Humans and Machines working together to Create AI

March 29th, 2019

DefinedCrowd®

SEATTLE · LISBON · PORTO · TOKYO

Who am I

João Freitas
DefinedCrowd's CTO

About DefinedCrowd

Aug 2015	Dec 2015	Sep 2016	Mar 2017	Nov 2017	Mar 2018	Jun 2018	Mid 2018
Founded	**R&D Center**	**Seed Round** (Amazon, Sony, Portugal Ventures)	**Alpha Version**	**API**	**Tokyo Office**	**Series A Round** Institutional VC	**Partnerships** (IBM, Mastercard, MSFT, Amazon)

Clients
30+
- per year -

Employees
3X
- per year -

Revenue
6X
- per year -

Funding
$13+M
- total -

Essential Ingredients for AI

High Quality training data*

\+

Machine Learning Algorithms

=

AI

* **80%** **of data scientists' time** is spent around data.

Data Challenges

Poor
Quality

Slow
Speed

Hard to
Scale

Our value proposition

Superior
Quality

95-98%

Accuracy

Unmatched
Speed

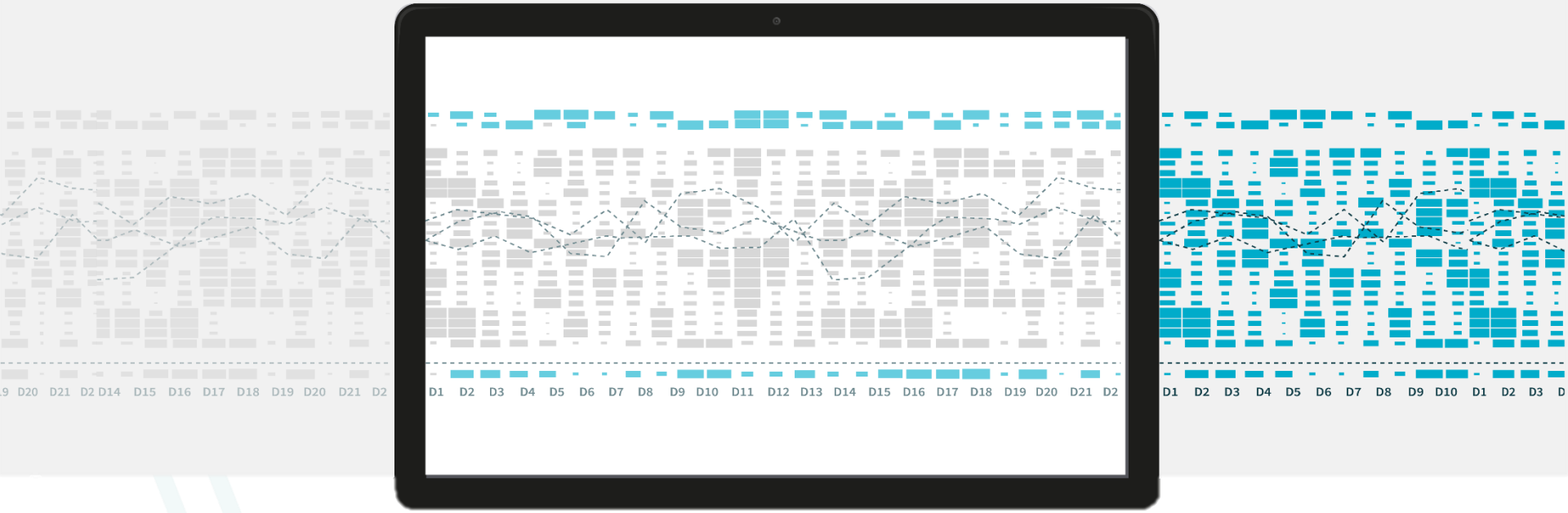
5-10x

Faster than competition

Global
Scale

70+

Languages and dialects



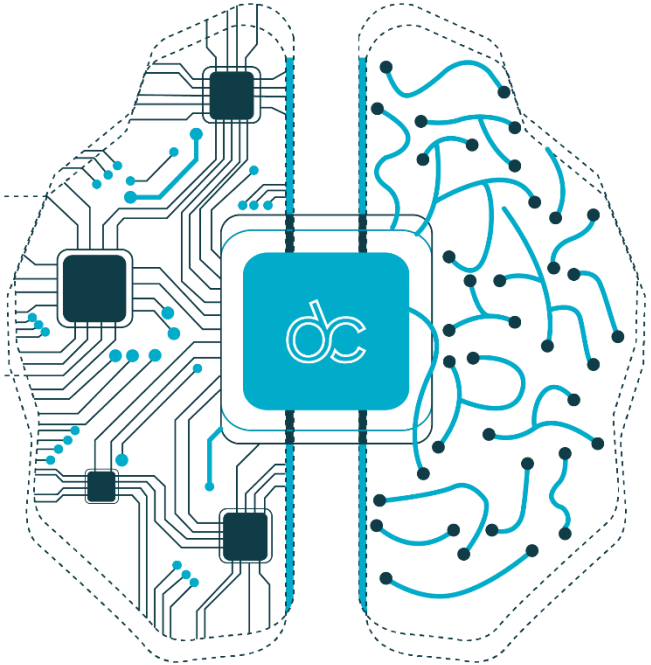
Collection

Labeling

Testing

Delivery

AI data workflows + human-in-the-loop + machine learning



Machine Learning

crowd productivity
crowd efficiency + data quality

Crowd

Areas of focus within Artificial Intelligence

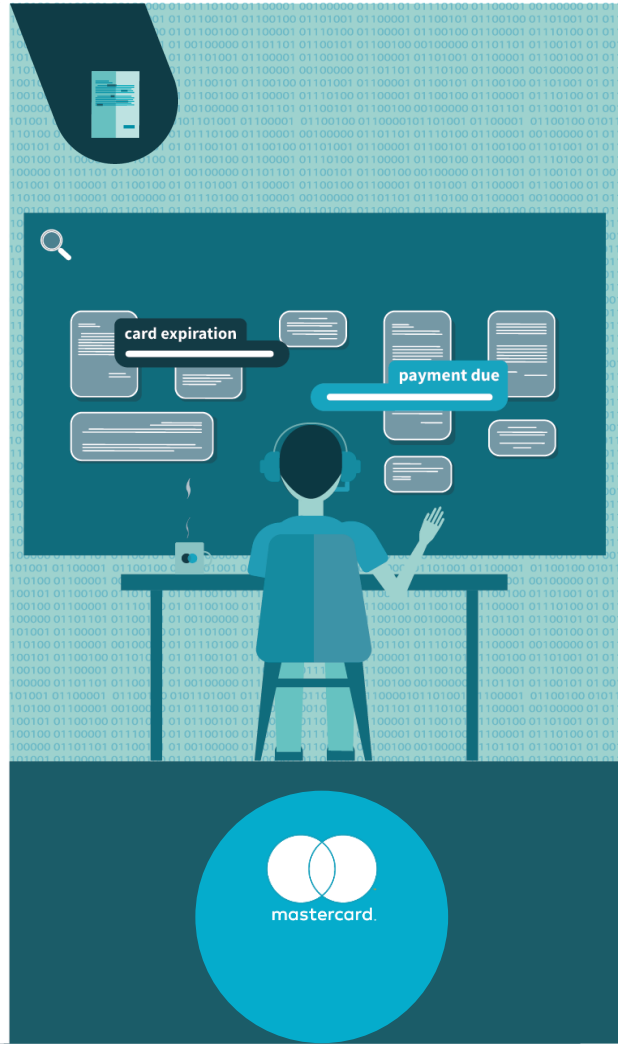
Speech

NLP/Text

Computer Vision

IBM

Mother
Japan
37
Son
Japan
17
Daughter
Japan
18
SONY
SONY


card expiration
payment due
mastercard

Teaching French in Record Time

IBM case study

Step 1
Text Collection

Step 2
Speech Recording

prompts
collected

>

+200,000
prompts
validated & corrected

>

more prompts
collected (web-crawl)

