

Item	Description	Total estimate costs	Amount requested	Amount covered by other funds
OpenAI Credits	Every time a researcher launches their study, a GPT-4 call is involved, costing \$0.06/1k prompt tokens and \$0.12/1k sampled tokens. Estimated 100 prompt tokens, 100 sampled tokens per survey launched: \$0.018 per survey. For 100,000 surveys to be launched, this will cost \$1,800. This is entirely covered since Microsoft for Startups provides \$2,500 in OpenAI credits.	1,500	0	2,500
Paying Users	Every time a user's demographics are used by a researcher, we plan to pay that user. This will be a flat rate, unlike other survey platforms which pay based on time it took for them to manually complete the survey. We will pay each user \$0.01 every time their demographics are used. For 100,000 surveys each with about 100 users recruited for each, this will cost \$100,000. However, this will be subsidized by the researcher who will pitch in research grant funds if their usage rate exceeds a certain limit. We will rate limit university users so that are costs are limited to \$10,000 over the next two years (depending on ramping of our Microsoft funding).	10,000	10,000	\$0
Hosting software	We are hosting our software on Azure, which will be entirely covered since Microsoft for Startups provides 150,000 dollars in Azure credits.	100,000	\$0	150,000

<b>Total</b>		<b>111,500</b>	<b>10,000</b>	<b>152,500</b>
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