

Participation in **global**

and local conferences

and industry events.

Direct sales through

potential clients.

Referrals from satisfied

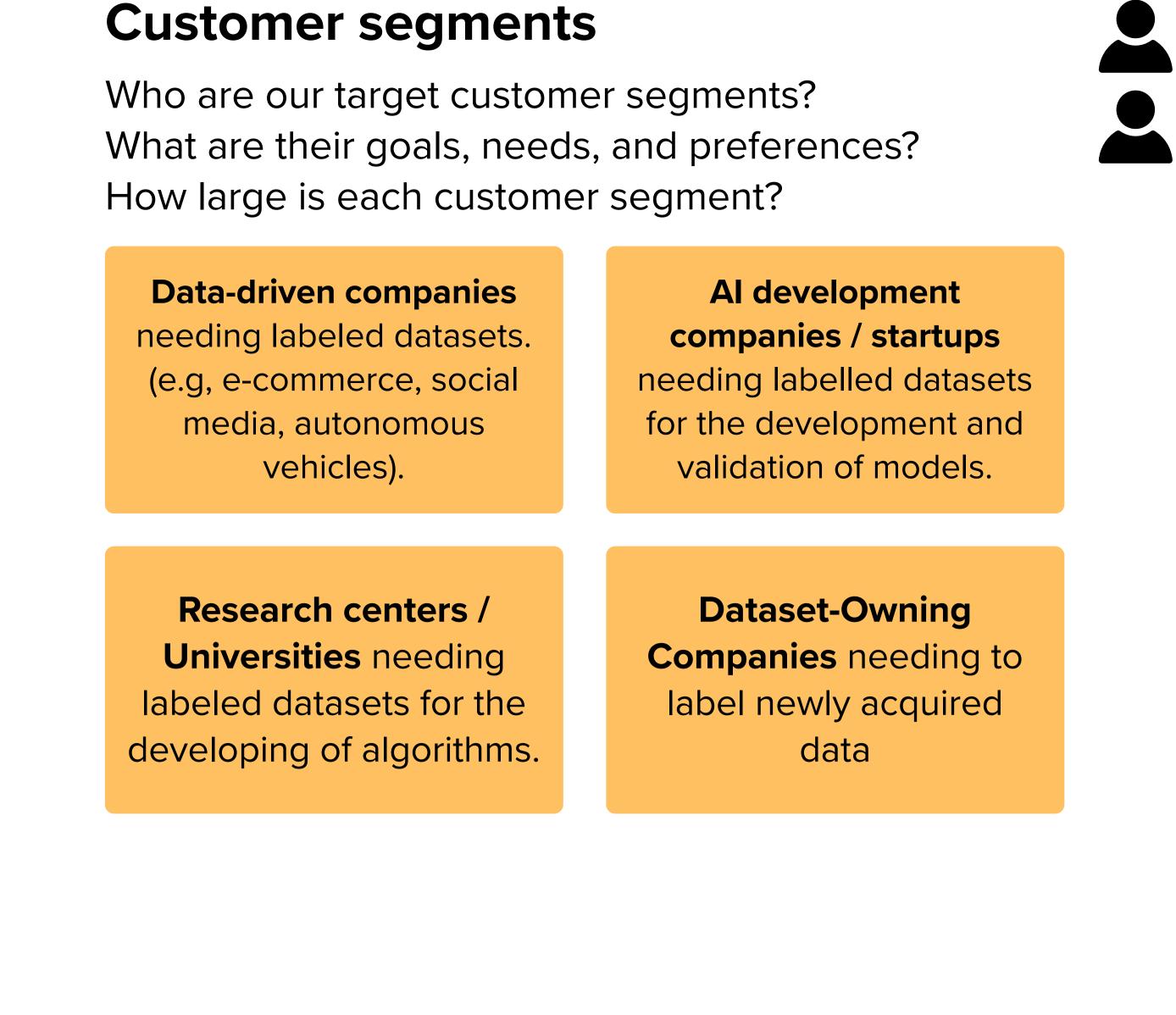
customers.

Newsletters to previous

on service improvements /

current deals.

sustomers informing them



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. Costs include salaries for skilled researchers and engineers,

Technology Infrastructure Significant costs for computational infrastructure. Includes data storage, processing power (GPUs/CPUs), technology development, and computational resources. 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

Cost Structure Similar to other AI tech startups, with a heavy emphasis on R&D and technology infrastructure. Established players may have higher marketing and sales expenses but benefit from economies of scale.

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

Innovation Pace Smaller startups may have higher R&D costs as a percentage of revenue but can often innovate more quickly.

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

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

R&D Resource-intensive process of developing, testing, and refining Al technologies.

Optimization Strategies

Leverage Open Source and Cloud Use open-source tools and frameworks to reduce software Cloud computing services like AWS offer scalable infrastructure

Data Efficiency Techniques like transfer learning, synthetic data generation, and data augmentation to reduce dataset costs.

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

Strategic Partnerships Collaborate with academic nstitutions, industry partners, and technology providers for shared R&D costs and access to resources.

Revenue streams

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

(website) for direct sales

and for providing

information.

consulting firms.

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.

Dataset consultations ?? Provide feedback on the quality of the database. Explore possible pathways to improve it (imbalance data, bias detection / management)

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?



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

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.