



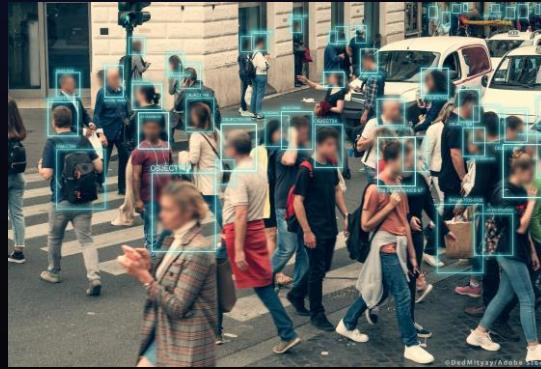
MarkerDAO

Decentralizes AI Data Labeling Crowdsourcing

Artificial Intelligence



Self driving cars



Detection applications

A screenshot of a Facebook post. The title is "Ai is the future". The post content reads: "Artificial Intelligence (AI) has certainly gained a lot of momentum and attention in recent years, and many experts believe that it has the potential to shape the future in significant ways. AI has already begun to transform various industries, including healthcare, finance, transportation, and education. For example, AI-powered algorithms can help doctors diagnose diseases more accurately, help financial institutions detect fraud, and improve the efficiency of transportation networks. As AI continues to develop and mature, it has the potential to create new industries, transform existing ones, and create new opportunities for innovation and growth. However, it is important to note that there are also concerns about the potential negative impacts of AI, such as job displacement and algorithmic bias, that need to be addressed."



ChatGPT



Recommendation algorithms



Problem solving



Healthcare



OpenAI

Microsoft investing \$10 Bn
to ChatGPT creator OpenAI



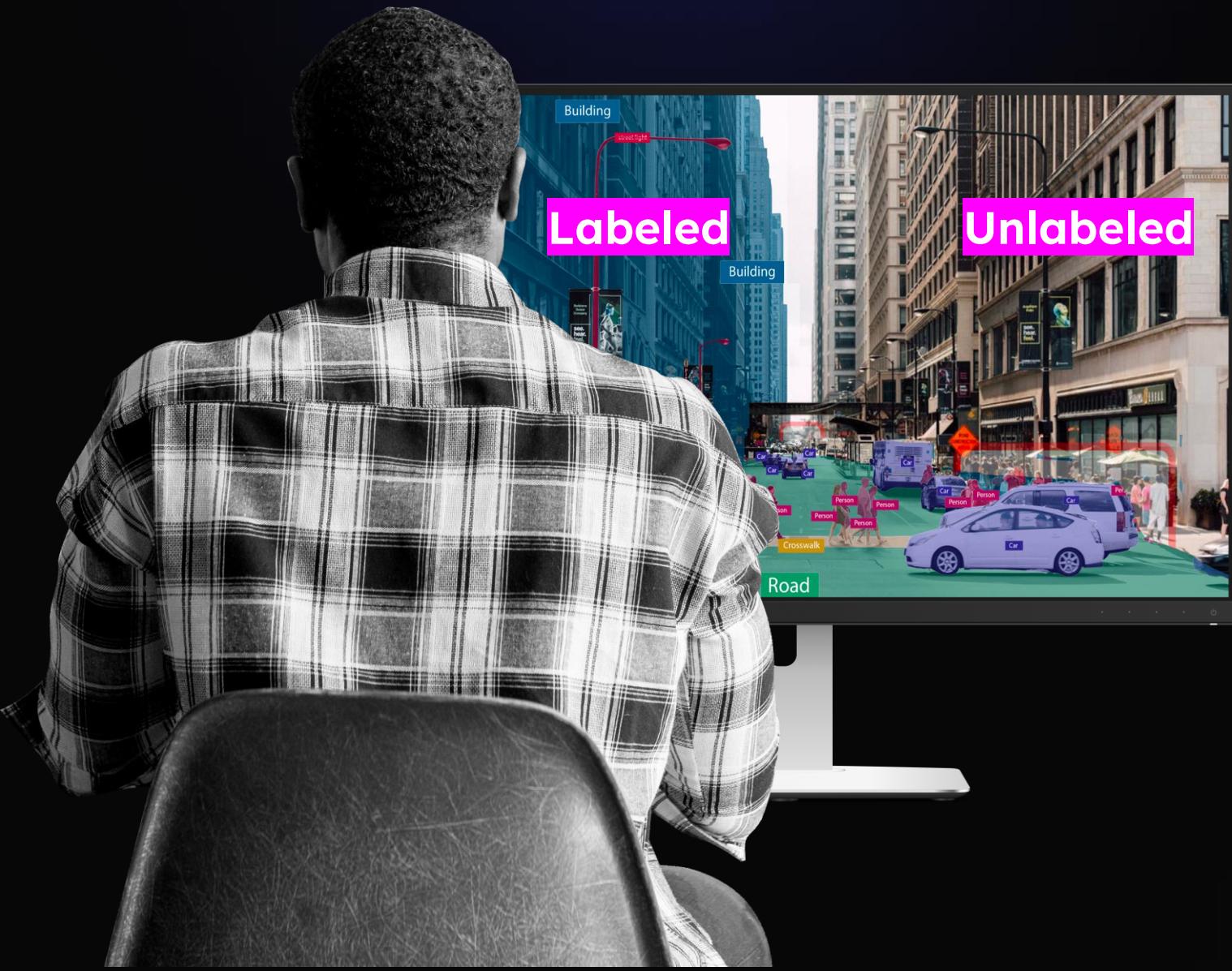
E.g., Create AI for Self-Driving Car

- 1** Collect Data
- 2** Label the Data
- 3** Train the AI using the labelled data

