

# CROWDSOURCING WORLD CRAZE

Gao, Ming  
Silva, Edson



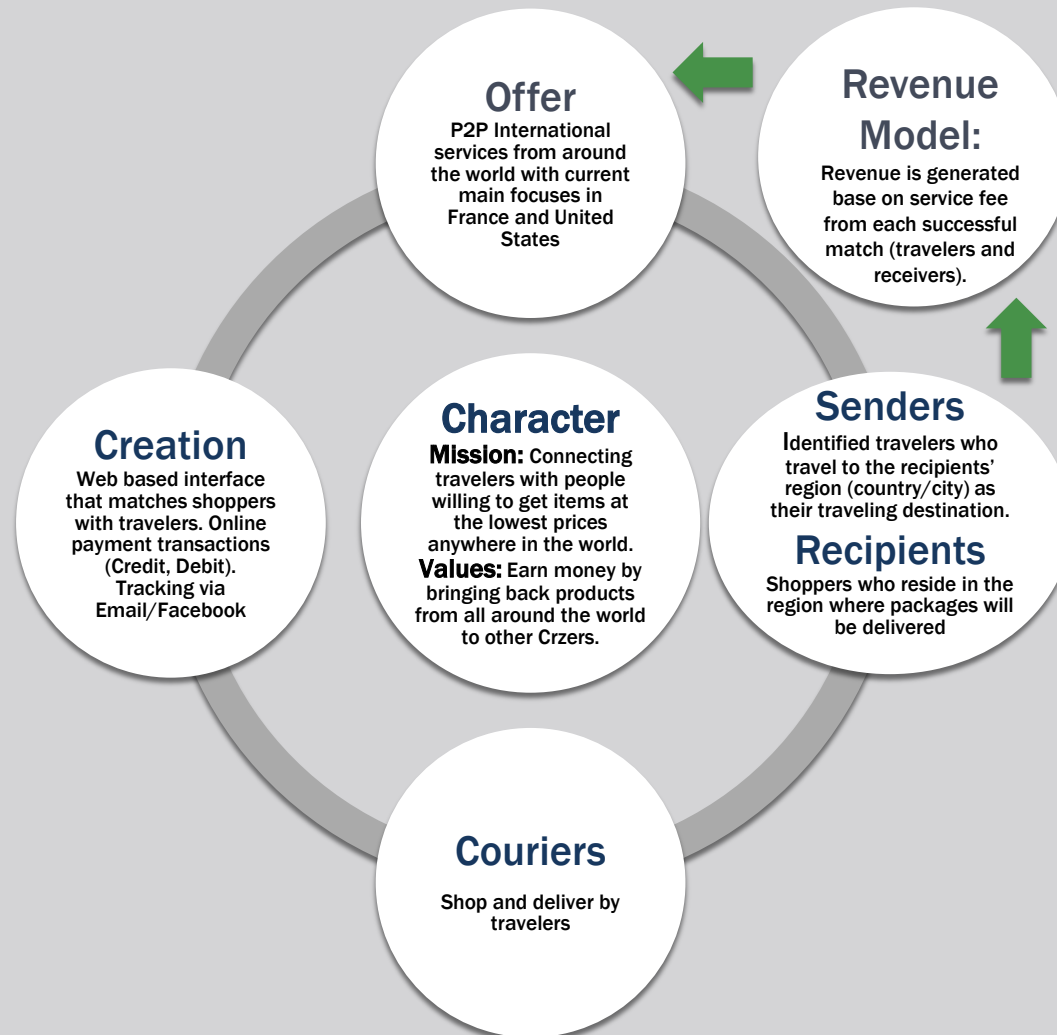
# WHAT IS CROWDSOURCING?

“Type of participative 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.”

(Jean-Francois Rouges and Benoit Montreuil, adapted from Estelles-Arolas and Gonzalez Ladron)



# Business Model





## ■ Business Model

Worldcraze provides a crowd-shopping platform connecting travelers with people interested in purchasing items from around the world. Travelers purchase the requested item and deliver to the buyer for bonuses/tips in return. Worldcraze charges a service fee on travelers and receivers when successful matches are created and completed

## ■ Value Proposition

Offering regionally unavailable products at the lowest prices and deliver to anyone from anywhere in the world

# Apps & Comm System (Receivers)

I'm looking for chanel backback from Japan and I'll give a 75€ bonus for the traveler that will bring it for me at Paris, France.



My product looks like this picture:

Product pictures { 

Click **Continue** if this picture looks similar to your item..

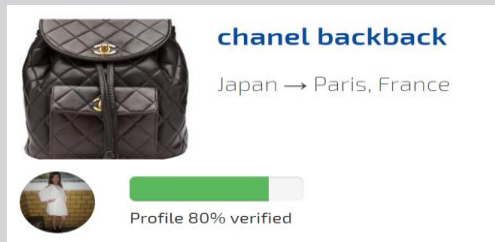


Price { Do you know the price of your item?

Price is between 15.0 € and 15.0 €.

- Shoppers/shippers can easily navigate the web/mobile application in 4 steps:
- 1. Enter the requested item of goods and amount of bonus willing to give for the task
- 2. Add a picture for the requested item
- 3. Insert the price of the item as well as the bonus of the task
- 4. Once a task is matched to a potential traveler and the task is completed, the payment from the receiver is processed through the web/mobile app

# Apps & Comm System (Shoppers/Shippers)



**Bonus:** 75€

**Transport**

- Shoppers/shippers can easily navigate the web/mobile application in 4 steps:
- 1. Enter the departure city, arrival city, departure date, and return date
- 2. Navigate listed ads/tasks that match to the traveling schedule
- 3. Review the cost and the bonus of each task, click transport, and wait for further contacts from the receiver
- 4. Once a task is completed, the payment from the receiver is processed through the web/mobile app

# Traction in the Market

- **No** publically known investment funding thus far (2012-2017)
- **90+%** of the transactions occur in Paris, France
- **5,370** unique montly website visitors
- **19.86%** of the site traffic from the last 3 months is from direct visit
- **1.7** page views per user in the last 3 months

# REFERENCES

- <https://worldcraze.com/>
- <https://www.crunchbase.com/organization/worldcraze>
- <http://www.siteworthtraffic.com/report/worldcraze.com>