Key partners

PSAK

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

Technology partners (tools or platforms)

Industries that rely on visual data (autonomous vehicles or hospitals)

Key activities

PSAK

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

Developing AI and Computer Vision Algorithms

Data labelling

Customer engagement and support

Key resources

PSAK

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

Value propositions

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What unique value do we bring to our customers?

Our automated annotation service provides efficient and accurate annotation of image datasets, eliminating the tedious process of manual annotation for our customers. Our value lies in providing our customers with an automated, convenient and reliable annotation solution that saves time and resources.

How does we solve our customer's problem?

We solve the labelling challenges faced by our clients through advanced automated labelling algorithms and innovative technologies. Our systems are capable of handling a wide range of data types, adapting to complex scenarios, and excelling in accuracy and efficiency. By automating the annotation process, we effectively reduce the cost of annotating data for our clients and improve the speed and consistency of annotation.

How do we differentiate from our competitors?

Technological innovation: We continually invest in research and development to ensure that our annotation algorithms are at the forefront of the industry, enabling us to provide more accurate and flexible annotation services.

Efficiency and Cost Advantage: Our automated labelling system provides an efficient and rapid labelling process that is cheaper and faster than traditional manual labelling. This is a significant advantage with an affordable and efficient solution and is our differentiator from our competitors.

Variety of services: We offer a wide range of data labelling packages and customisation options to meet the diverse needs of our clients. This flexibility allows us to adapt to the requirements of different industries and projects, differentiating us from our competitors.

High-quality support: We not only provide annotation services, but also consulting and support services to help clients better understand and make use of annotated data. This all-round support increases clients' trust in our services.

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 transparency regarding our processes, delivery and timeline

Be flexible with mistakes or miscommunication

Provide customer support

Chri

Channels

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

Internet Advertisement

Global / Local Conferences

Direct communication

Chri

Customer segments

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

Academia - University Laboratories / Research centers

National Research centers

Private Research centers / R&D departments

Companies owning large data warehouses

Data collection companies

Chri

Cost structure

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

Research and Development (R&D): Continuous investment in R&D is crucial for staying ahead in the AI and computer vision fields. This includes costs for personnel (salaries for skilled researchers and engineers), technology development, and computational resources.

Technology Infrastructure: Significant costs are associated with the computational infrastructure required to develop and deploy AI models, including data storage, processing power (GPUs/CPUs), and cloud services.
- AWS

Talent Acquisition and Retention: Recruiting and retaining top talent in AI and computer vision is costly due to the high demand and competitive salaries in the tech industry.

Marketing and Sales: Building market presence and acquiring customers require substantial investment in marketing, sales teams, and customer support services.

Compliance and Security: Ensuring data privacy, security, and compliance with regulations (e.g., GDPR) involves ongoing costs for legal advice, security infrastructure, and compliance audits.

Competition Comparison

Cost Structure: AutoEye's cost structure might be similar to other tech startups in the AI space, with heavy emphasis on R&D and technology infrastructure. However, established players may have higher marketing and sales expenses but enjoy economies of scale in R&D and infrastructure.

Economies of Scale: Larger competitors benefit from economies of scale, reducing per-unit costs of data processing and infrastructure.

Innovation Pace: Smaller startups like AutoEye might incur relatively higher R&D costs as a percentage of revenue but can often innovate more quickly than larger firms.

Most Expensive Resources and Activities

Skilled Personnel: Salaries for AI researchers, data scientists, and engineers are among the highest costs.

Computational Resources: The cost of GPUs, cloud computing, and data storage for training and deploying AI models is significant.

R&D: The iterative process of developing, testing, and refining AI technologies is resource-intensive.

Optimization Strategies

Leverage Open Source and Cloud Solutions: Utilizing open-source tools and frameworks can reduce software costs. Cloud computing services offer scalable infrastructure, allowing for cost-effective expansion or contraction based on demand.

Data Efficiency: Implementing techniques like transfer learning, synthetic data generation, and data augmentation can reduce the need for large, expensive datasets.

Automation: Automating repetitive tasks within the R&D and data annotation processes can reduce labor costs and improve efficiency.

Strategic Partnerships: Collaborating with academic institutions, industry partners, and technology providers can share the burden of R&D costs and provide access to datasets and computational resources.

Revenue streams

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

Automated labelling services: The main source of revenue will come from providing automated labelling services for image datasets. Customers are willing to pay to have their data labelled without human intervention.

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

Data labelling packages: Different packages are offered based on the size, complexity or specific requirements of the dataset. Customers may be willing to pay more for higher accuracy, faster delivery times, or additional functionality.

How can we innovate to diversify our revenue streams?

See an example

Subscription Model: Consider offering a subscription-based model where customers pay a regular fee for access to regular or ongoing labelling services. This may appeal to businesses with ongoing labelling needs.

Consultancy and support: Providing consultancy and support services may be another source of revenue. This may involve assisting customers in understanding annotation data, optimising workflows or solving specific challenges.