1. Collect



Raw data



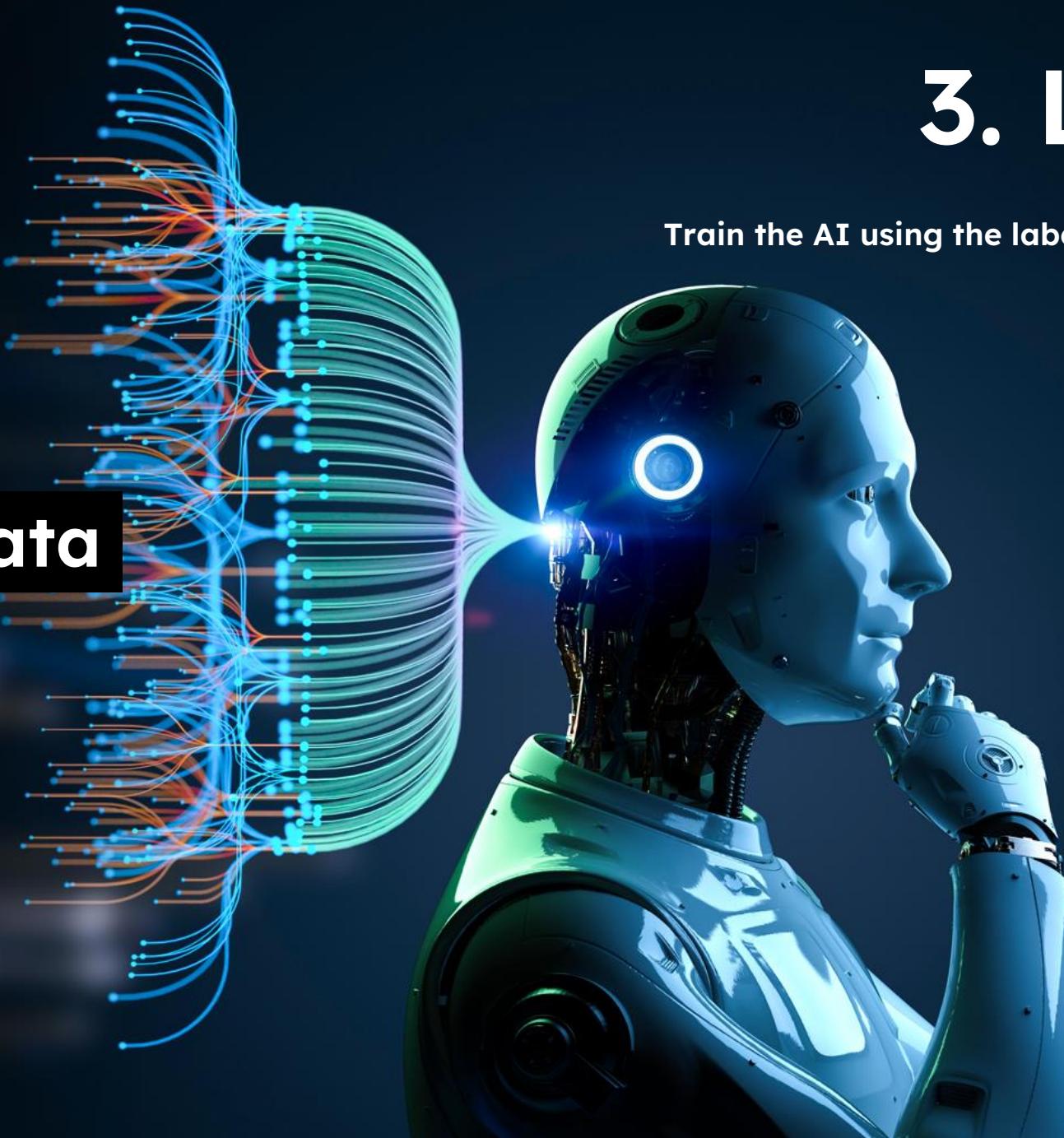
2. Label

Marker use tools to label the raw data



3. Learn

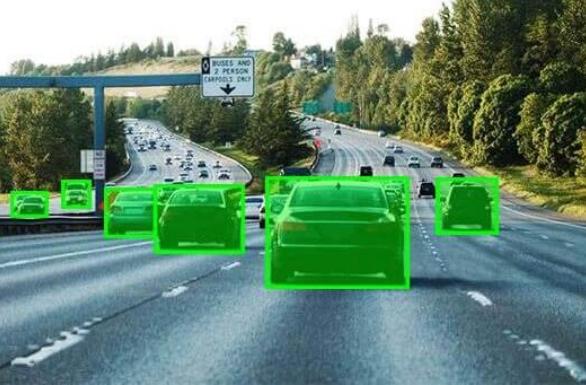
Train the AI using the labeled data via GPU



