CROWSOURCING

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Outline

- Definition
- Examples
- Pros vs Cons
- Recommendation

225,000

- ideas are collected on My Starbucks Idea Website.

- Over _1,100_ ideas in total are in action

My Starbucks Idea

Definition

○ The complete definition of crowdsourcing as contributed by **Arolas Estelles** and **Ladron Gonz Lez** can be started as: "... a type of participative online activity in which an individual, an institution, a non-profit organization, or company proposes to a group of individuals of varying knowledge, heterogeneity, and number, via a flexible open call, the voluntary undertaking of a task. The undertaking of the task, variable complexity, and modularity, and in which the crowd should participate bringing their work, money, knowledge and/or experience, always entails mutual benefit. The user will receive the satisfaction of a given type of need, be it economic, social recognition, self-esteem, or the development of individual skills, while the crowdsourcer will obtain and utilize to their advantage that what the user has brought to the venture, whose form will depend on the type of activity undertaken".

Definition

Company as CEO — **CrowdSourcing as R&D, Marketing, Consultant, Agency.**

- Cheapest
- Most Crowded
- Most Innovative
- Most Helpful
- 24/7 & Worldwide

Example

- **Starbuck Corporation,**
- **Dell Corporation,**
- **CrowdSPRING,**
- **Prosper Fund.**

277 ideas
— BROUGHT TO LIFE —

ideas LAUNCHED PER YEAR

2008	2009	2010	2011	2012
25	28	64	70	73

CELEBRATING 5 YEARS OF INSPIRING IDEAS THAT HAVE MADE US BETTER

More than 150,000 ideas submitted over the past five years

2,000,000 votes have been cast on My Starbucks Idea - more than the last mayoral election in Chicago

Idea #3
Free Wi-Fi
7,500 Starbucks in the U.S. and Canda have Wi-Fi that can be accessed with just one click and no cost

New Flavors

Idea #144 — Mocha Coconut Frappuccino

Idea #275 — Hazelnut Machiatto

Idea #233 — Pumpkin Spice Latte VIA

Idea #19
Free Birthday Treat
100,000 customers celebrated their birthday with a free treat over just **2 days last March 2-3**

Idea #1
Splash Sticks
Keeping clothes cleaner for the past 5 years

Idea #34
Happy Hour
San Fernando, California is the happiest city with the most Frappuccinos created during **Frappuccino Happy Hour**

Idea #202
Mobile Payment Through Drive Thrus
Now you can just **roll down your window and use your phone** to enjoy your favorite cup of coffee

Idea #128
Cake Pops
More than **5,800,000** cake pop treats enjoyed each year; with Friday being the most popular day

More is happening every day. **17 ideas launched so far this year!** Keep the ideas coming.

Example

My Starbucks Idea

- Over 225,000 ideas including 145,500 products ideas, 51,200 experience ideas, and 27,400 involvement ideas.

- Over 1,100 ideas in total are in action.

- Get feedback and recommendation from millions of consumers worldwide.

Example

Example

Example

Pros of CrowdSourcing

- Reach more innovative ideas than any other traditional tools in worldwide.

- Low cost in compare with collaborating with agency and experts.

- Directly interact with costumers.

- Directly get feedback and recommendation from consumers.

- Gain ahead of the competition with innovative ideas about products, services.

Cons of CrowdSourcing

- Take more time to evaluate and choose the best ideas from the "jungle" ideas.

- Negative affect on customers relationship in case a firm is slow or no response to customers ideas.

- Impact on the company brand and brand equity if a firm does not generate the crowdsourcing well.

- In some case, businesses can get lost and go far away from their core values

Recommendation

Preference

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