precious child.



[www.predictim.com](http://www.predictim.com)

We help parents hire better babysitters