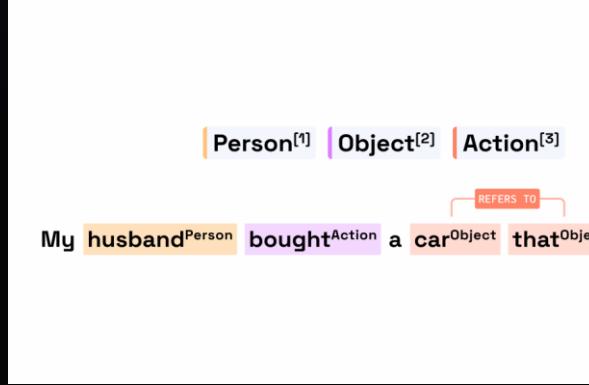


Well Trained Autopilot

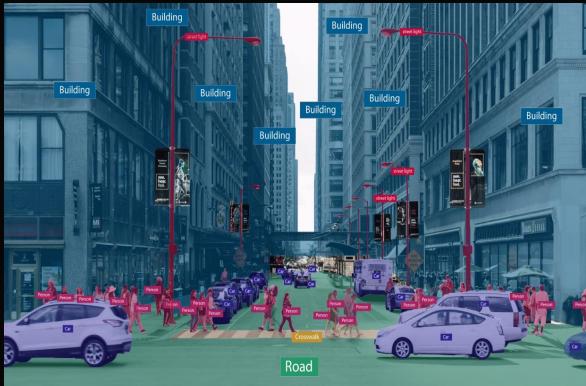
Labelled data is the Pre-requisite for AI applications



