Tictag
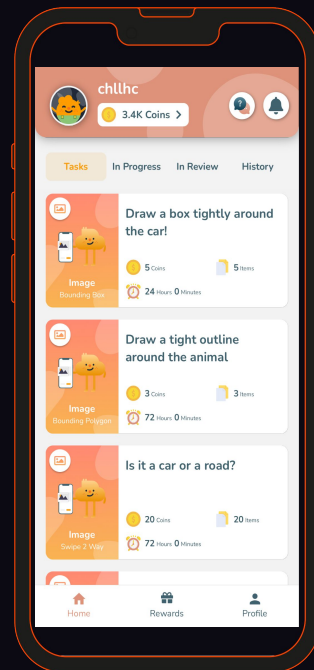
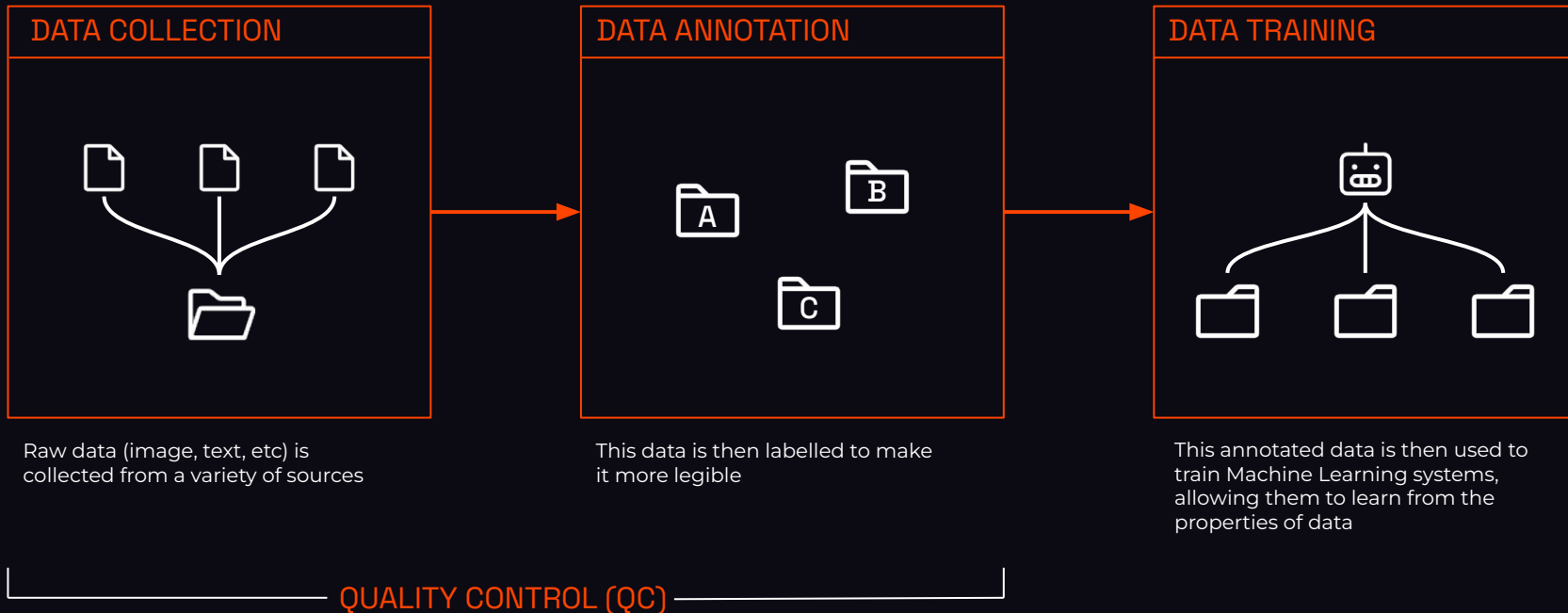# Tictag began with the dream of building a world where everyone can benefit from working on data

Founded in 2019, we sought to enhance the data preparation process for Artificial Intelligence (AI) companies worldwide while simultaneously providing opportunities in the AI industry for under-resourced social groups

We started building a gamified app that could be easily used to complete data collection and annotation tasks by anyone, anywhere in the world
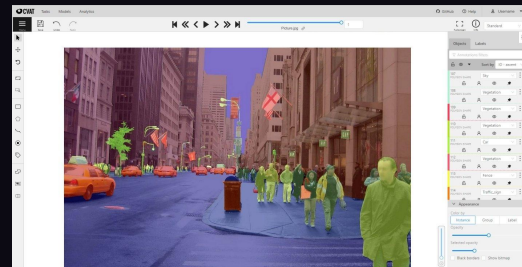
What is data preparation in AI?

