



# Perinola.ai

Strategic Data Annotation & LATAM Operations Partner





A story of overnight success

# 20 years in the making



Founded in **2007**, Perinola is  
a Guatemala-based digital  
company with nearly 20 years  
of operational experience.

## Our Mission

Move **companies** into the future.

ideas

people

causes

croipa | DSV

Claro

ISUZU

YAMAHA

HONDA

unicef

MOTUL

COLGATE-PALMOLIVE



dji

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# About Perinola



We operate as a structured, process-driven organization with long-term client relationships across multiple digital verticals.



## Company

**30 - 40**  
team members

**80%**  
in-house team

**20%**  
flexibility workforce  
(freelancers /  
outsourced talent)

## Geographic Reach

HQ: Guatemala City  
2 physical locations

Clients across Central  
America, Mexico, and the  
United States

Serving Private & Public  
Sectors



# About Perinola

Our multidisciplinary digital background allows us to structure teams, workflows, and quality control systems efficiently.

Web & Software  
Development

Digital Marketing (SEO, SEM,  
SMM)

Contact Center Software  
Solutions

Hosting & Infrastructure

Digital Identity Solutions

**AI & Computer Vision**



# AI & Data Annotation

## Origins: 2018–2020



### From Task Marketplace to Computer Vision

Our experience in data operations began in 2018 with a pilot project called **BeanSpot**, a remote task marketplace focused on:

- Document transcription
- Structured data processing
- Data cleaning & categorization
- Web-based data entry

Although the project was paused in 2020 due to funding constraints during the pandemic, it provided valuable operational know-how in:

- Remote workforce coordination
- Task standardization
- Quality control frameworks
- Throughput management

This foundation became the basis for our **Computer Vision line.**







beanspot

Inicio Registro de Trabajadores Registro de Empresas Login

### Obtén ayuda inmediata para tareas simples

Terceriza tareas informáticas, ahorrando tiempo y recursos valiosos.

[¿Cómo funciona?](#)

traducir documentos

transcribir contactos

cargar contenido a sitios

QA software

tabular datos en Excel

revisar documentos de Word

buscar imágenes

audio a texto

imagen a texto

ordenar información

machine learning

asistencia virtual

actualizar bases de datos

**Delega Tareas**  
Obtén acceso a una fuerza de trabajo limitada las 24 horas del día

**Gana dinero**  
Gana dinero en tu tiempo libre realizando tareas simples desde tu casa



## The idea

Create a safe space online that connects companies and individuals that need help with simple computer tasks, with people with basic computer skills.