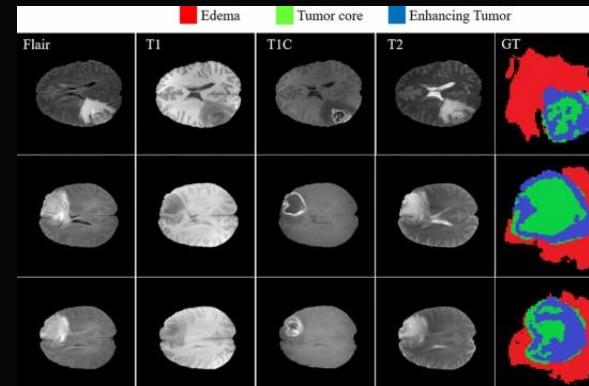
Self driving cars



Applications - ChatGPT

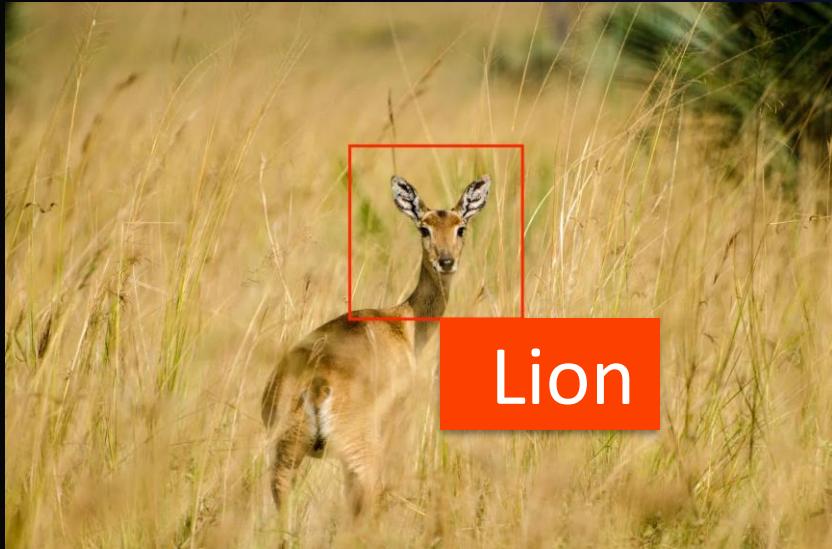


Object detection

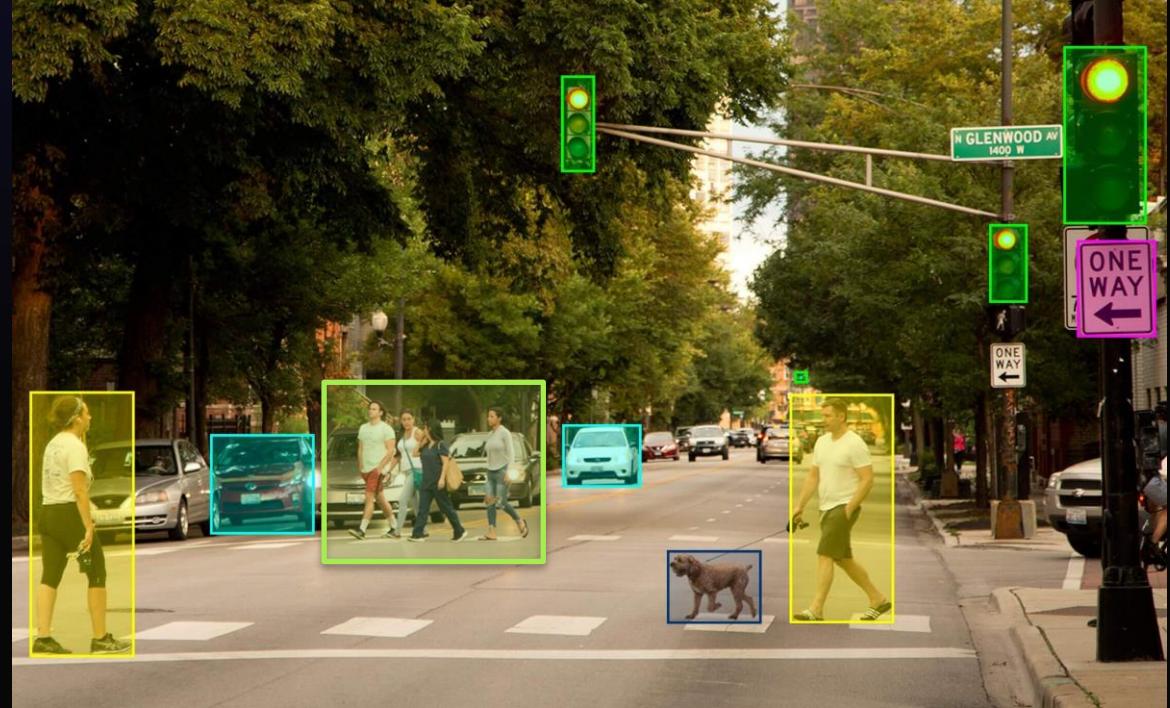


Healthcare - Detecting cancer

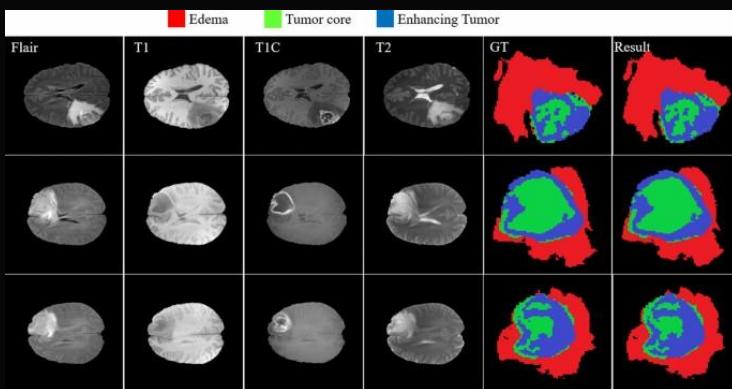
If labeled data wrong, AI learns wrong



