

# CONNECTED

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## women

### Bringing Opportunities Home

AI & Digital Task Outsourcing delivered  
by Filipino women from their homes





5 million women in the Philippines are out of the workforce **because of family commitments and lack of job opportunities.**

And for decades, we've seen millions of Filipino women unable to find work unless they leave the country, **leaving behind their families in hope of a better future.**

The world is facing a talent crisis due to the unprecedented growth of the artificial intelligence industry

The Global Artificial Intelligence Market size was valued at USD 136.6 Billion in 2022



# ELEVATE AIDA

## Artificial Intelligence Data Annotation

Launched at the height of the pandemic in partnership with UN Women's WeEmpowerAsia program funded by the European Union.

- Identify a high growth market
- Leverage a proven business model
- Train for market aligned skills
- Bring women into tech at scale
- Provide remote work opportunities

### Opportunity

Data Collection and Labeling Market is projected to reach USD 6 Billion by 2027



Funded by the European Union



# Priority Segments

1. No formal education
2. Stay-at-home mothers
3. Single mothers
4. Working students
5. Differently-abled people
6. COVID-displaced workers
7. Senior citizens
8. Home helpers
9. Overseas workers
10. Housewives



# ELEVATE AIDA

Artificial Intelligence and Data Annotation

COVID Response Training  
Program for Economic Recovery



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# Socially Responsible Outsourcing Model

Training is funded by private and public sector partners.

Focus on women from disadvantaged segments - training is free.



AI COMPANIES PAY CONNECTED WOMEN PER TASK



CONNECTED WOMEN PROVIDES A FULLY MANAGED SERVICE



TASKS ARE DISTRIBUTED TO OUR POOL OF TRAINED ANNOTATORS



ANNOTATORS ARE PAID A DECENT WAGE AND CONTINUE TO UPSKILL

Revenues fund annotators, contribute to sustainability and profit.

A percentage is reinvested into community social impact projects.

# Gender Responsive Business Practices



- Advocating for opportunities for women's empowerment in the digital economy
- Access to connectivity and devices - this remains our biggest challenge
- Access to flexible work-from-home opportunities for women
- Providing upskilling/reskilling for market aligned skills specifically for the AI industry

# Projects & Use Cases

## LANGUAGE/TEXT ANNOTATION

## IMAGE & VIDEO ANNOTATION

Overall rating: ★★☆☆☆

Aspect-specific opinions

Title: Good vlue [sic], terrible service

Value: Positive

Service: Negative

OK the value is good and the hotel is reasonably priced, but the service is terrible.

Value: Positive

Service: Negative

I was waiting 10 min at the erception [sic] desk for the guy to figure out whether there was a clean room available or not.

Checkin: Negative

Service: Negative

That place is a mess.

Service: Negative

Rooms are clean and nice, but bear in mind you just pay for lodging, service does not seem to be included.

Cleanliness: Positive

Service: Negative



# Worker Engagement in Connected Women



## Nature of the Connected Women data annotation pool

- Fully remote
- Reliant on good connectivity
- Reliant on accountability and professionalism

**Worker engagement is crucial in a remote team!**

## Constant Communication

Communication apps such as Discord can be effective if its well-organized:

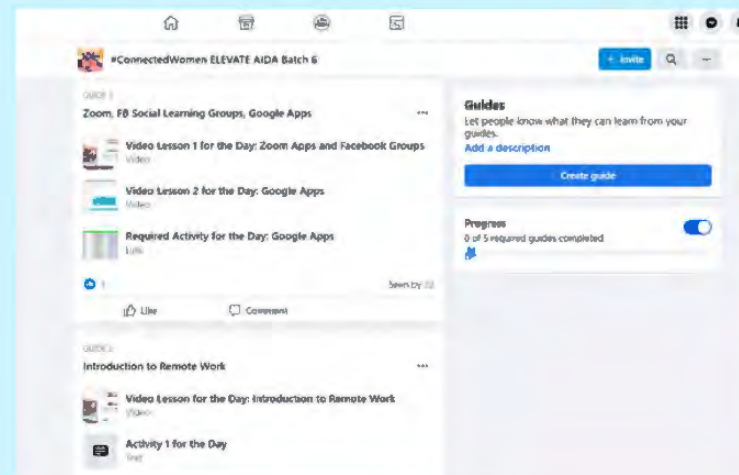
- Have dedicated channels for projects, topics
- Have clear rules on using the platform
- Any tool is only as good as how clear its purpose is for the organization

## Use of Social Learning Groups

Each AIDA Batch joins a **PRIVATE GROUP** for their AIDA training

See **EXAMPLE** [HERE](#)

Social Learning groups when organized well can serve as online classrooms where you can share learning materials and resources.



## Upskilling/Reskilling

Our data annotators are constantly equipped with technical upskilling on relevant tools of the trade.

Upskilling is provided for free and online.

Upskilling increases their chances of being placed in projects.

