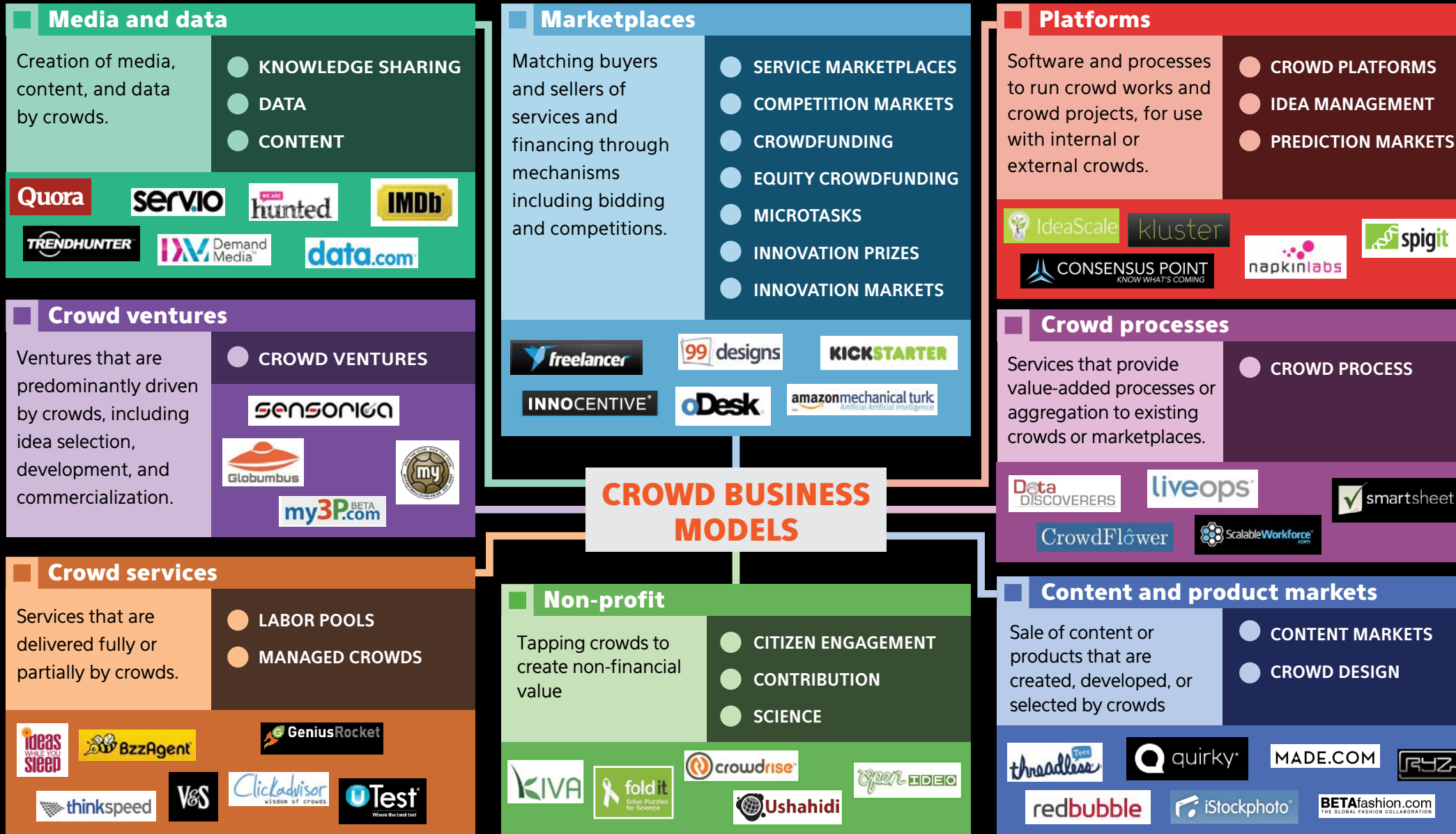


Crowd business models



Excerpted from

Getting Results From Crowds

by Ross Dawson and Steve Bynghall

For definitions, analysis, free book chapters, and other crowdsourcing resources go to:

www.resultsfromcrowds.com

Note: examples only, see website for full list of crowdsourcing services



ROSSDAWSON

Crowd business models

Monetization

	Marketplaces	Platforms	Crowd processes product markets	Content and Media and data	Media and data	Crowd services	Crowd ventures
Transaction fees	■		●	■			●
Membership fees	●	●	●	●		●	■
Test fees	●					●	
Licensing		■				●	
Pay per task	●	●	■		●	■	
Product sales					■		
Advertising / Search						■	
Subscription		■	●		■	●	●
Content sales					■	■	●
Packaged services				■		■	■
Custom services	●		■			■	■

■ – High relevance
● – Medium relevance

Success factors

	Marketplaces	Platforms	Crowd processes product markets	Content and Media and data	Media and data	Crowd services	Crowd ventures
Contributor breadth	■			●	■	●	■
Contributor quality	■				■	■	■
Buyer breadth	■		●	■	■	●	■
Buyer quality	■			●		■	●
Public reputation measures	■				■	●	
Internal reputation measures					■	■	■
Project management capabilities			■	■	●	■	■
Project management tools	■	■	■				
Content monetization model						■	
Quality control				■	●	■	■
Fulfilment					■		



Excerpted from

Getting Results From Crowds

by Ross Dawson and Steve Bynghall

For definitions, analysis, free book chapters, and other crowdsourcing resources go to:

www.resultsfromcrowds.com

Note: examples only, see website for full list of crowdsourcing services



ROSS DAWSON