



1ST ANNUAL CROWD SOURCING® WEEK

**3-7 JUNE 2013
SINGAPORE**



CROWDSOURCING WEEK 2013 SINGAPORE

The world's
crowdsourcing
conference

5

DAYS

learning + exchanging
with the brightest minds
in crowdsourcing



57

SPEAKERS

sharing fresh ideas
and perspectives on
crowd innovation

GROWTH
EXPECTED IN
CROWDSOURCING
IN 2013

89%

2,000

FIRMS GLOBALLY
CURRENTLY DOING
CROWDSOURCING

@THEBEAUTHEORY

Enough of always-on content plans, is it time to experiment
with more complex social engagements? #CSW13



FROM SINGAPORE 61% vs. INTERNATIONAL 39%

9,765 Longest distance traveled in miles (Rio to Singapore)

300



DELEGATES
FROM

23

COUNTRIES

#CSW13 @CrowdWeek
is the rare conference
where I want to listen to
every speaker, learn
from every session.



@GAURAVONOMICS

#CSW13
appeared
1,971 times
by 461 contributors
trending for 4 days



Number of
crowdsourced
outfits worn
on stage

1

Number of
crowd-based
business
models

22

SOME OF THE INDUSTRIES BEING DISRUPTED BY CROWDSOURCING



Not-for-profit



Marketing



Retail



Finance



Government



Education



Healthcare

Crowdsourcing Week helps educate decision-makers on how crowds
and open innovation play a key role in driving business success.
Find out about upcoming events or workshops near you:

CROWDSOURCINGWEEK.COM

@CROWDWEEK

CROWD
SOURCING
WEEK

THE CONFERENCE

Crowdsourcing Week (CSW) is the first global, week-long conference focused on crowdsourcing, crowdfunding, and open innovation. Singapore saw this first-of-its kind event bring together the brightest minds in crowdsourcing and open innovation including **300 delegates** from **23 countries** for over **57 talks, panels, and networking events**.

Conversations and topics ranged from crowdsourcing for marketing and enterprise to open innovation in government and non-profits, to new business models that were founded on the principles of open data and transparency, to how crowd finance is disrupting the startup climate in Asia and the paradigm shift towards innovation and business “unusual”.



Crowdsourcing Week's commitment is to educate enterprise-level executives, entrepreneurs and financiers on the power of the crowdsourcing ecosystem and the positive impact it can have on the brand and its stakeholders. We serve as a platform for innovation across many industries in the public and private sectors. CSW speaks to the needs and desires of leadership teams to bring about meaningful change in their organizations and understand new emerging business paradigms, fostering a new generation of leaders in innovation and creativity.



“Everything you're hearing about sharing economy, collaborative consumption, co-creation, collaboration, crowdfunding & open innovation all fall under Crowdsourcing. Technologies are fueling disruptive business models, and companies and enterprises can engage with their customers on a completely new level. Therefore for the first time we are seeing that Social Media as we know it, turning into Social Productivity.”

{ Epi Ludvik Nekaj, Founder & CEO of Crowdsourcing Week }



THE SPEAKERS

Crowdsourcing Week brought a top-notch lineup of 57 speakers from 16 countries, which included thought leaders in crowdsourcing and open innovation across multiple public and private sectors. Sean Moffitt, CEO of WikiBrands, acknowledged the immense level of talent in the room when he said in his opening address, "If a bomb went off in this room right now, crowdsourcing wouldn't exist anymore."



"Great team and inspiring event. Diverse range of expert speakers covering many areas - from non-profit to social good and equity raising. Even had time to debate / discuss the ethics and social impact of using crowds. Happy to have been a part of it!"



{ Saeed Hassan, Founder & CEO of Crowdbaron }

A SELECTION OF SPEAKERS AND THE BREADTH OF SECTORS REPRESENTED INCLUDES:

GOVERNMENT Ricky Cardarang, [Secretary of Presidential Communications](#), Philippines Stephanie Grosser, [USAID](#) Aleksí Rossi, [Open Ministry Finland](#) **MEDIA** Maria Ressler, Founder, Rappler Willis Wee, [Tech In Asia](#) **FINANCE** Darren Westlake, Founder & CEO, CrowdCube Paul Niederer, CEO, ASSOBB Leo Shimada, Founder, [Crowdonomics](#) **REAL ESTATE** Saeed Hassan, Founder & CEO, [Crowdbaron](#) **MARKETING** David Berkowitz, VP, [360i](#) Shelley Kuipers, [Chaordix](#) Francois Petavy, [eYeka](#) Gaurav Mishra, MSLGroup **SERVICE PLATFORMS** Jason Sew Hoy, COO, [99designs](#) Kjeitl Olsen, [Elance](#) Simon Moss, CEO, [Image Brief](#) Maya Bogle, Co-Founder, [Talenthouse](#) **ENTERPRISE** Michael Thatcher, CTO Asia, [Microsoft](#) **NON-PROFIT** Asseem Thakur, Founder, GiveAsia **SCIENCE** Jennifer Gustetic, Prizes & Challenges, [NASA](#) **TECHNOLOGY** Ricky Kapur, Managing Director Asia, [Google](#) **AVIATION** Azran Osman-Rani, CEO, [AirAsia X](#) **FASHION** Roger Yuen, Founder, [Clozette](#) **ACADEMIA** Jayesh Badani, Founder & CEO, [Ideaken](#)