DATA COLLECTION

DATA ANNOTATION

DATA TRAINING

Raw data (image, text, etc) is collected from a variety of sources

This data is then labelled to make it more legible

This annotated data is then used to train Machine Learning systems, allowing them to learn from the properties of data

QUALITY CONTROL (QC)

All AI algorithms need labelled data to build. With the recent AI boom, the demand for good, accurate data is rising

The opportunities in this industry for flexible, remote data annotation jobs are abound
Yet, not everyone can participate in this new economy

Traditional software requires a laptop/desktop and is difficult and expensive to learn and use

Tictag

The **gamified interface** of the Tictag app along with our **outreach efforts** break these traditional barriers and **increase accessibility** to the industry of the future
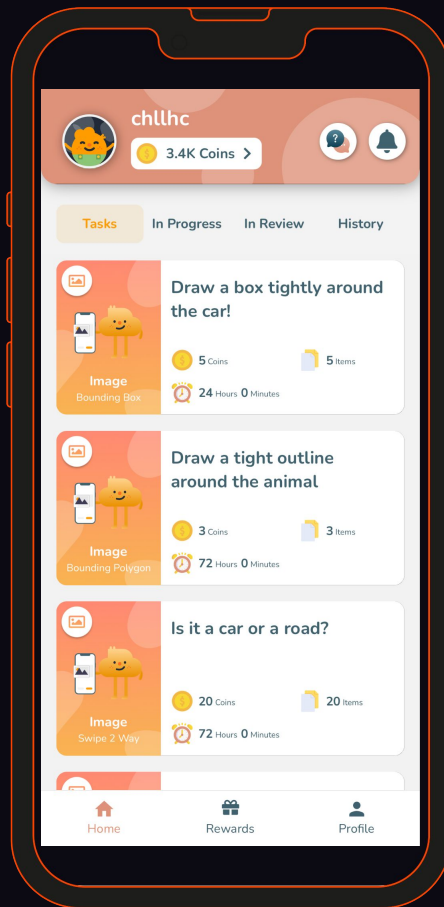
Tictag turns data preparation into an inclusive game for everyone

Through partnering with social service organisations, we conduct workshops to introduce communities to the growing AI industry

Our goal is to bring an alternative form of employment to disenfranchised communities who contend with limited employment opportunities

Tictag

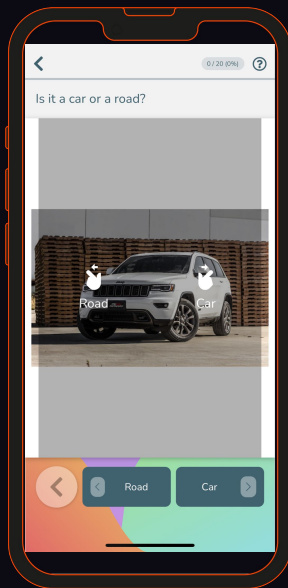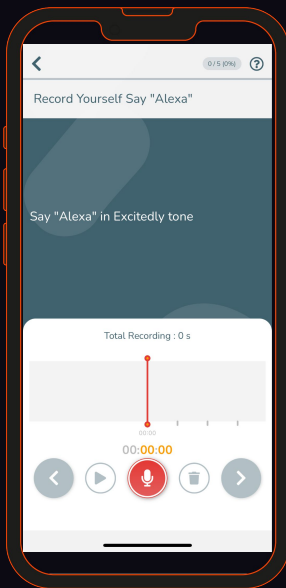# Impact Taggers complete tasks that **match** their ability and mobility **needs**

