Early Warning System

IFC-47109

Samasource

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Quick Facts

Countries	Uganda
Financial Institutions	International Finance Corporation (IFC)
Status	Proposed
Bank Risk Rating	B
Borrower	Samasource Impact Sourcing, Inc.
Sectors	Communications
Investment Amount (USD)	$ 10.00 million

Project Description

Founded in 2008, with 4,500+ workers in Africa, Sama is a B Corp Certified, AI data annotation company providing solutions that help prepare, train, and optimize AI algorithms so they can accurately recognize and differentiate data.

IFC is considering an investment of up to US$10 million in Sama, and the project is expected to be supported by the IDA20 Private Sector Window Blended Finance Facility. The funding will primarily be used to expand the Company’s operations in Uganda.

According to the IFC's website, the project outcomes will be: (i): Direct employment opportunities for workers in Uganda, especially women and disadvantaged youth, resulting in improved livelihoods and skills upgrading. (ii) Stronger integration of Uganda's digital entrepreneurship ecosystem, via capacity building channels.

Investment Description

- International Finance Corporation (IFC)

Private Actor Relationship

Sama was founded by the late Leila Janah in Kenya. The Leila Janah Foundation is Sama’s largest shareholder, as it ensures continuity of the founder’s vision for Sama.

Other notable existing shareholders include Caisse de Dépôt et de Placement du Québec (CDPQ), Ridge Ventures, Salesforce Ventures, Rubio Impact Ventures, First Ascent Ventures, Vistara Capital Partners.

Private Actors Description

Samasource Ltd is a company in the Artificial Intelligence (AI) industry that help prepare, train, and optimize AI algorithms so they can accurately recognize and differentiate data. Headquartered in San Fernando valley in the United States of America, the company has operations in Kenya, Uganda, Canada, and the Netherlands. The company was established in 2008 as a non-profit that aimed at providing IT skills and employment to people from low income and disadvantaged backgrounds. In 2019 Sama transitioned from a non-profit to a profit-making social enterprise and received B-Corp Certification (https://www.bcorporation.net/en-us/certification) in 2020. The company operations consist of a variety of undertakings including data collection and analysis, information verification, transcription, content moderation and enrichment for AI enhanced applications in areas such as medical services, e-commerce and retail, travel, social media, mobility and vehicle safety.

Private Actor 1	Private Actor 1 Role	Private Actor 1 Sector	Relation	Private Actor 2	Private Actor 2 Role	Private Actor 2 Sector
-	-	-	-	Samasource Impact Sourcing, Inc.	Client	Communications

Contact Information

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ACCESS TO INFORMATION

You can submit a request for information disclosure at: https://disclosures.ifc.org/#/inquiries

If you believe that your request for information from IFC has been unreasonably denied, or that this Policy has been interpreted incorrectly, you can submit a complaint at the link above to IFC's Access to Information Policy Advisor, who reports directly to IFC's Executive Vice President.

ACCOUNTABILITY MECHANISM OF IFC/MIGA

The Compliance Advisor Ombudsman (CAO) is the independent complaint mechanism and fact-finding body for people who believe they are likely to be, or have been, adversely affected by an IFC or MIGA- financed project. If you submit a complaint to the CAO, they may assist you in resolving a dispute with the company and/or investigate to assess whether the IFC is following its own policies and procedures for preventing harm to people or the environment. If you want to submit a complaint electronically, you can email the CAO at CAO@worldbankgroup.org You can learn more about the CAO and how to file a complaint at http://www.cao-ombudsman.org

Bank Documents

- Environmental & Social Review Summary (ESRS)