

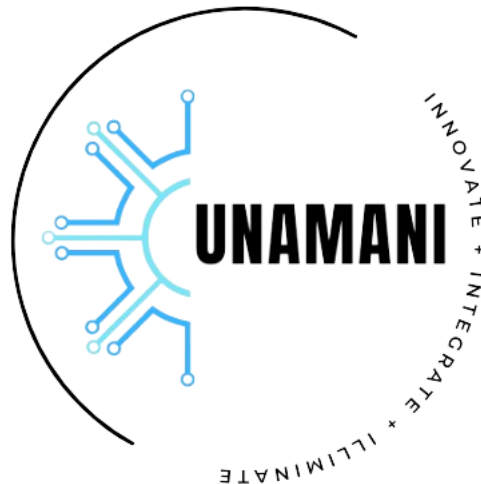


SYNTHETIC AI: BUSINESS PLAN

Business Plan for:

SYNTHETIC AI

By: Unamani AI



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Opportunity

Problem & Solution

Problem Worth Solving

Our innovation, Synthetic AI, addresses a critical and unmet need in the burgeoning field of artificial intelligence development: the scarcity of diverse, high-quality, and privacy-compliant datasets. Existing solutions often rely on real-world data that can be limited in scope, potentially biased, or fraught with privacy and ethical concerns. This limitation poses significant challenges for developers and researchers who require vast amounts of data to train sophisticated AI models.

- 1. Data Privacy and Ethics:** Our synthetic data generation tool offers a solution that respects privacy and ethical considerations by converting real data into anonymized, synthetic datasets. This addresses the growing concern over the use of sensitive or personally identifiable information in AI development.
- 2. Data Quality and Accessibility:** There's a pervasive issue of accessing high-quality and diverse datasets that are crucial for training robust AI models. Synthetic AI provides a repository of enriched datasets that simulate real-world complexities, enabling developers to enhance the accuracy and generalizability of their AI applications.
- 3. Innovation Bottleneck:** The lack of accessible, quality data hinders innovation and slows the pace of research and development in AI. By offering a centralized hub of synthetic datasets, we empower researchers, developers, and businesses to push the boundaries of what's possible in AI, fostering innovation across industries.
- 4. Cost and Resource Constraints:** Acquiring and processing large volumes of data can be prohibitively expensive and resource intensive. Our model offers a cost-effective alternative by providing access to a diverse range of datasets through a subscription model, reducing the barrier to entry for smaller players and democratizing access to the resources needed for AI development.

In essence, Synthetic AI is not just solving a single problem; it's addressing a complex web of challenges that have stifled progress in the AI field. By providing a privacy-compliant, accessible, and quality-driven solution, we are paving the way for unprecedented growth and innovation in AI technologies.



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Our tool, Synthetic AI, offers a multifaceted solution to the challenges identified, leveraging our synthetic data generation tool and centralized data hub. Here's how our products and services directly address the specific needs of our customers:

Synthetic Data Generation Tool

- **Privacy and Ethics Solution:** Our synthetic data generation tool converts real-world data into anonymized, synthetic datasets. This process ensures that sensitive or personally identifiable information is protected, directly addressing privacy and ethical concerns in AI development. It allows researchers and developers to use complex, rich data without compromising individual privacy.
- **Quality and Accessibility Enhancement:** By creating synthetic datasets that mirror the complexity and diversity of the real world, our tool enhances the quality of data available for AI training. This solution makes it easier for developers and researchers to access the types of data they need to build more accurate and generalizable AI models.

Centralized Data Hub - Synthetic AI

- **Central Access Point for Quality Data:** Our data hub, Synthetic AI, serves as a repository for these synthetic datasets. By offering a single, centralized access point, we make it significantly easier for developers, researchers, and businesses to find and utilize the data they need for their projects. This hub addresses the problem of data fragmentation and the difficulty of accessing high-quality datasets.
- **Subscription Model for Cost-Effectiveness:** Access to the Synthetic AI hub is provided on a subscription basis, making it a cost-effective solution for acquiring diverse datasets. This model reduces the financial and resource barriers associated with gathering and processing large volumes of data, democratizing access to essential resources for AI development.

