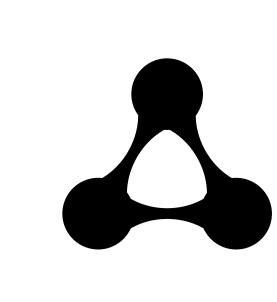
Key partners

What third parties will we rely upon? Who are our key suppliers or distribution partners? What kind of partnerships are we looking for?



Data Providers -Industries that rely on visual data

Digital Marketing Agencies

Technology **Providers**

Al Privacy and **Consulting firms**

Al and machine

learning research

institutions

Data Storage and Cloud Service **Platforms**

Key activities

refining AI and

Computer Vision

algorithms

Customer

engagement and

privacy support

Consulting

regarding the

dataset

What must we do to create our product/service? What key activities differentiate us? How do our activities align with our strategy?



Developing and

Data labelling

Project coordination

and management

Problem Solving



Advertising

Market Research

Usage of **advanced** automated labelling algorithms and innovative technologies.

Ability to adapt to complex scenarios.

Quicker image

annotation through

automation

Variety of services

Elimination of the

process for our

customers.

Personalized

consultations and

solutions based on

the visual dataset

manual annotation

Capability of handling a wide range of visual data types

Technological

innovation by investing

in R&D and algorithm

improvement

Accelerate the

image labelling

process

Customer relationships

How can we develop and maintain relationships? What kind of relationship do our customers expect? How do we approach customer relationship management?



Provide **customer support**

for troubleshooting

through various channels

of communication (email,

online chat, phone).

Create a **consistent point**

of contact for returning

customers, to create a

personal relationship

Personalized consultation and project management throughout the labelling

> Regular **updates and Accountability** in delivering timely and at a high standard.

improvements to the service based on customer post-purchase feedback.

Regular communication

to understand the client's

needs and preferences

Customer segments

autonomous vehicles).

Who are our target customer segments? What are their goals, needs, and preferences? How large is each customer segment?

Al development **Data-driven companies** companies / startups needing visual labeled needing labelled datasets datasets. (e.g, ecommerce, social media, for the development and

Research centers / **Universities** needing labeled datasets for the developing of algorithms.

Dataset-Owning Companies needing to label newly acquired data

validation of models.

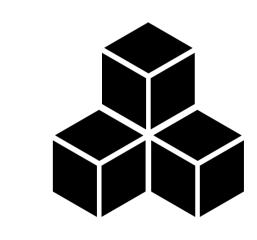
Key resources

Image data

Project

management tools

What physical, intellectual, human and financial resources do we require?



Expertise in AI, machine learning, and computer vision

Data Security Systems

Legal and Regulatory Compliance

How do we differentiate from our competitors?

How do we solve our customer's problem?

Affordable and efficient solutions for visual data labelling, through automation

Accurate and flexible annotation services

Value propositions

Efficient, accurate

and reliable

datasets.

Reduce cost of

visual input labelling

(financial and time)

annotation of image

What unique value do we bring to our customers?

High-quality support ntergrated in the process and through consulting and support sevices

Channels

How do we reach customers now? Which communication channels work best? How does each channel deliver our value proposition?

Online Platform (website) for direct sales and for providing information.

Partnerships with AI

consulting firms.

and industry events.

Direct sales through ersonalized outreach to potential clients.

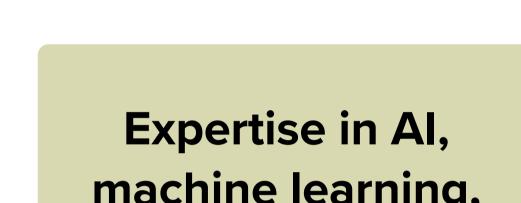
Participation in **global**

and local conferences

sustomers informing them on service improvements / current deals.

Referrals from satisfied

customers.



Technology Infrastructure

Expertise

Revenue streams

What are our sources of revenue? For what value are our customers willing to pay?

Automated labelling services

Dataset consulations and solutions

How much does each revenue stream contribute to the overall revenues?

Data labelling packages (main revenue stream) based on dataset size, complexity and requirements

Consulting packages based on dataset complexity and requirements

specific dataset

Consulting subscription model for bussiness that require frequent consultations regarding their datasets

Merged subscription model including labelling and

Cost structure

What are the most significant costs inherent in our business model?

Technology Infrastructure,

includes data storage,

Research and Development (R&D), include salaries for skilled researchers / engineers, technology development, and computational resources.

processing power (GPUs/ CPUs), and cloud services (e.g., AWS)

Compliance and Security Marketing and Sales Ongoing costs for legal Substantial investment in advice, security infrastructure, marketing, sales teams, and and compliance audits (e.g., customer support.

Competition Comparison

Established players may have higher marketing and sales expenses

Similar to other AI tech startups, with a **heavy** emphasis on R&D and technology infrastructure

Larger competitors enjoy reduced per-unit costs for data processing and infrastructure.

more quickly.

Smaller startups may but can often innovate

have higher R&D costs as a percentage of revenue

Talent Acquisition and

Retention

High costs due to

and computer vision talent.

competitive salaries for Al

Most Expensive Resources and Activities

Skilled Personnel High costs for salaries of Al researchers, data scientists, and engineers

Computational Resources: Significant costs for GPUs, cloud computing, and data

Resource-intensive process of developing, testing, and refining AI technologies.

R&D

Optimization Strategies

Leverage Open Source and Cloud Solutions to reduce software cost and maintain a scalable infrastructure

Techniques like transfer learning, synthetic data generation, and data augmentation to improve data efficiency

Automate repetitive tasks in R&D and data annotation to **save on** labor costs

Collaborate with academic institutions, industry partners, and technology providers for shared R&D costs and access to resources

How can we innovate to diversify our revenue streams?

Labelling subscription model for businesses with regular labelling needs

One-off packages (labelling, consultation, merged) regrading a





See an example