

We build the future through **Data-centric AI.**
We inspire **AI & Human Collaboration.**
We are Crowdworks.

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contact@crowdworks.kr
en.crowdworks.ai



Intelligent AI Training Data Platform

Crowdworks delivers high-quality AI training data to diverse clients in the most efficient manner. Since its establishment in 2017, Crowdworks has achieved an explosive growth of 1,000% and operates the largest pool of crowdworkers in South Korea.

1

In korea

As number of clients,
labelers and patents

430+

Clients

Data & AI leading companies,
startups and the government

1,000+

Projects

in Computer vision and
in Natural language processing

500K+

Crowdworkers

Korea's largest pool of qualified
data labelers

200M+

Data Processed

Since 2017

\$320M+

Fund Raised

Accumulated investment
since 2017

Crowdworks leads the AI innovation with high-quality training data

2017~18

- 2017. 04**
Established Crowdworks Inc.
- 2017. 06**
Raised seed investment from Bigbang Angels
- 2017. 07**
Selected as Startup program in Innopolis
[Raised seed Investment from Naver](#)
- 2018. 03**
Raised seed investment from Infobank
- 2018. 07**
Selected as a TIPS technology startup project
- 2018. 08**
Raised Series-A round funds
- 2018. 12**
Awarded CCEI best-case award

2019

- 2019. 03**
Established Crowdworks Japan Inc.
- 2019. 05**
Selected for First Penguin program at KODIT
- 2019. 09**
Raised Series-B round funds
- 2019. 11**
Selected as the Final winner of Korea-UK Tech Rocketship Awards
Awarded the SME Best Growth Award

2020

- 2020. 01**
Selected for demo at Singapore
- 2020. 05**
Selected for the ICT Future Unicorn Startup Project
- 2020. 06**
Certified with Good Software(GS) Certification
- 2020. 11**
Named as National Innovation Company Top 1000
- 2020. 12**
Awarded Venture and SME Revitalization Merit award
Awarded from the Korean Intellectual Property Office
Selected as a member of the Information and Communication Strategy Committee (Prime Minister Appointed)

2021

- 2021. 01**
Selected as 'Korea's Top 10 Startup' by NIA
- 2021. 03**
Registered 100th patent
- 2021. 04**
Received Industrial Service Medal from the President
- 2021.07**
Selected as an excellent case in the field of digital new deal innovative company by the Ministry of Science and ICT
- 2021.11**
Raised Pre-IPO funds
- 2021.12**
[Received the Grand Prize at the Data Quality Grand Prize by the Ministry of Science and ICT \(Korea Data Industry Promotion Agency President's Award\)](#)
[Selected as 'The 6th Innovation Icon Company' by Korea Credit Guarantee Fund](#)

Awarded 'Excellent Case of Digital New Deal of the Year' by the Ministry of Science and ICT (Ministry of Science and ICT)

2022

- 2022.03**
Registered its first US patent 'Image Sampling Technology for AI training'
- 2022. 04**
Signed MOU with Kakao Enterprise
- 2022. 06**
Selected in Epicenter Stockholm Accelerator Program
- 2022. 07**
[Named as a Sample Vendor in the 2022 Gartner Hype Cycle for Data Science and Machine Learning, 2022 & Hype Cycle for Artificial Intelligence 2022](#)
- 2022. 10**
Selected as Korea AI Startup 100 of 2022

Largest Patent Holder in South Korea

in AI Data Labeling
in Worker and Data Management

134 registered patents
49 applied patents (22 PCT)

*As of Sep. 22



Trusted by 430+ Leading Companies

<div>IBM SAMSUNG LG Electronics</div> <div>SK SK hynix NAVER</div> <div>kakao posco ICT SAMSUNG SDS</div> <div>SK Inc. LG CNS NAVER LABS</div> <div>kakao enterprise SHINSEGAE I & C LOTTE DATA COMMUNICATION</div> <div>IT</div>	<div>Uber STRAD VISION HYUNDAI</div> <div>HYUNDAI AutoEver HYUNDAI MnSOFT HYUNDAI CONSTRUCTION EQUIPMENT</div> <div>Avikus PINTEL</div> <div>Automotive</div> <div>Delivery Hero papago GS SHOP</div> <div>emart24 ABInBev BUCKET PLACE</div> <div>WOOOF FOR BETTER LIFE</div> <div>Commerce</div>	<div>woongjin think big KYO WON 교원</div> <div>i-Scream edu MATHPRESSO CODING ROBOT LAB</div> <div>CLASSUM Algorima</div> <div>Edutech</div> <div>AMOREPACIFIC KRAFTON NEXON</div> <div>NAVER NC GOLFZON</div> <div>kakaoVX</div> <div>Healthcare / Entertainment</div>	<div>Hyundai Card kakaobank Shinhan Credit Information</div> <div>Industrial Bank of Korea Samsung Fire & Marine Insurance pay</div> <div>wooribank Whats sub w</div> <div>Finance</div> <div>POSTECH KAIST VERILUX T&S MEAT</div> <div>NIA NATIONAL INFORMATION SOCIETY AGENCY LG Chem 서울도시가스주식회사 SEOUL CITY GAS CO., LTD.</div> <div>P&C Solution Law & Company</div> <div>Research/Academic</div>
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Testimonials

- Systematic operation process in data collection

"I have collaborated with about 4 data collection companies including Crowdworks. Crowdworks has the most systematic process from developing guideline, data collection to data delivery compared to others. Crowdworks' rich experience enables seamless management of various AI data collection project from the start to finish."

- The Quality and the Quantity of collected data

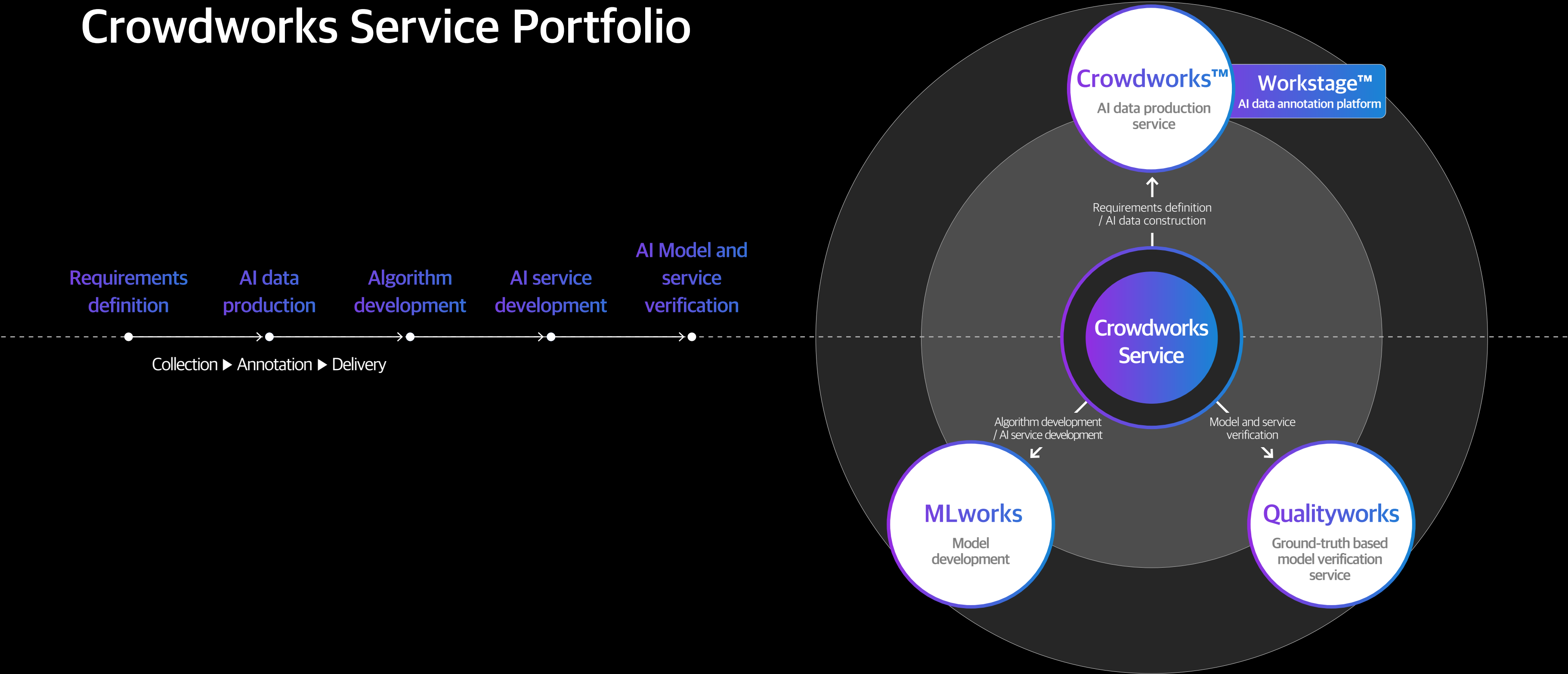
This is the biggest strength of Crowdworks. Data collection with QA is possible elsewhere but Crowdworks' final quality of the data outperforms that of others. Crowdworks provides high quality data while maintaining the standards we agreed upon at the beginning of the process.

"...Crowdworks' platform not only provides millions of data, but also supports entire labor-intensive tasks, serving as a **catalyst for the advancement of Naver's AI technology**. For the past three years, Crowdworks has collected and annotated data in 12 languages for the Papago translation service, and also inspected the copyright infringement of user-created items in ZEPETO. Mr. Yang said **"Without Crowdworks, it would take a tremendous amount of time to build the foundation of Naver AI or would not have reached the level it is today."** and "It is not an exaggeration to say that Crowdworks made the performance of today's Clova or Papago"...