IMAGE CLASSIFICATION
Classify images into various categories

AUDIO COLLECTION
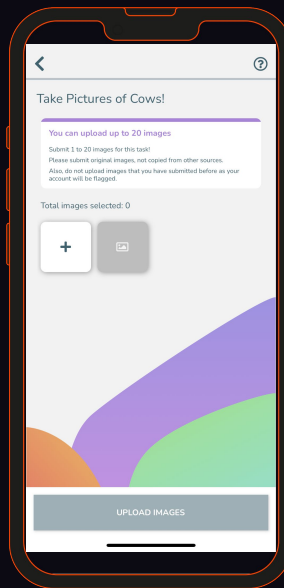Record and submit voice recordings following the provided prompts

IMAGE COLLECTION
Take and submit photos of various subjects such as animals and sceneries
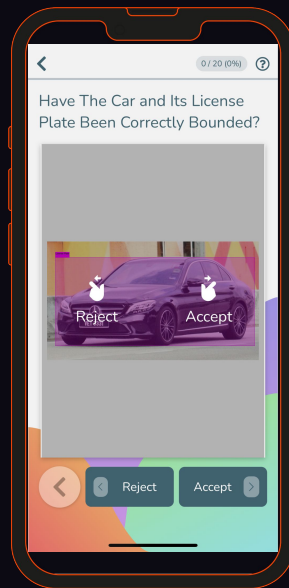
QUALITY CONTROL (QC)
Check whether data annotation work have been done correctly

Tictag

Impact Taggers gain financial, upskilling, and cognitive benefits from completing tasks

Side Income

Coins earned from task completion can be used to redeem cash and vouchers

Skill Development

Our structured training curriculum offers Impact Taggers a broad array of tasks with progressive levels, enabling them to develop a comprehensive set of data annotation skills

Brain Exercise

Completing tasks provides Impact Taggers with opportunities for mental stimulation and engagement

Side Income

500 Coins
=
1 SGD

Coin redemptions for cash are processed
through the app to a linked bank account

Vouchers (e.g. NTUC, Sheng Siong, Grab)
are delivered as e-vouchers via email

Co-creating an accessible app

We're dedicated to enhancing the accessibility and usability of our app for our Impact Taggers

To achieve this, we actively engage in research and encourage feedback, which we integrate into our product development process

The design elements, including font size, icon selection, and controls, have been meticulously crafted and continually adjusted to accommodate the diverse needs of our Impact Taggers

Our Engagement Model

OUTREACH

Our team reaches out to potential partner organisations

INTRODUCTORY CALL

A meeting is held to explore alignment and compatibility

PROPOSAL

Tictag sends over a proposal outlining the training plan and details of the partnership

TRAINING CURRICULUM

Communication with newly onboarded Impact Taggers continue and they begin completing our structured training curriculum

WORKSHOP & ONBOARDING

Tictag trainers conduct either an online or in-person workshop to introduce the clients of social service organisations to the Tictag app and onboard them

CONFIRMATION

Training workshop date is confirmed. Tictag prepares materials for session

Tictag

Beginning with the elderly community, we have brought Tictag to various under-resourced communities across the region

NUMBER OF SOCIAL SERVICE ORGANISATIONS	GROUPS OF BENEFICIARIES	NUMBER OF BENEFICIARIES
19	Persons with Disabilities	194
	Refugees	24
	Elderly	13

