

Human + AI data infrastructure that trains and evaluates frontier models, then Scale GenAI Platform and Donovan turn that trust into enterprise and government agent deployments — monetized from self-serve labeling up to sales-led Enterprise and public-sector contracts.

KEY PARTNERS

- **Meta** — strategic minority investor + expanded data commercial relationship (Scale PR Jun 2025).
- **Frontier AI labs** — buyers of Generative AI Data Engine and evaluation.
- **AWS Marketplace** — Donovan and GenAI Platform SaaS listings.
- **Model providers** — OpenAI, Google, Meta, Mistral et al. via SGP/Donovan model-agnostic stack.
- **Expert contributors / Outlier-style workforce** — preference data and SEAL ratings.
- **Public-sector / GovCloud partners** — FedRAMP High and IL4 deployment paths.

KEY ACTIVITIES

- Source, train, and QA expert contributors for labeling and preference data.
- Run Generative AI Data Engine pipelines (RLHF, ranking, synthetic + human).
- Operate SEAL leaderboards, private evals, and red-teaming programs.
- Build and host Scale GenAI Platform (agents, monitoring, data flywheel).
- Deliver Donovan for public-sector agents on secure/classified networks.
- Sell Enterprise packages (Data Engine + GenAI Portfolio) with dedicated ops.

KEY RESOURCES

- Global expert / contributor network with domain vetting and QC.
- SEAL private datasets and evaluation methodology.
- Data Engine + Nucleus-class data management tooling.
- Scale GenAI Platform agent infrastructure and connectors.
- **Compliance stack** — FedRAMP High, DISA IL4, SOC 2, ISO 27001 (company claims).
- Customer trust with frontier labs, enterprises, and DoD-adjacent buyers.

VALUE PROPOSITIONS

- High-quality training & preference data from vetted experts.
- Self-serve annotation + data management to start cheaply.
- SEAL private evals and red-teaming labs cannot easily game.
- **Scale GenAI Platform** — agents over your data, model-agnostic.
- **Donovan** — mission AI agents for public sector, air-gapped ready.
- Customer keeps data/IP; Scale runs platform frameworks (SGP FAQ).

CUSTOMER RELATIONSHIPS

- **Self-serve PAYG** — card checkout, free units, experimental projects.
- **Enterprise** — dedicated customer operations and SLAs (pricing page).
- **Lab partnerships** — ongoing data + evaluation programs.
- **SGP human-in-the-loop** — feedback flywheel after deploy.
- **Donovan mission support** — secure networks, agent factory enablement.
- Expanded Meta commercial relationship post-investment (Scale PR).

CHANNELS

- **Primary door** — scale.com (Data Engine, SGP, Donovan, Pricing).
- Self-serve signup / credit-card PAYG for Data Engine.
- Enterprise sales for strategic AI initiatives.
- **AWS Marketplace** — Donovan and GenAI Platform SaaS.
- SEAL Leaderboards / Showdown / blogs as inbound trust.
- Partner-led expansion (e.g. Meta commercial relationship).

CUSTOMER SEGMENTS

- **Frontier GenAI model builders (homepage — 90% claim).**
- Enterprise GenAI / agent teams on SGP (e.g. Global Atlantic case quote on SGP page).
- Researchers and startups on Self-Serve Data Engine.
- Automotive, robotics, and physical-AI data programs.
- Defense, intelligence, and federal civilian (Donovan).
- Safety / eval stakeholders consuming SEAL benchmarks.

COST STRUCTURE

- Expert contributor and annotator payments + QA overhead.
- SEAL / red-team specialist programs.
- **Engineering** — Data Engine, SGP, Donovan, APIs.
- Cloud, VPC, and classified / air-gapped hosting.
- Enterprise sales, customer operations, success.
- **Compliance** — FedRAMP, IL4, SOC 2, ISO programs.

REVENUE STREAMS

- **Self-Serve Data Engine** — free units then card PAYG (FACT — pricing).
- **Rapid self-label** — \$0.05/unit after free monthly units (FACT — Rapid FAQ).
- **Managed Data Engine / GenAI data** — custom enterprise volume + SLAs.
- **Evaluation / SEAL / red-teaming programs** — custom.
- **Scale GenAI Platform** — enterprise; AWS list \$1M/mo platform + \$1M/mo tokens.
- **Donovan** — AWS list ~\$1M/mo ≤250 users.
- **Strategic commercial partnerships (Meta expansion — Scale PR).**