- IT company **K**

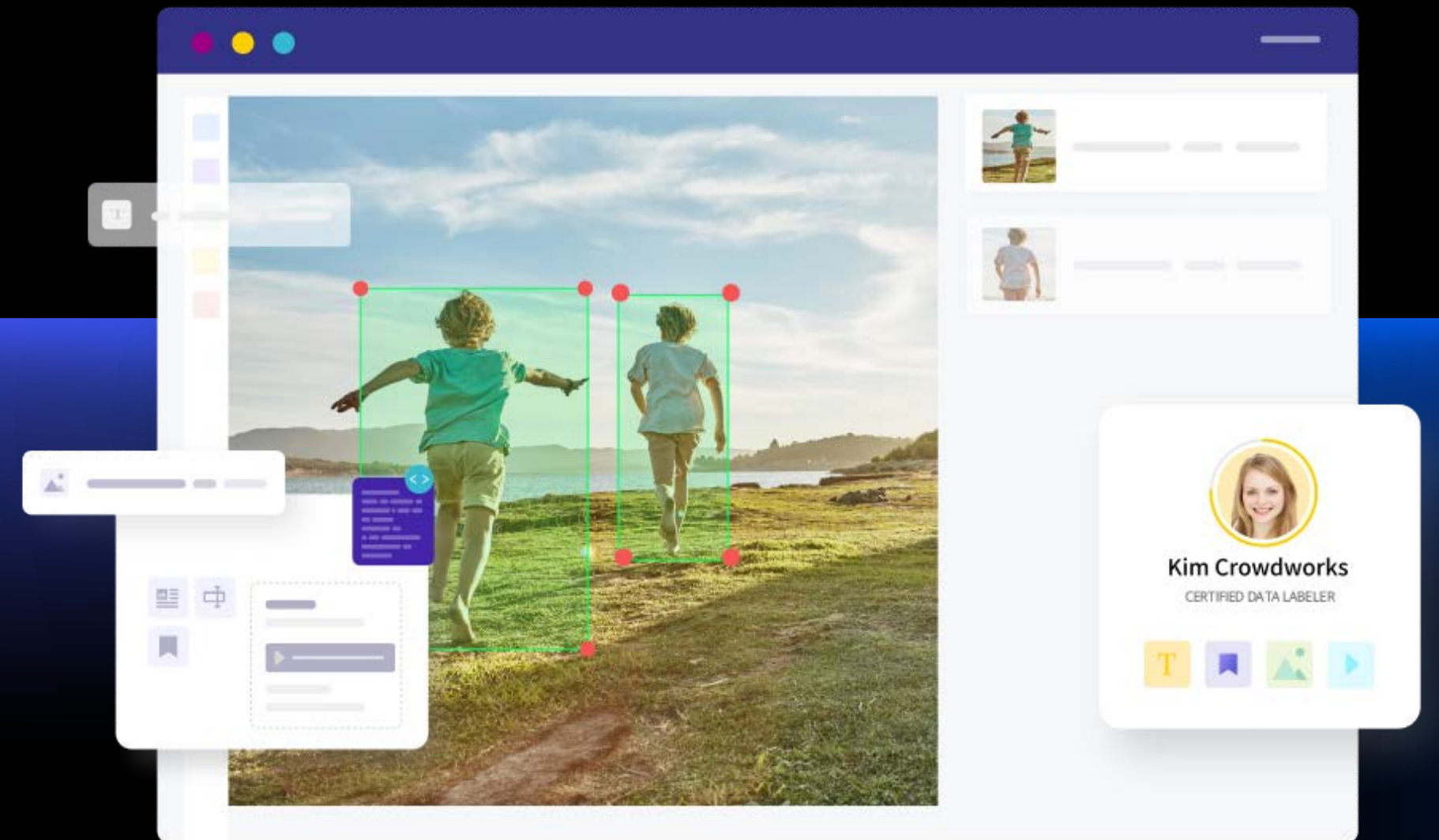
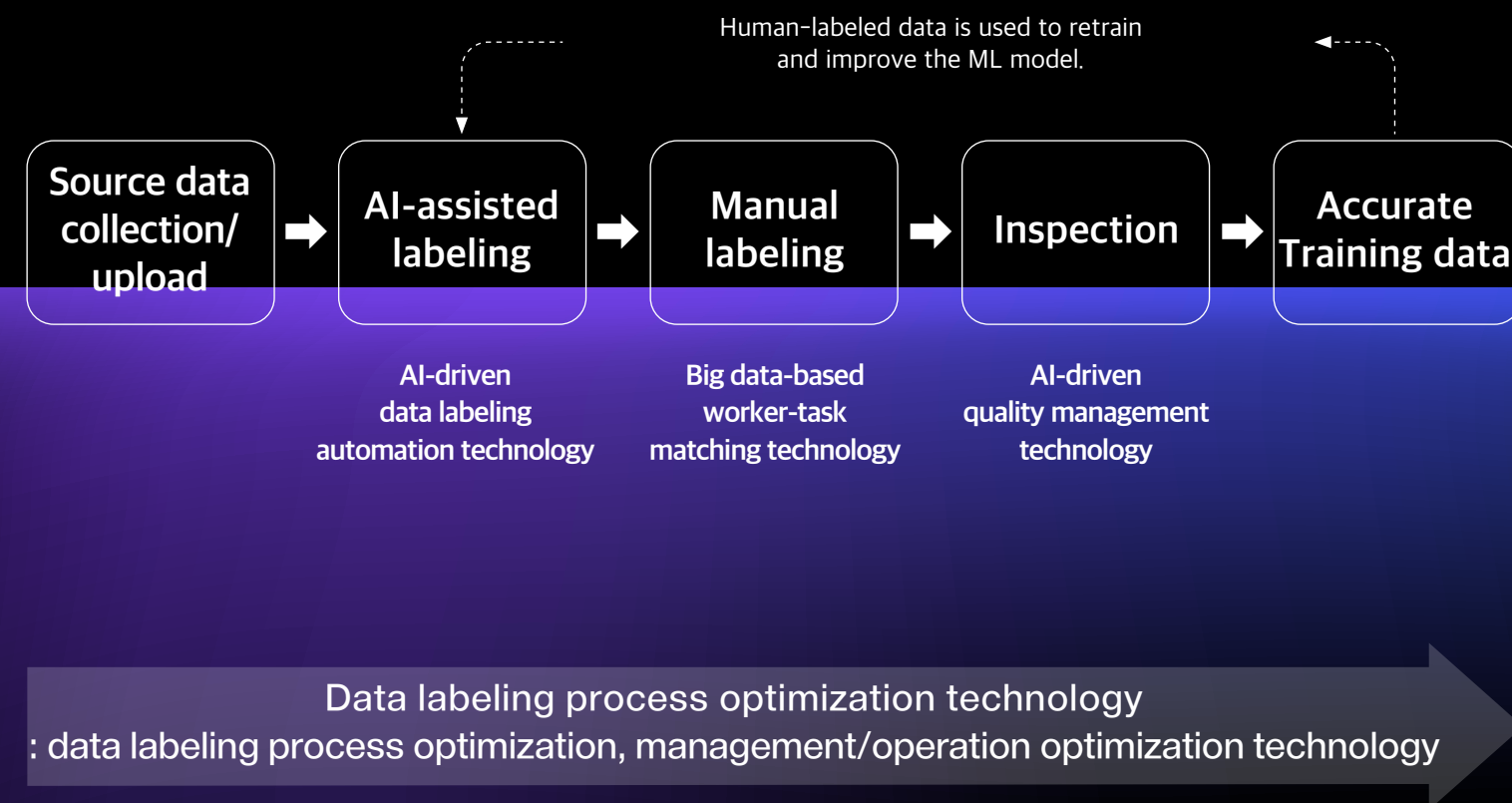
- Leader of D2SF (Naver Startup VC) **Yang Sangwhan**

Crowdworks Service Portfolio



Crowdworks™

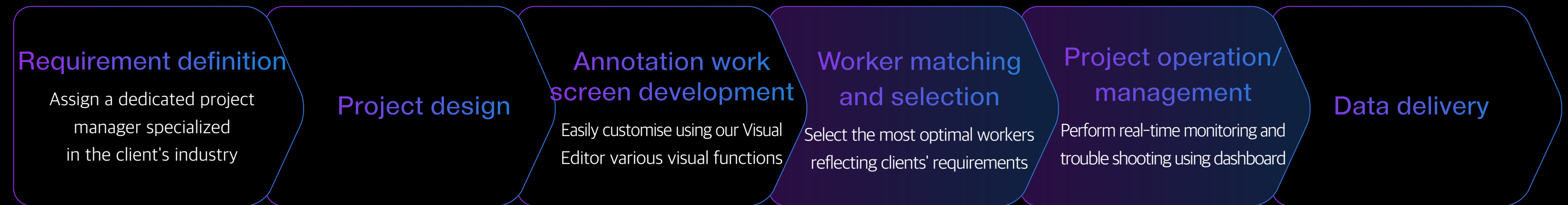
High quality AI training data collection/annotation service for
computer vision and NLP



Big data- and AI-driven technologies are applied
at every step for the fastest delivery of high-quality data.

Crowdworks™ Process

A dedicated project manager closely oversees the entire data project.

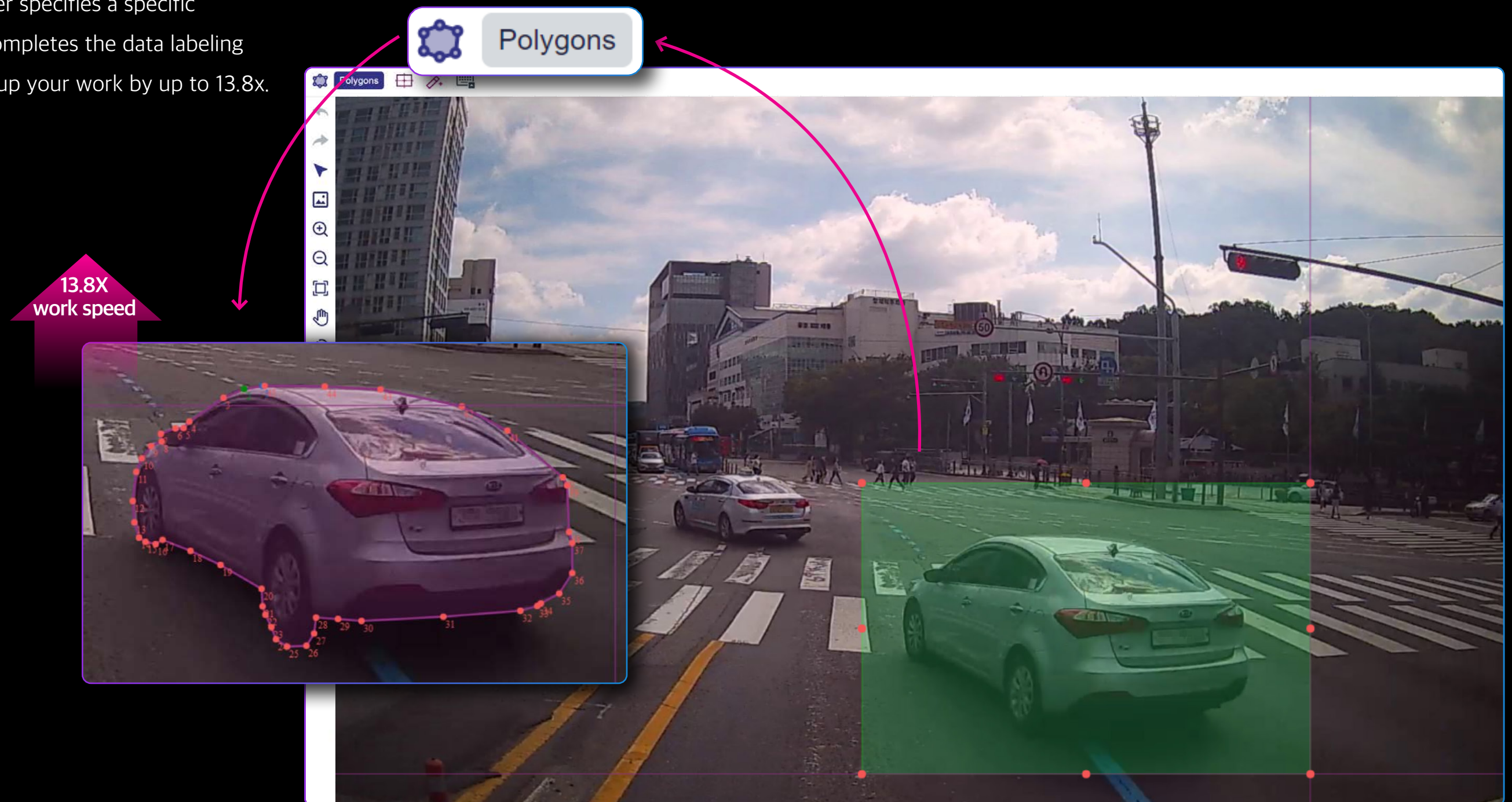


Based on the largest number of use cases in South Korea, Crowdworks provides tailored data production services regardless of project duration.

From project design to worker performance management, Crowdworks leverages its integrated platform —enabling smooth operation of any AI data project.

Interactive Data Annotation

AI-human collaboration: When the worker specifies a specific scope, and the AI model automatically completes the data labeling within the specified scope, which speed up your work by up to 13.8x.

