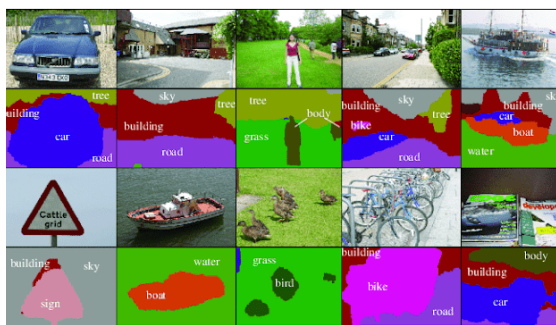


MACHINE LEARNING WITH FIGURE EIGHT: TEACHING MACHINE TO SEE THE REAL WORLD

THE CLIENT

Figure Eight is a top-notch, customer-facing machine learning system that uses human-in-the-loop (HITL) and automated technology to turn unlabeled text, audio, video, and image data into powerful AI training data. The business cultivates the very best of human intelligence, which then works together with machine intelligence to create innovative annotated training data. In over a decade of doing business, Figure Eight's data annotation platform carried out more than 10 billion judgments, increasingly growing into a sharp, enterprise-ready platform for a wide range of industries.

Figure Eight's technology takes on vital tasks, like transcribing text or annotating images, all while training machine learning algorithms along the way. These algorithms can be used for tasks like improving search results, sorting photos, enhancing voice recognition, data labeling, and video object trafficking to assist customers. The technology can be used for anything from creating self-driving cars to creating machine learning-powered assistants, and the platform can create training datasets as much as 50 times faster than human labeling.



As of 2018, Figure Eight worked with brands like Twitter, Autodesk, Facebook, Cisco, Google, eBay, and more. In 2019, Figure Eight was acquired by Appen, a data collection company that acquires and sharpens human-annotated datasets for machine learning and artificial intelligence.

THE CHALLENGE

Figure Eight needed hundreds of experienced data professionals to help with a massive data labeling and data collection project that would help teach machines how to see the real world.

The project was to be used in a large-scale artificial intelligence-machine learning process, so Figure Eight needed team members it could trust to have strong attention to detail and do their best work.

Figure Eight was looking to hire on a per-project basis.

THE SOLUTION



MENA Alliances met with Figure Eight to get to know their needs, then sprang into action to set up the ideal team for Figure Eight's goals.

With an eye for the skills and traits that would make a hire most effective at the project, MENA Alliances turned to its network of machine learning and data labeling talent to quickly craft a team. Tapping into years of hiring expertise, MENA Alliances curated a group of more than one hundred MENA Alliances talents who were bilingual (Arabic, English) and qualified and ready to hit the ground running.

The MENA Alliances team began capturing, enriching, and transcribing critical data for Figure Eight. The team researched a wide range of data types that included text, speech, images, and video from various resources to update missing information, optimize sales data, and enhance competitive analysis for large-scale results.

The MENA Alliances team used human judgment to annotate and tag images and videos, and train sentiment, semantic, syntax, and context analysis while categorizing and processing statements.

SUCCESSFUL RESULTS

1. Figure Eight quickly had a team of more than 100 MENA Alliances talents who worked on the project for over a year.
2. Because of MENA Alliances' experience in working on AI and machine learning projects

with the most innovative companies in Silicon Valley and Germany, they were able to work quickly and effectively without hesitation. MENA Alliances worked on everything from word search, data annotation, sentence analysis, and e-commerce websites to image analysis to transform natural language data into vital training datasets for Figure Eight's algorithms.

3. Figure Eight was impressed with MENA Alliances' breadth of experience in combining machine learning with human judgment and teaching machines how to see the real world.
4. Through MENA Alliances' diverse talent pool of often under-represented candidates, Figure Eight was able to work with team members who were positively impacted by the opportunity.
5. Figure Eight experienced the benefits of a successful project, improved machine learning training data, and hardworking, qualified candidates without the pressure of employment liability or a long-term hiring commitment. MENA Alliances handled every detail, so Figure Eight only needed to focus on the task at hand.

ABOUT MENA ALLIANCES

MENA Alliances is a woman-owned business dedicated to connecting global companies with highly skilled, vetted talent from the MENA (Middle East and North Africa) region. MENA Alliances has over 10 years of outsourcing and remote work experience, as well as expertise in translation and localization, computer vision, IT, training data for AI/ML models, and more. MENA Alliances partners with global, regional, and local clients to offer training and coaching models designed to integrate within existing program frameworks for nonprofit and for-profit organizations, universities, or government workforce systems. MENA Alliances is on a mission to create one million jobs for women and young people in the MENA region by 2025 through training and recruiting.

MENA ALLIANCES AT A GLANCE...

- Access to more than 2000 highly skilled, vetted professionals in the MENA region.
- The Data Labeling & Translation Workforce is +250 multilingual pros.
- 10+ years of experience providing high-quality translation and localization, IT, and human-annotated data to support machine learning for speech, search e-commerce, and more.

- They operate in the following languages (Arabic, English, French, and Russian)
- They have a multi-level group of qualifications and skill sets in training data for Artificial Intelligence and Machine Learning applications, translation and localization and IT outsourcing.
- The talents range in skills and qualifications from data entry to highly skilled engineers, project management specialists to quality control managers
- They have served +60 clients from the USA, Europe and the Gulf region

THE MENA ALLIANCES MISSION

At MENA Alliances, we're working toward a world in which everyone with drive, dedication, and skill has the opportunity to thrive. When everyone has the chance to reach their full potential, business is a better place, making a more profound impact. MENA Alliances is on a mission to create one million jobs for women and young people in the MENA region through training and recruiting.