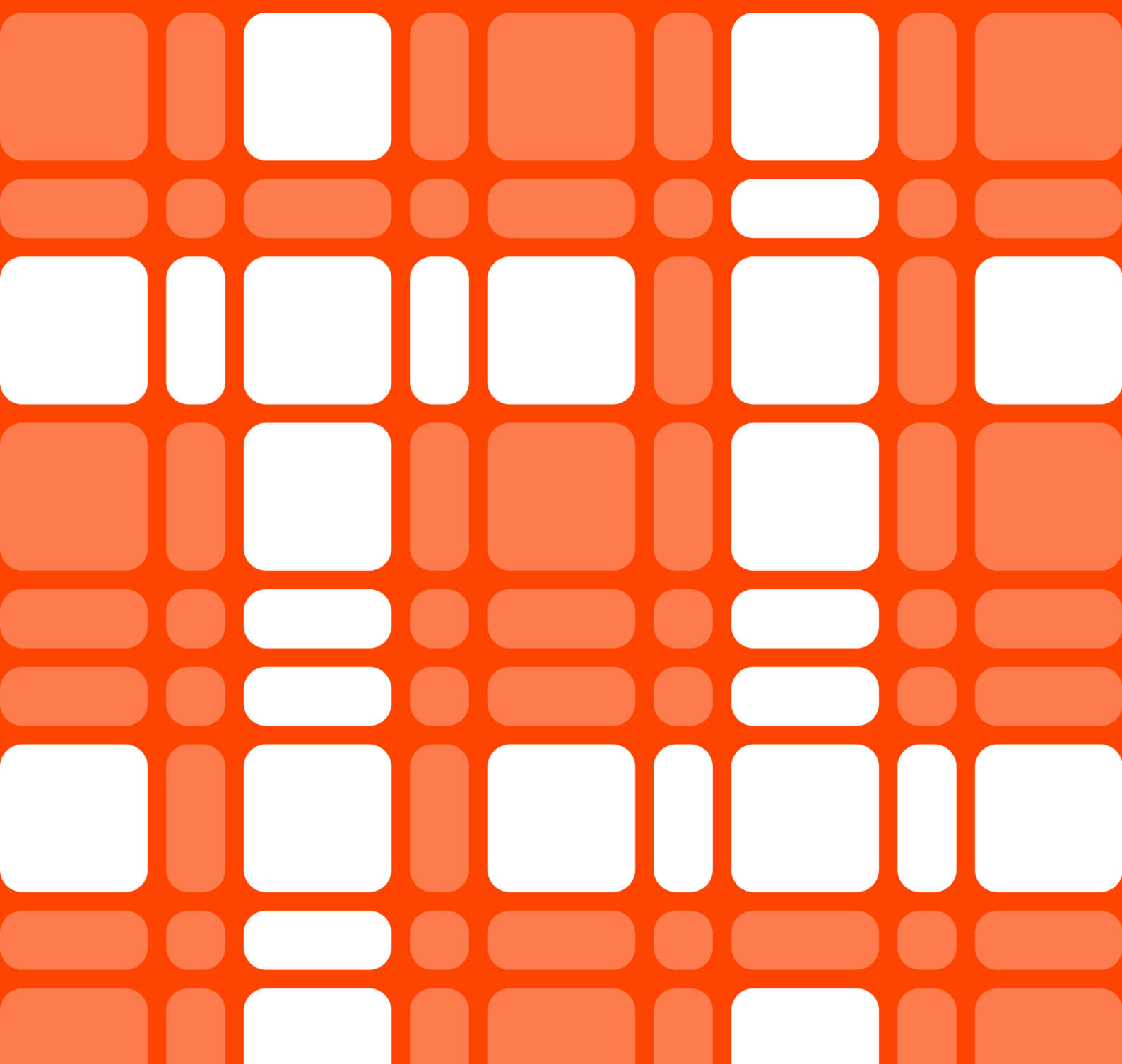


Tictag's



# Social Impact Report

FY 2025



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# Executive Summary

In FY2025, Tictag evolved from a data-annotation startup into a robust ecosystem for AI literacy and workforce empowerment. Our strategic focus shifted toward deep-touch training through an AI Fundamentals Course, while scaling our micro-tasking platform for marginalized communities.