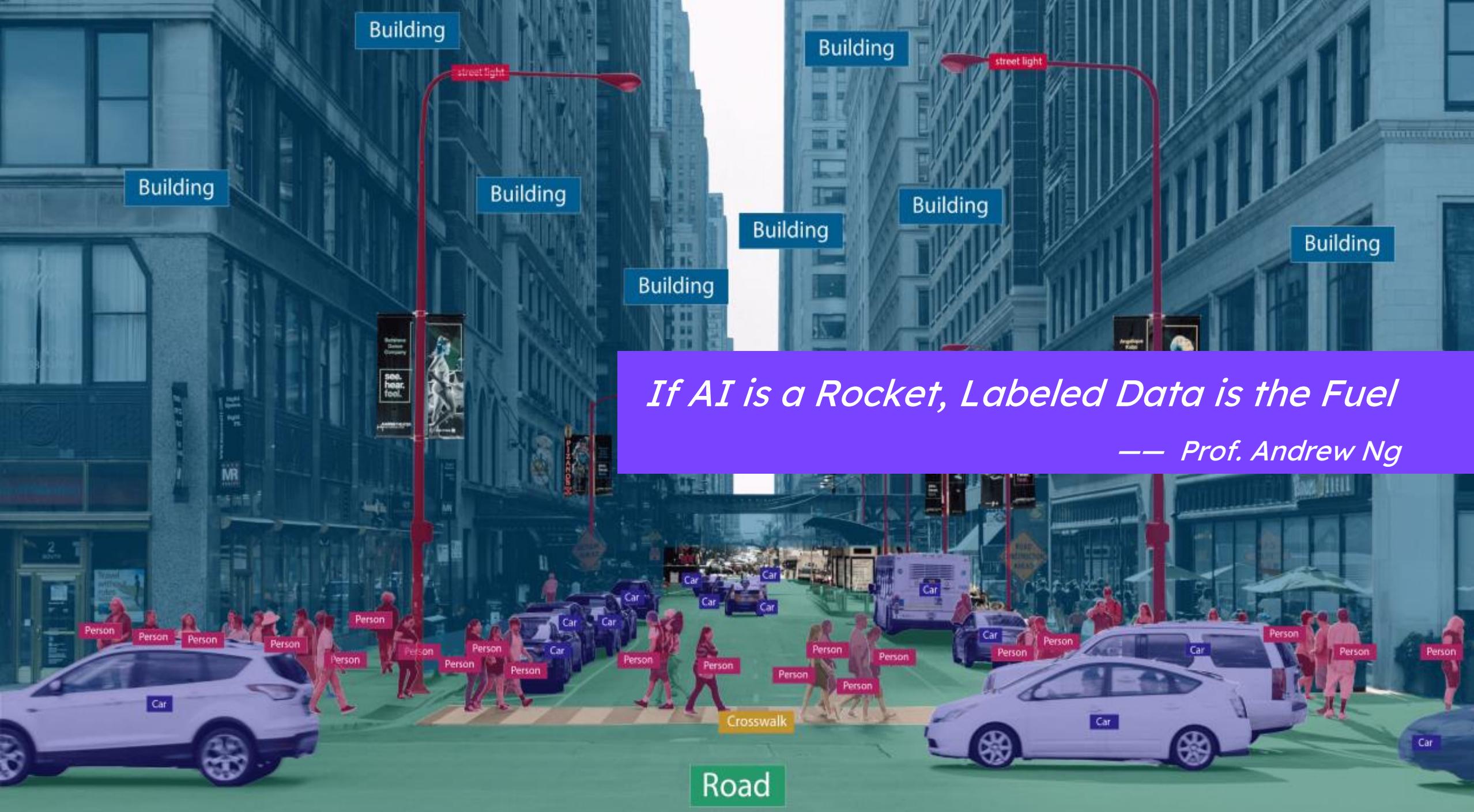
Misdetecting objects



= not obstacle, continue driving



Giving wrong diagnosis



If AI is a Rocket, Labeled Data is the Fuel

— Prof. Andrew Ng

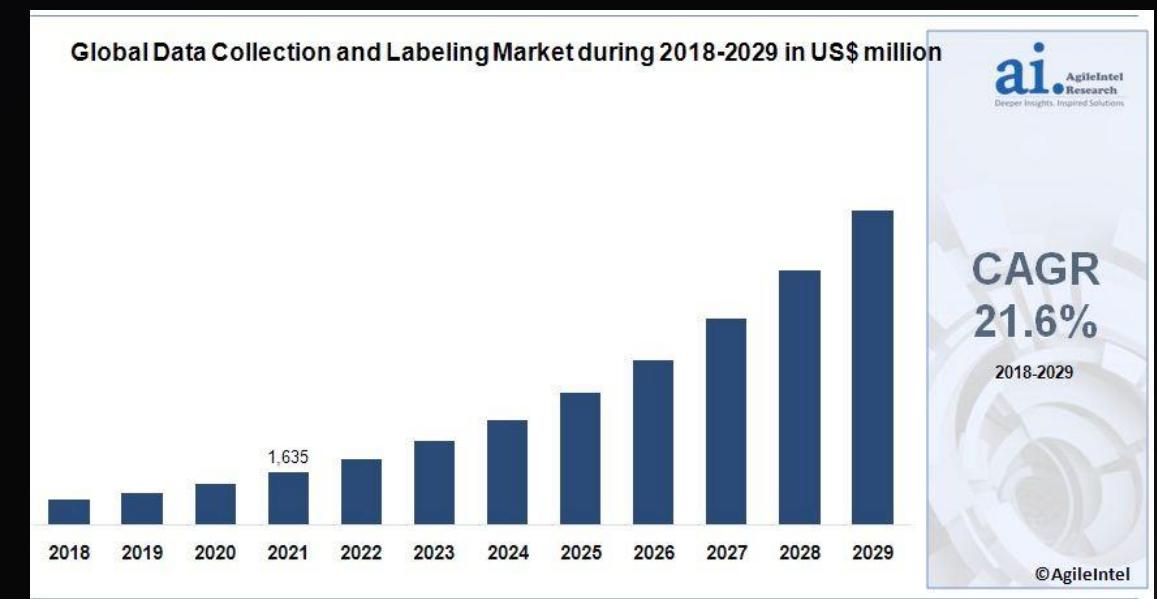
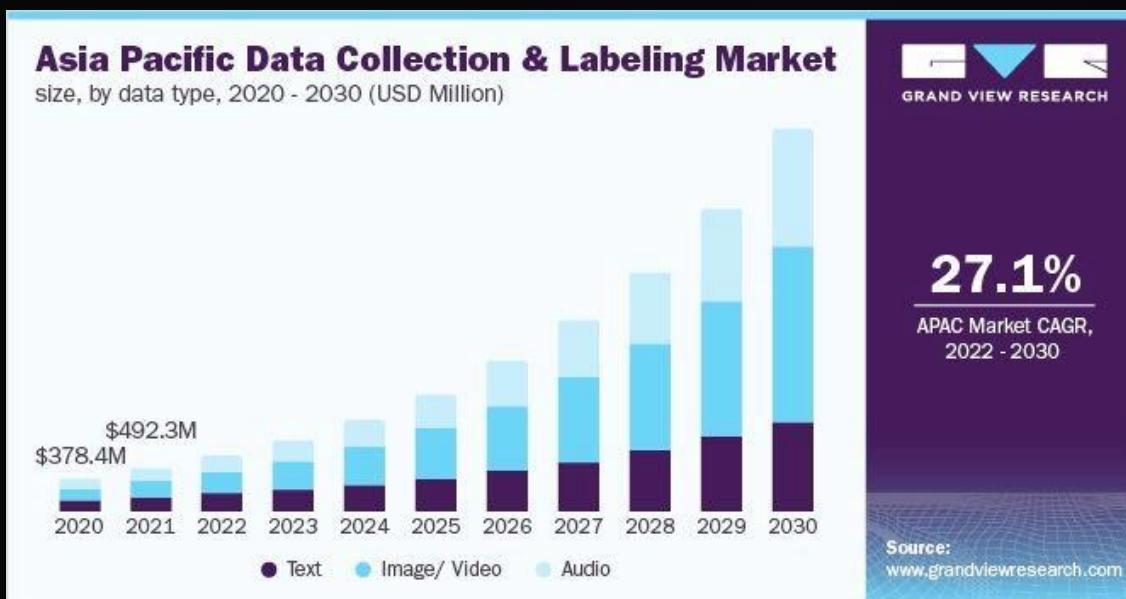
Key Takeaways