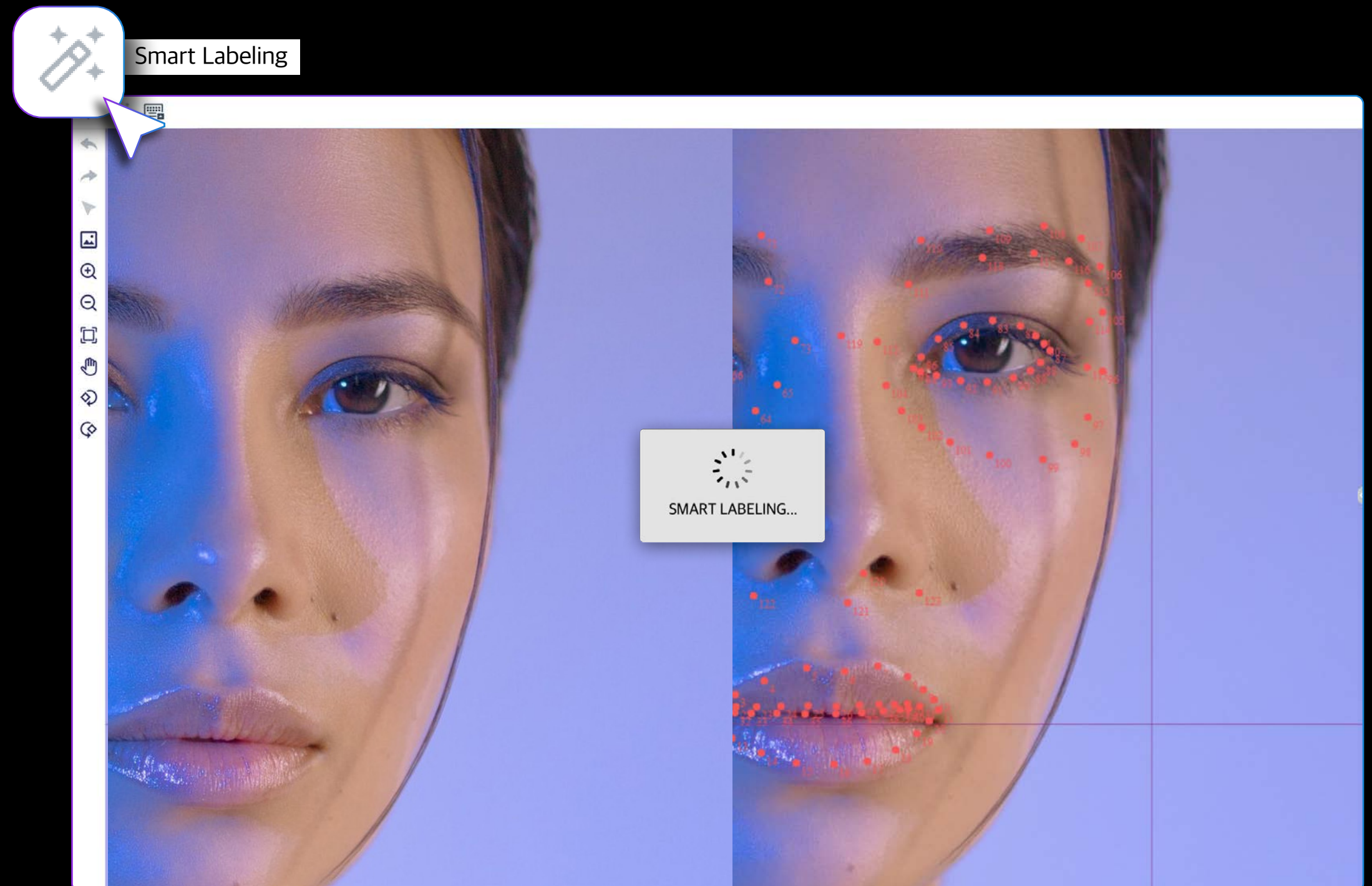


Smart Labeling

Smart Labeling enables AI-powered auto labeling.
The worker validates the pre-labeled data and corrects some objects to complete the data annotation.

Application area :

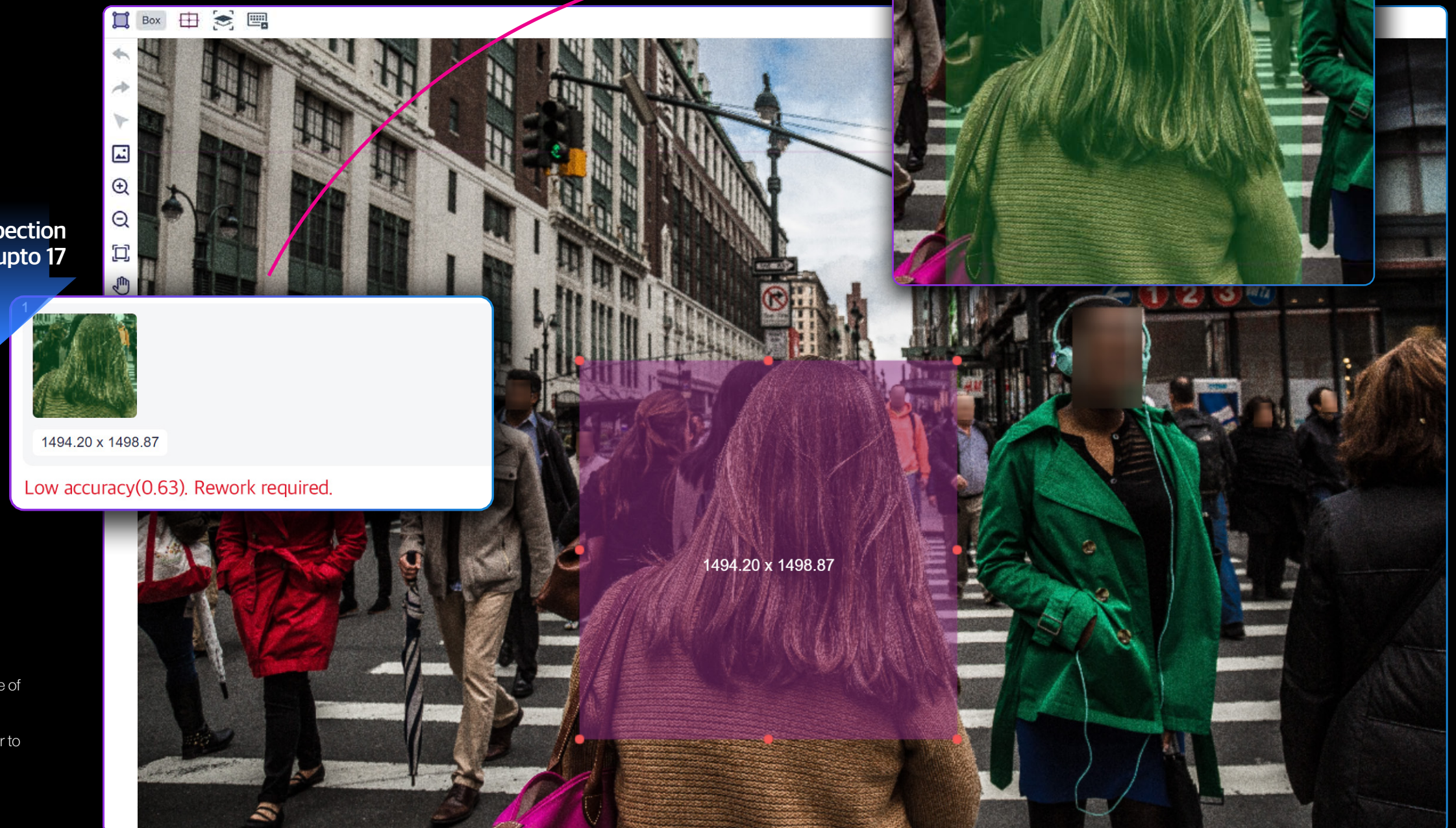
- 80+ Auto object detection
- 100+ Auto language recognition and OCR
- Whole body key points after analyzing human posture
- 480+ face keypoints



AI-assisted Quality Check

Our AI evaluates labeling accuracy, save inspection time by up to 17%

save inspection
time by upto 17



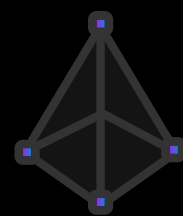
Key features :

- Auto rejection : When the worker submits the work, AI model immediately check for obvious errors. In case of obvious error, Rework request pops up automatically.
- Inspection support : AI model provides additional information for better inspection to the inspector in order to reduce false inspection and to secure consistent rejection standards.

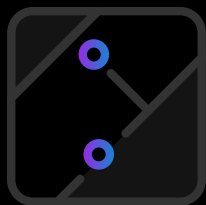
Crowdworks™ Annotation Tool

Crowdworks support the largest annotation functions
in Korea to address diverse customer requirements.

Crowdworks operates 40+ annotation tools of accumulated expertise from 1,000+ project operation.



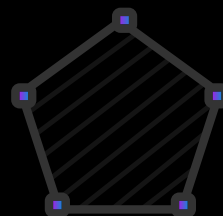
3D Point Cloud



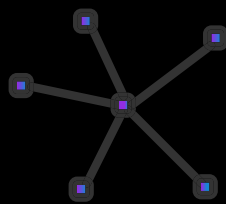
Semantic Segmentation



Road Bounding



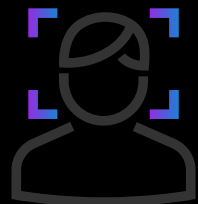
Polygon



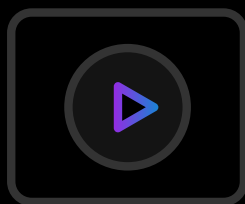
Polyline



3D Cuboid



Facial Landmark

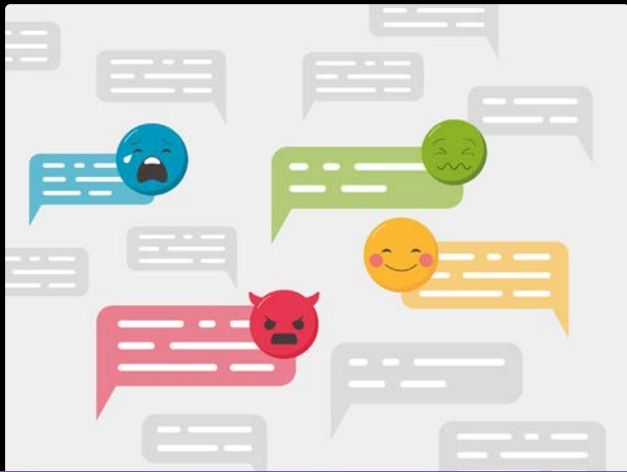


Video Extraction

[Find out more Annotation Tool](#)

Crowdworks™ Use Cases Natural Language Processing(NLP)

Through crowdworkers trained on our AI data platform, we provide various NLP data from general task(correction, translation) to specific task(classification of emotion, intention, expert knowledge). The annotated NLP data is used for accelerating AI Search Engine, AI chatbots or TTS(Text-to-Speech) service.



Emotion and intention analysis

Analyzes the emotions and intentions contained within the text and classifies them into specific categories.

Delivery Platform Review Tagging / Daily Conversation Tagging Chatbot Conversation Evaluation / Sentence Evaluation



Document analysis

Trains expert documents(Legal/ Medical/ Manufacturing) and classifies document type and analyzes documents through summary, unit separation, and morphological analysis.

