Clickworker.com Inc.

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Highlights:

- 2008 First customer orders
- 2009 Team set-up,
  Tenfold increase in number of Clickworkers
- 2010 Int. launch of clickworker.com,
  Crowd grows to 70,000 Clickworkers
- 2011 Relaunch of the Self Service marketplace with many new features,
  Crowd grows to 150,000 Clickworkers
- 2012 Creation of a new, simplified quick order form,
  Crowd grows to 300,000 Clickworkers
- 2013 New service "Mobile Crowdsourcing",
  Crowd grows to 500,000 Clickworkers
- 2014 New service "Product Data Management",
  Crowd grows to 700,000 Clickworkers
- 2015 New Self Service "Surveys"
- 2016 Relaunch of the marketplace with many new features,
  New Self Service "Translations",
  New marketplace feature for the creation of "Clickworker-Teams
- 2017 Crowd grows to 1 million Clickworkers,
  Development of the Clickworker App for iOS
- 2018 Development of the Clickworker App for Android
- 2020 Crowd grows to 2 million Clickworkers

Managing Director:

Christian Rozsenich
Christian Rozsenich was the head of software development at clickworker for many years. He has prior international experience as a telecommunications, media and Internet start-up consultant. He was vice president at WorldRes, where he successfully implemented IT product strategies. He holds an MBA degree of the London Business School and Dipl.-Ing. in electrical engineering from TU Wien.

We use crowdsourcing to harness the efforts of thousands of Internet users to efficiently work for our clients. We convert large projects into microtasks. Our Clickworkers complete them, and after processing and quality control, we re-assemble the projects and send them completed to our clients.

Business Model:

- clickworker acquires large tasks from mid- to large-sized companies. Large tasks (> $100,000) are split into microtasks (< $5.00) and completed by the Clickworkers. A part of the jobs' value is given to the Clickworkers.
- Standard tasks in the areas of text creation, translations, surveys and sentiment analyses are convenient and easy to complete by the customer themself via the clickworker self-service Marketplace.

Market:

- clickworker's target market consists mainly all AI Research & Development, eCommerce and retail companies and institutions. The range of products/solutions includes the generation, collection, edition, revision and research of structured and unstructured data like texts, product data, audio, photo and video files as well as the participation in surveys.
  In North America and in Europe these are multibillion-dollar markets. Currently the company is using primarily direct marketing and sales supported by online marketing activities to build its customer base. Projects with customized solutions are set up for individual customers. For standardized projects clickworker's self-service Marketplace platform is continuously optimized and improved.

Task:

- clickworker processes tasks that computers cannot handle, for which programming is too expensive, or the amount of existing personnel is not sufficient for a fast turnaround yet require human intervention. This is especially applicable to the processing, compiling or digitalization of large amounts of unstructured data such as texts, product data, photos or videos.

Solution:

- Using clickworker's crowdsourcing platform, customers can profit from the know-how and efforts of many thousands of Clickworkers. Their tasks can now be competed more quickly and less expensively than ever before. The platform is flexible and available on demand with no administrative overhead for the client. Every customer receives high value, quality-controlled end products in the desired format.

Technology/IP:

- clickworker is a web-based company and largely built using open-source technology such as http, MySql and Ruby on Rails. Customers send their tasks to clickworker via a web portal and REST-based application-programming interface (API). These tasks are automatically divided into smaller jobs and distributed among qualified Clickworkers. The Clickworkers log onto a separate Web portal, choose from a list of tasks and complete the task as instructed. To ensure quality, the competed tasks are automatically checked by a series of quality control measures.
  Customers can easily integrate the clickworker API into their IT infrastructure and procedures, with the help of plug-ins and add-ons.