



# Lessons in Crowdsourcing

A story of platform innovation and the gig economy

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Title: CEO, Topcoder

Date: July 2018

# The Topcoder Community

Topcoder is home to the world's biggest network of designers, developers, and data scientists:



**1.3M**

Community members  
in over 190 countries

**5x**

More engineers than  
Microsoft, Facebook,  
and Twitter combined

**10K**

Challenges  
Per Year

**96%**

Fulfillment rate on  
challenges

**\$100M**

Paid to the  
Community

**100K**

Active users



# Enterprise Adoption of Crowdsourcing

The gig economy has changed the way people seek work—and how enterprises deliver high-quality digital solutions.

”

Millennials increasingly want flexibility rather than traditional careers, and **1 in 3 workers** in the U.S. are freelancers.

”

By 2018, over **75% of enterprises** will be using some type of crowdsourcing.

”

Technology is leading the way. By 2018, crowdsourcing will constitute **20% of enterprise app development** initiatives.



## Lessons Learned #2

# PLATFORMS ARE DIGITAL

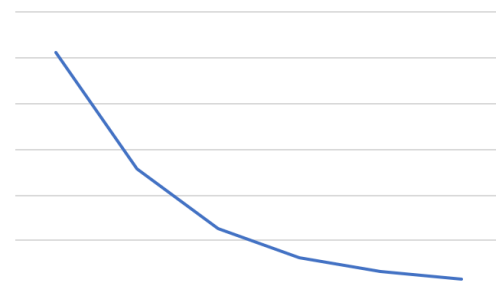
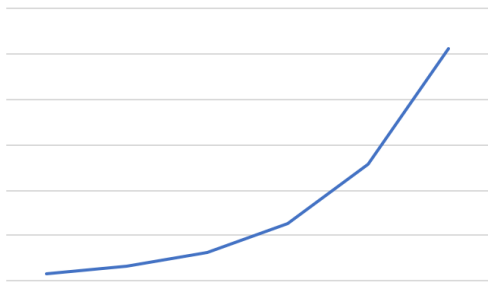


# Lessons Learned #3



## Lessons Learned #4

# TRENDS DON'T LIE





# SOCIALJUKEBOX

by  
**razorfish**  
Here for tomorrow™







# Design Challenge Metrics

7  
Days



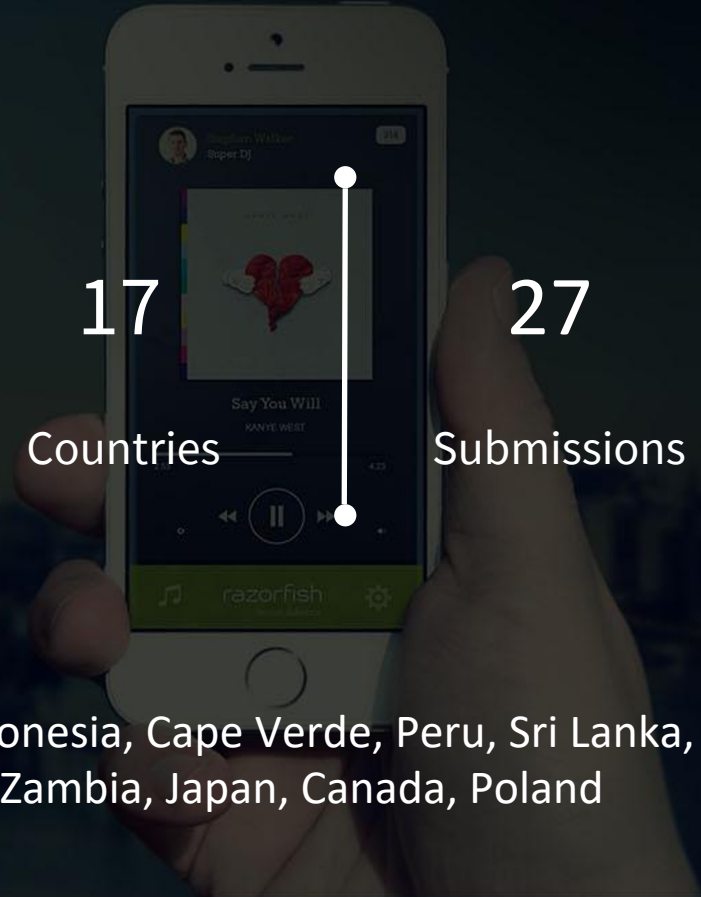
77  
Registrations



17  
Countries



27  
Submissions



Venezuela, India, United States, Guatemala, Indonesia, Cape Verde, Peru, Sri Lanka, Vietnam, China, Philippines, Poland, Spain, Zambia, Japan, Canada, Poland

