

# ONLINE IDENTITY ANALYSIS

## Using Machine Learning to Analyze a Candidate's Web Presence

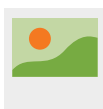
Fama uses machine learning and natural language processing to analyze a candidate's public online and social media presence for indicators of risk, culture fit, and high performance. The solution is tailor-made to help each institution understand if its student-athletes will either extend or detract from its existing mission and values. Fama is built by a team of PhD data scientists, engineers, and change-makers that are determined to forever alter the course of how we think about hiring talent.

### PRODUCT OFFERING:



#### Fully Customizable

Fama's bespoke screening solution can be customized to reflect your recruitment standards, code of conduct, and institution policies - allowing you to measure potential student-athletes against the mission and values of the institution itself.



#### Multimedia Analysis

Fama's algorithm can identify text, photos, and videos that match your pre-defined criteria. The solution is also sophisticated enough to highlight nuanced subjects such as bigotry and cyber-bullying.



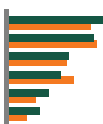
#### Legally Compliant

Fama consulted the nation's top screening lawyers to develop its solutions, ensuring that your institution remains FCRA and EEOC compliant.



#### News and Web

In addition to screening social media, Fama can comb through dozens of pages of Google and other search results to highlight any news, blogs, chat boards, or other digital content that might be relevant to your recruitment decisions.



#### More Data, Faster

Fama will increase the scope of data that you integrate into your screening process. The goal is to get your team more of the relevant information they need on candidates to help fill in the gaps of information that a standard screening process might not cover.



#### Peace of Mind

Fama helps institutions mitigate risk in who they sign and acts as a digital safety net to provide peace of mind on every signing - all while ensuring rigid compliance.

