



In collaboration with:



Strategic Partners:



# DIGITAL MALAYSIA NATIONAL CROWDSOURCING CONFERENCE 2015

## NEXT-GEN OUTSOURCING: ENTERPRISE CROWDSOURCING

14<sup>TH</sup> MAY 2015





# CONFERENCE KEYNOTE

by

## Carl Esposti

Founder and Chief Executive Officer  
Massolution Inc.

*The conference paper will be uploaded once the Secretariat have received the distributable slides version from the speaker*



## Panel Sharing Session 1: Enterprise Crowdsourcing - Practitioner and Organizational's Experience

*The conference paper will be uploaded once the Secretariat have received the distributable slides version from the speaker*



## Panel Sharing Session 2: Crowdsourcing and Digital Economy for Malaysia

# Mobilising Innovation Intermediaries in Enabling Crowdsourcing for the Knowledge Economy in Malaysia

Tengku Mohd Azzman Shariffadeen  
Member, Digital Malaysia Crowdsourcing Committee  
Panel Sharing Session 2  
Digital Malaysia National Crowdsourcing Conference  
14 May 2015

# Review of 2013 Presentation

- Knowledge is primary source of value creation; creativity, innovation and digitalisation its enablers
- Demise of the factory model of production gives rise to extended organisation and distributed production
- Work is becoming a creative and innovative service
- Crowdsourcing will intensify under impact of disruptive ICT-based technologies
- Key challenge: how to address the transformation of work and employment

# Challenges 1/3

- 1. Job providers:** Getting job providers to adopt extended organisation model and leverage on crowdsourcing for growth and competitiveness
  
- 2. Platform:** Rolling out platforms catering to local needs and realising their intermediating role between job providers and service suppliers in building capacity and capability

# Challenges 2/3

**3. Crowdsourced workers:** Changing worker attitudes and mindsets by getting them to learn by doing

**4. ICT Infrastructure:** Providing access to advanced infrastructure for all at affordable cost

# Challenges 3/3

**5. Enablers:** Policy and strategy framework, including incentives for change

**6. Governance:** Need for dedicated institution to drive and coordinate transformation of work programme at national level

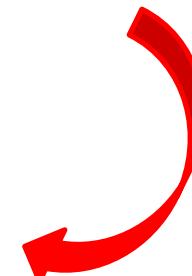
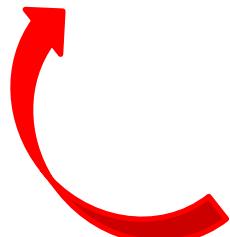
# Opportunity: Nurture Growth of Peer Production Ecosystem

**1. Build and roll out crowdsourcing platforms**

**4. Enhance capacity and capability**

**2. Initiate mass collaboration and co-creation**

**3. Nurture self-managing peer production teams**



# Innovation intermediaries

“An organisation or body that acts as an agent or broker in any aspect of the innovation process between two or more parties.” Howells (2006)

Open innovation process is distributed, less hierarchical, and therefore more complex.

# Innovation Intermediaries as Providers of Knowledge-Intensive Business Services: Function, Process, Relationships

- Foresight and diagnostics
- Scanning and information processing
- Knowledge processing and combination/recombination
- Gatekeeping and brokering
- Testing and validation
- Accreditation
- Validation and regulation
- Protecting the results
- Commercialisation
- Evaluation of outcomes

J Howells (2006)

# Way Forward

- Digital Malaysia has important role to facilitate smooth transition of work and employment towards distributed, open network model
- Employers need to recognise the importance of acquiring talent and expertise from the outside through outsourcing
- Potential employees need facilitated engagement processes towards creating self-organising teams of crowdsourced suppliers with distinct expertise
- Institutionalise the roles of innovation intermediaries

# CROWDSOURCING AND DIGITAL ECONOMY FOR MALAYSIA

Digital Malaysia National Crowdsourcing Conference 2015

Pullman Kuala Lumpur

14 May 2015

Darzy Norhalim  
Multimedia Development Corporation

# WHAT MALAYSIA PLANS TO DO?

## Utilise Digital Technology to:

- ✓ Create new sources of income/ revenue
- ✓ Enhance productivity of government, businesses and citizens
- ✓ Create participatory opportunities
- ✓ Encourage innovation in domestic companies
- ✓ Enable global market expansion



**Digital Malaysia** is a **vision of a digital nation** that is fully developed with a sustainable digital economy built upon a **vibrant domestic ICT industry, transformative use of digital solutions by government, businesses and citizens**, as well as **a robust enabling ecosystem**



# YOUR VIEW OF CROWDSOURCING?

The world is full of willing people; some willing to work, the rest willing to let them.