GLOBAL NETWORK, WITH SINGAPORE AS HUB



Singapore is an innovation hub and is ideally situated in the region for participants and partners to engage around Asia Pacific best practices. At the same time, the event blended knowledge and crowdsourcing experiences from North America, Europe, Latin America & Africa and offer networking opportunities for building partnerships and connections. Long coffee breaks and lunches were provided to maximize an environment conducive to creating new connections. The speakers were easily accessible during breaks and after the event for direct conversation and engagement with participants.

**95.2% of attendees surveyed found
new contacts and opportunities for future collaboration**

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What the delegates said:

"I really learned a lot about crowdsourcing, even though I use crowdsourcing every day at work."

"Fabulous presentations."

"I particularly found the slides from ASSOB, Crowdcube and Crowdonomic very useful for my area of interest."

"Thank you so much for your professional management of Crowdsourcing Week. Look forward to see your next event!"



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DELEGATES
FROM

23

COUNTRIES

Participants shared their thoughts, excitement, and reflections via social media:



_underjoyed

Co-creation brings together unique insights in new ways through participation #CSW13



FizzyCitrusy

Is crowdsourcing the next social media? #csw13



liyingtay

It's really packed here!! #csw13 Meeting lots of people:) can't wait to hear and meet all the delegate
<http://t.co/0z6dLS2821>



norfreda

excited to hear @gauravonomics speak now at #csw13



nonabesar01

Good morning from #CSW13 many bright and inspiring ideas. Professional business school indeed :)



wikibrands

Great job by @lplus and team for lifting off 1st year of @crowdweek -a very large contribution to building the crowdsourcing community #csw13

CROWDSOURCING WEEK 2013 AUDIENCE SAMPLE

IBM, Samsung Electronics, DBS, Earth Hour Global, SME Business Centres Australia, Comum, EMBASSY OF COSTA RICA, Grow VC, Colony88, Hult International Business School, Hong Kong Economic & Trade Office (ASEAN), PT. Garskin Indonesia, Systec group, CrowdWorks Inc., JCB Co., Ltd., Recruit Holdings, Sunbridge Global Ventures, Hankyu Corporation, PIXTA Inc., Japan Airlines, Crowd Power Partners, MARKMOUNT co.,Ltd., PEMANDU, e-DIRAP, Alpha Catalyst Consulting, TBWA Kuala Lumpur, Sdn Bhd, Multimedia Development Corporation, Sdn Bhd, DiGi, SMU Institute of Innovation and Entrepreneurship, AidCom, Changi Airport Group, Asia Prospects, Blackbox Research, Massolution, Campaign Asia-Pacific, ING, American Chamber of Commerce in Singapore, Creatives At Work Pte Ltd, iMinds, National Environment Agency, McCann Heath, We Are Social, British Council.

PARALLEL EVENTS

CROWDFUNDING WORKSHOP

Designed to ignite the crowdfunding economy in the region and create the basis for Singapore supremacy in the space worldwide, this day-long crowdfunding training – the first one offered in Asia – gives startups the opportunity to learn about the unlimited potential of crowd finance while networking with investors and industry experts and sharing with other innovators.



HANDS-ON TRAINING

50 entrepreneurs attended this workshop with 39 Singapore delegates and 11 international delegates representing 8 countries. CSW brought 3 choice international speakers from the crowdfunding sphere to Singapore to share their expertise, providing hands-on training geared toward equipping attendees with best practices.

PITCH SESSION

The pitch session was the highlight of the afternoon, with startups challenged to pitch their idea to the judges in just 3 minutes. 3 winners received personalized mentorship in their respective crowdfunding campaigns and prominent positioning on one of CSW's crowdfunding partner platforms.



NETWORKING EVENTS

To encourage networking, sharing, and collaborating amongst delegates and speakers, Crowdsourcing Week hosted three different off-site networking events throughout the week. There was lively discussion between participants during these networking evenings, which provided a more casual environment to interact.

**What the delegates said: “Strong sense of community.”
“Interesting ideas and engaged people to speak to.”**



PARTNERS

PREMIUM PARTNER



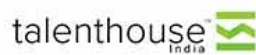
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HELD IN



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TECHNOLOGY & STRATEGIC PARTNERS



MEDIA PARTNERS



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