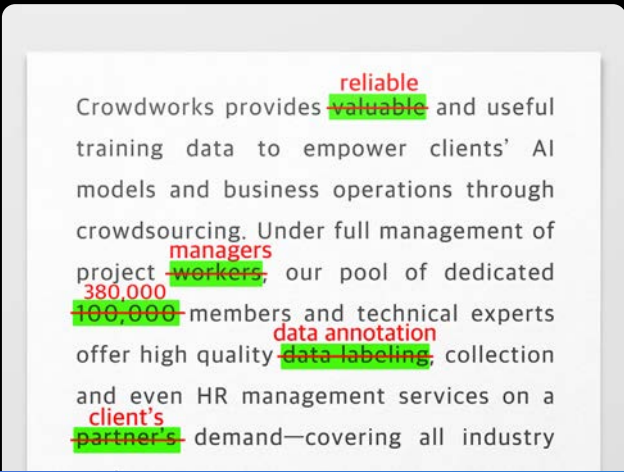
Legal Document Tagging / Official Document Tagging / Thesis Tagging



Translation

Provides multi-language translation service regardless of industry

Conversation translation



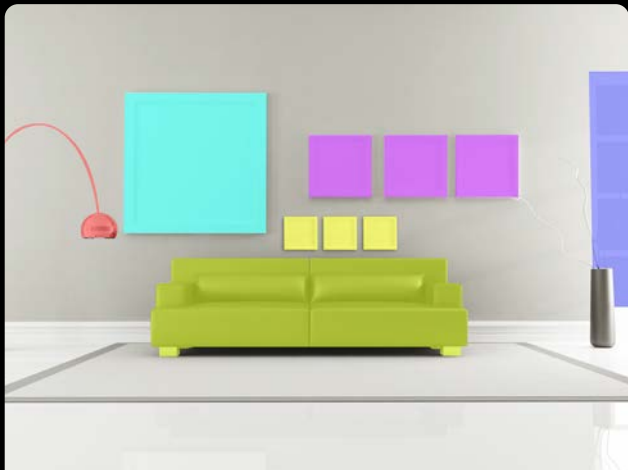
Correction

Finds sentences that are not grammatically or contextually appropriate in the text and corrects them into appropriate sentences.

English grammar tagging

Crowdworks™ Use Cases **COMPUTER VISION & IMAGE ANALYTICS**

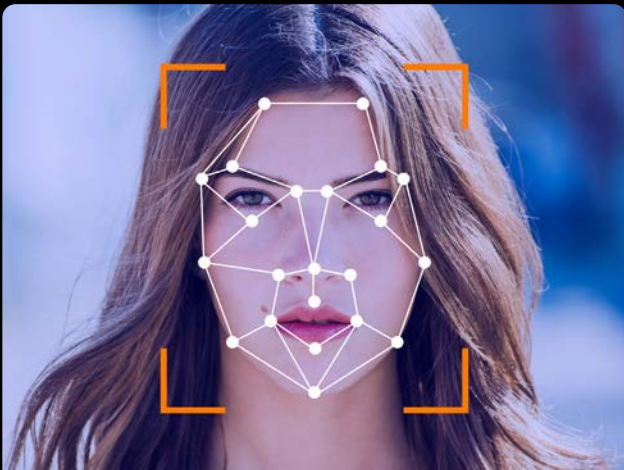
We annotate image data through trained crowdworkers on our intelligent AI data platform.
These data are used to accelerate AI in computer vision and image analytics fields such as object recognition, motion recognition, and OCR.



Object recognition

Reinforces object recognition on certain objects through multi-learning with specific data

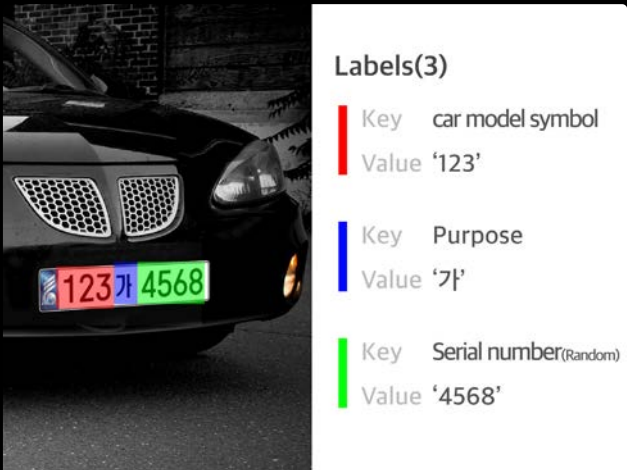
Body image data annotation
/ Furniture image data annotation



Face/Motion recognition

Recognize changes in object movement through annotating specific points in the image.

Body/finger key points annotation
/ movement key point annotation



Character extraction

Locates text and character in images and extracts text for editing and reprocessing.

Multilingual OCR

Crowdworks™ Use Cases COMPUTER VISION & CLASSIFICATION

We annotate image data through trained crowdworkers on our intelligent AI data platform.

These data are used to accelerate AI in computer vision and image analytics fields such as object recognition, motion recognition, and OCR.



Autonomous driving

Detects objects (Lanes, road markers, and traffic lights) based on driving images and classifies them according to specified classes and categories.

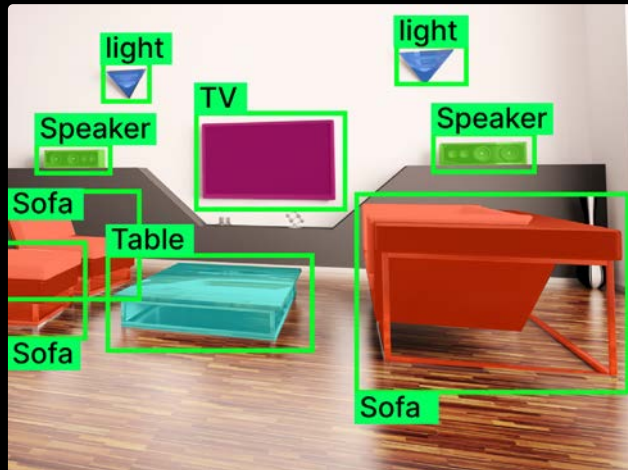
Driving image semantic segmentation
Driving image cuboid bounding



Security control ·Unmanned stores

Tracks the movement of a person and detects the scene after acquiring the skeleton motion from the video.

CCTV video analysis / ID tracking



Augmented Reality(AR)

By recognizing and classifying various objects appearing in a scene, it enables an overlay of the object's 3D space and the real environment around it.

