BUSINESS MODEL CANVA FOR SAMA IN KENYA

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

### **Tech Companies**:**** Companies like Google, Microsoft, and Nvidia that require data annotation services

### Local NGOs which help to identify and train potential employees.

### Client companies such as swift, precision AI and indoor robotics.

### Education institutions; partnering with schools and universities for skill development programs.

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

### Training; offering training to both employee and non-employee.

### Development and maintenance; continuously improving the annotation platform and tools

### Managing client projects; ensuring the clients projects are well managed and done accordingly.

### Marketing; finding the suitable place where there services can be needed either by searching for clients or by looking for companies in need for data annotation.

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

### Skilled workforce; this are the Skilled employees who perform data annotation tasks.

### Technology platform for managing data tasks; Proprietary software and tools for data annotation

### Training programs to upskill workers;

### Strong partnerships with clients; clients enable availability of new skills and new knowledge due to the demand of better and accurate work.

### Blog articles for example SLAM for efficient lidar labeling

### Events and conferences where they obtain more resources a good example is the edge AI event held in santa clara us.

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

* High-quality data annotation and labeling services for AI/ML models; by providing reliable and accurate data labeling services.
* Scalable workforce by ensuring handling large volumes of data for global tech companies.
* Cost effectiveness on training by providing affordable price for training so as every one can be able to attend.
* Social impact through job creation by providing job opportunities to the people.

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

### Technical support: providing support to clients in terms of technical breakdown.

### Community engagement: participating with community either by holding outdoor conferences to explain what sama does and its importance.

### **Long-Term Partnerships:** Building lasting relationships with major tech companies.

### Providing feedback and better communication**: The** continuous engagement ensures client satisfaction.

### Accurate management: Ensuring Personalized service and support for each client.

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

* Online marketing through websites.
* Partnerships with technology companies and AI companies such as orbisk
* Industry conferences and events to showcase services a good example the google cloud next event which was held in san francisco us was one of the ways to make sama known for what it does.

### 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 service
* Corporations which require large scale data processing
* Clients in need of project management.

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

* Salaries and wages for skilled workers.
* Technology and infrastructure costs (servers, software, tools).
* Training and development programs.
* Marketing and sales expenses.
* Rent expenses
* Utilities expenses
* Administrative expense.

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

* Service fees for data annotation and labeling.
* Subscription models for ongoing services.
* Grants and funding from NGOs and social enterprises for social impact projects.
* Training fees.

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