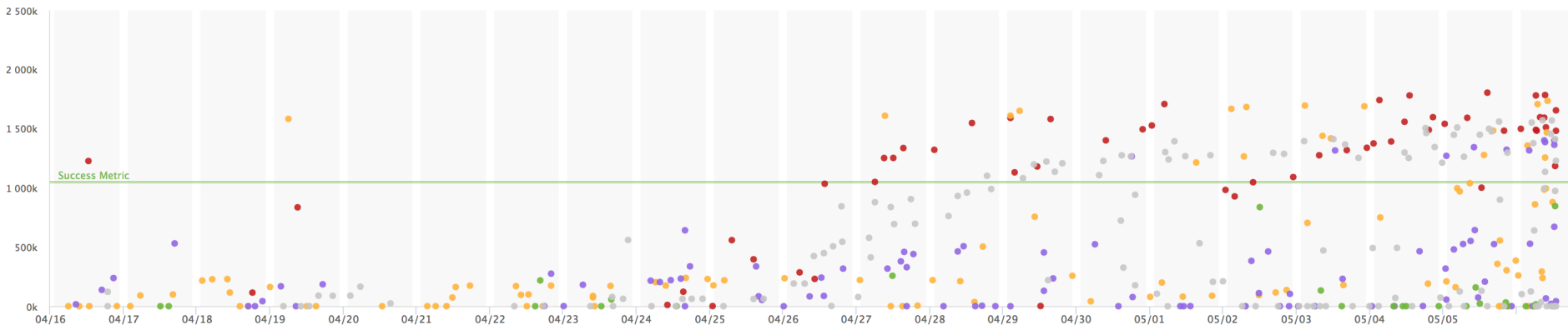
# DNA Sequencing 1



KRAFT FAMILY FOUNDATION



View: Provisional Score By Country By Member By Member Rating Success Metrics



View: TOTAL DURATION LAST 24 HR LAST 48 HR RANGE | 06/13 to 06/14

CHALLENGE STATUS  
**CLOSED**  
Left in the competition

Start Date: 4/22  
End Date: 5/6

DELTA IMPROVEMENT  
**14X**

REGISTRANTS  
**1118**























SUBMITTERS  
**72**

TOTAL SUBMISSIONS  
**410**

### Participating Countries (25)

United States	13	18.06%
Russia	9	12.50%
Japan	7	9.72%
France	6	8.33%
Poland	5	6.94%
China	5	6.94%
Germany	3	4.17%
Italy	3	4.17%
Ukraine	2	2.78%
Netherlands	2	2.78%
Spain	2	2.78%
United Kingdom	2	2.78%
Portugal	1	1.39%
Slovakia	1	1.39%
Latvia	1	1.39%
Sri Lanka	1	1.39%
Switzerland	1	1.39%
Brazil	1	1.39%
Hungary	1	1.39%
Croatia	1	1.39%
Belgium	1	1.39%
Nigeria	1	1.39%
Sweden	1	1.39%
Taiwan	1	1.39%
Belarus	1	1.39%

### Challenge Participants (72)

Name, Date	Rating	Country	Submissions	Language	Score Rank
 <b>marek.cygan</b> 04/15	2497	 Poland	21	C++	1
 <b>vout</b> 04/18	2082	 China	11	C++	2
 <b>pfr</b> 04/16	2684	 France	3	C++	3
 <b>grizk</b> 04/20	1919	 France	15	C++	4
 <b>Psyho</b> 04/29	2716	 Poland	6	C++	5
 <b>alegro</b> 05/03	2238	 Ukraine	3	C++	6
 <b>wleite</b> 04/15	2507	 Brazil	13	Java	7
 <b>nofo</b> 04/18	2270	 Slovakia	11	C++	8
 <b>birdofpreyru</b> 04/22	1759	 Spain	37	C++	9
 <b>gorbunov</b> 04/22	1874	 Latvia	15	C++	10
 <b>fugusuki</b> 05/05	2197	 Japan	2	C++	11

# Gig Economy Platforms

 LOCAL MOTORS™

 tongal®

MESH.1®

 XPRIZE





**It is all about the  
experience!**