Furniture Classification Instance Segmentation

Workstage™

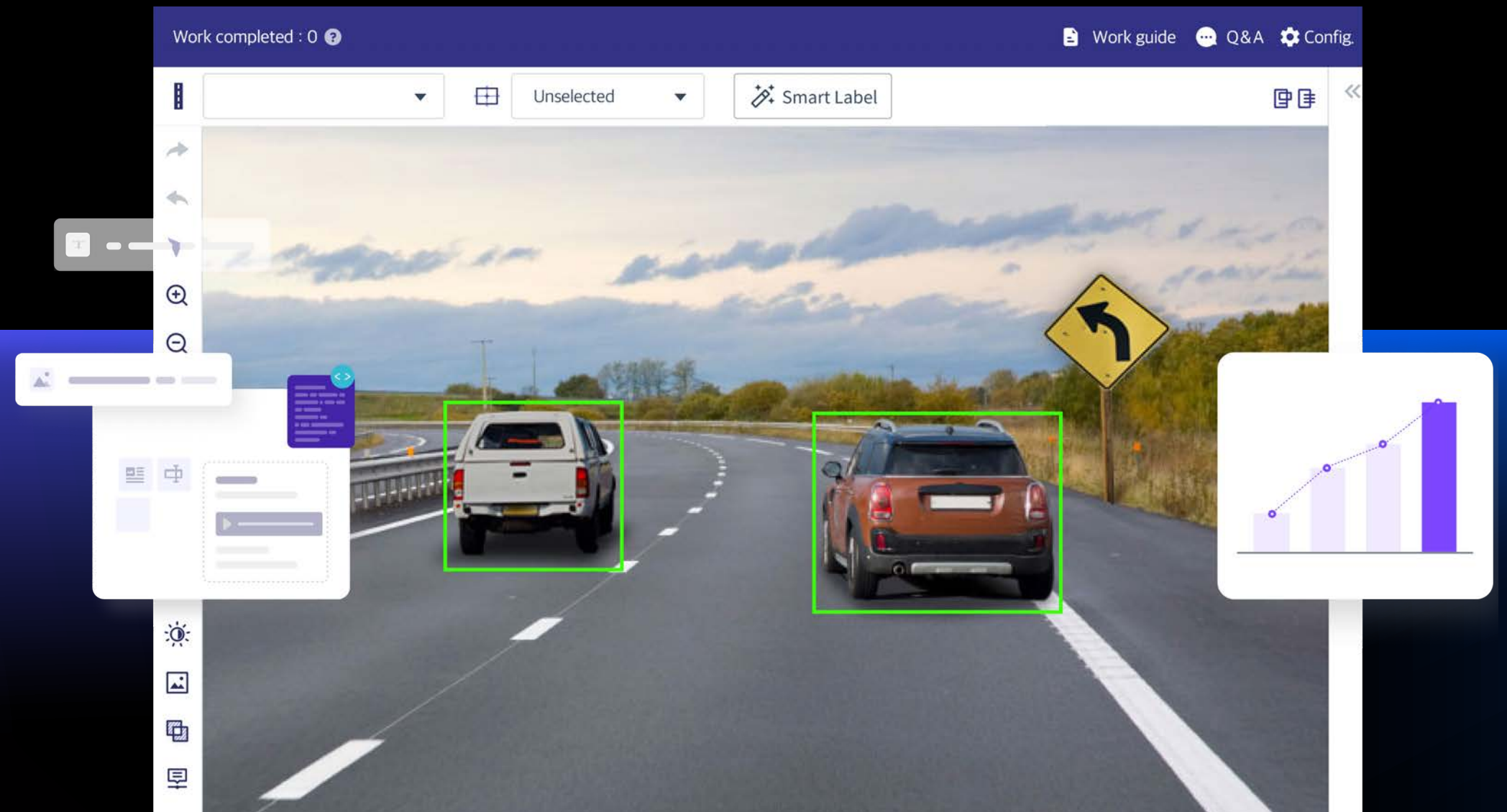
AI training data annotation platform

Workstage™ On-Premise

Offline installation
: Recommended for
maximum security

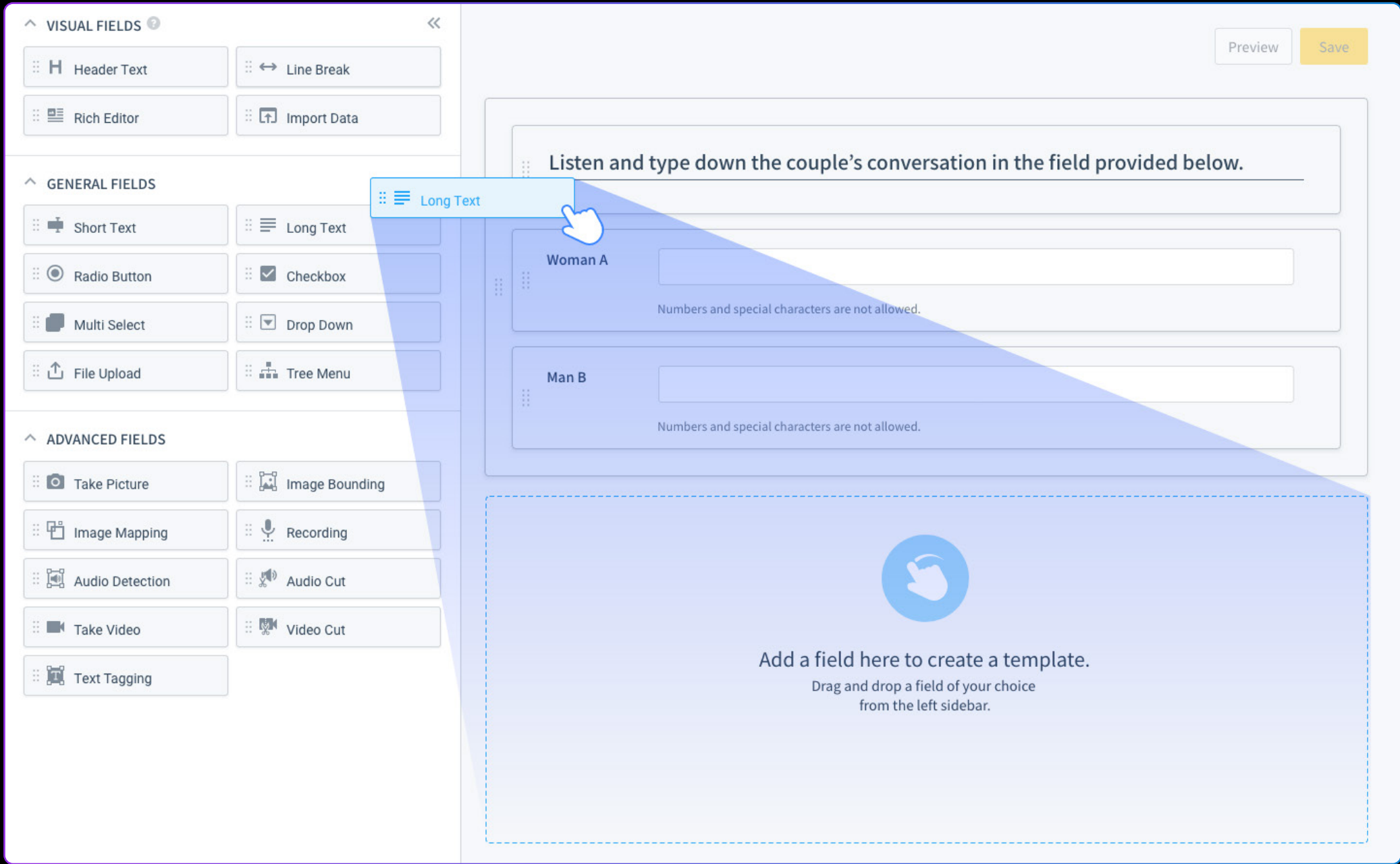
Workstage™ SaaS

Online access
: Data annotation
platform priced by
hours of use



No-Code Annotation Work Screen Customization

Customer can easily create and customize a work screen by an easy drag-and-drop.

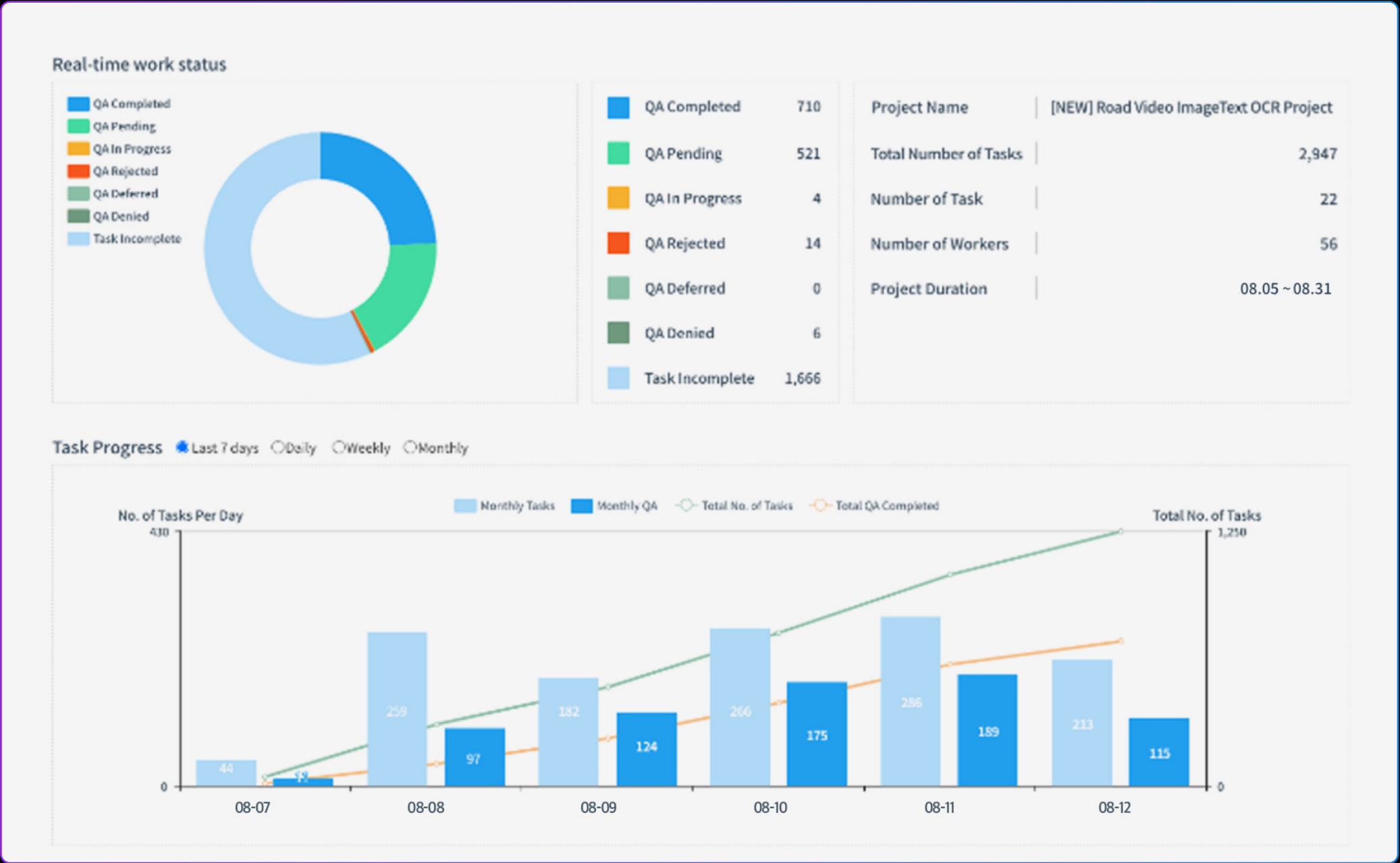


Customer can quickly create data labeling work screen within a few clicks. Optimized templates per data type are provided for easy set up.

Real Time Monitoring

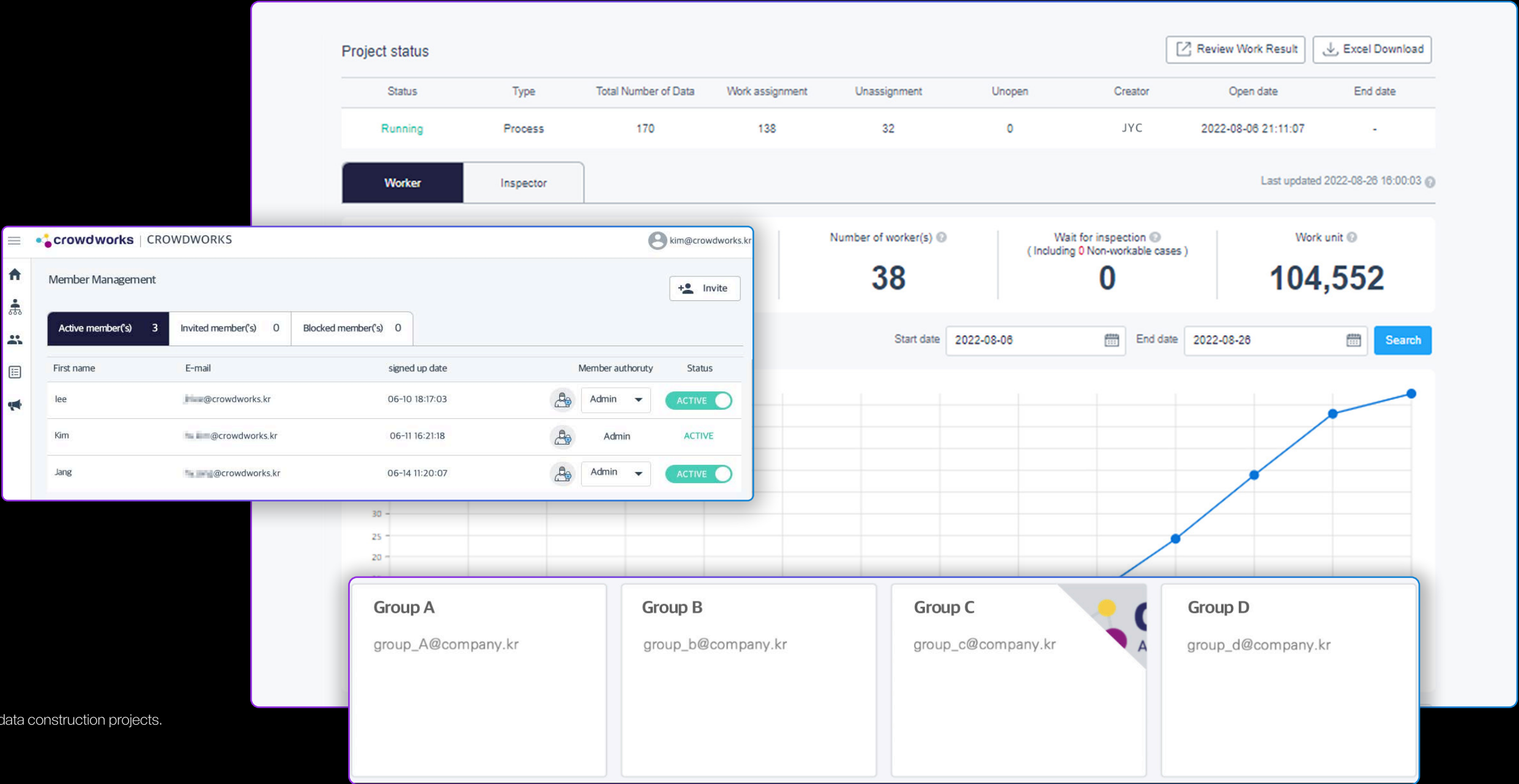
The dashboard allows you to track progress and predict issues in real-time.

Administrator can easily check the overall project progress rate, real-time work and inspection progress, and graphs of changes in the last 7 days through the real-time dashboard.



Work Group Operation

Multiple work group of workers and inspectors can be created and managed upon your criteria.



Client can create multiple teams as needed to operate and manage various AI data construction projects.

“Workstage™” is essential for...



“we don't want to risk data leakages”

“Our solution can be deployed on the premise of the client so no data leaves the company.”



“We have our own labelers, but we need a labeling tools and platform”

“We provide an integrated AI data production solution, which includes project and team management features.”



“Because of company- wide security regulations, we can only work in an environment where our security program is applied”

“We provide On-premise service which meets your security regulations.”