- Commercialization of AI requires a large amount of labeled data for training.
- Data labelling is a human labor intensive work.
- Large scale data labeling is high cost for AI companies.

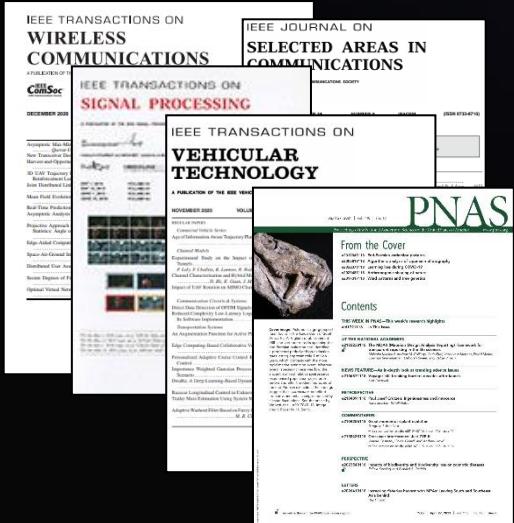


Market

- Asian AI data annotation market is projected to grow rapidly (27.1% CAGR).
- The global market for data labeling solution and services was valued at US\$ 88 Bn by 2023.
- From 2022 to 2032, the industry is forecast to accelerate at a 24% CAGR globally to reach US\$ 745 Bn.



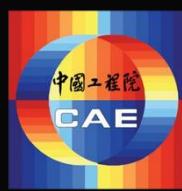
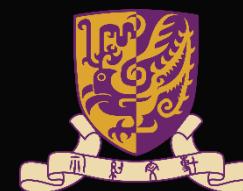
Team Background in AI



316 Research Papers in
AI Top Conferences and Journals.
3 Books in AI Field.



1st of CASP 12 (AlphaFold is **1st** of CASP 13)
2nd of Urban3D in ICCV2021 for Point Cloud Segmentation

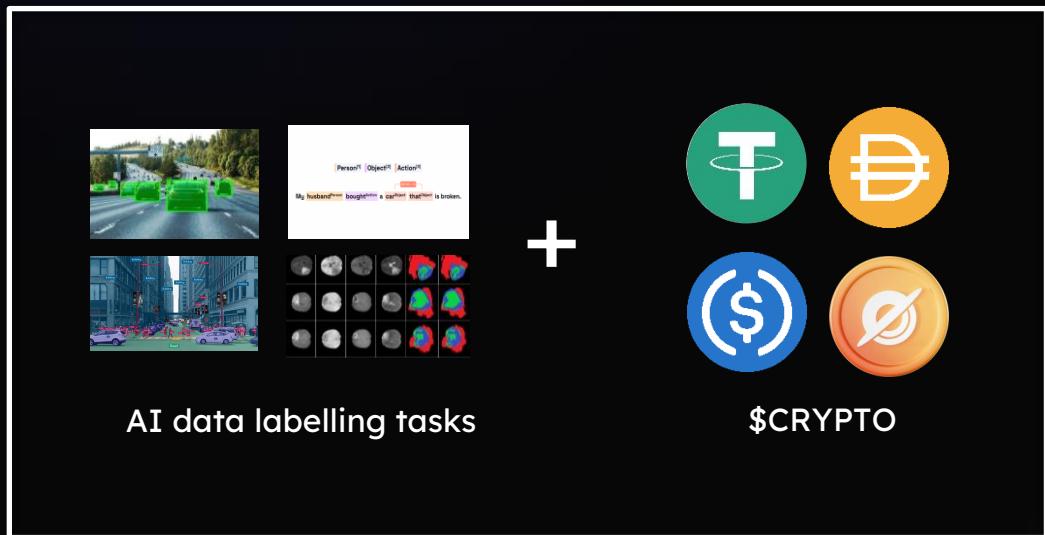


MarkerDAO

AI Companies



Provide raw datasets
+ crypto



Mark-to-Earn (M2E)

Global
Workforce



Markers

Complete data labelling
micro-tasks to earn money

Web2 Data Labeling Platforms



High Costs

High commissions of Middlemen
(>40%)



Low Quality

Quality supervision by themselves
(Be both an athlete and a referee)