Robert Frost  
American poet,  
1874-1963

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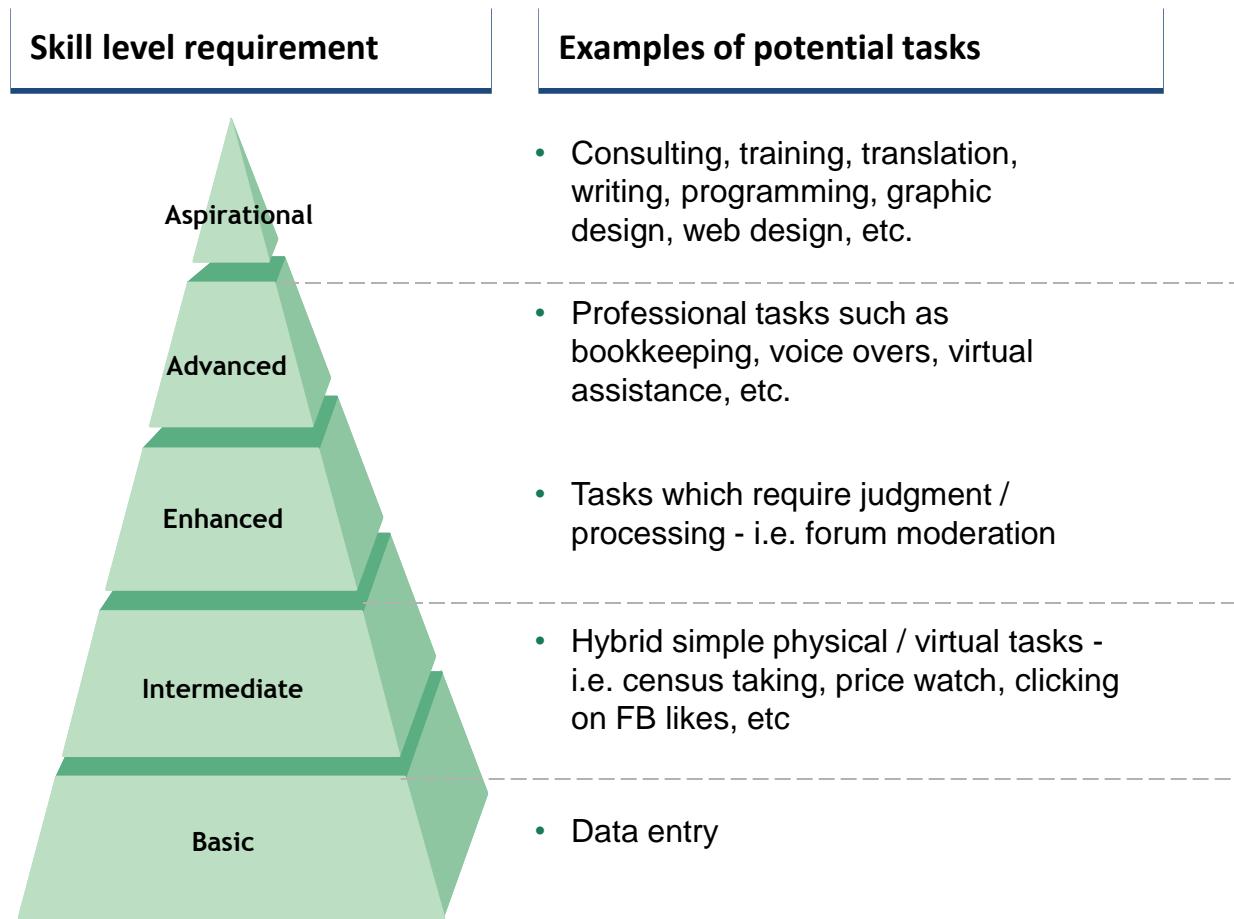
Computers are incredibly fast, accurate, and stupid.  
Human beings are incredibly slow, inaccurate, and brilliant. Together they are powerful beyond imagination.