Crowdjobs™

Optimal labeler matching based on big data



Worker filtering

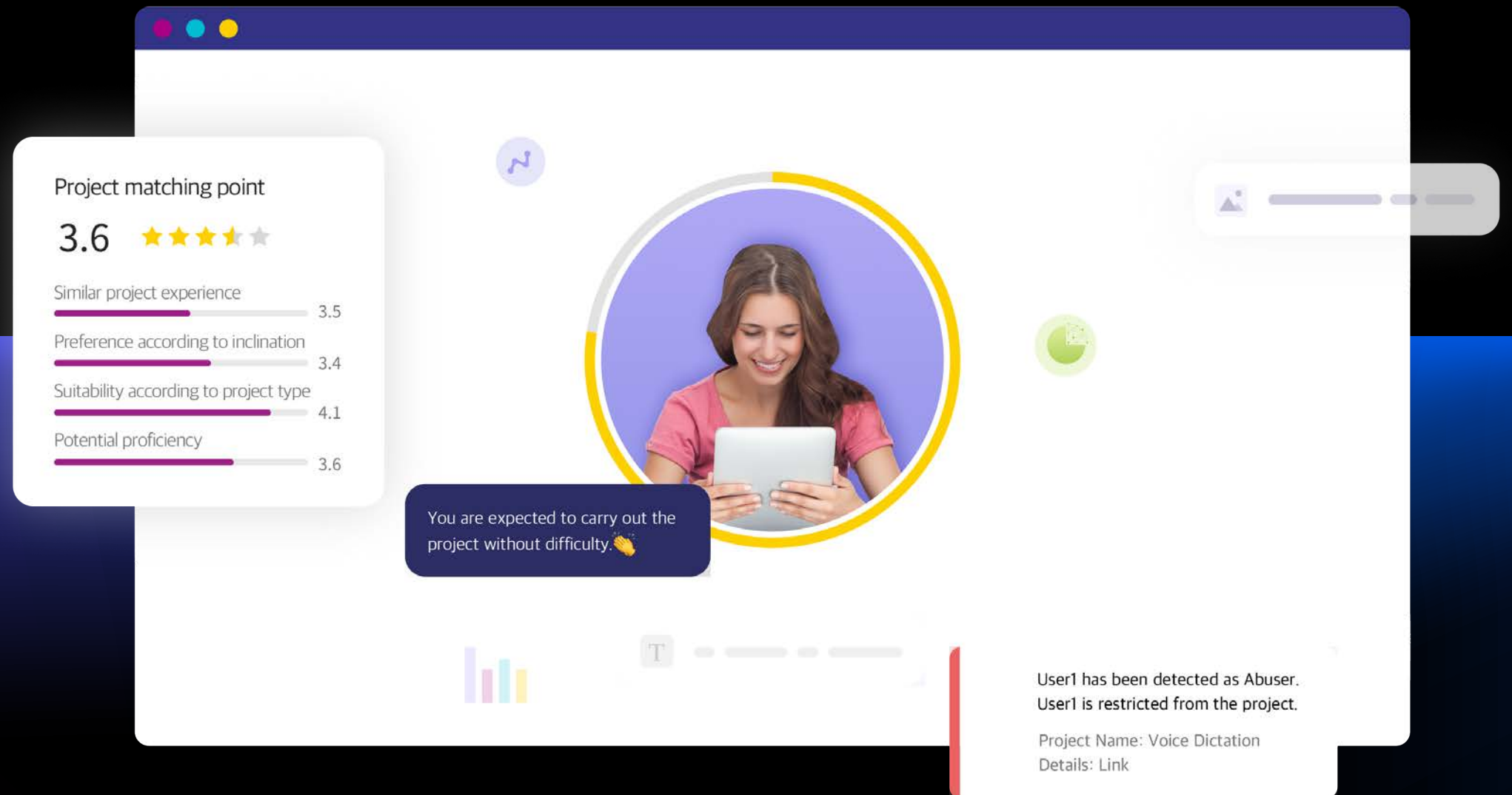
: When special conditions requested by the customer, PM filters candidates based on workers' information (170+ categories and special workforce including doctors, PhDs)

Matching

: Using AI-based matching technology, we automatically match workers who have a history of participating in related projects and can best fulfill customer requirements.

Final selection

: By using the performance data of workers derived through big data-based worker analysis, the most suitable worker will be selected from the candidates short-listed in the matching stage

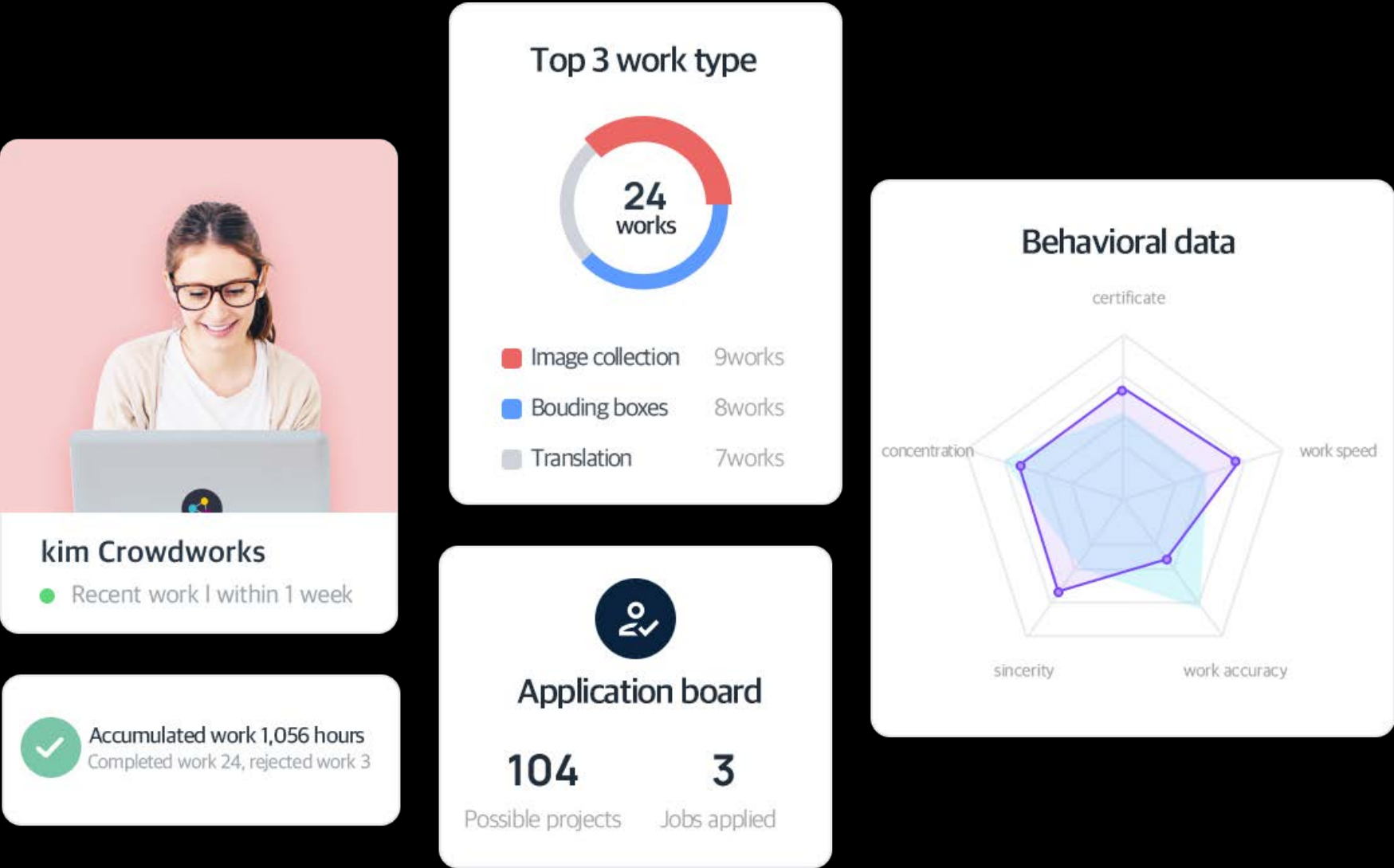


We select the most appropriate data labeler for clients within our pool of 500K+ crowdworkers, which is the largest in Korea

Multiple index for labeler qualification

We analyzed various indicators that can objectively qualify labeler competency :
Labeler training completion history and work participation history.

We are continuously analyzing worker profiles and behavioral data to match the workforce that best meets customer requirements.
Different from the existing recruitment methods (Recruitment notice-> reviewing resumes-> interviewing), we provide a data labeler recruitment service based on data and algorithms, so you can quickly secure labelers with the desired conditions.



“Crowdjobs™” is essential for...



“I want to annotate data within the company due to security issue but we have no labeler”

“With CrowdJobs, we dispatch the most suitable people out of 400,000 data labelers for as long as you need them”



“It is difficult to find applicants who meet the qualifications necessary for the job”

“Through the matching function based on profile and task history data, we can quickly provide applicants who meet the requirements.”



“I would like to be able to check the labeling performance of applicants before hiring.”

“We are continuously monitoring the performance of our workers, and we select candidates with proven competency.”



MLworks Solution

AI model-driven AI data preprocessing service

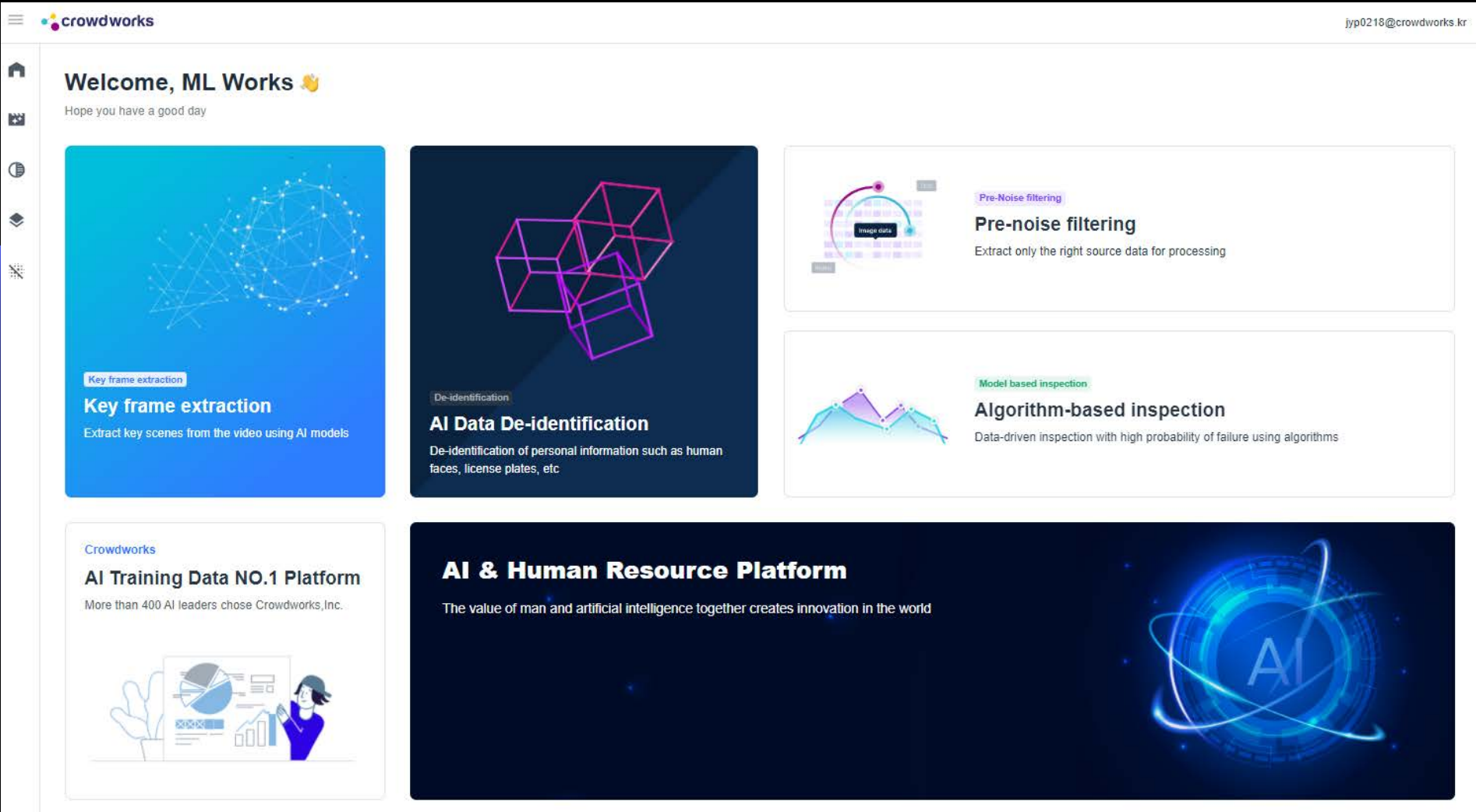
Leveraging the data and know-how acquired via successfully delivering over 100M+ AI data, we provide rapid data annotation services using AI-driven models.

