

Are there jobs in the Crowd?

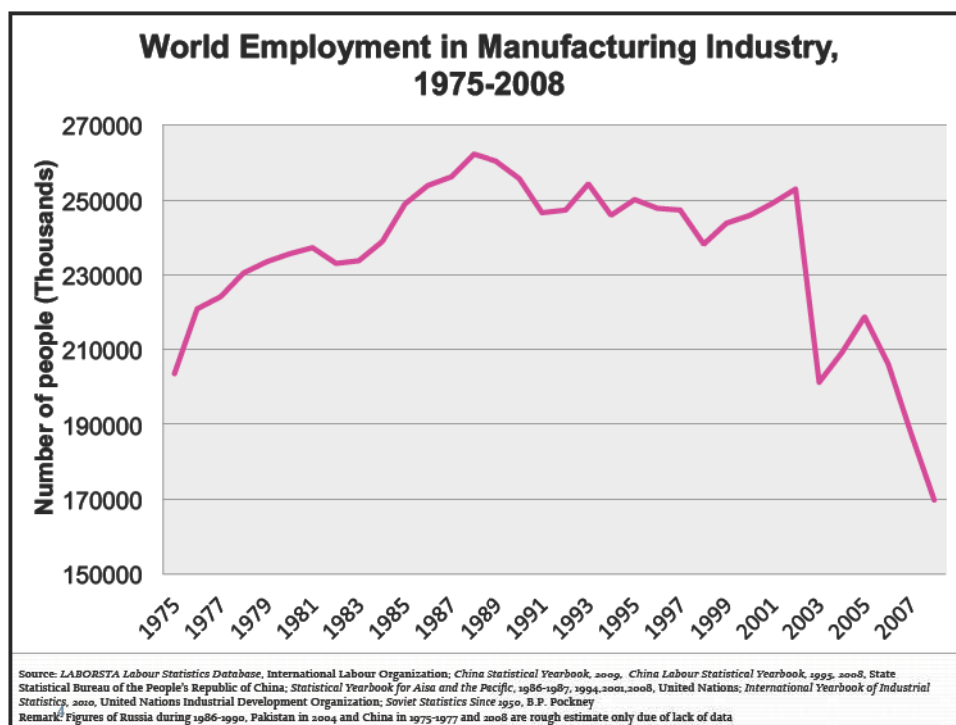
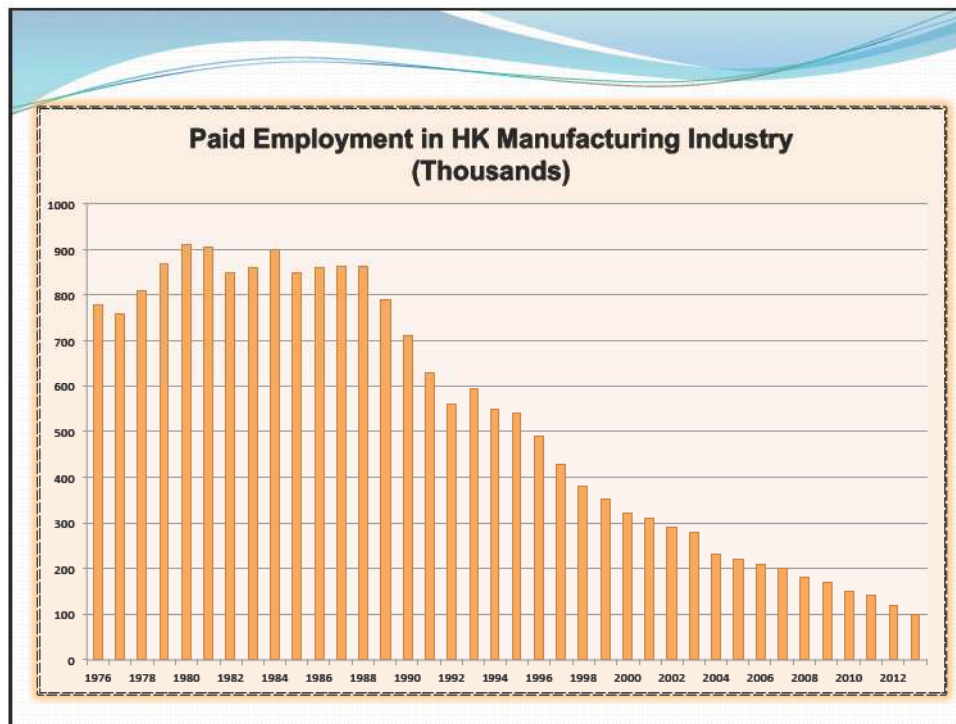
FORO Pilot 2014
Prof Mitchell M. Tseng



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Are there jobs in the
Crowd?

Yes,

- **What is a Job? anyway**
- **What is in a crowd?**
- **Supply Chain by Crowd**