Tictag empowered 346 beneficiaries, including 213 Persons with Disabilities (PWDs) and the rest ranging from Migrant Domestic Workers (MDWs) to low-income individuals. These efforts lowered barriers to digital participation and created accessible pathways into AI-related work.

## Total Beneficiaries

**304**

Empowered Vulnerable Underserved communities across Singapore and the region in FY2025

## Collaborators

**25**

Collaborations with Social Service Agencies and Community Partnerships

## Data Task Complete

**>200K**

High-quality, human-validated data delivered to AI companies

## Workshops

**34**

Delivered to various groups across Singapore

These numbers reflect not just scale, but the depth of engagement across communities that are too often excluded from the digital economy.

Each beneficiary represents a real person who gained skills, income, or confidence through Tictag's programs, a testament to what is possible when technology is designed with inclusion at its core.

# Message from Our CEO

Dear valued stakeholders,

It is my pleasure to share with you our Social Impact Report, which showcases the incredible work we have accomplished in the past year, in pursuit of our mission to make a positive impact on society.

At Tictag, we understand the power of collaboration and the vital role we play in empowering individuals through education and training.

Over the past year, we have partnered with social service organizations to provide job opportunities and training programs for individuals from underrepresented communities.

I want to extend my sincere thanks to our dedicated team, our valued partners, and our committed stakeholders for their ongoing support and belief in our mission.

We could not have achieved our impact without you.

Sincerely,  
Kevin Quah



**Kevin Quah**  
CEO & Co-Founder of Tictag

# About Us

**Tictag** is an end-to-end AI solutions company, driven by a data-centric approach and a commitment to real-world impact.

By integrating human intelligence at every stage of the process, we transform raw data into powerful AI solutions that are not only technically advanced but also practically effective in dynamic, real-world environments.

Our crowdsourced annotation model is flexible, empowering even those who face physical, social, or political barriers to traditional employment. With no onboarding required and a rewards-based payment system, our users can hop onto the platform anytime, anywhere to earn a supplementary income.

This model allows us to underscore our governing impact philosophy. To us, Tictag is more than just a company; it is a community dedicated to fostering a sense of inclusivity and empowering people from all walks of life.

We work closely with elderly persons, people with disabilities, refugees, MDWs, and low-income communities to provide income opportunities and educational resources about AI and data work.

Our mission is to build a world where anyone can benefit from working with data, and **we are committed to making this vision a reality.**

At Tictag, we believe that data should be accessible and inclusive, and that anyone should have the opportunity to contribute to and benefit from the rapidly growing field of Artificial Intelligence.



✉ [community@tictag.io](mailto:community@tictag.io)

🌐 [www.tictag.io/en/social-impact](http://www.tictag.io/en/social-impact)

