SIDE KICK

EXPERT SOURCING FOR AI TRAINING

Finding the experts a project is short of

Side Kick has spent eight years finding hard-to-reach professionals and getting them to say yes. In 2027, we point that engine at experts for AI training work.

TWO EXPERT TESTS

We built each list from scratch and contacted people on email, LinkedIn and WhatsApp together, offering paid AI evaluation work in their own field. A yes means they asked to join. The first yes came **75 minutes** after the first message.

PROFESSION	CONTACTED	EMAIL	LINKEDIN	WHATSAPP	SAID YES
Cardiologists, private practice, 5+ years	381	11	3	14	28 in 9 days
Lawyers, small practices	288	7	6	12	25 in 6 days
Total	**669**	**18**	**9**	**26**	**53**

HARD-TO-FIND PEOPLE WE HAVE FOUND FOR CLIENTS

Heads of data engineering who run Databricks and Snowflake, US. Indeed job posts showed which companies use both; then we found the data engineering leaders there. **3,257** leaders found and contacted.

Danish companies that use Deloitte or EY as their accountants. All 400,000 companies ever registered in Denmark, cut to the active ones, each accountant looked up in the public record. **3,000+** leads.

HR and finance heads at large UAE employers, for two round tables, Dubai and Abu Dhabi. Group CHROs, HR directors, group CFOs at retailers, conglomerates, construction groups and hotels. 1,767 found, 942 shortlisted, 840 contacted. **32** confirmed.

Founders who still do their own accounts, Singapore. Under 20 staff, 3+ years old, no one in accounting (checked on LinkedIn), age checked on the website. Apollo, LinkedIn, Google Places. **9,630** founders; then the UAE and the UK.

Vietnamese sellers on Amazon US with real US demand. 10,000+ website visitors, at least 5% from the US. Amazon scraped, websites found by automation, traffic from Semrush. **976** people; then the rest of Southeast Asia.

C-suite and heads of strategy at banks, sovereign-linked groups and a regulator, across 8 countries, for a leading global bank's venture arm in the UAE. Many barely use LinkedIn. 927 invitations, 33% accepted. **26** meetings, including ADNOC, e& and Al Rajhi Bank.

THREE HARD BRIEFS, AND HOW WE WOULD FILL THEM

Czech and Slovenian linguists with tech skills, on a recent Mac. LinkedIn by language, key skills, job descriptions and country. The first message asks which macOS they run, so only people with the right device reach your sign-up.

Native Singaporean video annotators. LinkedIn by school and nationality, plus video editors on freelance directories. Each is checked for a Singapore education on LinkedIn before any message goes out.

US physicians with an active licence, from graders with 2+ years in emergency or primary care to specialty leads with 10+. Google Places, LinkedIn, the residency programme directory and PubMed authors, every licence checked on the national NPI register first.

Behind this sit dozens of sources, each run many times: from LinkedIn to Google Maps, from news articles to job posts, from trade databases to industry associations.

START WITH ONE PROJECT, FREE

One project you have open now, with no commercials until you have seen the result.

1. You send the brief. We ask any questions the same day.
2. We find the people and contact them.
3. Everyone who says yes goes to your sign-up through a link carrying our tag, so your team counts them, not us.
4. You read the result after three days.

To start: a mutual NDA and the brief.

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