Additional Services

- **Consulting and Custom Solutions:** Beyond our core offerings of synthetic data generation and the data hub, we provide expert consulting services to help clients integrate synthetic data into their projects effectively. Whether they're developing new AI models or looking to enhance existing ones, our team offers the expertise to tailor solutions to each client's unique requirements.

Our Solutions

- **For Privacy and Ethics:** Our synthetic data generation tool directly tackles the issue of using sensitive or personally identifiable information in AI development, offering an ethical alternative.



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- **For Quality and Accessibility:** The Synthetic AI hub enriches the AI development ecosystem with high-quality, diverse datasets that are readily accessible, addressing the critical need for better data in AI research and development.
- **For Innovation and Cost:** By democratizing access to essential AI development resources through our subscription model, we enable a broader range of entities to participate in AI innovation, fostering a more inclusive and dynamic field.

In summary, Synthetic AI's comprehensive approach not only addresses the immediate practical needs of AI development but also aligns with broader goals of ethical use, quality enhancement, and the democratization of AI technology. Our solutions are designed to empower the AI community to achieve new levels of innovation and efficiency.

Target Market

Market Size & Segments

Synthetic AI targets a diverse market that spans various industries, all united by a common need: high-quality, privacy-compliant, and accessible data for AI development. Our ideal customers are entities that are significantly impacted by the challenges of acquiring suitable data for training sophisticated AI and machine learning models. These segments include:

❖ Tech Startups and SMEs

- *Demographics:* Small to medium-sized enterprises (SMEs) and startups in the technology sector, particularly those specializing in AI, machine learning, and data analytics.
- *Needs and Expectations:* Affordable, high-quality data for training models, privacy-compliant solutions, and scalable data resources to drive innovation and product development.
- *Market Size:* The global startup ecosystem is vast, with tens of thousands of companies that could benefit from our services. Specifically, those in the AI and machine learning fields are our primary focus, estimated to be in the thousands.

❖ Large Corporations and Enterprises

- *Demographics:* Large corporations across industries such as finance, healthcare, retail, and automotive are integrating AI into their operations and products.



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- *Needs and Expectations:* Large volumes of diverse, synthetic data to improve the accuracy and reliability of AI models, alongside consulting services to integrate this data effectively.
- *Market Size:* Hundreds to thousands of large enterprises worldwide could benefit from our services, especially those with established R&D departments focusing on AI.

❖ Academic Institutions and Research Organizations

- *Demographics:* Universities, colleges, and research institutions that conduct AI and machine learning research.
- *Needs and Expectations:* Access to a wide variety of data for research purposes, especially data that is ethically sourced and privacy compliant.
- *Market Size:* Hundreds of academic institutions globally, with a significant portion engaged in AI research that requires extensive datasets.

❖ Government and Public Sector

- *Demographics:* Government agencies and public sector organizations looking to leverage AI for public services, policymaking, and operational efficiency.
- *Needs and Expectation:* Reliable, ethical data sources for AI projects that can improve public services and government operations.
- *Market Size:* While smaller, the potential impact and size of contracts in the public sector can be substantial, representing a significant opportunity.

Market Opportunity

Given the broad applicability of AI across various sectors, the total addressable market is considerable. For instance, tech startups and SMEs in the AI and ML fields alone offer a significant opportunity, potentially numbering in the thousands. When considering large enterprises and the academic sector, the market expands further, adding hundreds to thousands of potential clients. The public sector adds additional high-value opportunities, albeit with longer sales cycles.

Pricing models will vary based on the customer segment, with subscriptions tailored to the size and scope of the client's needs—ranging from scalable solutions for SMEs and startups to enterprise-level contracts for large corporations and bespoke agreements for academic and public sector clients.