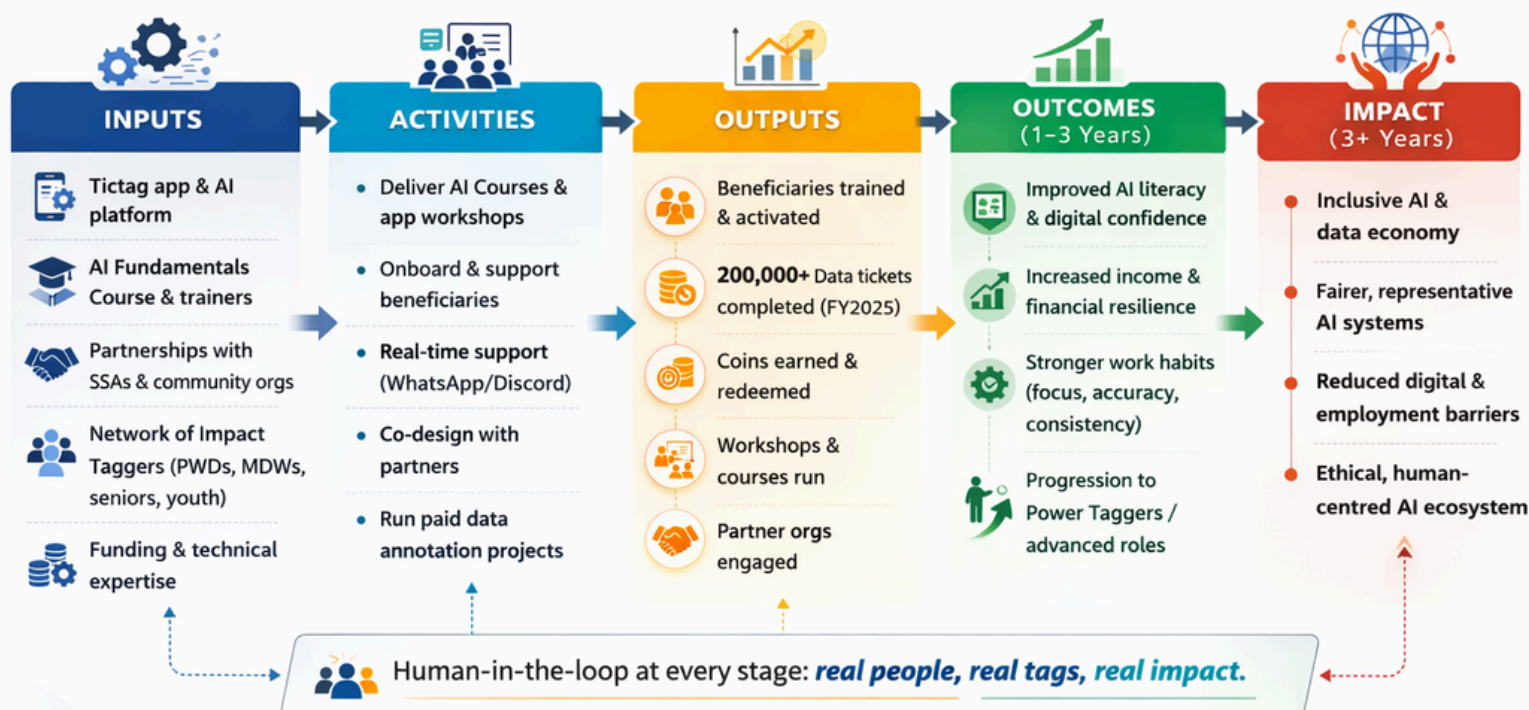


# Theory of Change

By lowering barriers to participation in the AI industry, Tictag ensures that technology helps to close the gaps rather than reinforce existing inequalities.

We provide accessible tools and training so that vulnerable communities can complete high-quality data tasks. This builds digital confidence, income stability, and pathways into more advanced roles. At the same time, AI models benefit from diverse human insights, leading to fairer and more representative technologies that better serve everyone.

## Tictag Theory of Change – From Data Tasks to Inclusive AI



# Programs & Initiatives



## Tictag App Workshops

Our mobile-first platform allows anyone to collect and label complex datasets for machine learning. Through intuitive task flows, users complete micro-tasks such as image classification, audio transcription, and text labelling.

For beneficiaries, the app is both a source of side income and an entry point into the broader world of AI and data work, accessible via smartphone with no prior experience required.

## AI Fundamentals Course

A 15-hour hybrid curriculum focused on digital capability development. It demystifies AI for social service practitioners and marginalized groups, using real-world examples and hands-on activities.

Participants learn how data is collected and annotated, how AI models are trained, and how to use AI tools responsibly in their work and daily lives. In FY2025, 14 AI Fundamentals Courses were delivered.

Metric	Start of Q1 2025	End of Q4 2025
Participants of our Programmes	212	516
Community Partners	14	25

# Partnerships & Collaborations

In FY2025, Tictag partnered with more than 20 organisations across Singapore and the region to deliver targeted social impact. Our partners help identify beneficiaries, co-design programs, and provide wraparound support, while Tictag brings technology, curriculum, and data work opportunities. Together, we reach communities that neither sector could serve alone as effectively.