Albert Einstein  
Crowdsourcing visionary,  
1879-1955

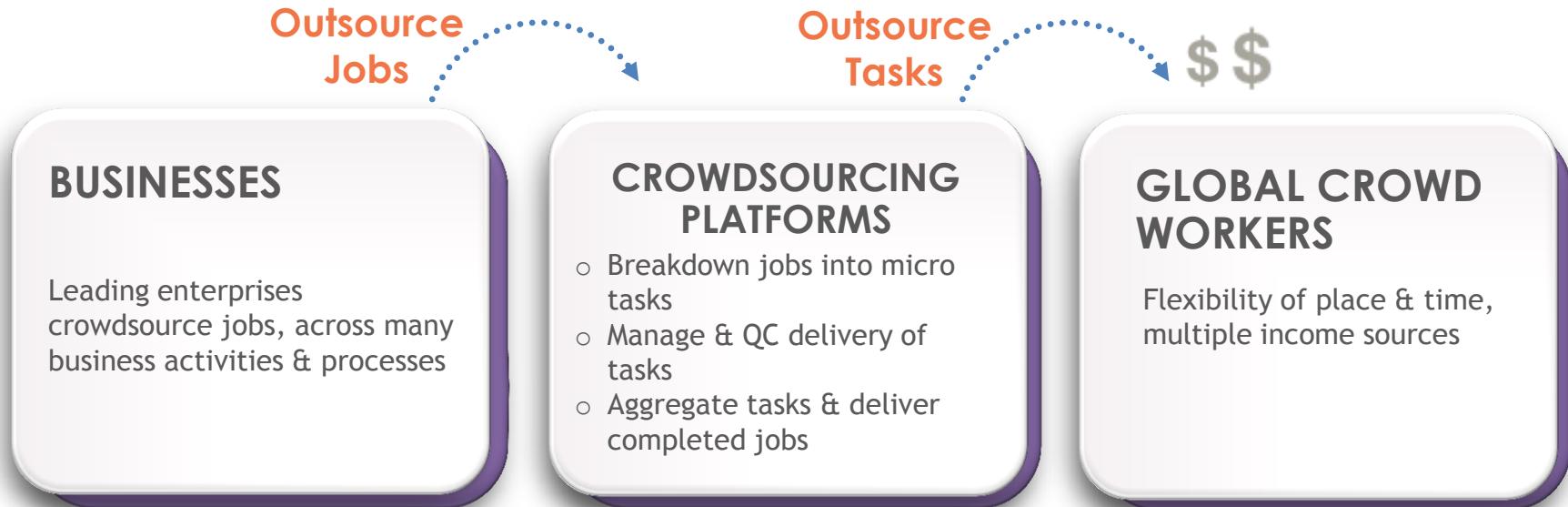
# TAPPING THE POWER OF THE CROWD



# LARGE RANGE OF TASKS CAN BE EXECUTED THROUGH CROWDSOURCING



# CROWDSOURCING IS A NEW FORM OF EMPLOYMENT



25% CAGR      Crowdsourcing  
Task-based  
Growth globally

*No. of crowd workers is  
growing in excess of 100% a  
year in last 3 years*

Lean & Mean Organisation

Citizen Enterprise

Suit Gen-Y characters

Work culture of “digital natives” ?

# CROWDSOURCING DEVELOPMENT FRAMEWORK FOR MALAYSIA

## Job Providers

Harnessing Demand of Domestic and International Market

Domestic

Public Sector

Private Sector

International

## Platform

Capacity and Capability Building

Niche / Focus Areas

Platform Certification

## ICT Infrastructure

Leverage and utilize existing infrastructure

Computing & Connectivity

Public Facilities

Personal Devices

Cloud Computing

## Micro Worker

Uplift and enhance capability of the supply side

Community Champions

Crowd Worker Development

Focusing on  
**B40**

## Enablers

Instruments to expedite growth of local crowd sourcing industry

Governance

Business Process Management

Policies

Incentives

Education

# eREZEKI TO SCALE UP IMPACT OF CROWDSOURCING

## CONNECTING B40 COMMUNITIES TO GLOBAL DIGITAL INCOME

### DEMAND

LOCAL PRIVATE SECTOR / CORPORATION

INTERNATIONAL MICRO-TASK AGGREGATORS

PUBLIC SECTOR

### eREZEKI COMMUNITY CENTRE

(Enabling & Matching Engine for the B40)