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Understanding these segments' specific needs and expectations allows Synthetic AI to tailor its offerings effectively, ensuring that services are aligned with customer requirements, from the depth and breadth of data offered to the support and consulting services provided. This targeted approach not only maximizes market penetration but also ensures customer satisfaction and loyalty in a competitive field.

Competition

Current Alternatives

In the field of synthetic data generation and distribution, Synthetic AI operates within a nuanced competitive landscape. Whilst the concept of synthetic data is not entirely new, the approach of combining it with a centralized hub and subscription model is relatively innovative. Our competitive analysis includes both direct competitors, those offering synthetic data solutions, and indirect competitors, those providing alternative means to address data needs for AI development.

1. Direct Competitors

- a. **Other Synthetic Data Providers:** Several companies offer specialized tools and platforms catering to businesses' needs for generating synthetic datasets. These competitors provide solutions for various purposes, including AI model training and testing, each boasting unique features and capabilities.

Two prominent competitors in this space are Gretel.ai and Datacebo:

Gretel.ai:

Gretel.ai stands out as a leading provider of synthetic data generation solutions. Their platform offers robust tools and services tailored to help organizations create privacy-preserving synthetic data for diverse applications, such as machine learning model training, data analytics, and secure data sharing. With an intuitive user interface and API integration, Gretel.ai simplifies the process of generating, managing, and utilizing synthetic data. Noteworthy features include data versioning, customizable options, and seamless integration with existing workflows, making it a comprehensive solution for businesses' synthetic data needs.

Datacebo:

Datacebo specializes in developing synthetic data libraries designed to generate data for simulations. Their offerings extend beyond basic data generation, encompassing multiple machine learning models, benchmarking tools, and evaluation frameworks. By providing businesses with synthetic data solutions tailored to their specific requirements, Datacebo enables seamless integration of synthetic data into various workflows.



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In summary, both Gretel.ai and Databricks offer innovative synthetic data solutions, each with its unique strengths and capabilities. Understanding the nuances of these competitors is crucial for devising an effective business strategy and positioning our offerings within the market landscape.

- b. **Data-as-a-Service (DaaS) Companies:** These entities provide access to real-world datasets for a fee. While not offering synthetic data per se, they are direct competitors as they solve the same problem: providing data for AI training and analytics. Customers might choose them for the perceived immediacy and realism of real-world data.
- c. **Data Fabricators:** Fake data companies specialise in creating fabricated datasets that imitate real data but are not sourced from real-world sources. Unlike synthetic data, which is generated through algorithms to mimic real data patterns, fake data is entirely fabricated and lacks any connection to actual individuals or events. Clients seeking inexpensive or readily available data for testing, development, or educational purposes may opt for fake data; however, this choice comes with the opportunity cost of sacrificing accuracy, realism, customisation, diversity, and scalability.

2. Indirect Competitors

- a. **Public Data Repositories:** Platforms that offer free access to large datasets could be seen as indirect competitors. While these datasets are often real rather than synthetic, they represent a no-cost solution for AI developers and researchers. However, these repositories may lack the specificity, quality, or privacy compliance that synthetic data can offer.
- b. **In-house Data Generation:** Larger organizations with significant resources might opt to generate their synthetic data in-house. This DIY approach is an indirect competitor, as it bypasses external vendors entirely. The choice to go this route could be driven by desires for control, customization, or perceived cost savings.

Why Synthetic AI Stands Out

Our solution stands out for several reasons:

1. **Privacy and Compliance:** In industries where data sensitivity is paramount, our synthetic data offers a way to leverage the power of AI without compromising privacy or compliance with regulations such as POPIA and GDPR.