**Christian.  
Happy.  
Independent.**

Always online  
24/7

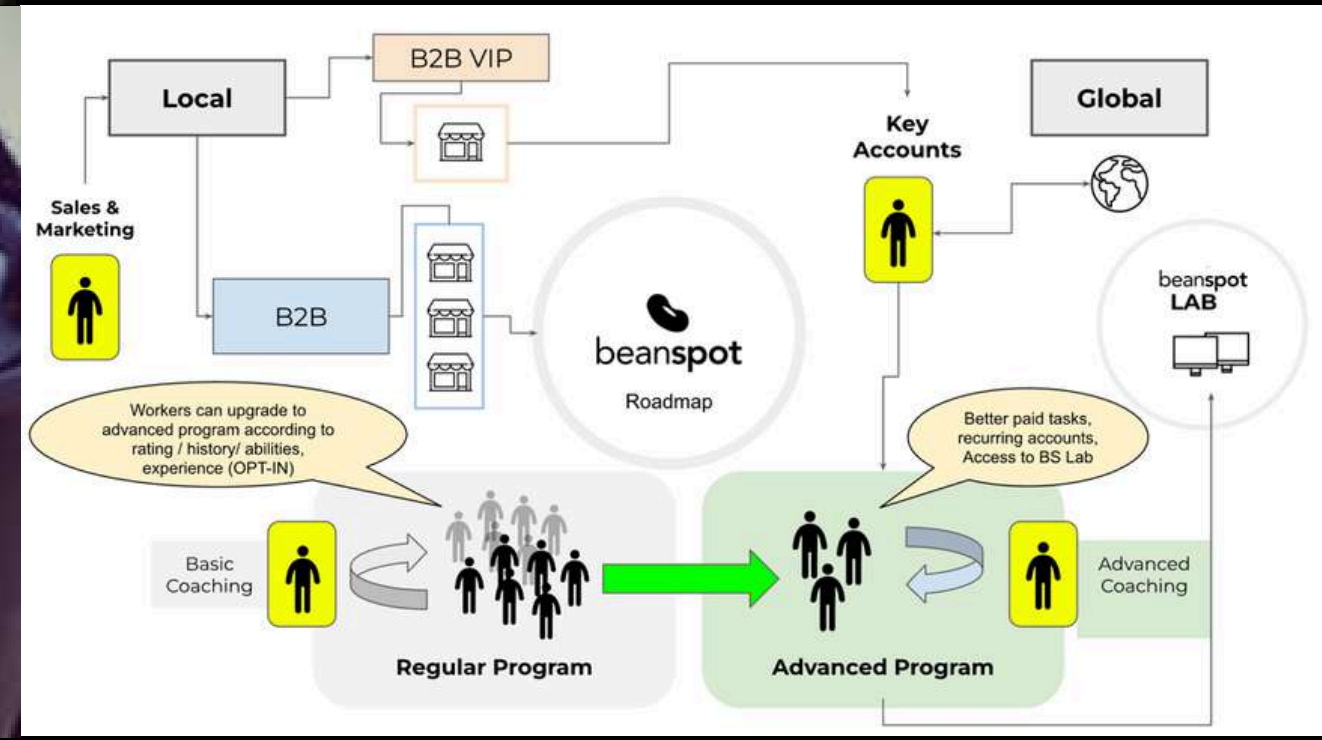
Low Complexity  
Tasks

Confidential  
Exchange

Pre-paid Tasks

We Verify Identity

Monitored  
Communication





# Building Perinola.ai



In **2024**, we relaunched our data-focused operations with a strategic focus on:

Computer  
Vision

AI data  
training

Scalable  
annotation



In **2025**, demand materialized through small CV projects from U.S. and European startups, confirming market opportunity.

As a result, we formally structured Perinola.ai as a dedicated **AI & Data Annotation** unit.



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# Current Capabilities



## Data Annotation Services

- Image annotation
- Video annotation
- Text annotation
- Bounding boxes
- Object detection
- Classification
- Basic segmentation workflows

## Tools & Infrastructure

- Roboflow (primary)
- Flexible adoption of client-required platforms
- Structured QA review processes
- Project-based team allocation

## Languages Support

- Spanish (native)
- English-Spanish bilingual support
- Regional cultural understanding for LATAM datasets



# Current Team Structure 01-2026



Guatemala City



2 Senior  
annotators



1 Dedicated  
Project  
Manager



Flexible pool of  
trained annotators  
deployed based on  
project volume



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# Scalability Model



We build teams around a partner's long-term needs — not around isolated projects.



## Guatemala offers a strong competitive advantage:

- Large, young, digital-native population
- High motivation for dignified employment
- Cost-efficient labor structure
- Strong cultural alignment with U.S. clients

## Our Model

- Rapidly recruit and train annotators
- Build dedicated teams around long-term clients
- Scale from small pilot projects to high-volume operations
- Operate either locally (on-site) or remotely





# Partnership Vision



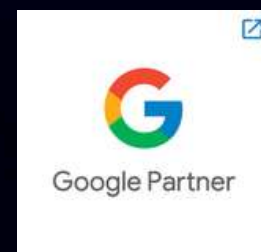
## Our Objective

To act as a long-term LATAM operating partner for global AI leaders.



- A scalable extension of your operations
- A LATAM multilingual annotation hub
- A structured, process-driven team builder
- A socially responsible workforce developer

Other Partnerships:



**net2phone**

**BunkerDB**  
Business Partner





# Why Perinola.ai?



## We combine operational discipline with growth-stage flexibility.

- Nearly 20 years of digital operations experience
- Proven ability to build and manage teams
- Physical infrastructure in Guatemala City
- Existing U.S. and European partnerships
- Multilingual capability (English–Spanish)
- Cultural proximity to U.S. market
- Strong mission alignment with inclusive employment

## We are intentionally building:

- Structured training programs
- Quality control frameworks
- Scalable team architecture
- Long-term international partnerships

We believe **sustained collaboration** creates more value than transactional engagements.



# Get in touch

## Building scalable AI data operations in Latin America.



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