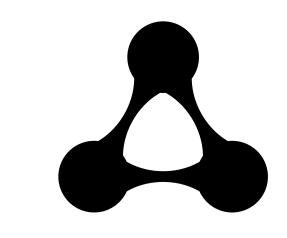


What third parties will we rely upon? Who are our key suppliers or distribution partners? What kind of partnerships are we looking for?



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

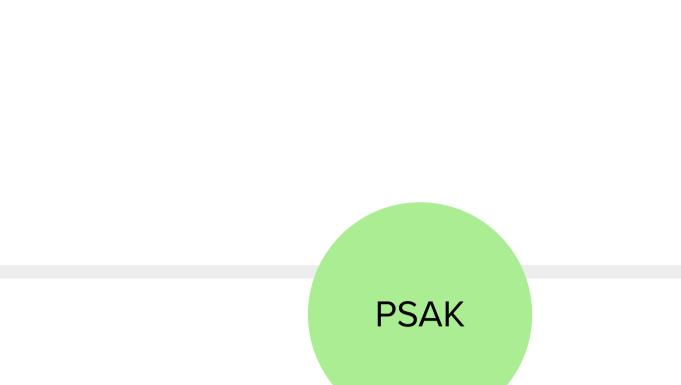


**Key activities** What must we do to create our product/service? What key activities differentiate us? How do our activities align with our strategy?

Developing AI and Computer Vision Algorithms

Data labelling

Customer engagement and support



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



# Value propositions

What unique value do we bring to our customers?

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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 refront of the industry, enabling us provide more accurate and flexible annotation services.

Efficiency and Cost Advantage: Our automated labelling system provides an labelling. This provides customers with an ordable and efficient solution and is ou differentiator from our competitors.

Variety of services: We offer a wide ran of data labelling packages and customisation options to meet the divers is to adapt to the requirements of differe industries and projects, differentiating us from our competitors.

High-quality support: We not only help clients better understand a make use of annotated data. This round support increases clients' tro 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?



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## Channels

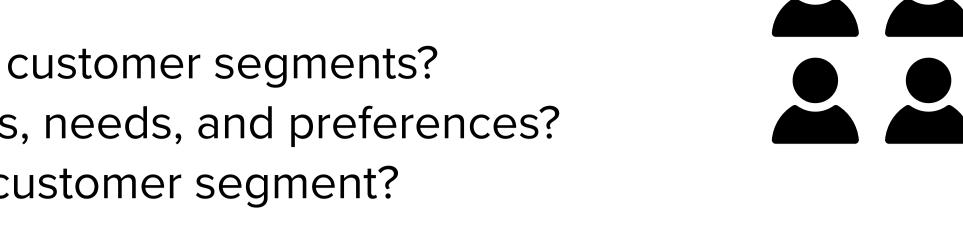
How do we reach customers now? Which communication channels work best? How does each channel deliver our value proposition?

Global / Local Direct Conferences Advertisement communication

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#### **Customer segments**

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



Academia - University National Research Laboratories / Research centers

centers

Private Research Companies owning centers / R&D large data warehouses departments

Data collection companies

#### Cost structure

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

Technology Infrastructure: Significant

costs are associated with the

data storage, processing power (GPUs/

CPUs), and cloud services.

velop and deploy AI models, including

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

**Marketing and Sales:** Building

market presence and acquiring

customers require substantial

investment in marketing, sales

teams, and customer support

services.

Compliance and Security: nsuring 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 Al 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.

Talent Acquisition and

**Retention:** Recruiting and

retaining top talent in Al and

computer vision is costly due to

the high demand and competitive

salaries in the tech industry.

#### Most Expensive Resources and Activities

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

**Computational Resources:** The cost of GPUs, cloud computing, and data storage for training and deploying Al 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 epetitive 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

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

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

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

Data labelling packages: Different packages are offered based on the

size, complexity or specific

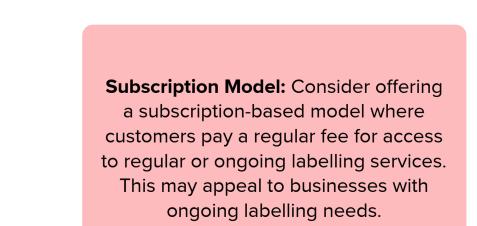
requirements of the dataset.

Customers may be willing to pay m

for higher accuracy, faster delivery

times, or additional functionality.





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

See an example

**Strategyzer**This is a modified version of The Business Model Canvas, originally created by the team at Strategyzer.
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