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2. *Quality and Diversity:* The synthetic datasets we provide are designed to be rich, diverse, and highly relevant to the needs of modern AI applications, surpassing the often limited or biased datasets found in public repositories or via DaaS providers.
3. *Centralized Hub and Subscription Model:* Unlike competitors that may offer piecemeal solutions, our centralized hub, Synthetic AI, provides ongoing access to a continuously expanding repository of synthetic data. This model ensures that customers have the latest, most relevant data sets at their disposal, facilitating ongoing innovation and development.

Navigating the Competitive Landscape

As Synthetic AI navigates this landscape, the key to differentiation will lie in the value added by our unique combination of synthetic data generation, ethical compliance, and the centralized accessibility of our data hub. By focusing on these strengths and addressing potential gaps in what competitors offer, Synthetic AI can position itself as a leader in a new niche of the AI development ecosystem, much like early innovators who defined entirely new markets.

Synthetic AI distinguishes itself in the competitive landscape through several key advantages, tailored to outshine both direct and indirect competitors. Our strengths lie not only in the unique attributes of our product and service offerings but also in how these offerings align with the specific needs of our diverse customer base. Here's how Synthetic AI stands out:

Advantages Over Direct Competitors

1. *Comprehensive Data Privacy and Ethical Compliance:* Unlike other synthetic data providers who may offer basic anonymization, Synthetic AI's technology ensures compliance with international data protection regulations, making it a safer choice for companies concerned about privacy and ethics.
2. *High-Quality, Diverse Data Sets:* Our synthetic data surpasses what's available from DaaS companies in terms of diversity and relevance, particularly for AI training. This ensures that AI models developed using our data are more robust and capable of handling real-world complexities.
3. *User-Friendly Access Through a Centralized Hub:* The Synthetic AI hub offers a more streamlined, accessible experience compared to piecemeal solutions from competitors. Our subscription model provides continuous access to an expanding repository of data, saving customers time and resources in sourcing data for their projects.



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Advantages Over Indirect Competitors

1. *Superior to Public Data Repositories:* While public datasets are a low-cost option, they often come with limitations in terms of quality, relevance, and privacy. Synthetic AI offers datasets that are specifically designed to be rich, varied, and free from privacy concerns, providing significant value over free alternatives.
2. *Cost-Effectiveness Compared to In-House Data Generation:* Generating synthetic data in-house requires significant investment in technology, expertise, and time. Synthetic AI's solutions offer a cost-effective alternative by removing these barriers, allowing companies to allocate their resources more efficiently.

Unique Value Propositions

1. *Customization for Specific Industry Needs:* Unlike generic data solutions, Synthetic AI offers data tailored to the unique needs and challenges of different industries, providing more actionable insights for businesses.
2. *Ethical Data Use:* In an era where data privacy is a critical concern, Synthetic AI ensures that companies can leverage the power of AI without ethical compromises, an increasingly important factor for businesses and their customers.
3. *Ongoing Support and Consulting:* Beyond just providing data, Synthetic AI offers expert consulting and support to help clients integrate synthetic data into their AI projects effectively, enhancing the value of our offering.

In summary, Synthetic AI's key advantages lie in our commitment to privacy and ethical compliance, the quality and diversity of our synthetic datasets, and our user-friendly, cost-effective service model. These strengths position us as the preferred choice for businesses seeking to innovate responsibly in the AI space, offering solutions that are not only technically superior but also ethically sound and aligned with the evolving needs of the market.



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Execution

Marketing & Sales

Marketing Plan

The marketing plan is segmented into three phases: established initiatives, current endeavors, and future strategies.

1. Established initiatives:

- a. *Logo and Branding:* Our brand identity has been established with a professional logo and branding strategy that reflects our company's values and vision.