Payment Issue

Poor global market support, no cost
efficient labor



Regional Bias

Workers limited in specific areas may
have strong biases

MarkerDAO Solution



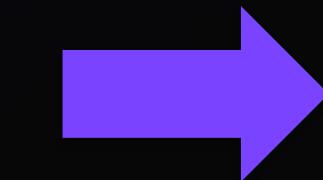
Creator Economy via
Smart Contract



Reduces AI Data
Labeling Cost

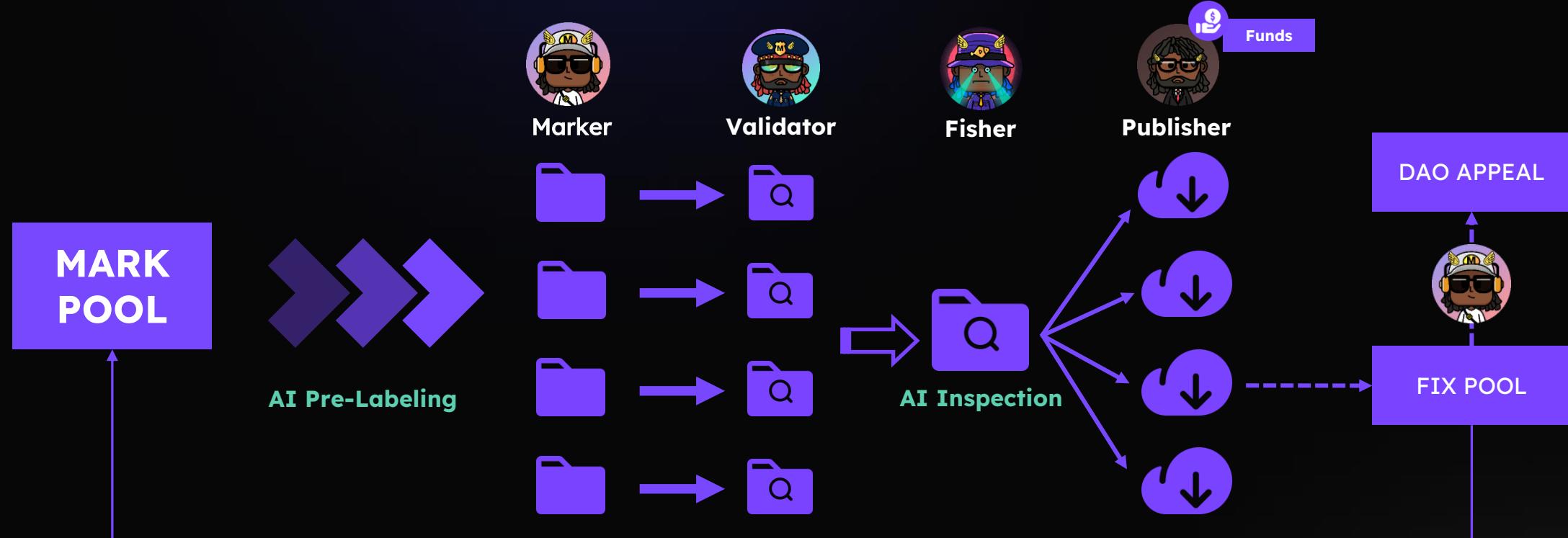


Cross-Border Payment via
Crypto



Increase Marker
Earnings

MarkerDAO Solution



1 Labeling

2 Quality Inspection

3 Spot Inspection

4 Delivery

5 Fixing

6 Appeal

AI drives Labeling

AI assisted Pre-Labelling - Industry Innovation



The screenshot illustrates the AI Pre-Labeling feature in the MarkerDAO platform. On the left, a sidebar displays various job templates and use cases. The main area shows a video frame of a busy street with multiple vehicles. Overlaid on the video are numerous bounding boxes of different colors (blue, red, green) and shapes (rectangles and polygons), indicating objects that have been pre-labeled by AI. A legend on the right side of the interface lists categories such as 'car', 'bus', and 'person' with corresponding icons and color-coded keys. The interface includes standard UI elements like a search bar, a toolbar with 'Cancel' and 'Save' buttons, and a sidebar for selecting annotation tools.

Jobs / Job Templates

Search All Templates

Featured

All Templates

Recent

Use Cases

- Sentiment Analysis
- Search Relevance
- Data Categorization
- Data Collection & Enrichment
- Data Validation
- Image Annotation
- Transcription
- Content Moderation

Not seeing a solution? [Request a Template](#)

Featured Job Templates

- Audio Transcription (Advanced)
- ML Assisted Text Utterance Collection
- Annotate And Categorize Objects In An Image Using A Bounding Box
- Dot Tool to Mark Objects in Images