PROFILING B40

SKILLS /CAPABILITY DEVELOPMENT

DIGITAL WORKERS CENTRAL REPOSITORY

LOCAL CROWDSOURCING PLATFORMS & GLOBAL PARTNERS

ICT INFRA TO WORK

### SUPPLY

B40 OUTREACH PARTNERS (ORGANISATION)

B40 OUTREACH PARTNERS (STATES)



**DARZY NORHALIM  
MULTIMEDIA DEVELOPMENT CORPORATION**

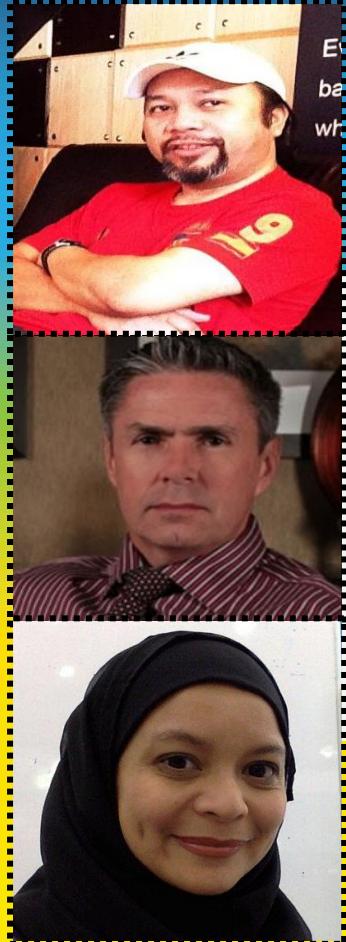
[www.msccmalaysia.my](http://www.msccmalaysia.my)



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Strategic Partners:



## Panel Sharing Session 3: Malaysia as Crowdfunding Hub - Prospects & Challenges

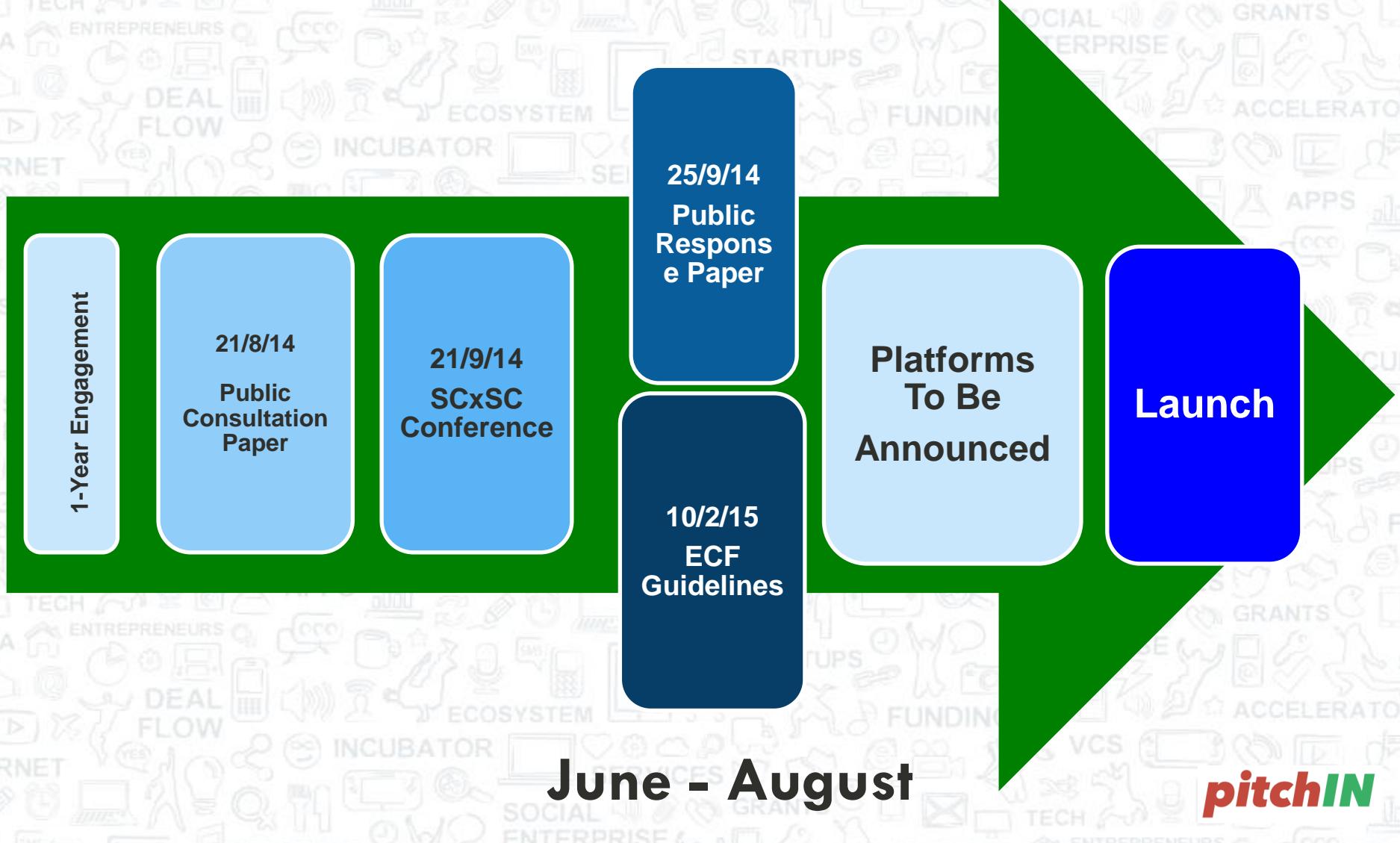


ALL  
XMAS SALES  
SPECIAL OFFERS

APPS INTERNET

# Equity Crowd Funding. What You Need To Know

# Regulatory Roadmap



## Framework – Issuers

## Who?

All locally incorporated private companies are eligible to participate on the ECF by issuing ordinary and preference shares to the public.

## Framework – Issuers

## How Much?

An issuer will be allowed to raise up to RM3 million for a 12 month period and a total maximum of RM5 million through the platform.

# All-or-nothing model (AON model)

# Framework – Issuers

# What Is Not Allowed?

- **Commercially or financially complex structures.**
- **Public listed companies and their subsidiaries.**
- **Companies with no specific business plan or its business plan is to merge or acquire an unidentified entity (i.e. blind pool).**
- **Companies that propose to use the funds raised to provide loans or make investment in other entities.**
- **Companies with paid up share capital exceeding RM5 million.**

**50 shareholders limit for  
private limited companies  
REMAINS**

**50**

# Framework – Issuers

# Information

**A standardized disclosure document with the ECF operator providing amongst others, key information on the issuer, the offering and the amount to be raised.**

# Framework – Issuers

# Due Diligence

- **Below RM300K - No requirement for financial information but ECF Operator has discretion.**
- **RM300K to RM500K – audited or certified financial statements/information.**
- **Above RM500K – Audited statements.**

# Framework – Issuers

# Due Diligence

- Like VCs, ECF operator can negotiate terms on behalf of 3<sup>rd</sup> parties.
- General advice on valuation is allowed.

# Framework – Investors

# Categories

- **Retail Investors – RM5,000 per investment, max 50K within 12 month period.**
- **Angel Investors – maximum RM500K within 12 month period.**
- **Sophisticated Investors – no limits.**
- **SELF DECLARATORY.**

# Framework – Investors

# Protection

- **6 days cooling off period.**
- **14 days when material changes occur.**
- **Dispute resolution process.**

## Framework – Features

## Microfunds

- Microfunds registered with SC as venture capital firms
- Have a specified investment objective.
- No fundraising limit but only permitted to target sophisticated and angel investors.

- **The ECF operator, including its individual directors and shareholders, may invest in any of the issuers hosted on its platform subject to holding a maximum of 30% of controlling shares in the issuer and the ECF operator must disclose such holding to the public on its platform.**

## Framework – Features

## Secondary Market

- **Window period to trade shares.**
- **Open 2 weeks every 6 months.**
- **Malaysia recognized as the micro-investment financial center in Asia.**

# Equity Crowdfunding

# Right Timing!

- Transparency has never been better.
- Technology is there.
- The Age of Startups.
- Make a significant contribution to the growth of entrepreneurship and startups in this region.
- Malaysia has the opportunity to become the micro-investment financial center in Asia.