2. Current endeavours:

- a. *Social Media Presence:* We are in the process of developing a strong presence on social media platforms, particularly LinkedIn, where we engage with our target audience and share relevant content.
- b. *Blog Articles:* Regular blog articles are published on our website, providing valuable insights, industry updates, and thought leadership content to our audience.
- c. *Cold Call Emails:* Utilizing a B2B database, we have implemented a targeted approach to acquiring leads and reaching out to potential clients in research institutes and tech companies.
- d. *Participation in Competitions:* Engaging in events like Shark Tank and other competitions not only helps in attracting potential investors but also increases awareness of our services amongst clients
- e. *Google Ads Campaign:* We have implemented Google Ads campaigns to increase our online visibility and drive targeted traffic to our website, further expanding our reach and attracting potential clients.

3. Future strategies:

- a. *Expansion of Target Market:* We plan to extend our outreach efforts by continuing cold call emails to sectors beyond research institutes and tech companies, including, *inter alia*, the financial and public sectors, to broaden our client base.



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- b. *Media Outreach:* We aim to establish partnerships with business and technology-focused media outlets to be featured in magazine articles, blog posts, and podcasts. This strategy will elevate our brand's visibility and establish Unamani AI as a thought leader in the industry.

By executing these strategies, we aim to strengthen our market presence, increase brand recognition, and attract a diverse range of clients across various sectors. Our marketing plan is dynamic and adaptable, allowing us to respond effectively to market trends and opportunities while remaining focused on achieving our business objectives.

Sales Plan

In this sales plan analysis, we will outline our strategic approach to promoting Synthetic AI. We will detail our lead generation strategies, consultative selling approach, and tactics for networking and referral programs to drive revenue growth and establish market leadership.

1. **Target Market Analysis:**

- Conduct thorough research to identify industries and organisations that can benefit from synthetic data solutions, such as AI development firms, research institutes, financial institutions, and healthcare providers.

2. **Lead Generation:**

- Utilise email outreach campaigns to reach out to potential clients who may benefit from our synthetic data generation tool and centralised data hub.
- Develop a follow-up email sequence to re-engage with prospects who have not responded, emphasising the value proposition and benefits of our solutions.

3. **Consultative Selling Approach:**

- Offer a free consultation to interested prospects to understand their specific needs and challenges.
- During the consultation, assess their data requirements and present tailored solutions using Synthetic AI, highlighting how our tools can address their pain points and improve their business processes.

4. **Sales Collateral and Resources:**

- Develop comprehensive presentations, leaflets, and case studies that simplify the uses and benefits of Synthetic AI and the centralised data hub for non-technical individuals.
- Create compelling sales materials that showcase real-world examples and success stories to illustrate the value proposition of our solutions.

5. **Networking and Referral Programs:**

- Leverage events like Shark Tank, industry competitions, and networking events to expand our reach and build relationships with potential clients and industry professionals.
- Implement referral programs to encourage existing clients and contacts to refer new leads, incentivising them with rewards or discounts for successful referrals.



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6. **Key Performance Indicators (KPIs):**

- Establish key performance indicators such as lead conversion rates, sales pipeline velocity, and customer retention rates to measure the effectiveness of our sales efforts.
- Regularly monitor and analyse KPIs to identify areas for improvement and refine our sales strategies accordingly.

7. **Continuous Improvement:**

- Continuously enhance and update Synthetic AI and the centralised data hub based on customer feedback and emerging industry trends.
- Offer additional services and features at competitive prices to retain customers and provide ongoing value, ensuring customer satisfaction and loyalty.

By implementing this structured sales plan, we aim to effectively market Synthetic AI and the centralised data hub, acquire new clients, and drive revenue growth while maintaining a strong focus on customer satisfaction and long-term relationships.

Operations

Locations & Facilities

Unamani AI will initially operate as a remote organisation, utilising collaboration platforms for efficient team coordination and management. Consultations will be conducted remotely via online appointments, emails, and calls, providing flexibility and cost-effectiveness during the as we scale and grow our range of synthetic data solutions.

We intend on establishing a physical location with a goal of leasing office space within a prime location (such as Sandton or Rosebank), providing a centralised work environment for employees and a professional venue to meet with clients for consultations and other engagements.