Available model

Auto Keyframe extraction

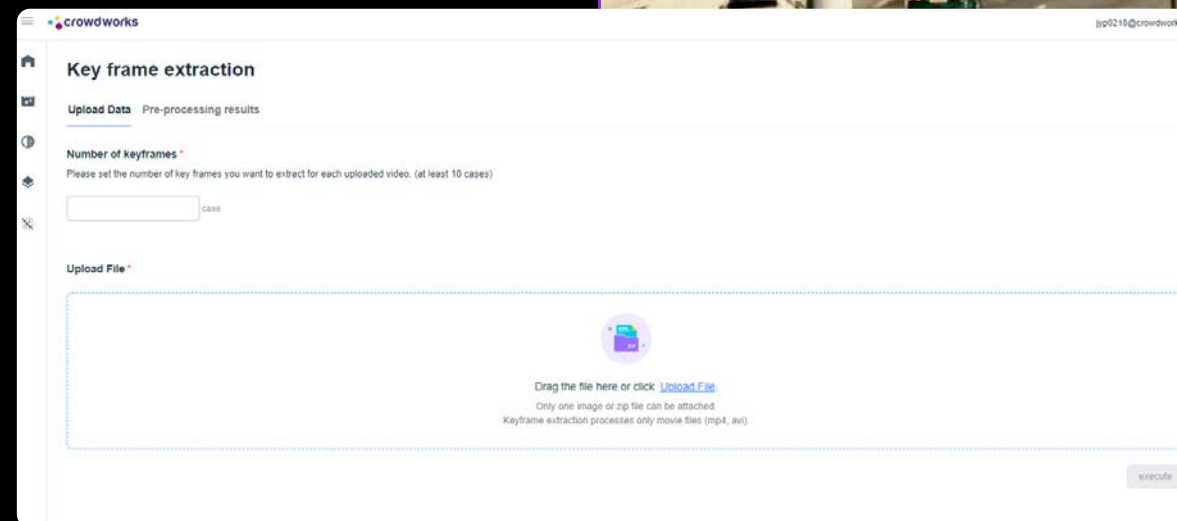
Available model

AI data de-identification



Auto Key frame extraction

To maximize the AI model training effect, only the frames containing the most effective training information are extracted from the video.



The screenshot shows the 'Key frame extraction' interface on the Crowdworks platform. It includes a sidebar with navigation icons, a main content area with tabs for 'Upload Data' and 'Pre-processing results', and a form for specifying the number of keyframes to extract. The form has a text input field labeled 'Number of keyframes' and a button labeled 'Upload File'. Below the form is a large dashed box for file upload with instructions: 'Drag the file here or click Upload File. Only one image or zip file can be attached. Keyframe extraction processes only movie files (mp4, avi)'. An 'execute' button is located at the bottom right of the form.



By building the training data as a key frame through the model, the time and cost of acquiring data and training the model are reduced, while achieving the same learning effect and inference performance.

AI data de-identification

Automatically detects and cuts out the personal information area on the source data, automatically blurs / mosaics it, and then overlaps the source data again to de-identify it.

crowdworks

jyp0218@crowdworks.kr

AI Data De-identification

Upload Data

Pre-processing results

Requester Name

Processing status

All

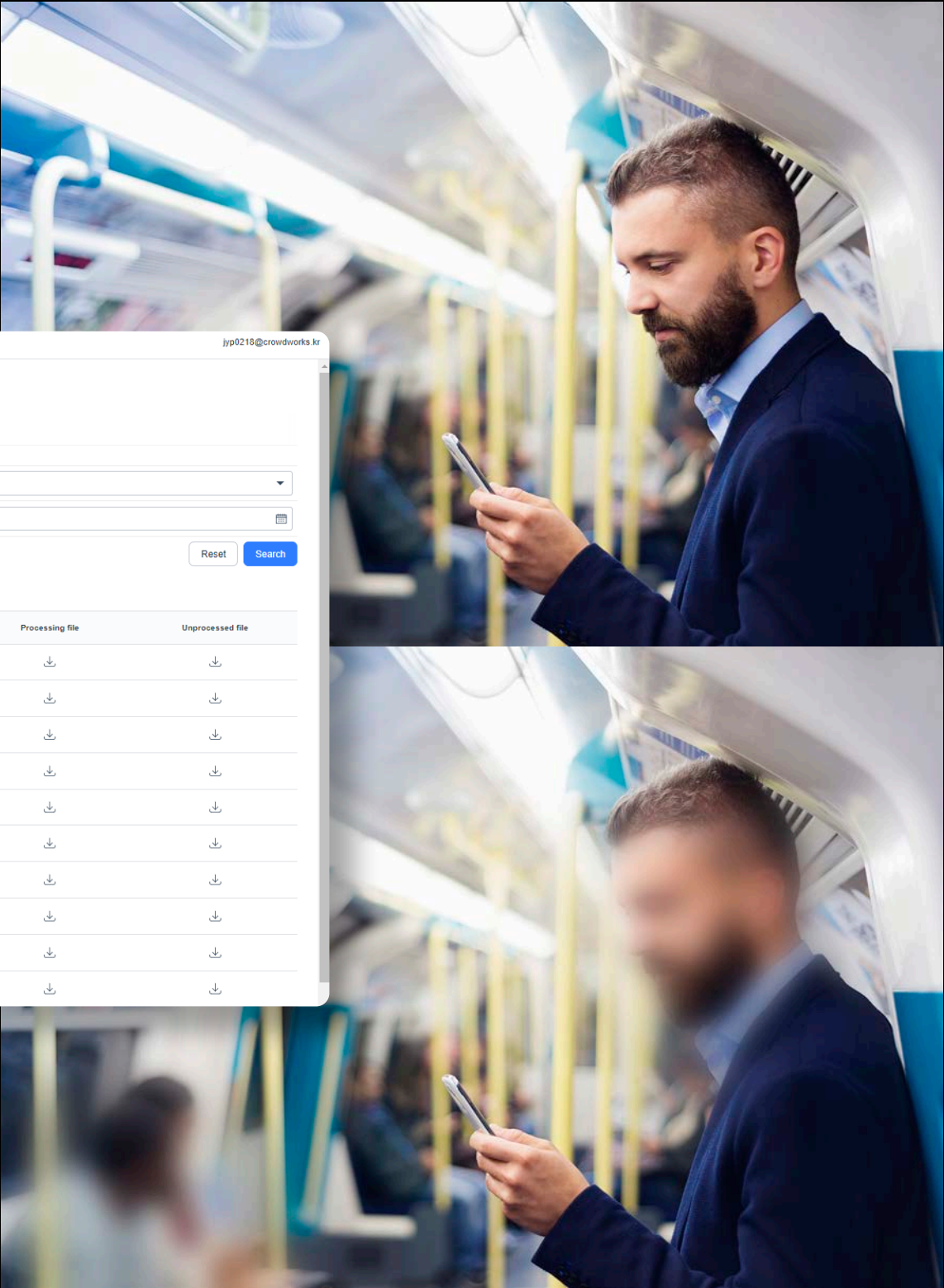
Request date

Reset

Search

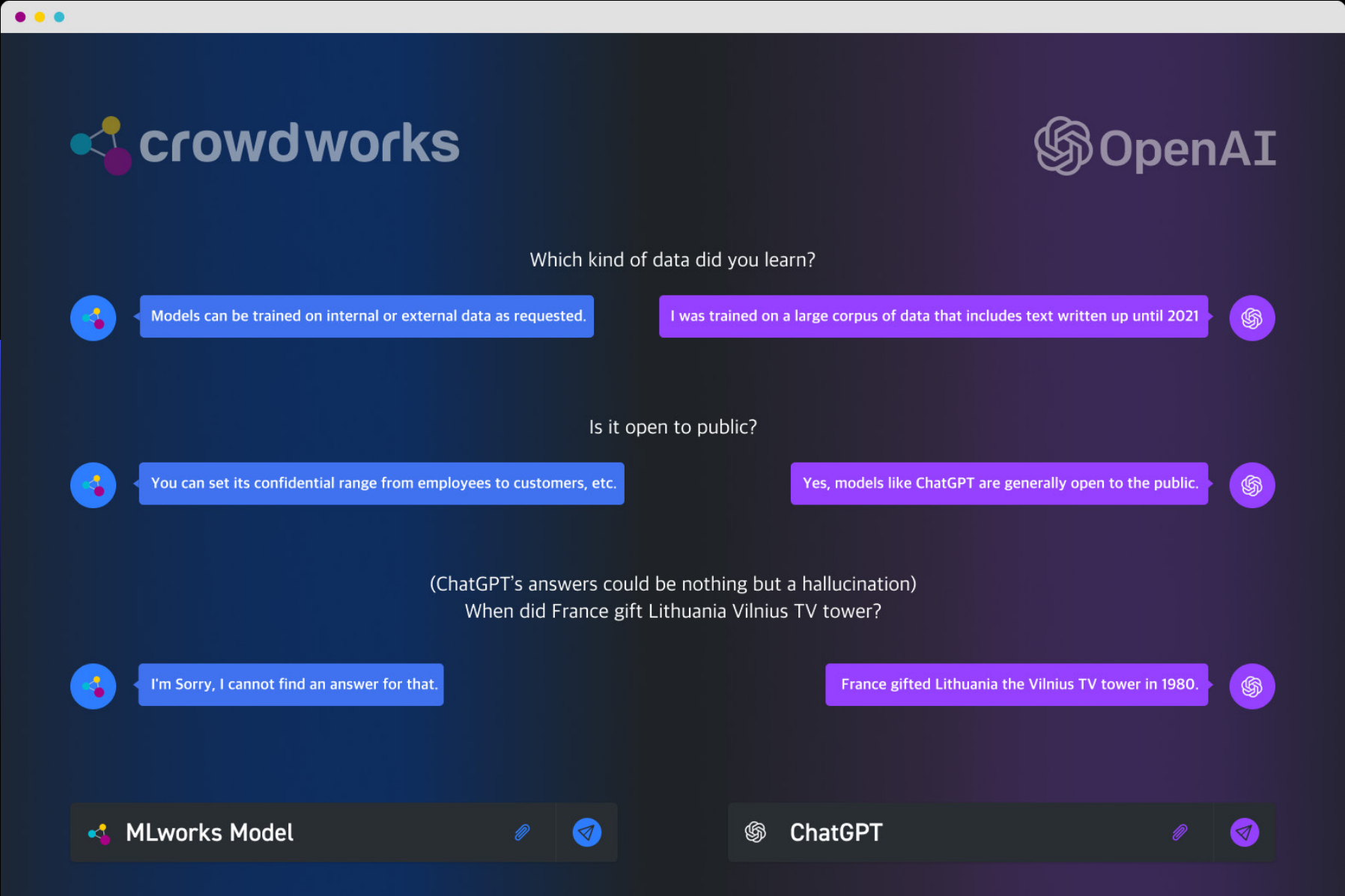
Search result 74case

ID	Requester Name	Request time	Completion time	Processing status	Processing file	Unprocessed file
93	박*진	2022-11-01 13:40:55	2022-11-08 11:36:44	Done	↓	↓
92	m*4	2022-11-01 12:48:11	2022-11-08 11:35:37	Done	↓	↓
91	m*4	2022-11-01 11:48:54	2022-11-08 11:35:35	Done	↓	↓
90	m*4	2022-11-01 11:42:53	2022-11-01 11:45:09	Done	↓	↓
89	m*4	2022-11-01 11:42:28	2022-11-01 11:44:41	Done	↓	↓
88	m*4	2022-10-19 10:40:00	2022-10-25 12:25:17	Done	↓	↓
87	박*영	2022-10-10 15:27:54	2022-10-25 12:23:10	Done	↓	↓
86	박*영	2022-10-07 17:58:58	2022-10-25 12:23:08	Done	↓	↓
85	김*연	2022-09-20 18:54:14	2022-10-25 12:22:38	Done	↓	↓
84	김*연	2022-09-20 18:18:19	2022-10-25 12:22:34	Done	↓	↓



