



ScaleupAlly®



# DIRECT FROM CTO

10 Actionable Q&As on the real costs of Gen AI

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to learn more

# Introduction

## Meet the CTO

A software engineer passionate about architecting and creating websites with the perfect rhythm between back end and front end. Expertise in Ecom, payments, and SAAS platforms.

### Suprabhat Sen

CTO & Head of Cloud Engineering

The generative AI market is poised for an extraordinary transformation, growing at an incredible **46.47%** yearly to reach a high value of **US\$356.10 billion** from 2024 to 2030.

This spree is already being observed as **92%** of Fortune 500 companies use the technology provided by Open AI. Consumer services, finance, and healthcare are among those industries that are most shifted to gain enormous advantages in this regard.

For any tech entrepreneur looking forward to integrating AI, understanding the development cost of generative AI technologies is obviously important within this dynamic landscape. In this template, I am going to simplify for you the most pressing questions that innovators face.

With extensive experience in developing AIs, here I will be revealing the hidden costs usually buried beneath the surface and arms you with knowledge that shall help you take action in the world of AI.

Mastering generative AI costs is your key to innovation and strategic success.

# 46.47%

Generative AI market growth  
yearly

# US\$356.10b

Expected market size of Gen  
AI by 2030

# 92%

of the Fortune 500 companies  
adopting Open AI

# “

The future is not about humans versus AI. It's about humans with AI.

**Jensen Huang**  
(CEO of NVIDIA)



## 10 Important questions on Generative AI costs answered

1. What are the upfront costs involved in building a basic generative AI model, such as data acquisition, model training, and infrastructure setup?

Building a basic generative AI model typically involves costs associated with data acquisition, which can range from a few thousands into millions of dollars, depending on the data; model training, or the cost of hardware and software; and setting up the infrastructure, meaning servers or cloud services.

2. How much does it typically cost to hire a team of AI experts to develop a custom generative AI solution?

Costing can vary widely depending on expertise and location, but usually falls between **US\$100,000** and **US\$250,000** per expert per year to hire a team of AI experts.

3. What role does the choice of technology stack play in cost estimation?

Licensing, hosting, and maintenance costs may vary a lot for different technologies and platforms. The choice of the proper technology stack has a great impact on both short-term and long-term expenses.

4. What are the costs associated with sourcing and cleaning large datasets for training AI models, including data annotation and labelling, and what factors influence these pricing structures?

Those costs range from a few thousand dollar datasets to hundreds of thousands of dollars, based on the size and quality of the dataset. The cost for high-quality datasets may be very high. Proprietary data costs much more compared to public data.

Data cleaning costs span from **US\$1,000** up to **US\$50,000**, depending on the condition of the dataset.

Data annotation and labelling can cost anywhere from **US\$0.05** to **US\$1.00** per data point, which is still a complex function of the label task complexity and volume. Key factors determining price include dataset volume, complexity, and the required expertise for correct labelling.

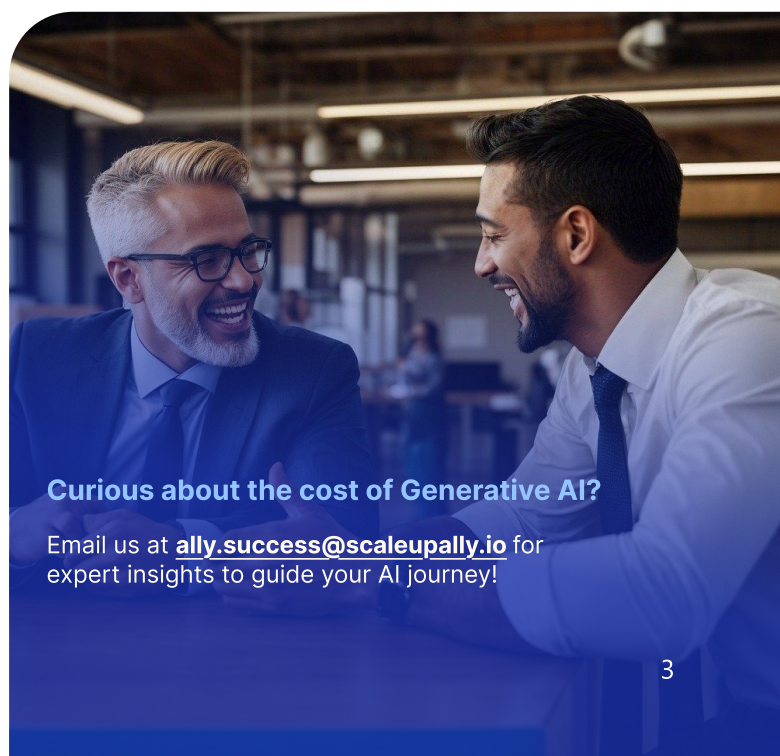
5. What are the primary factors that determine the cost of training a generative AI model, such as model size, complexity, and dataset size?

