

CrowdFlower Marks Crowdsourcing Milestone: More than 100 Million Tasks Performed

Crowdsourcing leader produces 300 years of work output

SAN FRANCISCO--(BUSINESS WIRE)--CrowdFlower (<http://crowdfLOWER.com>), the leading provider of on-demand crowdsourced solutions, announced its 100 millionth task and engaged its one millionth worker earlier this month, marking a milestone in the company's growth since its founding in 2007.

"In the span of three years, our technology platform has scaled to be able to handle a million judgments in a given day, that's over three man-years of work completed daily," said Lukas Biewald, CrowdFlower CEO. This figure marks a major milestone both for CrowdFlower as a company and as well for Crowdsourcing as an industry. Matt Lease of University of Texas at Austin's School of Information notes how this impacts the future of work: "In an ever-increasing intellectual and information economy where one rarely needs to be physically present to do useful work, distributed, internet-based crowdsourcing workers comprise an invaluable new extreme form of telecommuters." The distributed work model represents a paradigm shift in how and where businesses are getting work done.

"CrowdFlower has demonstrated that crowdsourcing is a serious form of production," said David Alan Grier, Associate Professor of International Science and Technology Policy at George Washington University. "It marks the same kind of accomplishment that Henry Ford achieved in 1915, when he showed that an assembly line could build 250,000 cars in a year."

To support this scale of production tasks, CrowdFlower has had to build a robust technology platform. "With a technology this cutting-edge, we could not have scaled without the use of similarly cutting-edge tools like Redis, MongoDB, and Postgres," said Chris Van Pelt, CrowdFlower Co-Founder and CTO. "The success we've had today has been the result of our willingness to incorporate innovative tools into our technology stack."

To date, CrowdFlower has:

- Processed more than 15,000 projects on our core platform; hundreds coming from a growing roster of 50+ enterprise customers
- Engaged more than 1,000,000 distinct workers in 200+ countries
- Collected more than 110,000,000 worker judgments, which equate to more than 300 man-years of work output

About CrowdFlower:

Founded in 2007, CrowdFlower (<http://crowdfLOWER.com>) provides Labor-on-Demand to help companies route high-volume, repetitive tasks to a massively distributed global workforce. CrowdFlower uses statistically backed, quality-controlled crowdsourcing technology to produce a scalable and reliable workforce that can dispatch a diverse array of tasks and provide near-real time answers. In addition to custom service solutions and web tools, CrowdFlower offers an API that businesses can connect to and automate their processes, cutting out time consuming day-to-day management.

Contacts

CrowdFlower
Mollie Allick, 415-658-9556
mollie@crowdfLOWER.com

CrowdFlower

2111 Mission Street, 3rd floor, SF, CA, 94110
415 – 651 – 4485
crowdfLOWER.com