India

South Korea

Hong Kong

Malaysia

Singapore

Indonesia

Tictag
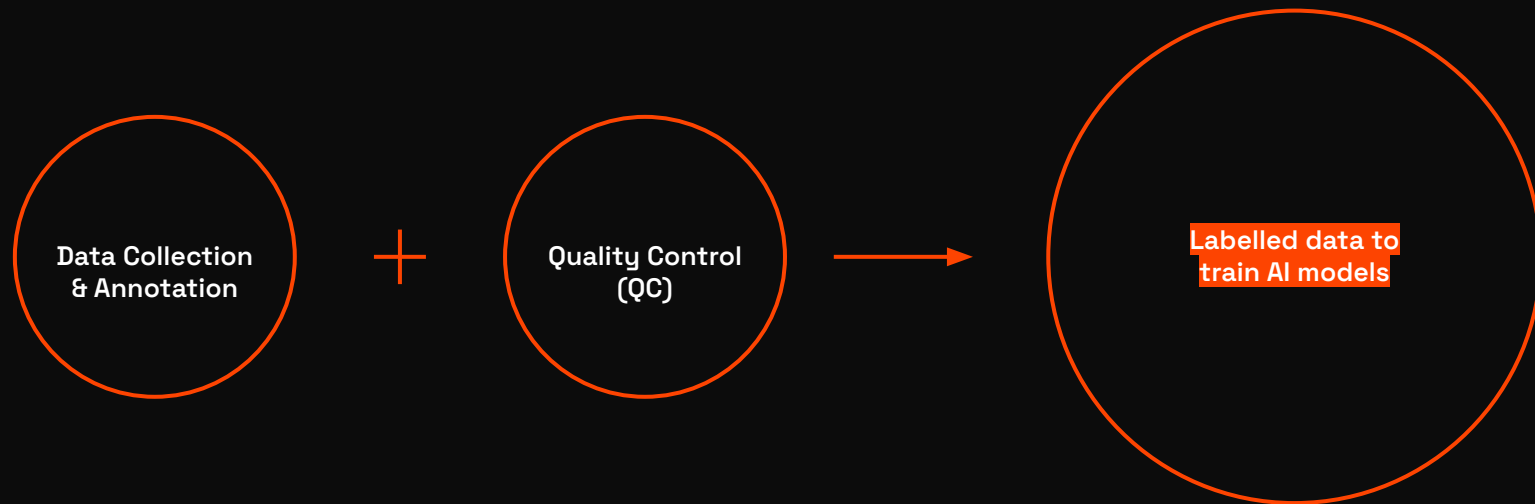
Our client success demonstrates that this model is viable for both social impact and businesses

LANGUAGE & SPEECH

INDUSTRIAL & SAFETY

ENTERPRISE (COMPUTER VISION)

Tictag

With the invaluable support of our partners, we are increasing our impact everyday

SOCIAL SERVICE PARTNERS

AWARDS AND AFFILIATIONS

1. IMDA accredited
2. Official raiSE registered social enterprise
3. Silver Award recipient of Singtel Future Makers 2023
4. Member of the prestigious Philip Yeo Innovation Fellows Programme
5. Accredited Korea Data Voucher supplier (2023)
6. Qualified for Slingshot 2020 and awarded the Startup SG Founder Grant
7. Champion of SMU PAK Challenge 2020

MEDIA FEATURES

THE BREAKFAST HUDDLE
FRIDAY | 14 OCTOBER | 7:35AM
KEVIN QUAH
Co-Founder & CEO, Tictag

MONEYFM 89.3
STAY AHEAD

GARAGE

Early-stage startups pique investor interest amid funding slowdown

By Benjamin Cher
benjaminc@sph.com.sg

And we are not stopping any time soon

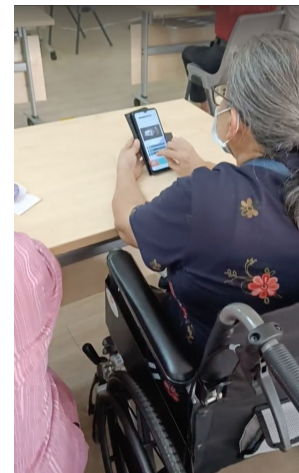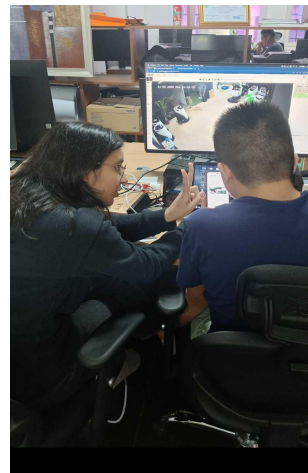**200+**
Impact Taggers

1,000,000+
data units processed
by Impact Taggers

59,000,000+
coins earned

Join us in enabling everyone to benefit from good data, and the good that data can bring

Thank you

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