Key factors include model size (the larger it is, the costlier it would become); complexity, in that advanced architecture translation simply requires more resources; and dataset size, as larger datasets involve longer training times, thus adding to greater costs.

Efficient algorithms, pre-trained models, and scalable pricing by cloud services can further optimise the cost of training. Other optimization techniques for training, such as distributed training and mixed precision, also help to reduce the cost; however, it may require additional initial setup.

6. What are the hardware and software infrastructure requirements for training and deploying generative AI models?

Training and deploying generative AI models requires heavy hardware like GPUs/TPUs and software frameworks like TensorFlow or PyTorch, which also vary in cost as per the specifications.



**Curious about the cost of Generative AI?**

Email us at [ally.success@scaleupally.io](mailto:ally.success@scaleupally.io) for expert insights to guide your AI journey!

7. How much does it cost to rent cloud computing resources for AI development and deployment?

Renting of cloud resources could be as low as **US\$0.10** to as high as **US\$5.00** per hour, depending on the service and scale of computing power required.

8. How much does it cost to fine-tune a pre-trained model for specific tasks or domains?

While fine-tuning costs range from **US\$1,000** to **US\$20,000**, this would depend on the size and complexity of the dataset for fine-tuning. Complexity in tasks can be related to such facts as the size of the fine-tuning dataset, the intricacy of the tasks involved, and the computational power needed.

9. What are the ongoing costs associated with deploying a generative AI model, such as hosting, maintenance, and API usage fees?

Ongoing costs to deploy a generative AI model include hosting fees which cost upwards of 100 to several thousands of dollars a month,

depending on the maintenance costs, API usage costs, which vary based on volume of requests, and other costs to monitor and update the model periodically.

Optimising Deployment Costs can be achieved by selecting the appropriate low-cost cloud services for which the task is suited, using containerization, and monitor usage to prevent overprovisioning.

10. What are the licensing costs for proprietary AI frameworks or datasets, and the costs of complying with data privacy and intellectual property regulations?

The licensing for the use of proprietary AI frameworks or datasets costs in the range of a few hundred dollars to as high as several thousands of dollars a year, depending on usage rights and scope.

Data privacy and intellectual property regulation compliance generally ranges from **US\$10,000** to **US\$100,000**, influenced by the complexity of the regulations.

## How would I accurately calculate costs?

To accurately calculate costs for a generative AI project, I recommend a systematic approach. For instance, consider a project aimed at developing an AI-driven content generation tool.

### Steps to calculate costs



## Example Calculation

# Cost estimation for an AI project for an Initial phase understanding

Category	Details	Cost
<b>Data Acquisition</b>	100,000 high-quality text samples dataset	US\$5,000
<b>Data Cleaning &amp; Annotation</b>	Cleaning and labelling	US\$10,000
<b>Pre-Trained Model Licensing</b>	Annual license (e.g., GPT-3)	US\$5,000/year
<b>Custom Development</b>	2 AI engineers over 3 months	US\$75,000
<b>Training Costs</b>	4 GPUs × 24 hours/day × 14 days × US \$5/hour	US\$6,720
<b>Cloud Hosting &amp; API</b>	US \$2,000/month for 6 months	US\$12,000
<b>Storage Costs</b>	US \$500/month for 6 months	US\$3,000
<b>Quarterly Fine-Tuning</b>	US \$10,000 per quarter	US\$40,000
<b>Maintenance &amp; Support</b>	3 months of engineering support	US\$37,500
<b>Total estimated cost for first year</b>		<b>US\$194,220</b>

## Illuminating Your Path to AI Success with ScaleupAlly

Diving into the world of generative AI is an exciting venture, with great avenues for innovation and changing your business. Grasping these varied costs, from data acquisition to ongoing support, will better equip you to handle this multifaceted environment. This guide aims to help shed light on those financial aspects so you could see the big picture and plan for your AI initiatives accordingly.

If you're eager to explore further or have specific questions, we're just a message away. The future of AI is bright, and we're excited to help you illuminate your path! If you're looking for personalised advice or support with your AI initiatives, we invite you to reach out to ScaleupAlly and let the dream project of yours begin.

## Ready to start your AI journey?

Book a consultation with our CTO and discover the true cost of Generative AI!

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