



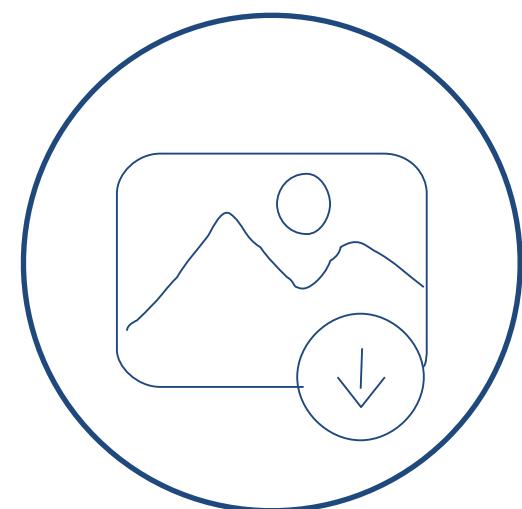
# DataSense

Make Sense of Your Data

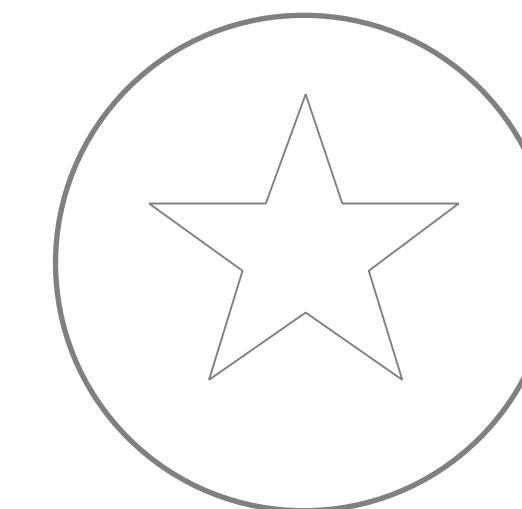


# The Team

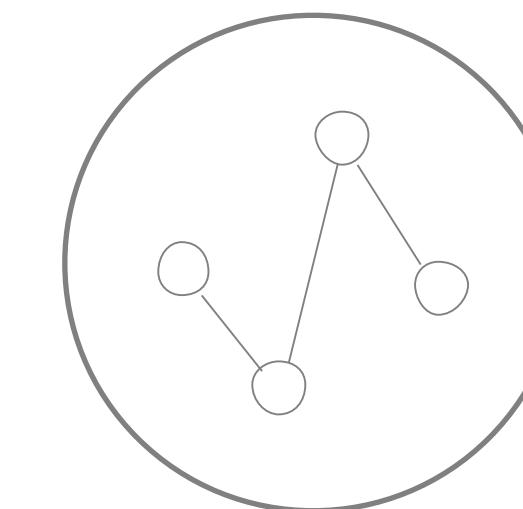
Fuelled by Caffeine and Bad Jokes



5<sup>th</sup> Year Software Engineering  
& Management



5<sup>th</sup> Year Software Engineering



Master's of Applied Science  
Candidate

# The Product

Making Sense of Data



## Mission Statement

Accelerate the spread of machine learning to small- to mid-size companies

One of the largest barriers to companies trying to integrate machine learning into their business is access to a gold standard set of annotated data. We at DataSense want to help businesses overcome that hurdle and thrive with data analytics.



## Crowd Users

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These users will annotate data that was posted by the business clients. They will be awarded a bounty per annotation: \$0.003 per image or text, \$0.0045 per audio clip and \$0.006 per video clip.

## Business Clients

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These users provide data sets that they wish to have annotated. Per 1000 annotations, companies will be charged \$750 for images or text, \$1125 for audio clips, or \$1500 for video clips.