1, Jobs create goods and services



Mass production, Produce Massively



2, Job as a mean for distribution

Produce more, earn more



3, Job provides learning



Brain-Based Learning Research | Best Allied Health Programs

4, Job -- self-esteem and status



The value of Jobs

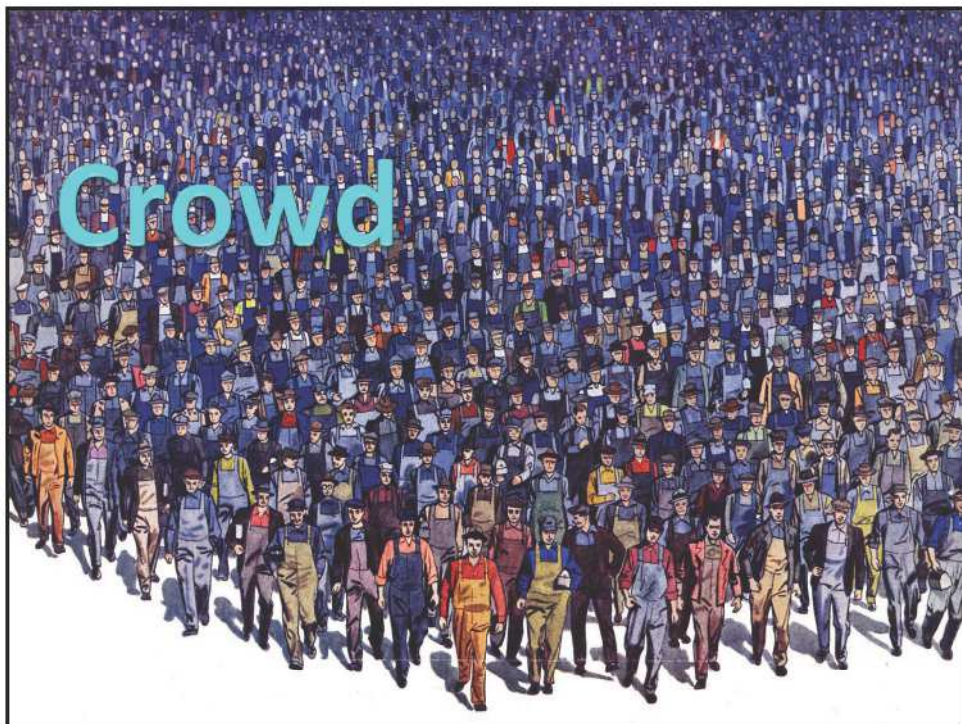
1. Produce goods and services
2. Distributes contribution
3. Learning
4. Dignity
5. a defining feature of human life

The Meaning of Work



Maslow's hierarchy of needs

¹⁴
Source: Rita K. Baltus (1988) *Personal Psychology for Life and Work*



In a small crowd of three persons,
there must be my teacher within...

Confucius in Analects
~ 500 BC



Unlock human potential

In a flatter world, can we create jobs by unlocking pockets of local capability, and ideas ?



Can we manage these capabilities to be part of supply chains?







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connect + develop **Circle Up**

Acuerdo de Asociación entre P&G y CircleUp

La Innovación Abierta se enfoca en encontrar las mejores soluciones disponibles, sin importar de donde provengan - P&G se ha asociado con CircleUp para ganar exposición a tecnologías en sus primeras fases de desarrollo, que cubran las necesidades de innovación de P&G.

[Leer más »](#)

Circle Up

¿Podría su innovación

<http://www.pgconnectdevelop.com/home2.html> 1/3



And the winner is...
CHEESY GARLIC BREAD
Congrats, Karen Weber-Mendham

• **Lays Do Us a Flavor Contest** in 2013 received more than million entries

5/27/2014 Fearless Innovation | NinSigma.com

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Fearless Innovation

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FEARLESS INNOVATION

We recognize that risk is an inherent part of innovation. Risk for a company can mean not knowing if there is a better technology solution that will get them to market faster, or not understanding how an emerging technology relates to their existing products and markets; or even 'not knowing what they know' as a company because knowledge is not easily accessed. We developed our [open innovation services](#) to mitigate the risk inherent in innovation and enable bolder visions through access to new solutions, knowledge and partners. "Fearless Innovation" is about innovating confidently and rapidly. Fearless innovation has multiple facets that enable confidence and are critical to achieving success. Those facets are:

Bold Breakthroughs

<http://www.ninesigma.com/ninesigma-overview/fearless-innovation>

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Shanzhai Cell Phone

- 5 – 10 employees and 10K Euro can start a cell phone manufacturing company
- Tight cash flow
- Thousands of companies
- Churns out one product in less than 2 weeks – 2 months
- Price 10 Euro to 200 Euro per unit
- 200-250 million shanzhai cell phones produced in 2009
- Sell, design, manufacturing, fulfillment

• Shanzhai ("Bandit") Mobile Phone Companies: The Guerilla Warfare of Product Development and Supply Chain by Siu, Tseng, Hoyt, and Lee, Stanford Business School Case GS-75

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Kickstarter → M3D LLC

April 7, 2014 to May 7, 2014

11,855 backers with 3.4 Million

100+ suppliers



Crowd Funding **KickStarter**

- As of July 2013, there were 100,000+ launched projects
- 6.2 million people back a project
- The total number of dollars pledged was \$717 million.

The screenshot shows the Threadless website interface. At the top, there are navigation links: "threadless SELECT", "SHOP" (circled in red), "PARTICIPATE", and "SERVICES". Below "threadless SELECT" is a link to "Full Catalog Stock Chart". To the right of "SHOP" are links for "threadless SELECT", "Type Tee", "Club", and "KIDS".

The main content area features a campaign titled "Cowichan" by Tiffany Malakooti. On the left is a graphic of a t-shirt design with a colorful, geometric pattern. On the right is a photo of a woman wearing the t-shirt. Below the t-shirt graphic is the text "So... want to buy it!?" and a small camera icon.



Threadless.com

- An online apparel store
- Designers upload their t-shirt designs, visitors of the website score them
- Every week select ten designs to put into production
- Designers of selected design get paid
- Shirts run in limited batch

Why Supply Chain by Crowd ?

- Lower transaction barrier
- Pervasive connectivity
 - People to packages
 - Reach pockets of capability
- Need for deep customization

How supply Chain by Crowd?

- With reduction of entry barriers, pocket of capabilities can be liberated and connected
- The meaning of Job is beyond survival
- New thinking and new approaches in supply chain to advance human development and growth

Supply Chain with a future

- New connectivity
- Lower barrier
- Lower transaction cost
- Value density
- Joy of work

