# Dossier: SNORKEL AI INC

## SBIR Award Details

**Award Title:** N/A

**Amount:** $1,899,988.30

**Award Date:** 2024-06-26

**Branch:** USAF

## AI-Generated Intelligence Summary

**Company Overview:**

Snorkel AI is a data-centric AI platform designed to accelerate the development and deployment of AI applications, particularly for organizations with limited or unstructured labeled data. Their primary business revolves around enabling organizations to build and deploy AI models faster and more accurately by using programmatic labeling. The company's core mission is to democratize AI development by enabling domain experts to label and structure data using a code-based approach, dramatically reducing the need for extensive manual labeling by data scientists. Snorkel AI aims to solve the critical bottleneck of data labeling, which is often the most time-consuming and expensive part of the AI development lifecycle. The company's unique value proposition lies in its ability to enable organizations to build AI models that are more accurate, robust, and adaptable to changing data environments.

**Technology Focus:**

* Programmatic Labeling:\*\* Snorkel AI utilizes programmatic labeling, allowing domain experts to write labeling functions using Python to automatically label data based on domain knowledge and heuristics. This significantly reduces the need for manual labeling and speeds up the data preparation process.
* Foundation Model Integration:\*\* Snorkel AI provides capabilities for integrating and leveraging pre-trained foundation models (e.g., LLMs) to further improve labeling accuracy and model performance, especially in low-data environments.
* Active Learning and Error Analysis:\*\* The platform incorporates active learning techniques to identify the most informative data points to label, further optimizing labeling efficiency. It also offers tools for error analysis and debugging to identify and correct errors in the labeling process and model predictions.

**Recent Developments & Traction:**

* Series C Funding (July 2021):\*\* Snorkel AI raised $85 million in a Series C funding round led by Addition. Other investors included Lightspeed Venture Partners, Andreessen Horowitz, Greylock, GV (formerly Google Ventures), and In-Q-Tel.
* Partnerships & Government Contracts:\*\* Snorkel AI has secured partnerships and contracts with government agencies and defense organizations. Specific details of these contracts are not always publicly available, but indicate adoption of Snorkel AI for national security applications.
* Platform Enhancements:\*\* Snorkel AI has continuously released updates and enhancements to its platform, including improved support for unstructured data, enhanced programmatic labeling capabilities, and deeper integration with other AI tools and frameworks.

**Leadership & Team:**

* Alex Ratner (CEO):\*\* Holds a PhD in Computer Science from Stanford University, where he co-founded the Snorkel project.
* Henry Ehrenberg (CTO):\*\* Also a co-founder of the Snorkel project with a background in machine learning research at Stanford.

**Competitive Landscape:**

* Scale AI:\*\* Scale AI provides data labeling services and a data management platform for AI. Snorkel AI differentiates itself through its programmatic labeling approach, empowering domain experts to directly contribute to the labeling process.
* Labelbox:\*\* Another competitor offering a data labeling platform. Snorkel AI's emphasis on programmatic labeling and its integration with foundation models set it apart from more traditional annotation tools.

**Sources:**

1. [https://snorkel.ai/](https://snorkel.ai/)

2. [https://techcrunch.com/2021/07/21/snorkel-ai-lands-85m-series-c-to-speed-up-data-labeling-in-enterprise-ai-projects/](https://techcrunch.com/2021/07/21/snorkel-ai-lands-85m-series-c-to-speed-up-data-labeling-in-enterprise-ai-projects/)

3. [https://www.linkedin.com/company/snorkel-ai/](https://www.linkedin.com/company/snorkel-ai/)

4. [https://www.crunchbase.com/organization/snorkel-ai](https://www.crunchbase.com/organization/snorkel-ai)