Upskilling on “soft skills” is as important: changing mindsets

## Regular Team Building Activities

Encouraging non-work exchanges on Discord

Regular one-on-one between team leaders and members (once a week)

Regular non-work team activities (once a month)

Regular “Kamustahan” sessions with AIDA graduates



## Constant Data-Gathering

Gathering up-to-date information on our graduate pool:

- Surveys
- Personal narratives

Better data means better tracking, better planning and decision-making



## Up to date Productivity Hacks

Making use of online tools such as Notion – an all in one online workspace that helps you organize and collaborate among teams.

Discovering new tools to try out and use.

Doing a trial run of these new tools before scaling to the rest of the team.



“We believe that there is a huge potential in using AI to uplift the lives of Filipinos. We partnered with Connected Women to help our team contextualize the technology through the real-life experiences of Filipinos working online.”



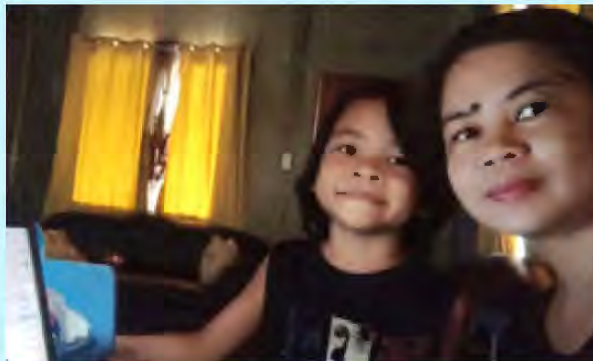
**Edwin Bautista**  
Union Bank President  
& CEO

## Winning Partnerships

Mary Ann Giliberte is from Porac, Pampanga. She is in her 40s with 3 kids. She originally worked in the accounting industry.

She resigned from work because her company relocated somewhere too far from her home. Then when the pandemic hit and her husband lost his job.

Since her Elevate AIDA training, she has worked on 5 projects and is able to support her family.



“Working with Connected Women allowed us to reach and bridge individual women and strengthen a community of women freelancers as well as women led and owned MSMEs through the two project tracks we supported you to do.”



**Ma. Rosalyn Mesina**  
Country Program Manager -  
WeEmpower Asia, UN Women  
Philippines



“We’re excited about our partnership with Connected Women. It just seems right that they’re focused on capability building for marginalized nanays (mothers), and we’re focused on amplifying Nanay-preneurs and their sari-sari stores.”



**Ibba Bernardo**  
CMO and Co-Founder of  
Packworks

## Winning Partnerships

Geralden Gabay is a fisherman’s wife and is part of the Roots of Health community in Palawan.

She is in her 40’s and has no background in tech or AI. She works on the long-term Packworks data cleaning project.

Geralden told us that the training was not just a way for her to gain extra income but it helped her understand remote work opportunities and share this with her children who are in high school.



“We jumped on this opportunity to give them a legitimate, honest, and productive way to earn money at home and build better lives for themselves and their families, especially after the economic crisis brought by the pandemic, and recently, by Typhoon Odette.”



**Amina Evangelista Swanepoel**  
Executive Director, Ugan Ng Kalusugan  
(Roots of Health)



“After working on our first project together, we saw how very dependable Connected Women is as a business partner. Adding Connected Women helps us to create and bring more remote work to female digital entrepreneurs of the Philippines. Bolstering their reach and impact, is another important step for us.”



**Torsten Malchow**  
Chief Revenue Officer  
ScaleHub AG

## Winning Partnerships

Marilen Salvacion is a single mother with 2 kids from Davao City. She is a former overseas worker from Hong Kong, but decided to come back to the Philippines during the pandemic to be with her family.

She is an accountant by profession, but was wanted to gain new skills to provide for her family. Marilen is a data annotation specialist on one of our projects with ScaleHub.



“Democracy is strongest when private sector is flourishing. This can only happen if we strengthen the voices of women and other marginalized communities.”



**Ryan Evangelista**  
Country Director  
CIPE Philippines

## What Clients Say



“We worked with Connected Women to do data annotation for our Voice Of Customer project. They have the expertise and experience of data annotation for machine learning with the responsiveness, character and true partnership that any company would want.”



**Kat Luna-Abelarde**  
President & CEO, PLDT Global



“We believe that there is a huge potential in using AI to uplift the lives of Filipinos. We partnered with Connected Women to help our team contextualize the technology through the real-life experiences of Filipinos working online.”



**Edwin Bautista**  
President & CEO, UnionBank



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Chief Revenue Officer,  
ScaleHub AG

## Elevate AIDA Program Funders



## Connected Women Clients



## Supporters and Partners



# Awards

Connected Women is proud to be recognised for creating meaningful progress towards the sustainable development goals:

- 2021 Finalist - ITU Digital World 2021 SME Awards (Geneva)
- 2020 Finalist – COVID-19 Action UN Women, WEPs Awards (Philippines)



SUSTAINABLE DEVELOPMENT GOALS



**We believe in a future where technology accelerates innovation with impact, and creates accessible opportunities for all.**

**Let's work together to ensure that no woman or her family is left behind.**



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