Cancel Save

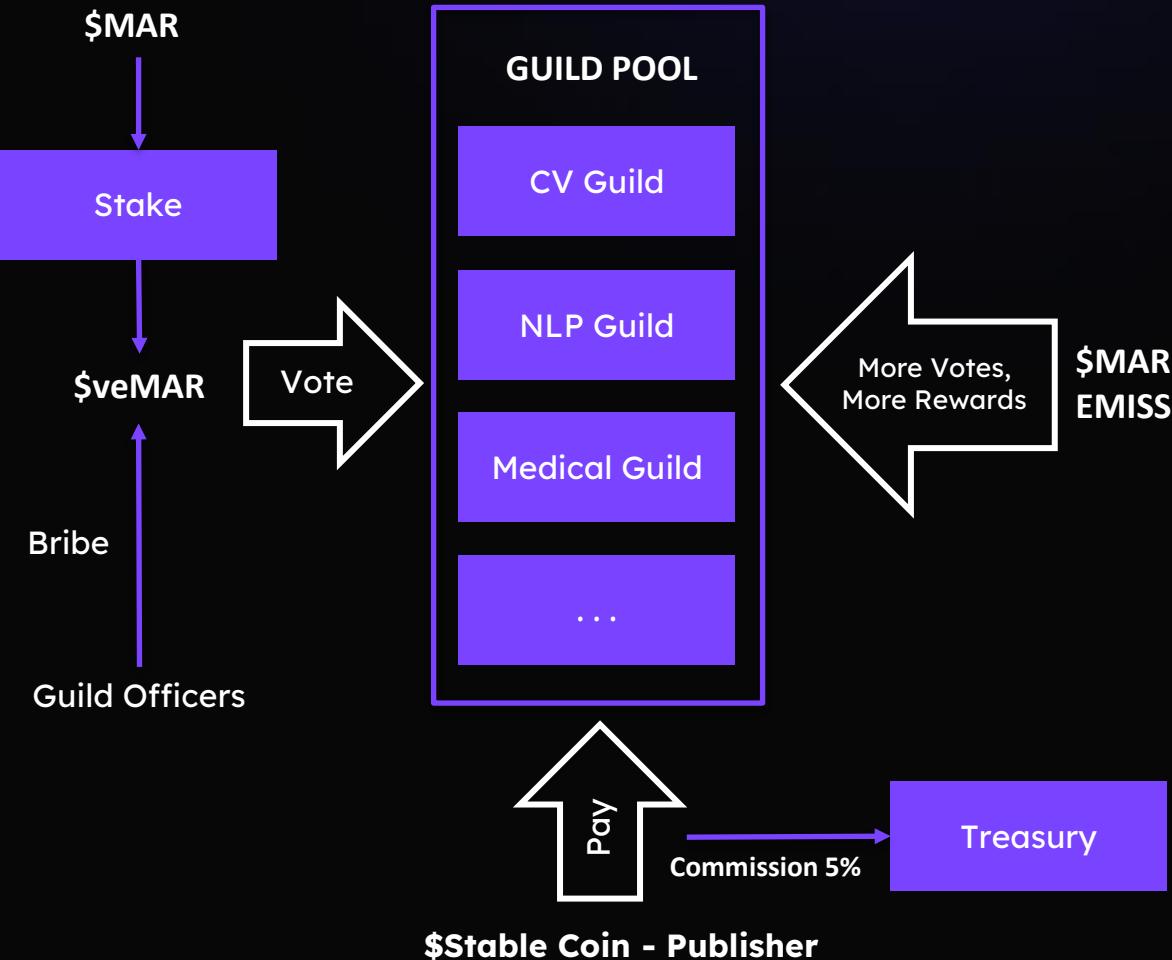
Rectangle

car bus car person bus person car car bus car car car bus car car bus person bus

Polygon

AI Pre-Labeling

Tokenomics



Governance



\$MAR



STAKE



\$veMAR



VE(3, 3, 3)



Ever-Protected
Staking





Client Service Modes



Marketplace

Publishers directly set up the tasks with templates and tools. Publishers customize task prices, participation requirements, and directly connect to MarkerDAO working members in various countries around the world.



MarkerDAO Pro (Guaranteed Successes)

MarkerDAO Guilds directly supervises the entire process by pro teams to ensure that any customized needs, like urgent delivery and >90% accuracy rates to be met perfectly.



Competitors

	Scale AI	MTurk	Appen	MarkerDAO
Costs	>40% Fees ✗	>40% Fees ✗	>40% Fees ✗	< 5% Fees
Trust	Centralized ✗	Centralized ✗	OTC contracts ✗	Decentralized Smart Contract
Markers	Limited regions ✗	Limited regions ✗	Limited regions ✗	Global Workforce
Quality	Mixed ✗	Mixed ✗	Mixed ✗	Multi-process Auditing On-chain reputation
AI Pre-Label & QA	Mixed ✓	NO ✗	NO ✗	AI assisted Pre-Labelling & QA
Market Cap	\$7.3 billion	Undisclosed	\$310 million	Early

Roadmap

2023 Q1

Whitepaper
MVP
Launch the First Task
Seed Round

Q3 2023
Testnet Online
Marketing
Business Development

Q1 2024
Mainnet Online
Private Round
Ecosystem Growth

Q3 2024
Public Round
Crowdsourcing +
Governance & BD





Partners



The Chinese University
of HongKong,SZ



JD.COM



Project Summary



CRYPTO & SMART CONTRACT



WEB3 LABORS

WHY US ?

- Connections to AI research institutes and companies
- Know well on AI Industry
- AI-assisted Pre-labeling & Quality Assurance

AI Data Labor-Intensive





ALIGN YOURSELF WITH THE FUTURE



MVP VIDEO



CALENDLY