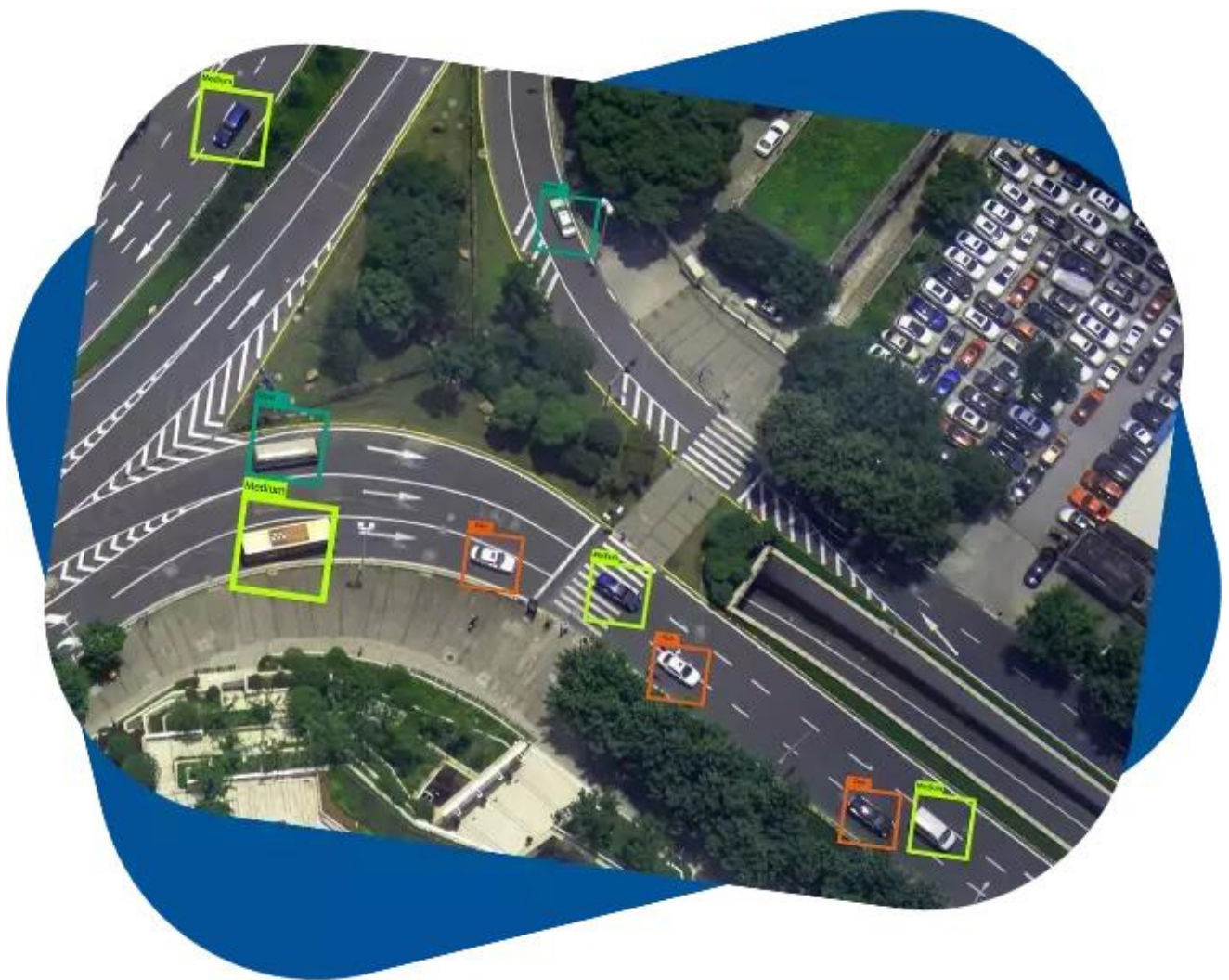


# Double-Benefit USA CASE

Impact Sourcing Data-Labeling and Localization  
Team Solutions





## Our Client

Headquartered in San Francisco, California, Figure Eight was founded in 2007. The organization specializes in artificial intelligence and machine learning, helping companies build exceptional customer experiences by incorporating AI technologies.

Figure Eight has focused much of its project-based needs on impact sourcing. The company had often worked with other organizations to connect with temporary workers in areas hit by recent devastation. In 2009, the company provided much-needed remote employment opportunities to refugees in Kenya. Figure Eight also chose impact sourcing as an option when they employed Haitians after the earthquake in 2010. When they had a significant need for globalization, it made sense that they would seek a partner to help them connect and hire in a way that would make the most human and social impact. They chose to hire through MENA Alliances.

Appen recently acquired Figure Eight. It aspires to bring the best human and machine intelligence to provide the highly valued training data that drive business solutions using machine learning. Figure Eight technology uses AI to transform audio, video, text, and images into usable data, enabling computer vision and relevant search categorization and providing the structure behind its natural language processing.





## The Situation

Like many startups that build multiple ongoing projects, the ability to hire teams that have flexibility and scalability is essential to their continued success. The organization reached out to find groups with localization knowledge and experience in data labeling. Figure Eight found they needed hands-on help with data labeling and globalization in Arabic and English. Specifically, Figure Eight sought to enhance their crowdsourcing results and teach their AI systems Arabic language and cultural symbols.

Their hiring needs would be enormous, requiring many workers to handle multiple projects. In addition to team members, Figure Eight also needed several project managers that could lead these teams in data labeling.

