

# CROWDSOURCING: A GATEWAY TO SUPPORT ESTABLISHED & UPCOMING STARTUPS

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## ABSTRACT

*CrowdSourcing is a new word that is being used among enterprise companies, startups, social business experts and professionals, as well as various social networking platforms like facebook, WhatsApp, telegram, twitter etc. It has been used to provide support to already established as well as upcoming business ideas.*

*It has been observed that on daily basis new services and products are being launched to leverage the power of the crowd to do something out of the box. In the same context, this paper shows the present scenario and the requirement of CrowdSourcing to get meaningful insight, on which analyzers may take proper corrective actions or decisions.*

**Keywords:** CrowdSourcing, Emergent Behavior, Startups.

## I. INTRODUCTION

CrowdSourcing is a new term in this ever-changing era of globalization. This term was firstly coined by Merriam-Webster in 2006. He defines the CrowdSourcing as the process of getting predefined services, ideas, or content from a large group of stakeholders. These stakeholders may be from an online community instead of in-house employees. It has also observed that the practice of dividing work among various participants shows higher success rate as compared to the in-house employees.

CrowdSourcing combines the efforts of various numerous fulltime volunteers or part-time workers. Each worker contributes in the cumulative result of the desired service. In other words, we can say that CrowdSourcing is the process of getting job or financial support either online or offline, from a domain of people. The word is a combination of the words 'crowd' and 'outsourcing'. The basic idea behind CrowdSourcing is to get the work and then precisely outsource it to a crowd of workers.

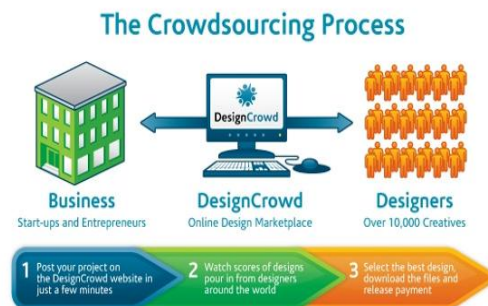


**Fig.1: Idea of CrowdSourcing.**

The best example of CrowdSourcing is Wikipedia. The text available on Wikipedia is a collaborative work, and the practices and efforts of all individual workers contribute to a page. This page after proper validation becomes publically viewable for the users.

## II. METHODS TO IMPLEMENT CROWDSOURCING.

CrowdSourcing can be implemented successfully by two methods: Explicit CrowdSourcing and Implicit CrowdSourcing. The idea of Explicit CrowdSourcing is to lets users work together for feasibility study, analyze it and then build different specific tasks. On the other hand, Implicit CrowdSourcing means that the end user of the system will be capable to solve a problem as an offshoot of something else they are doing.



**Fig.2: How CrowdSourcing Works**

Daren C. Brabham defines the various approaches of CrowdSourcing as:

- Knowledge Discovery & Management – This approach is best suited for creating resources in collective fashion. The idea is to handover the information management related problems to a specific domain of crowd who is responsible to come up with better solution.
- Distributed Human Intelligence Tasking - This approach is best suited for processing very large data especially mined from data warehouse. Undoubtedly this is not a task for single computer or just few members. The idea is to handover the information to the crowd to analyze the information & come up with solution on which a precise decision can be taken.
- Broadcast Search – This approach is best suited for problems related to engineering & scientific domain.



- Peer-Vetted Creative Production - This approach is best suited for design any policy or agenda for any particular organization. In this case, the scenario is handed over to the crowd who studies the case & come up with the best possible solution which is optimum for management and employees as well.

### **III. APPLICATION AREAS OF CROWDSOURCING IN STARTUPS**

In this era of globalization a number of CrowdSourcing applications have been developed to fulfill the requirements of the needy. Most common examples are any book reviewing websites, social networking sites like facebook, twitter and other platforms like youtube, Wikipedia etc.

Nowadays CrowdSourcing is in the form of well developed data repository as well as data sharing among various hosts over the network by applying tremendous web technology services. CrowdSourcing enables companies to come up with a number of methods or approaches irrespective of time, memory, volume and resource restrictions.

A number of well established start-ups of today's era are doing the same by applying CrowdSourcing in more purposeful methods. Some most popular and widely used CrowdSourcing methods are as follows:

1. Maps and Traffic Information - Waze
2. Executive Recruiting - NotchUp
3. Web Usability Testing - UserTesting.com & Feedback Army
4. Mutual Fund Management - Marketocracy

### **IV. HOW CROWDSOURCING HELP STARTUPS**

Whenever we start our business with little investment, or trying to polish an already established business, staffing may be difficult to manage. In real world scenario, a case may arise when we come across the fact that we are not in condition to have a full time employee or we may not have enough work to have full time employee for a long period of time. In such case, we may go for the option of CrowdSourcing. CrowdSourcing is a process of outsourcing your work to a scattered group of stakeholders to complete it for us.

In the field of CrowdSourcing, the paid internet users are called Clickworkers. They are usually paid for their services. Tasks such as the creation of short texts, translations, isolation etc. are alienated into various tasks. Every Clickworker who has completed the task correctly will receive a predetermined fee.

### **V. INDIAN SCENARIO OF CROWDSOURCING**

Under the umbrella of CrowdSourcing, another term is also emerging named Crowdfunding. Crowdfunding is nothing but the sharing of multiple resources by a domain of stakeholders for a common goal. The rising of associations that promote Crowdfunding is recent fair enough in India nowadays. These platforms are supporting startups or small businesses to fulfill their funding requirements.

In India, funds collection rates for Crowdfunding is relatively low as compared to the crowd-funding platforms in USA and other continents. So we can say that the Indian crowd-funding space itself is in emerging stage.

The entrepreneur community in India needs a successful and widely accepted Indian version of crowdfunding platforms like Kickstarter, Indiegogo. These platforms are not only helps Startups/individuals to launch a product but to also test the acceptance of the product in the market.



**VI. CONCLUSION**

In this paper, we have discussed the need and importance of CrowdSourcing. We also tried to show how CrowdSourcing can be helpful to support already established as well as new or precisely said upcoming startups. Currently we are analyzing the data collected during our fieldwork. We hope we have been able to provide an indication of the type of material we are developing. We will soon be able to provide a more detailed response to the many questions we have raised and in doing so, an understanding of what it means to be an Indian crowdworker and provide comparisons between workers from India and US.

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