

bark 

Using A.I. to  
Improve  
Families' Lives

[www.bark.us](http://www.bark.us)

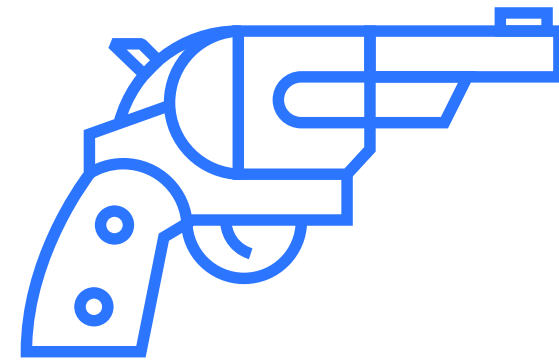


# Massive Problems for Our Kids



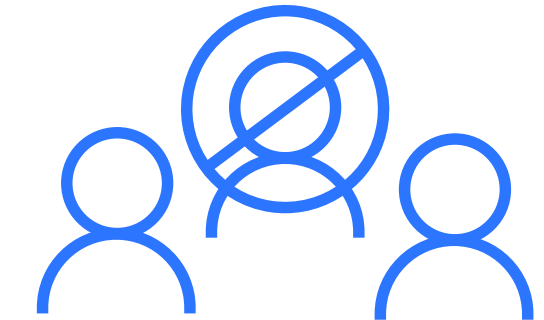
**1 in 10 high school girls** attempts suicide each year.

**(CDC.gov)**



2018 had the most gun-related fatalities at schools in recorded history, with **an average of more than one per week.**

**(Center for Homeland Defense and Security)**



More than **1 in 3 children** will experience severe cyberbullying.

**(NCPC, Bark proprietary data)**

# The Onus is on Parents and Schools

Without Bark, it typically falls to parents and schools to monitor for and intervene in situations of self-harm, suicidal ideation, acts of violence, cyberbullying, sexting, online predators, and more. *However...*

- **The volume of data is enormous**
- **Parents and schools are often not tech-savvy**
- **Manual monitoring causes friction with kids**

# The Opportunity for Intervention:

- **4 out of 5 teens** who attempt suicide have given clear warning signs.
- **80% of school shootings**
- are preceded by clear warning signs.



# The Solution:

Bark for Families and Bark for Schools



# Bark for Families

Bark monitors texts, email, chat, YouTube, and 24+ social media platforms for signs of cyberbullying, depression, suicidal thoughts, sexual predators, drug use, and more.



Monitors an unlimited number of children and accounts.



Detects potential risks 24/7 and preserves children's privacy.



Alerts to issues along with next steps to help address them.

# Bark for Schools

We offer our school product **for free** as a way to give back to communities.

Over **1,500 districts** across the U.S. use our Bark for Schools product to monitor school-issued devices and accounts.





**3 billion**

conversations analyzed

**3.6 million**

children covered

**20 thousand**

severe suicide and self-harm  
situations detected

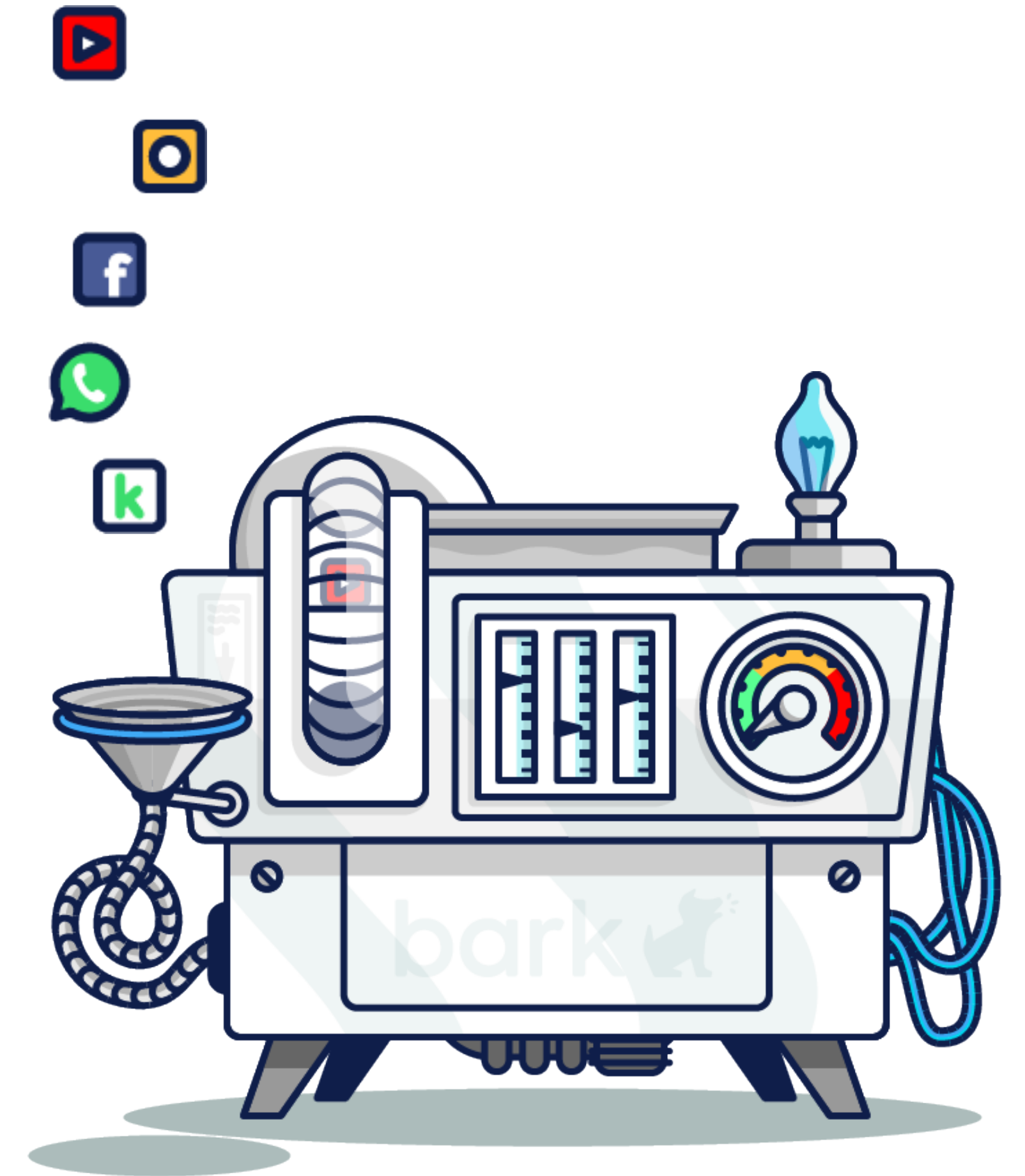
**16**

potential school shootings detected



# The A.I. Behind Bark

- Machine-learning technology analyzes context, not just keywords.
- Analyzes text, images, audio, and video.
- Recurrent Neural Network (RNN) is trained to understand the variations of slang.
- Robust Data Annotation team labels the data each day to enable the algorithm to keep learning.



bark 



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