

"MORE DATA BEATS CLEVER ALGORITHMS, BUT BETTER DATA BEATS MORE DATA"

” P. Norvig



THIS IS US

Artificial Intelligence needs large amounts of data to properly train machine learning models. **DefinedCrowd** provides a smart data acquisition and enrichment platform that enables data scientists to **collect**, **enrich**, and **structure** data with high quality and fast speed.



collect

+



enrich

+



structure

WE FEEL YOUR PAIN

Currently available datasets are of low quality, and specific data is hard to obtain in a useful timeframe and in a scalable way. This requires data scientists to process their own data in-house, which detracts them from their primary focus. DefinedCrowd is the solution to these problems.



poor
quality

+



slow
speed

+



hard to
scale

100,000

units processed
/day

35,000+

crowd members
and growing

53+

countries

46

languages

HOW WE DO IT

DefinedCrowd's platform is agnostic when it comes to input - it can ingest text, audio, images and video. The data gets processed through specialized workflows of processes that include tools and people through our unique community model. Our community is composed of screened and tested members from more than 53 countries.



automated
tools

+



human
intelligence

+



machine
learning models

Features

Tools, human intelligence, and sample data are some of the features we provide on the platform. Data is rendered by UI and/or REST-API and customers can keep track of their data through efficient, near real-time reports and data visualization.

Our machine learning techniques allow us to log the behavior of the crowd and optimize performance through sophisticated activity correlations and flag any suspicious activity, as our smart platform predicts turn-around time, quality, and recommends the best settings to use when configuring a workflow.

Customers pay for platform access and by volume of data processed.

BUSINESS MODEL

- Data as a service, where we provide customized data workflows for specific customer needs;
- Software-as-a-Service (SaaS), where data scientists can select from a series of specialized built-in data workflows;
- API access that connects clients AI and ML infrastructures directly to our services.



API



SaaS

=

basic

plan

enterprise

plan

20% to 35% platform cost + data unit cost

OUR VALUE PROPOSITION

We guarantee 98% of quality, a fast turn-around time, and global reach that covers 46 languages; 53+ countries; 100+ dialects.



TRACTION

Founded in 2015, we work with companies across the globe from Fortune 500s to AI startups in US, Europe, Asia and Australia.



fintech



retail



media



healthcare



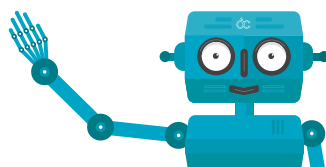
IoT



operations



energy



SERVICE LIST



Scripted
Speech
Collection



Spontaneous
Speech
Collection



Transcription



Annotation
of Sentiment
in Speech



Listening
Tests



Text-Audio
Validation &
Correction



Text
Collection



Semantic
Annotation



Named-Entity
Tagging



Text
Sentiment
Annotation



Image
Collection



Video
Collection



Image
Validation



Image
Categorization



Image
Tagging



Image
Description



Video
Tagging



Multimodal



Machine
Learning
Solutions



Customized
Solutions

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