Technology

Incorporating advanced technologies is crucial for the successful implementation of our Synthetic AI tool. Here's a breakdown of the key technologies necessary for our business plan:

1. **Point of Sales System:**

- a. **Yoco:** Yoco serves as our point of sales system, enabling secure transactions and seamless payment processing for our business operations.

2. **Hardware:**



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- a. *Laptops*: Flexible, scalable, and secure development, communication, and collaboration, fostering an environment that supports efficient AI and machine learning development and deployment.

3. Website and E-commerce Engine:

- a. *Wix*: Utilised for our website, brand awareness, and future e-commerce engine.
- b. *Wordpress*: Provides an easy interface for testing and deploying some of our solutions to pre-built user interfaces.
- c. *Bubble.io*: Enables code-free, scalable deployment of our synthetic data solutions.

4. Software, Licensing, and Tools:

- a. **AI and Machine Learning Tools**: *TensorFlow, PyTorch, scikit-learn*: Used to develop and deploy AI models for data analysis, predictive modelling, and automated decision-making.
- b. **Data Management and Analytics Platforms**: *MongoDB, Apache Spark, Elasticsearch*: Utilised for processing, analysing, and retrieving large volumes of data to generate insights and support decision-making.
- c. **Cloud Computing Infrastructure**: *Microsoft Azure*: Hosts and deploys our AI solutions, providing scalable cloud computing infrastructure.]

5. Development and Collaboration Tools:

- a. *Gitlab*: Version control system for managing code changes.
- b. *Jira*: Project management tool to streamline workflows.
- c. *MS Teams*: Facilitates team communication and collaboration.

6. Security and Compliance Solutions:

- *Encryption, access controls, identity management*: Ensures security of sensitive data and mitigates cybersecurity risks.
- *GDPR, HIPAA compliance*: Adherence to data protection regulations for ethical and responsible data use.

Equipment & Tools

1. **Data Storage and Backup Solutions**: We utilize enterprise-grade storage systems and backup solutions to securely store and manage large volumes of data generated during AI model training, experimentation, and analysis. This includes network-attached storage (NAS), storage area networks (SAN), and cloud-based storage services with redundancy and data protection features to ensure data integrity and availability.
2. **AI Development Kits and Hardware Accelerators**: We leverage AI development kits and hardware accelerators such as NVIDIA Jetson, Google Coral, or Intel Movidius for edge computing and deploying AI models to embedded devices.
3. **Data Labeling and Annotation Tools**: To prepare training datasets for supervised machine learning models, we utilize data labeling and annotation tools such as Labelbox, Amazon SageMaker Ground Truth, or Scale AI.



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These tools provide intuitive interfaces and workflows for annotating and labeling data with bounding boxes, semantic segmentation masks, or key points, facilitating the creation of high-quality labeled datasets for model training.

- 4. Collaboration and Project Management Software:** We employ collaboration and project management software such as Microsoft Teams to streamline communication, collaboration, and project coordination among team members. These tools facilitate task assignment, document sharing, progress tracking, and knowledge sharing, enhancing productivity and efficiency in our consultancy projects.

Milestones & Metrics

Milestones Table

Milestone	Due Date
Aim for a gross profit margin of 40% and higher	April 09, 2024
Launch Synthetic AI Demo	April 10, 2024
Launch Synthetic AI Beta Version	June 03, 2024
Secure contracts with first 5 clients	July 01, 2024
Generate a pipeline of 50 qualified leads	July 01, 2024
Conversion rate of 10% from leads to paying clients	December 01, 2024
Generate Revenue of \$50 000	January 01, 2025
Maintain positive cashflow	January 01, 2025

Key Metrics

- 1. Revenue and Profitability:** Monitoring revenue and profitability is essential for assessing the financial health and viability of the business. Key metrics include total revenue, gross profit margin, net profit margin, and recurring revenue from subscription-based services.



