**Slide 2:**

Thanks prem for giving the good picture of idea overview.

Let’s walk to the problem statement.

Over a period, data keying from documents would be monotonous which in turn become a boring and mundane task for any human. So the idea gives transformation from boring task into a gamified and entertaining way which triggers the internal motive of people participating.

Not only it motivates participants, it also basically demarcates the data with process knowledge. When I say demarcates, the respective process documents can be keyed by any analyst in Sutherland.

Intralyst sourcing – intra+Sutherland+analyst, as the name goes, our idea is to make every Sutherland analyst to do data keying in an engaging way with standard AI training modules deployed across the process and in return they going to get exciting rewards for completing successful task.

**Slide 3:**

Moving on to the next slide,

This is not a new idea though, a subset of this idea has been already implemented to one of our customer named adcb bank in mid-east for women empowerment program.

One of the reference for crowdsorcing platform is amazon mturk, where requesters post the task such as question answering, data labeling and so on. So the workers, they search and look into the task whichever suits them and complete within a given timeframe. And in return, they will get respective dollar equivalent of completed task.

In current scenario, media and entertainment platform is growing at an unprecedented phase and we can leverage these platform to make better use of it in our idea.

Another intuition is survey before in youtube videos where the viewer is asked to fill survey details to proceed watching videos. We can greatly leverage it by keying the data before proceeding to videos/on demand tv shows.

Gamification is playing vital role in education across the globe and it transforming by introducing gamification in learning which makes them better grasp the ideas/theory.

When we talk about crowdsorcing, various freelance websites such as upwork, freelance.com, freevr, they actually offering freelance coding task by paying them money in return of task completion.

With the emerging concepts of corwdsorcing and gamification, we can expectantly develop an ingenious intralyst sourcing application for data entry process with backbone of AI and RPA.

This brings us to my final point that the given solution to this idea uses AI extraction bot for document text extraction, reinforcement bot for giving competitiveness to gaming participants while doing data keying and vision bots for auto data entry.

The next slide will be presented by maniselvan.