# Design Goals

## Necessities for Success

### 1. Fair Compensation

Your time is valuable — we vow to always pay our users fairly

### 2. Data Integrity

Low-quality annotations hurts both sides

### 3. Expansibility

A wealth of annotation types will attract the best clients

### 4. Ease of Use

Simple interfaces accelerate the rate of annotation

# Notable Components

The Gears of the Machine



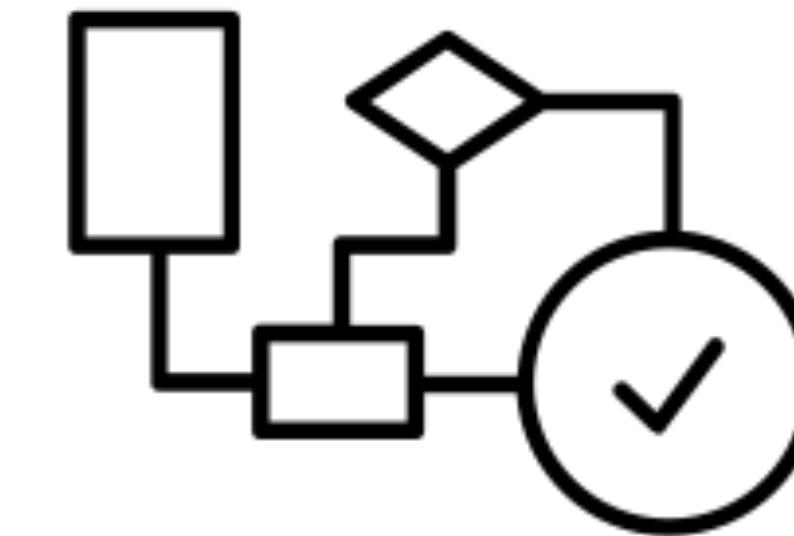
## 1. Highly Concurrent

4 different types of  
thread with many more  
active threads



## 2. REST API

Promotes secure and  
seamless server  
communication



## 3. Custom Algorithms

For tasks such as user  
rankings and allocation  
of annotation tickets

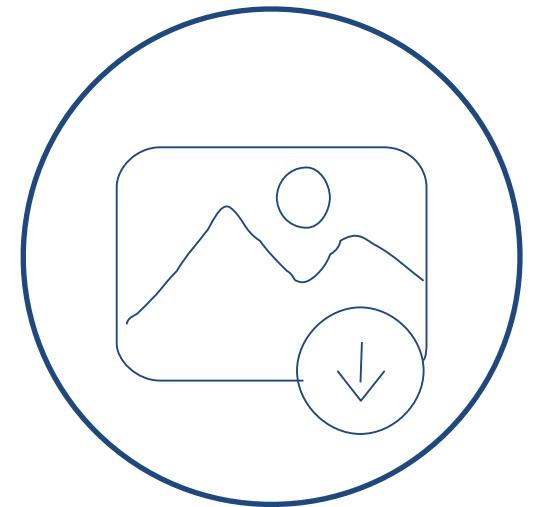


## 4. Economically Optimized Pricing

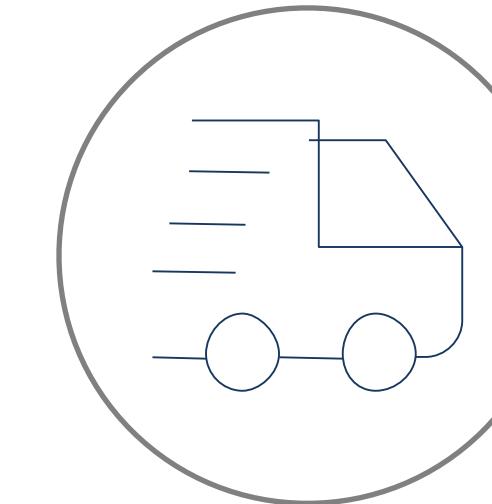
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# What Sets Us Apart

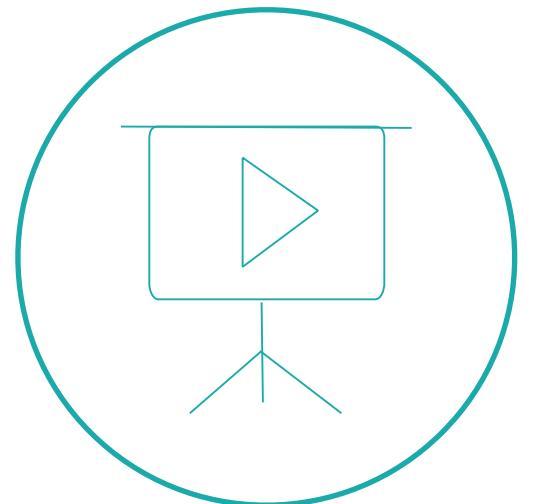
Why You Should Choose DataSense



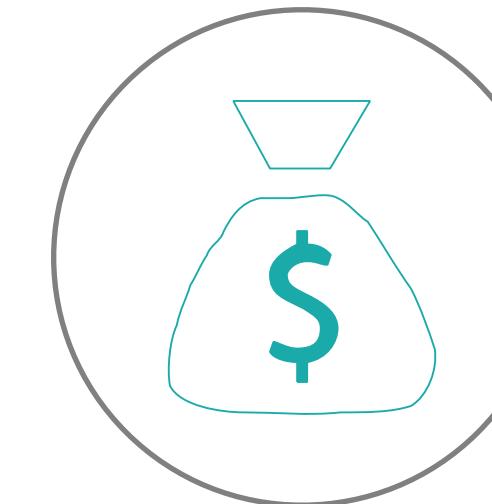
Enticing Product



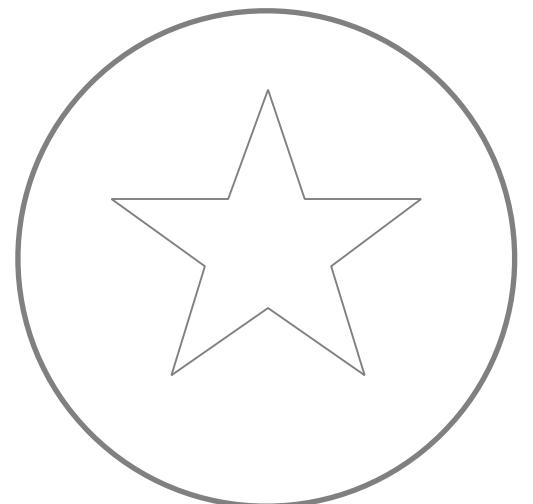
Responsive Platform



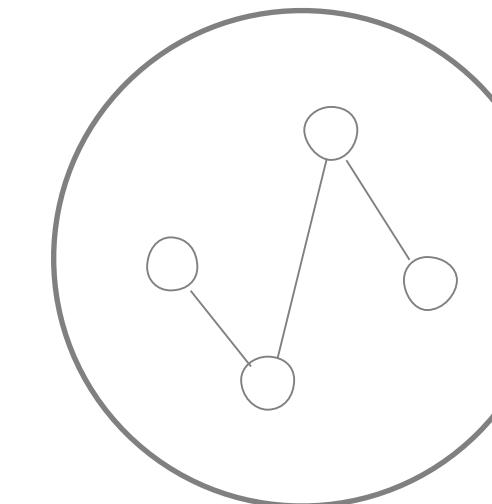
Powering the Future



Strong Value Proposition



Expert Knowledge



Endless Opportunity



Contact Us

—  
{mcdonacb,  
leforte,  
platkis}  
@mcmaster.ca



A grayscale aerial photograph of a dense urban skyline, likely New York City, featuring numerous skyscrapers, office buildings, and a prominent bridge in the background under a cloudy sky.

Thanks for Your Time

