BUSINESS MODEL CANVA FOR SAMA IN KENYA

### 1. ****Key Partners****

* Technology companies needing data annotation and AI training services.
* NGOs and social enterprises focused on economic development and poverty alleviation.
* Local community organizations for workforce sourcing.
* Technology platforms and tools for annotation and data management.

### 2. ****Key Activities****

* Data annotation and labeling.
* Content moderation.
* Data enrichment and validation.
* Customer support and back-office services.
* Training and development programs for workers.

### 3. ****Key Resources****

* Skilled workforce for data annotation and other services.
* Technology infrastructure (servers, software, annotation tools).
* Strong partnerships with tech companies and platforms.
* Training programs for workforce development.
* Brand reputation and social impact mission.

### 4. ****Value Propositions****

* High-quality data annotation and labeling services for AI/ML models.
* Ethical outsourcing model that provides fair wages and skill development to workers in underserved communities.
* Comprehensive content moderation and customer support services.
* Reliable and scalable back-office support.
* Commitment to social impact and poverty alleviation.

### 5. ****Customer Relationships****

* Dedicated account management for large clients.
* Customer support teams to handle inquiries and provide assistance.
* Long-term partnerships with key clients.
* Regular feedback and performance reviews to ensure quality and satisfaction.

### 6. ****Channels****

* Direct sales through a dedicated sales team.
* Online marketing and digital presence.
* Partnerships with technology companies and platforms.
* Industry conferences and events to showcase services.

### 7. ****Customer Segments****

* Technology companies needing data annotation for AI/ML.
* Social media and digital platforms requiring content moderation.
* Companies needing customer support and back-office services.
* Organizations focused on ethical outsourcing and social impact.

### 8. ****Cost Structure****

* Salaries and wages for skilled workers.
* Technology and infrastructure costs (servers, software, tools).
* Training and development programs.
* Marketing and sales expenses.
* Operational costs (rent, utilities, administrative expenses).

### 9. ****Revenue Streams****

* Service fees for data annotation and labeling.
* Contracts for content moderation and customer support services.
* Subscription or retainer models for ongoing back-office support.
* Grants and funding from NGOs and social enterprises for social impact projects.

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