New Member: CloudFactory

Posted on August 26, 2011 by Crowdsortium

8

Tweet

I would like to welcome Mark Sears, CEO of CloudFactory to Crowdsortium.

At CloudFactory we are mapping crowdsourcing onto the physical manufacturing process involving assembly lines. Our self-serve tools allow anyone to create virtual assembly lines staffed 24/7 by cloud workers giving quality results for a low cost. We are mainly based in the developing world (Kathmandu, Nepal), surrounded by the untapped human potential that is the driving social mission behind everything that we do. After 19 months of development, the grand opening of CloudFactory will be at Techcrunch Disrupt September 12th in San Francisco. We will also be involved at CrowdConf November 1st/2nd and so we look forward to meeting other Crowdsortium members at those two events.

Provide a little history behind the idea and execution of your business.

Our ideas for CloudFactory came from Henry Ford's introduction of the assembly line 100 years ago. We were tired of seeing everyone stumble their way through creating custom workflows using mTurk and have created a platform and open community to make those advanced workflows much easier to create and then reuse. We have been a Ruby on Rails outsourcing company that has gained insight and experience through our client projects the last 3 years and are using that to transition into a product company focused exclusively on CloudFactory.

For most crowdsourcing platforms there are two stakeholders – buyers and creators? How do you differentiate in terms of marketing for each of them?

For buyers we are targeting developers, startups, small businesses who want easy ways to add human intelligence to their applications and workflows. We bring things to a higher level for people to actually use crowdsourcing where as before they would have to create large, custom software in order to get advanced workflows and the quality desired out of the crowd.

For creators we have an aggressive plan to train up and equip our own

workforce in the developing world. We believe this is the #1 untapped resource in the world today and the key to ensuring our assembly lines are well staffed. We are starting in Nepal by offering a simplified worker interface with easy ways to find suitable tasks and when completed people are paid in the local currency. We are offering training and testing followed by microloans for a cloud worker package (netbook, mobile internet stick, headphones, etc).

What challenges have you faced in getting quality work done?

Initially our assembly lines are being staffed through an integration with Mechanical Turk and like everyone we are struggling with the variable quality of workers. We have a tournament station that can be added to an assembly line where multiple competitors complete the same task and then other cloud workers judge the results until a certain confidence level is reached for each field within the task. We have found self moderating to be a good approach but are running into situations where the "most popular" answer is not always the correct answer. So we continue to refine our algorithms and approaches while working out how to build our own worker pool where the quality of worker can be more easily exposed.

You can follow CloudFactory on twitter @thecloudfactory.

This entry was posted in New Members and tagged CloudFactory. Bookmark the permalink.

Like

Login

Add New Comment

	Type your comment here.

Sort by popular now

Showing 0 comments

✉ Subscribe by email   RSS