## Disability Support

*SPD, CPAS, MDAS, BYSD, ABLE, Bizlink*

Focused on inclusive training and tailored data tasks for persons with physical and cognitive disabilities. These partners bring deep expertise in accessibility and beneficiary support.

## Community Welfare

*SPD, CPAS, MDAS, BYSD, ABLE, Bizlink*

Focused on seniors, youth, and low-income families. These partners deliver AI literacy programs within established community networks, expanding reach and trust.

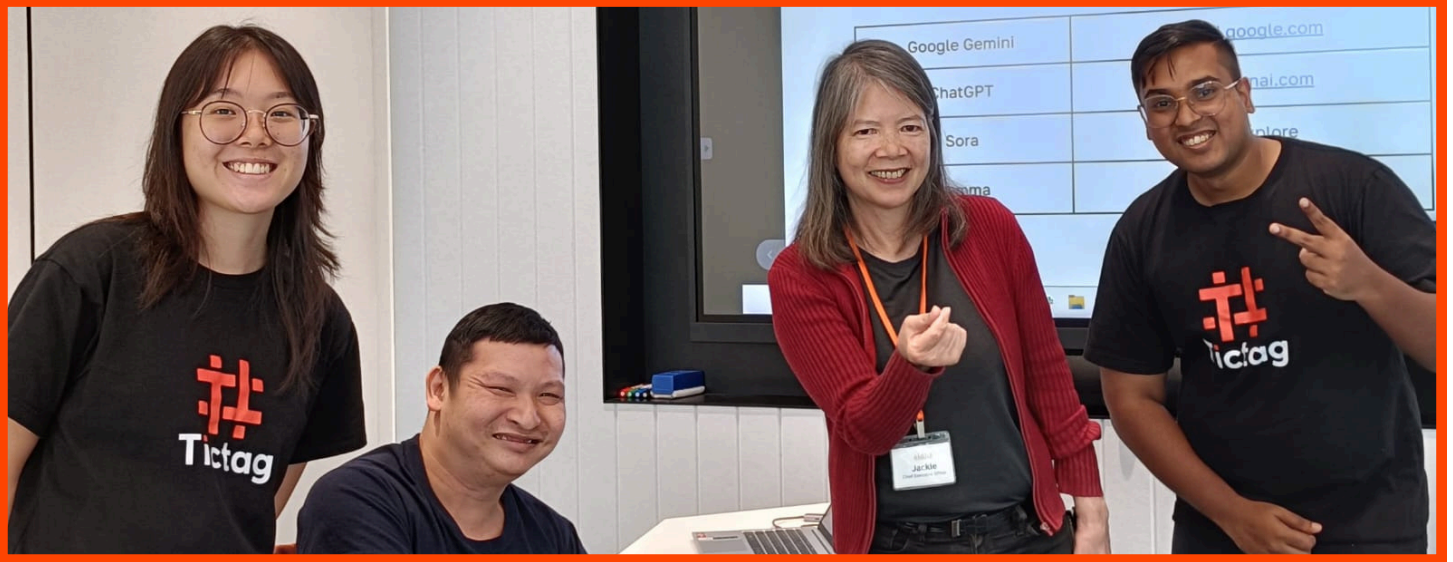
## Regional Outreach

*Infinite Minds Academy (Malaysia), Aldha*

Extending AI literacy and data work opportunities to underserved communities beyond Singapore, building a regional ecosystem of inclusive AI participation.