Many highly skilled, college-educated individuals in regions impacted by war, climate change, and political issues can find themselves unable to find work through no fault of their own. How do companies like Figure Eight source talent from refugees to fill highly technical positions? Listen to the story of Ali and how impact sourcing changed his future.

## The Need for an Impactful Solution

Through MENA Alliances, Figure Eight quickly acquired over 100 highly skilled technical employees who worked for over a year on their project. The teams worked on developing English language word search, data annotation, image analysis, and sentence analysis. Many college-educated, skilled workers from the Middle East and North African regions filled these positions.

Workers in the area were grateful for the opportunity to work on top projects that included e-commerce platforms, autonomous vehicles, and HR-related applications. Data, video, image labeling, annotation, and verification enhanced AI and machine learning capabilities.

These talented, highly educated individuals were faced with no opportunities but with dreams of working on high-tech applications. MENA Alliances and Figure Eight gave them jobs and the chance to experience the highly technical work they dreamed of having.

## Impact Sourcing Benefits Corporations and Communities

In 2020, impact sourcing is critical to add real human value to your organization. Impact sourcing ensures that your hiring practices add value to the world and allows you to develop a diverse and inclusive workforce. From 2020 onward, the millennial generation makes up the largest working group globally, which is far more varied than previous generations.

While not every hire or industry is the same, there were some dramatic findings. For manufacturing-type jobs, the industry's average turnover is around 11%. When only looking at the turnover rate for refugees, it dropped to 4%. What does this translate to financially for the business? According to the World Economic Forum, when companies choose impact hiring solutions and reach out to hire refugees, the company sees actual financial savings. For each position that pays an average of \$13 per hour and retains the worker, the company sees savings of over \$5,200 annually.



Source: [BusinessFightsPoverty.org](https://businessfightspoverty.org)

Impact sourcing is human-centered. It delivers valuable skilled labor needed by the business but also saves lives, families, and entire communities and economies. You can get the best quality work, and it will not impact your clients. The benefit to society is worth so much more.

## Impact Sourcing Solution Partnership Formed with MENA Alliances

Through MENA Alliances, Figure Eight found high-quality human-powered training data and validation for training their computer vision and machine learning systems. We connected them with team members who could better understand the visual world using accurately tagged images and datasets designed to improve the user experience.

What were the most significant deliverables?



## Quality

Before starting this project, our team underwent comprehensive training in task instruction and the cultural impact of their data labeling task work.



## Security

We take your security as seriously as you do. Your data will be handled by professionals whose priority is your privacy. At MENA Alliances, our team members faced a multi-level assessment with proving their skills.



## Accountability

Figure Eight was thrilled that our ambassadors viewed themselves as an extension of their team. MENA Alliances offers a unique, flexible task model which has built-in monitoring. We enable clients to discover the accountability of every individual on their project. MENA Alliance can manage performance checks and even retraining when required.



## Scalability

Many companies, especially tech startups, need flexibility and scalability when adding teams for new projects. MENA Alliances has three hubs in Egypt, Jordan, and Palestine, allowing us to upscale our clients with hundreds of skilled ambassadors. Our professional team members can collect, transcribe, code, and manage high volumes of data, helping you build and improve your AI and ML software platforms quickly and easily.



## Growth Opportunities

Every opportunity offers our clients a chance to expand and grow their businesses. Our clients come to us to help them increase profits. MENA Alliances also uses each opportunity to expand and grow its ambassadors with leadership opportunities. Each new contract allows us to enrich lives and develop a leader among one of our team members. Our enrichment programs help improve engagement and retention and enable us to deliver high-quality outcomes for every project. Our team members demonstrate pride and aspire to do more, which results in them giving our clients their absolute best work.



## Changing Human Lives

When companies use staff augmentation or project-based hiring models through MENA Alliances, the hiring model changes human lives. Your organization becomes an enabler of growth opportunities for people who need them. You change local economies by putting resources in the hands of families seeking a better chance in life. You create a lifeline for better health and education for entire communities.



Our flexible hiring model delivers a highly skilled and fully assessed remote on-demand workforce that is ready and available to solve the problem of the tech talent shortage. Our mission at MENAAlliances is to help alleviate poverty and injustice in the MENA region by creating jobs for over one million disadvantaged women and young people. We are working to provide training, job opportunities, and growth while promoting peace, social justice, and economic opportunity.

### Impact Sourcing and The Results of Change



MENA Alliances quickly matched Figure Eight with over 100 skilled technical workers ready to form teams and work on their AI and machine language programs. These teams were focused for the next year on achieving Figure Eight's goal of globalization. With MENA Alliance and the help of so many readily available workers, Figure-Eight delivered their technology and made an impact on communities and households across the globe. When you stop and consider the numbers, it is breathtaking. In areas undergoing these challenges, someone may look for work for years. It can be devastating to their families, their self-esteem, and their hope. The choice made by Figure Eight to pair with MENA Alliances changed this path for 100 families. There were benefits reaped by Figure Eight in that they reaped top-quality work at a great price. The greater reward was that they delivered hope which would resonate with more than the 100 individuals they chose to believe in.

## References

Future of Work. (2020, May 25). Hiring refugees makes economic sense - report. Retrieved from World Economic Forum: <https://www.weforum.org/agenda/05/2020/hiring-refugees-report-economic-sense/>

Williams, M. (2018, August 8). Galvanizing Businesses to Generate Positive Social Impact Through Impact Sourcing. Retrieved from Business Fights Poverty: <https://businessfightspoverty.org/galvanizing-businesses-to-generate-positive-social-impact-through-impact-sourcing/>

