BUSINESS MODEL CANVA FOR SAMA IN KENYA

### ****Key Partners****

### Technology providers

### Local NGOs

### Client companies

### Education institutions

### ****Key Activities****

### Training

### Development and maintainance

### Managing client projects

### Marketing

### ****Key Resources****

### Skilled workforce

### Technology platform for managing data tasks

### Training programs to upskill workers

### Strong partnerships with clients

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

* High-quality data annotation and labeling services for AI/ML models.
* Scalable workforce
* Cost effectiveness on training
* Social impact through job creation

### ****Customer Relationships****

### Technical support

### Community engagement

### Automated platform

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

* Online marketing
* Partnerships with technology companies and AI companies
* 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.
* Government agencies
* Corporations which require large scale data processing

### 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 models for ongoing services.
* Grants and funding from NGOs and social enterprises for social impact projects.
* Training fees.

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