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- 2. Client Satisfaction and Retention:** Tracking client satisfaction and retention rates helps gauge the quality of services provided and the loyalty of clients. Metrics such as Net Promoter Score (NPS), customer satisfaction (CSAT) scores, and client retention rates provide insights into client perceptions and loyalty. High satisfaction scores and low churn rates indicate strong client relationships and repeat business opportunities.
- 3. Project Delivery and Timeliness:** Monitoring project delivery timelines and adherence to deadlines is crucial for ensuring client satisfaction and operational efficiency. Metrics such as project completion rates, on-time delivery percentages, and average project turnaround times help assess the effectiveness of project management processes and resource allocation.
- 4. Utilisation and Resource Allocation:** Tracking resource utilisation rates and optimising resource allocation is essential for maximising operational efficiency and profitability. Metrics such as employee utilisation rates, billable hours per employee, and project profitability margins help assess resource efficiency and identify opportunities for improvement.
- 5. Sales and Business Development:** Monitoring sales performance and business development efforts is critical for driving revenue growth and expanding the client base. Key metrics include sales pipeline value, conversion rates, average deal size, and new client acquisition rates. Achieving consistent sales growth and expanding market share indicate successful business development efforts.
- 6. Website Traffic and Conversion Rates:** Tracking website traffic and conversion rates is important for assessing the effectiveness of digital marketing efforts and lead generation strategies. Metrics such as website traffic volume, conversion rates (e.g., lead conversion rate, customer conversion rate), and engagement metrics (e.g., bounce rate, time on site) help evaluate the performance of the company's online presence.
- 7. Cash Flow and Financial Stability:** Monitoring cash flow and maintaining adequate liquidity is essential for sustaining business operations and weathering economic uncertainties. Key metrics include cash flow from operations, cash conversion cycle, and cash reserve levels. Maintaining positive cash flow and sufficient cash reserves ensure financial stability and resilience.



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Company

Overview

Ownership & Structure

The company is registered as a limited liability private company within South Africa of which Abdullah Hassan is the Founder, CEO and sole owner of Unamani Pty Ltd.

Company History

Unamani AI, established in January 2024, initially provided general AI and data analytics services to businesses. Since our inception, we have garnered approximately 3,000 site visits, with a notable portion attributed to Google Ads campaigns. Currently, Unamani AI is focused on the development and impending launch of Synthetic AI, an innovative suite of tools dedicated to synthetic data generation. This solution aims to provide high-quality, privacy-compliant data to businesses of all types, with a focus on enhancing software testing, AI and ML models, and research and development processes. The Demo of the Synthetic AI platform is nearing completion.

Concurrently, Unamani AI has been actively cultivating its social media presence to bolster brand visibility and establish a solid foundation for the forthcoming tool release. In tandem, efforts to secure investment opportunities are underway to propel Synthetic AI to the next stage of development.

From its humble beginnings with founder Abdullah Hassan in January, Unamani AI has expanded its team to include experts in compliance, marketing, software development, economics, and data science. Crucially, our team is guided by seasoned consultants in the AI field, ensuring the creation of an efficient and high-quality tool.

Team

Management Team

Here is an overview of the core team members driving the day-to-day operations of Unamani AI and spearheading the development of Synthetic AI:

- 1. Abdullah Hassan:**



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- a. *Role:* Founder and CEO;
- b. *Expertise:* Actuary, Quantitative Consultant, AI Developer;
- c. *Background:* BSc Honours degree in Actuarial Science, Master's degree in AI and Mathematical Statistics;
- d. *Experience:* 4 years in AI development, 5 years as a managing director of small software businesses;
- e. *Value:* Abdullah brings a unique blend of mathematical expertise and practical business experience, driving innovation in AI development and strategic leadership in business management.