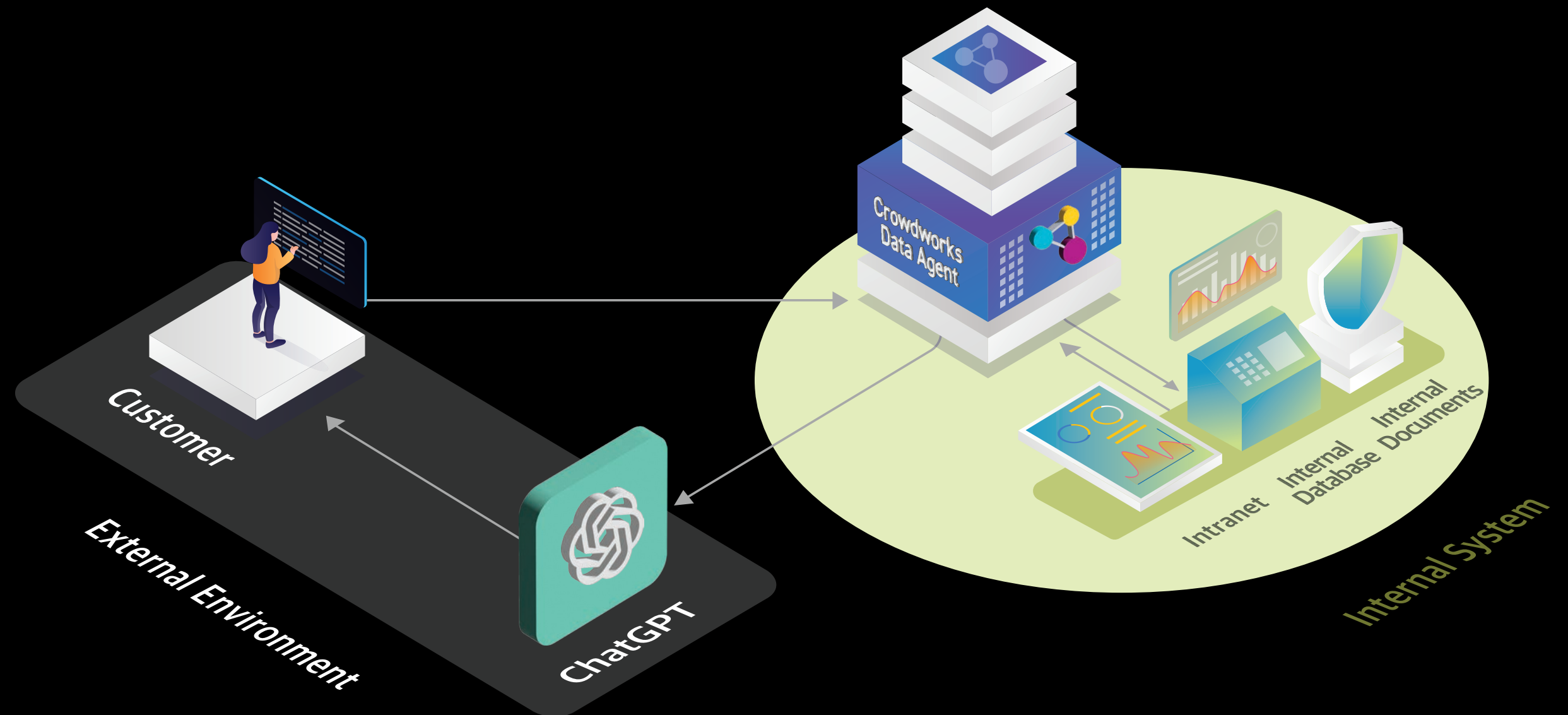
MLworks Model

The Fastest Solution for Enterprise-Customized Large Language Model (LLM) Adoption



Model 1 Using ChatGPT interface

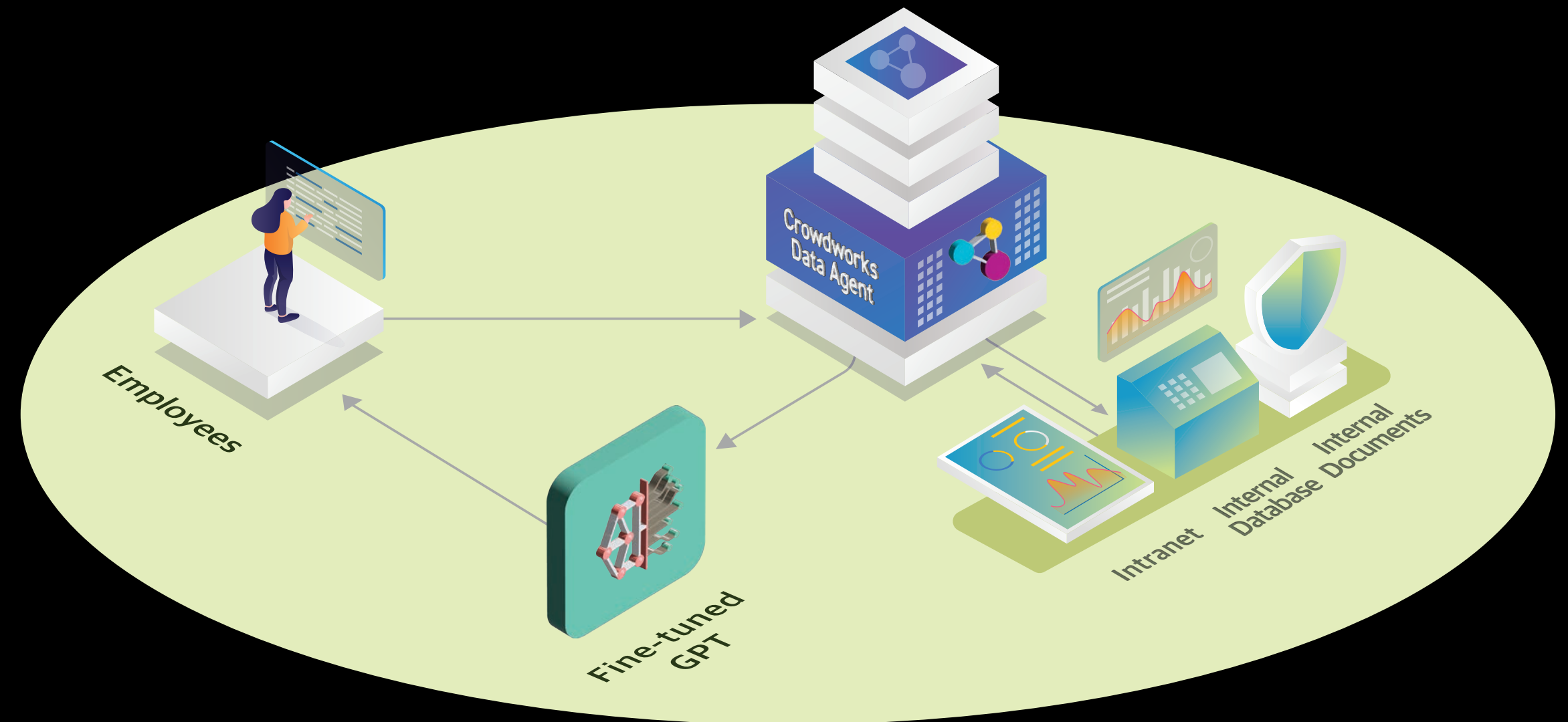
Automate CS tasks (personalized call to customers) via ChatGPT
utilizing data processed from your internal systems.



- Direct-sourcing of Models / Tuning
- Sourcing of partnered model / Tuning
- Available as an API

Model 2 Using Fine-Tuned GPT

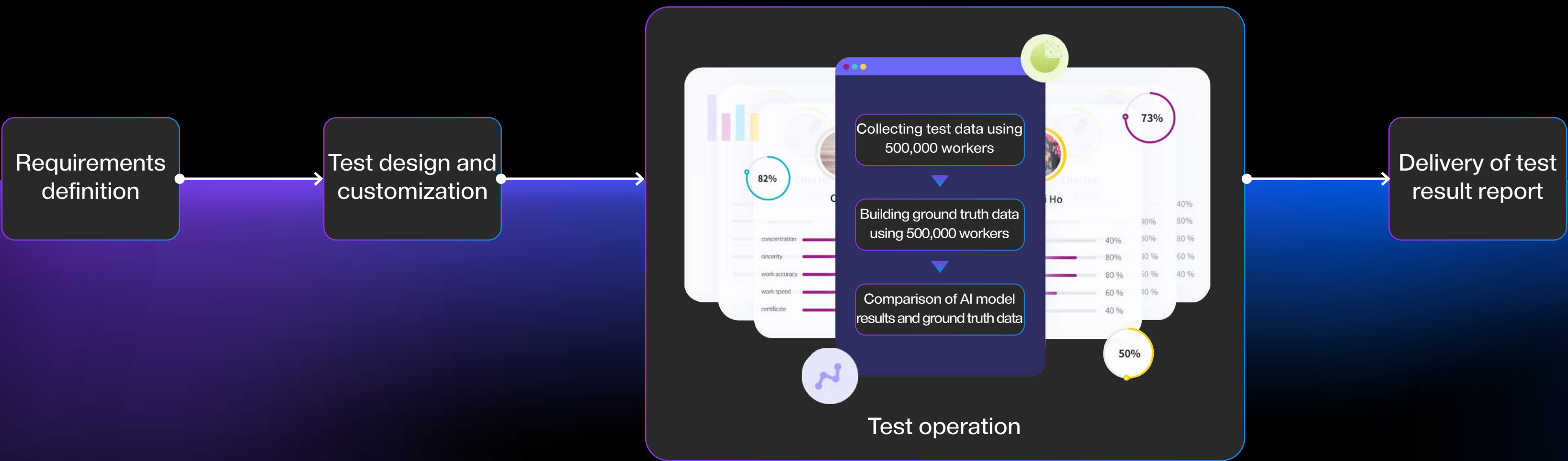
Build LLMs trained on internal data in an internal environment, ensuring security and streamlining the work of employees.



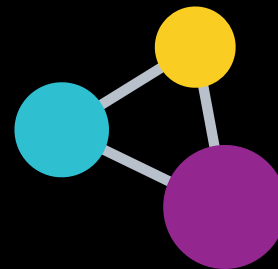
- Direct-sourcing of Models / Tuning
- Sourcing of partnered model / Tuning

Qualityworks

Fast and accurate Quality Assurance through ground-truth data
built by the largest worker pool in Korea



We provide Ground-Truth-based performance verification service for successful AI models. We guarantee accurate Quality Assurance based on our experience of establishing quality standards and quality verification of all public data for AIHub (public projects.)



crowdworks
AI & HUMAN RESOURCES PLATFORM

Crowdworks Inc.

www.crowdworks.kr (Korean site)

en.crowdworks.ai (Global site)

5F, 309 Teheran-ro, Gangnam-gu, Seoul, South Korea