>

6,000
contibutors
recorded

>

1,000
contibutors
validated

Expanding Facial Recognition Models

Sony case study

Step 1
Image Collection

Step 2
Image Tagging

20 photos + **50** families = **1,000** images **verified**

1,000 image **tagged** > **1,000** images **validate & corrected**

Advancing Payment Technologies

MasterCard case study

Step 1
Variant Collection

Step 2
Entity Tagging

2,000x2
variants
collected

>

2,000x2
variants
validated & corrected

>

1,500
answers
ranked for relevancy

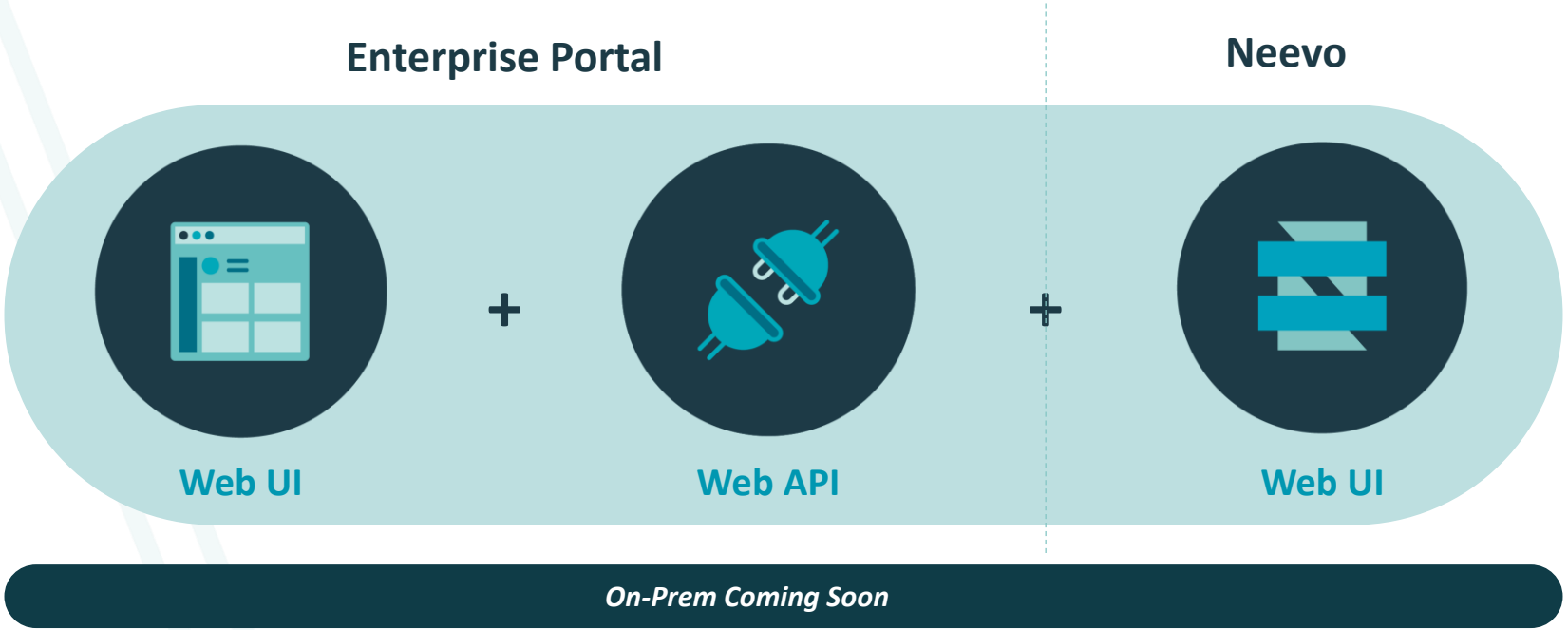
>

6,000
contibutors
recorded

>

1,000x2
contibutors
validated

DefinedCrowd Products



neevo community overview

100,000
Registered members

53+
Countries

70+
Languages & dialects

Email us at:

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DefinedCrowd

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