2. **Cirsten Claasen:**

- a. *Role:* Fractional Chief Financial Officer;
- b. *Expertise:* Chartered Accountant (South Africa);
- c. *Experience:* Managing Director of Finvoke, extensive financial management experience;
- d. *Value:* Cirsten's financial acumen and strategic insight ensure sound fiscal management, facilitating growth and sustainability for Unamani AI. Her expertise in financial planning and investor relations contributes to the company's long-term success.

3. **Jeremie Ndong Obame:**

- a. *Role:* Economics Major and Data Scientist;
- b. *Expertise:* Master's degree in applied data science;
- c. *Experience:* Proficient in economic analysis and data-driven insights;
- d. *Value:* Jeremie's expertise in economics and data science plays a pivotal role in assisting in the development of Unamani AI's innovative solutions. His proficiency in economic analysis and data-driven insights contributes to the strategic development of Synthetic AI, driving value and innovation for our clients.

4. **Raissa Sidat**

- a. *Role:* Head of Strategy and Compliance;
- b. *Expertise:* Background in Global Law, experience as a legal researcher;
- c. *Experience:* Extensive experience in legal research and compliance;
- d. *Value:* Raissa's expertise in legal research and compliance, combined with her commitment to excellence and attention to detail, contributes to Unamani AI's success in maintaining data and overall business compliance while fostering a positive brand reputation.

5. **Lethabo Selepe:**

- a. *Role:* Head of Marketing;
- b. *Expertise:* Degree in Technology, Art, Design, and Architecture;
- c. *Experience:* 5 years of experience in various marketing and media roles;
- d. *Value:* Lethabo establishes Unamani's brands, provides marketing strategies for the Synthetic AI tool, and drives awareness and engagement across various channels, contributing to increased brand visibility and market presence.

6. **Amina Imam Shah:**



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- a. *Role:* Human Resources and Wellness Lead
- b. *Expertise:* Bachelors and Honours Degree in Psychology
- c. *Experience:* Extensive counselling experience and HR experience
- d. *Value:* Amina ensures the wellbeing and overall management of employees, develops comprehensive wellness programs, and fosters a positive work environment, contributing to employee satisfaction and retention.

Together, this dynamic team combines diverse skill sets, extensive industry experience, and a shared vision to drive the success of Unamani AI and revolutionize the field of synthetic data generation with Synthetic AI.

Advisors

Rendani Mbuva: With a PhD in Artificial Intelligence, Professor Rendani Mbuva has established himself as a leading academic and expert in the field. His tenure as a lecturer at Witwatersrand University, spanning nearly 7 years, underscores his commitment to education and knowledge dissemination in AI and related disciplines. Concurrently, his role as a DeepMind Academic Fellow in Machine Learning at Queen Mary University of London highlights his engagement with cutting-edge research and innovation. As an advisor to Synthetic AI, Professor Mbuva brings a wealth of expertise in AI, machine learning, and their applications, ensuring that the organisation stays at the forefront of technological advancements and research-driven strategies.

Avashlin Moodley: Holding a Master's in IT with a focus on Big Data Science, Avashlin Moodley brings a deep educational background to the table. His vast experience spans Data Science, NLP, Augmented Reality, and Machine Learning. As an advisor to Synthetic AI, Moodley contributes invaluable insights and expertise, enhancing the organization's capabilities in harnessing advanced AI technologies for innovative solutions.

Kwanda Ngwenduna: Kwanda Ngwenduna is a distinguished Actuary, Data Scientist, and Researcher, currently advancing his expertise through a PhD in Actuarial Science at UCT, where he also imparts knowledge as an A214 Lecturer. With a skill set that encompasses machine learning, actuarial science, statistics, analytics, programming, and data mining, he brings a comprehensive analytics and research capability to Synthetic AI as an Advisor. Passionate about agriculture and the potential of advanced analytic technologies in actuarial science, Kwanda adds significant value to Synthetic AI, guiding it toward innovative solutions and strategic growth.