



About Toloka & Mindrift

Toloka – global leader in AI data since 2014 (HQ in Amsterdam)

About Toloka

Toloka is a global leader in generating expertly curated data to train advanced AI systems.



Toloka, founded in 2014 and headquartered in Amsterdam, is a global leader in AI data. For over a decade, we've delivered high-quality, human-verified data that improves the performance, safety, and capabilities of frontier AI systems.

Trusted by Leading ML & AI Teams

ANTHROPIC

 poolside

 Microsoft

servicenow

MOONVALLEY

Hugging Face

NEBIUS

 AVRIDE

amazon

 shopify

What we do for AI

We help the world's most advanced AI systems learn and perform responsibly by providing expertly curated data in areas such as:



Agentic Skills

Enabling AI to plan, reason, and interact autonomously



AI Safety

Ensuring responsible and robust model behavior



Coding Skills

Empowering models to understand, generate, and debug code



Text Generation & Reasoning

Improving language fluency, logic, and contextual understanding



Image, Video, & Audio Generation

Supporting multimodal AI development with high-fidelity datasets

Introducing Mindrift

Mindrift is Toloka's platform where students and freelancers contribute directly to AI training projects and get paid for their expertise.

Through Mindrift, students can:



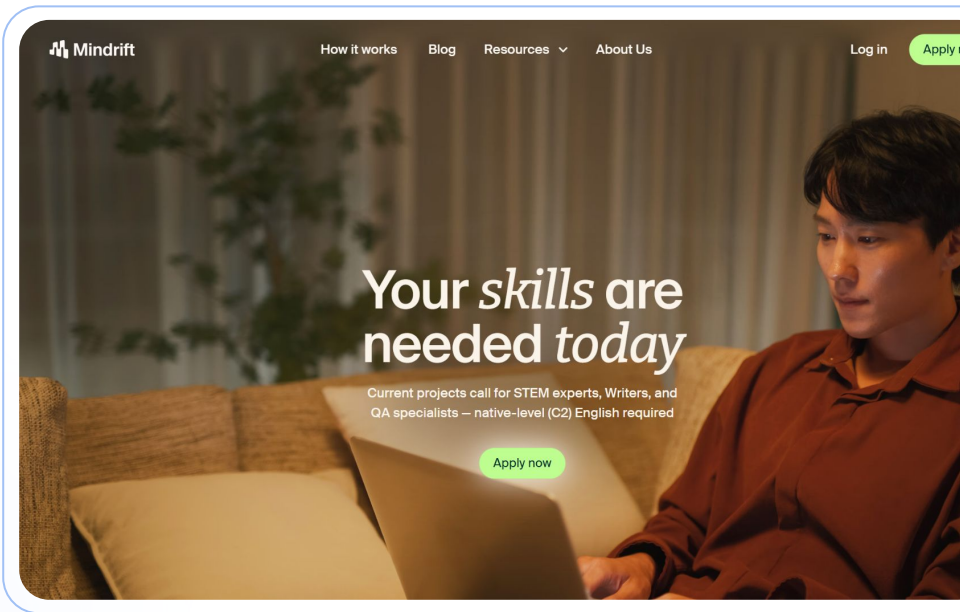
Take part in real AI development tasks



Apply academic knowledge in practice



Build skills that prepare them for future careers in technology and data



Why students benefit from joining



Earn
flexibly,
part-time



Combine
income
with
studies



Apply
knowledge
gained in
the
classroom



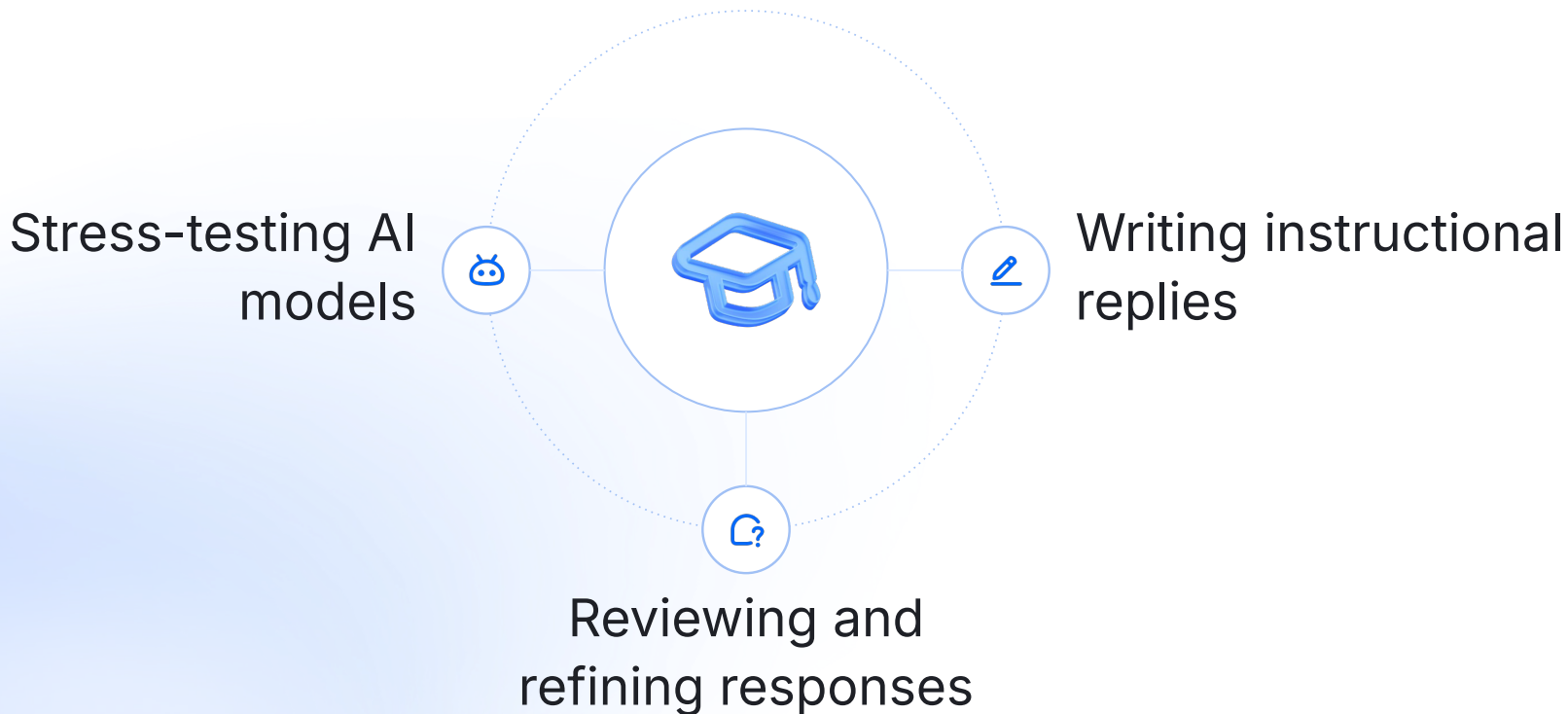
Get real AI
project
experience



Join a
global
community
of AI
trainers

How students contribute via Mindrift

Through Mindrift, students take part in real AI training projects by:



How students get started

Apply on the website

Pass the assessment



1

2

3

4



Register
on the platform

Join projects
when available

Benefits for the university

- 
-  1 Enhance students' employability
 -  2 Offer practical learning opportunities for students
 -  3 Provide access to frontier AI practice
 -  4 Low effort: We provide all materials (landing, emails, FAQ)

Next steps

Let's discuss a collaboration and launch a dedicated landing page for your students.



Thank You!

Contact us anytime at:

 partnerships@toloka.ai



toloka.ai