## Our partners:





# Impact in Numbers (Data Dashboard)

## Key Metrics

**>150%**

Growth in Impact to people

**>50%**

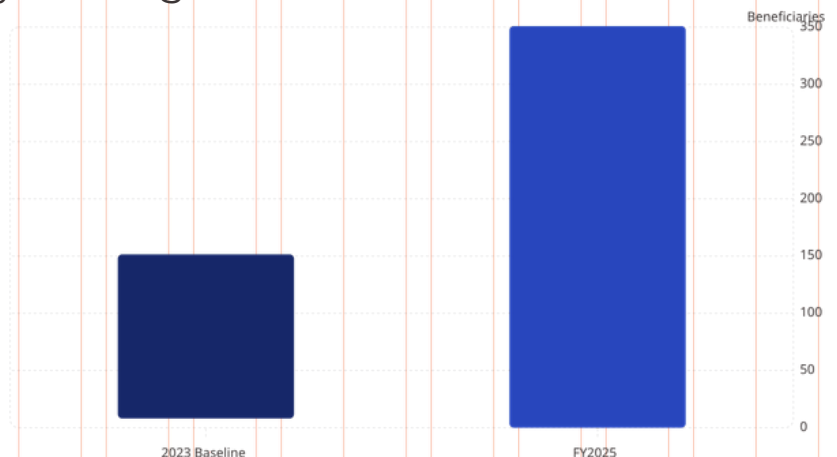
Increase in Partners

**>1 Mil**

Coins Earned from Data Tasks by Beneficiaries

Tictag's reach and activity levels expanded significantly in FY2025, with beneficiaries growing by 150% compared to 2023 and strong increases in workshops and data tasks processed. This reflects deeper collaboration with social service agencies and robust demand from AI clients seeking ethically sourced, high-quality training data.

**Beneficiary growth of +150% from 2023 to FY2025 reflects sustained investment in community partnerships and program quality.**



# Stories of Impact (Case Studies)

## Digital Inclusion for Seniors: SUN-DAC

At SUN-DAC, approximately half of the clients initially showed no interest in information technology.

Through Tictag's tailored training, facilitators introduced the app using simple, step-by-step guidance focused on confidence-building.

One client surprised staff by increasing his task rate from 3 to more than 10 tasks per hour, successfully identifying "Healthier Choice" symbols on drinks, demonstrating both digital growth and personal pride.

This story exemplifies how the right support transforms reluctance into capability.

## Empowering Youth: CARE Singapore

In partnership with CARE Singapore, Tictag delivered an AI-focused session for youth.

Participants described the session as a "super sigma introduction" and said it was "actually quite helpful" in demystifying tools like ChatGPT.

By explaining AI using relatable language and practical examples, the workshop helped youth see AI as something they can understand, use, and potentially build careers around.

Thus, shifting the narrative from intimidation to opportunity.

## Skills & Confidence: Catholic Welfare Services

With Catholic Welfare Services (CWS), Tictag supported trainees with special needs to develop practical work skills through structured data assignments.

These tasks helped participants build technical competencies as well as soft skills such as focus, perseverance, and responsibility.

As their confidence grew, trainees saw themselves as capable contributors.

Therefore, reinforcing their independence and sense of value in the workplace and community.

# Challenges & Learnings

## The Digital Gap

A major challenge was the digital gap among seniors and PWD clients, where many felt intimidated by technology and feared making mistakes. Tictag responded by raising awareness of Artificial Intelligence in their daily lives while simplifying instructions, using visual cues in the Tictag App.

Tictag celebrated their small wins such as successfully using the interface of the devices. This incremental approach helped seniors overcome psychological barriers and gradually engage in data tasks with greater confidence.

## Maintaining Accuracy & Quality

Maintaining strict accuracy standards can be challenging, particularly for new taggers. Highly detailed definitions may feel overwhelming for some, but Tictag provides support by holding onsite workshops and practice tasks for clients to familiarise and thrive on structure and clarity.

Tictag introduced direct WhatsApp and Telegram channels for real-time support, enabling taggers to ask questions, clarify criteria, and receive feedback quickly. An in-app feedback and FAQs were added to the Tictag app to answer commonly asked questions and provide examples of the pain points faced by our clients.

This blended support model strengthened data quality while keeping the experience positive and inclusive.



