

## SUPPORTING COSTS

### OPERATIONS

Security &  
Compliance

Legal &  
Admin

Marketing &  
Acquisition

### SERVICES

AI/ML  
APIs

Data  
Sources

Monitoring  
Tools

## MAJOR COST CATEGORIES

### INFRASTRUCTURE

AWS Cloud  
Services

Databases &  
Storage

Networking &  
CDN

### PERSONNEL

Development  
Team

ML  
Engineers

DevOps

Design &  
Product