# Governance, Transparency & Accountability

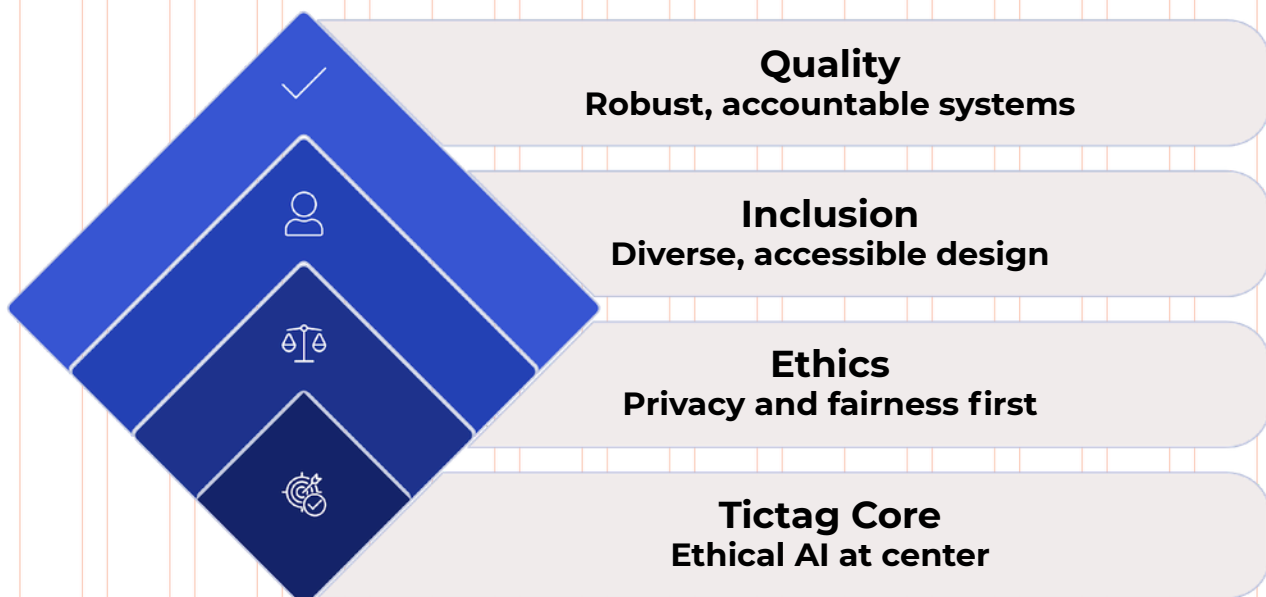
At Tictag, we uphold the highest standards of governance and ethical practice. All beneficiary records, encompassing personal and sensitive information, are rigorously classified as confidential data.

Records are safeguarded by strict privacy protocols, ensuring compliance with relevant data protection regulations, stress tested with accreditation from IMDA. Thus, trust is fostered within our community and with larger global standards.

Human-centred design guides our product and program decisions, ensuring interfaces and workflows are tailored to the needs and abilities of our beneficiaries.

Our commitment extends to aligning with governance standards established within the charity and business sectors. We achieve this by actively collaborating with accredited partners and sourcing vendors which support Environmental, Social, and Governance (ESG) initiatives.

These strategic partnerships reinforce our accountability across all stakeholders, from the communities we serve and the funders who support us, to the clients who rely on our ethically sourced data.

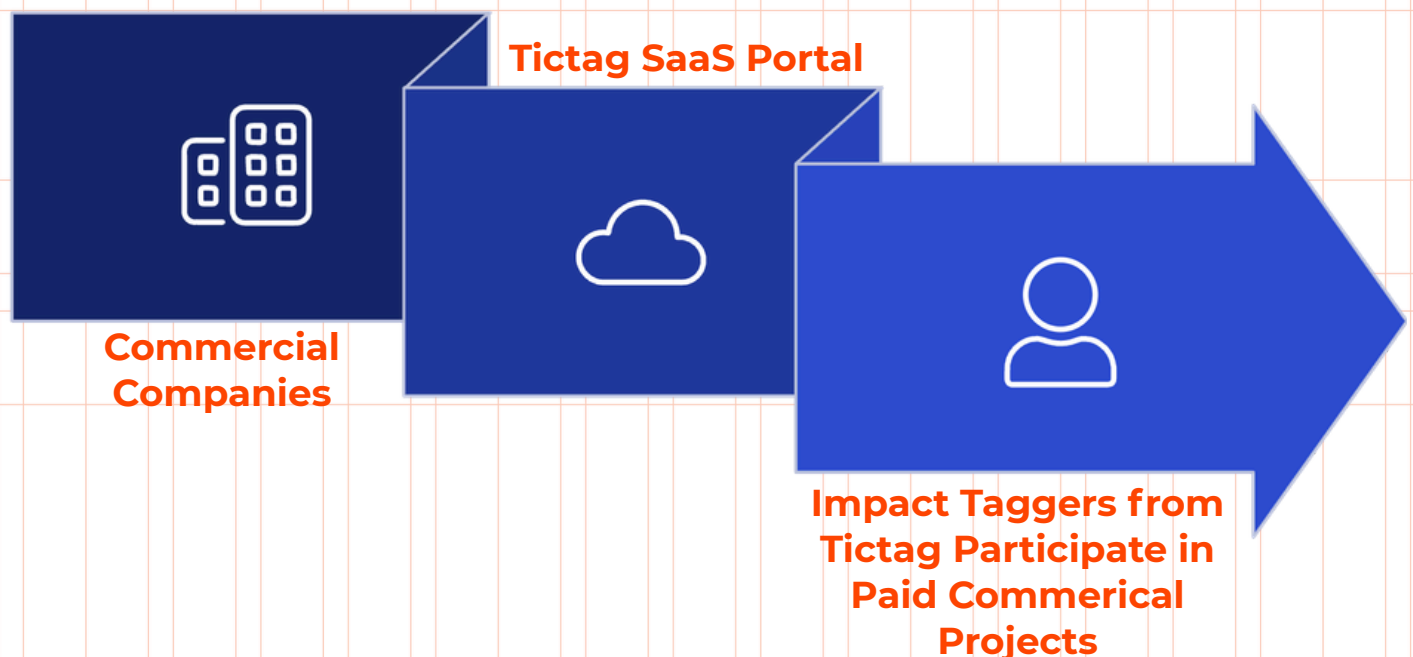


# Goals & Vision for the Future

In 2026, Tictag plans to launch a dedicated SaaS Portal, a transformative marketplace similar to a “LinkedIn” concept. It is designed to connect AI companies directly with our growing network of impact taggers from various underrepresented groups.

This innovative platform will streamline every aspect of data project management, from efficient project onboarding and robust quality assurance to comprehensive impact reporting.

Our goal is to make it simpler and more transparent for clients to source Data Annotation and Quality Control experts who can ethically produce high-quality training data, while fostering a mutually beneficial ecosystem for AI development and social impact.



The diagram above visualizes our future Service Portal as the central nexus connecting AI development needs with our skilled community of impact taggers, ensuring a seamless flow of projects and data.

Thus, also providing a wider social impact for employability and skills upgrading for our client beneficiaries from the underserved communities.

# Thank You!

As we conclude Tictag's Social Impact Report for FY2025, we extend our heartfelt gratitude to everyone who contributed to another year of significant progress and meaningful change.

This report is not just a reflection of our efforts, but a testament to the powerful collaborations and shared vision that drive our mission forward. Your engagement and support are invaluable as we continue to build a more inclusive and equitable digital ecosystem.



Looking ahead to 2026 and beyond, we remain committed to upholding ethical AI practices, fostering digital inclusion, and delivering high-quality, human-validated data. Thank you for being an essential part of Tictag's journey towards a brighter, more impactful tomorrow.

# Real People, Real Tag, Real Impact

Discover how Tictag helps you drive  
meaningful change with AI.

Let's chat!

 [community@tictag.io](mailto:community@tictag.io)

    [tictag.io](https://tictag.io)