STAY  
**HUNGRY**

---

STAY  
**FOOLISH**



Email: [sam@pitchin.my](mailto:sam@pitchin.my)

***pitchIN***



## Track 1: Crowdsourcing

### On-Demand, Enterprise Crowdtesting Solutions

**by Dieter Speidel**

Founder & CEO, PASS Technologies

**Kindly refer to dropbox link:**

<https://www.dropbox.com/s/fby67hx8vpe3is2/PASS%20Technology%20handouts.pdf?dl=0>



**Track 1: Crowdsourcing**  
**Crowdsourcing - The Next  
Frontier of Innovation – Driving  
The Future of Business**  
**by Michael Tan**  
President, Crowdsourcing Industry  
Association Malaysia (CIA-M)

# CROWDSOURCING

*THE NEXT FRONTIER OF INNOVATION – DRIVING THE FUTURE OF  
BUSINESS*

DIGITAL MALAYSIA NATIONAL CROWDSOURCING CONFERENCE

BY  
MICHAEL TAN  
PRESIDENT

CROWDSOURCING INDUSTRY ASSOCIATION, MALAYSIA

14<sup>TH</sup> MAY 2015 | PULLMAN KUALA LUMPUR BANGSAR HOTEL

YOU TAKE THE GOOD | YOU TAKE  
THE BAD

YOU TAKE IT ALL AND THEN  
YOU HAVE

**CROWDSOURCING**

**Crowdsourcing** is a way of  
*solving problems* and  
*producing things* by connecting  
*online* with **people**  
that you otherwise  
*wouldn't know*



# CROWDSOURCING

Leveraging



*The Next Frontier of Innovation – Driving The Future of Business*

**PRODUCTIVITY** – Crowdsourcing enable business to cope with increase demand and massive volumes of tasks within a set timeframe with larger team, parallel processing and 24X7 coverage

**FLEXIBILITY & SCALABILITY** – On-Demand access to specialized resource, in any geography and multiple language

**COST SAVING** – Cost efficiency over current labor models with ;over fixed costs and elimination of non-productive investment on resources and labor

**PREDICTABILITY**– Output-based pricing allowing full transparency, predictability and accountability for business results

**GLOBAL WORKFORCE**– Not limited by office location whereby worker can be anywhere in the world. Assess to niche talent to meet business requirements

**TIME TO MARKET**– Flexibility to quickly ramp up and down to meet peak periods of demand over short notice

**Business**

*The Future of Work*

# CROWDSOURCING

## *The Limitation, Risk & Best Practices*

### **Supervision**

*You needs to devote considerable amount of time and effort to ensure that the work meets the criteria specified in the posting*

### **Legal**

*Originality. Ownership issues lead to costly litigation and damage the reputation of the organization.*

### **Screening**

*crowd for tasks that require finer skills is always tricky as you may not know if the candidate has the required skills or intent.*

### **Continuity**

*The durations of the tasks are short and the workers who take assignments quickly move onto their next job. Little opportunity to form teams to enable the crowd workers to collaborate.*

### **Quality**

*Possible quality issues may arise due to contributions from inexperienced and incompetent crowd worker.. Risks involved with exposing intellectual property and losing control.*

### **Identify Crowdsourcing Goals**

*Quality, Complexity, Business Critical, Frequency*

### **Establish of Infrastructure**

*Content Management System, Secure environment, Workflow and Protocol*

### **Set Expectations**

*Clearly state the goals, criterias, Schedule, Timeline, Training*

### **Check for quality**

*Perform a quality and legal check after you compile the crowd sourced content*

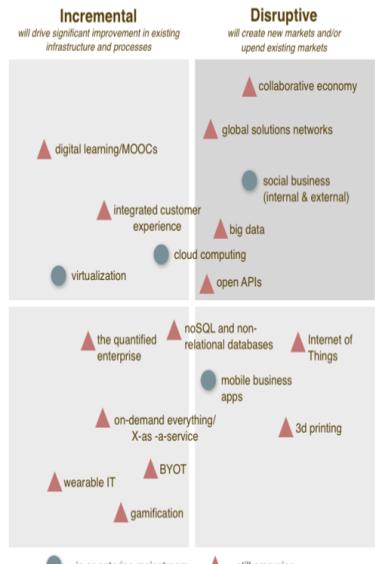
### **Reward**

*Devise a reward mechanism to incentivize the contributors and publish your reward system, whether monetary or recognition-based*

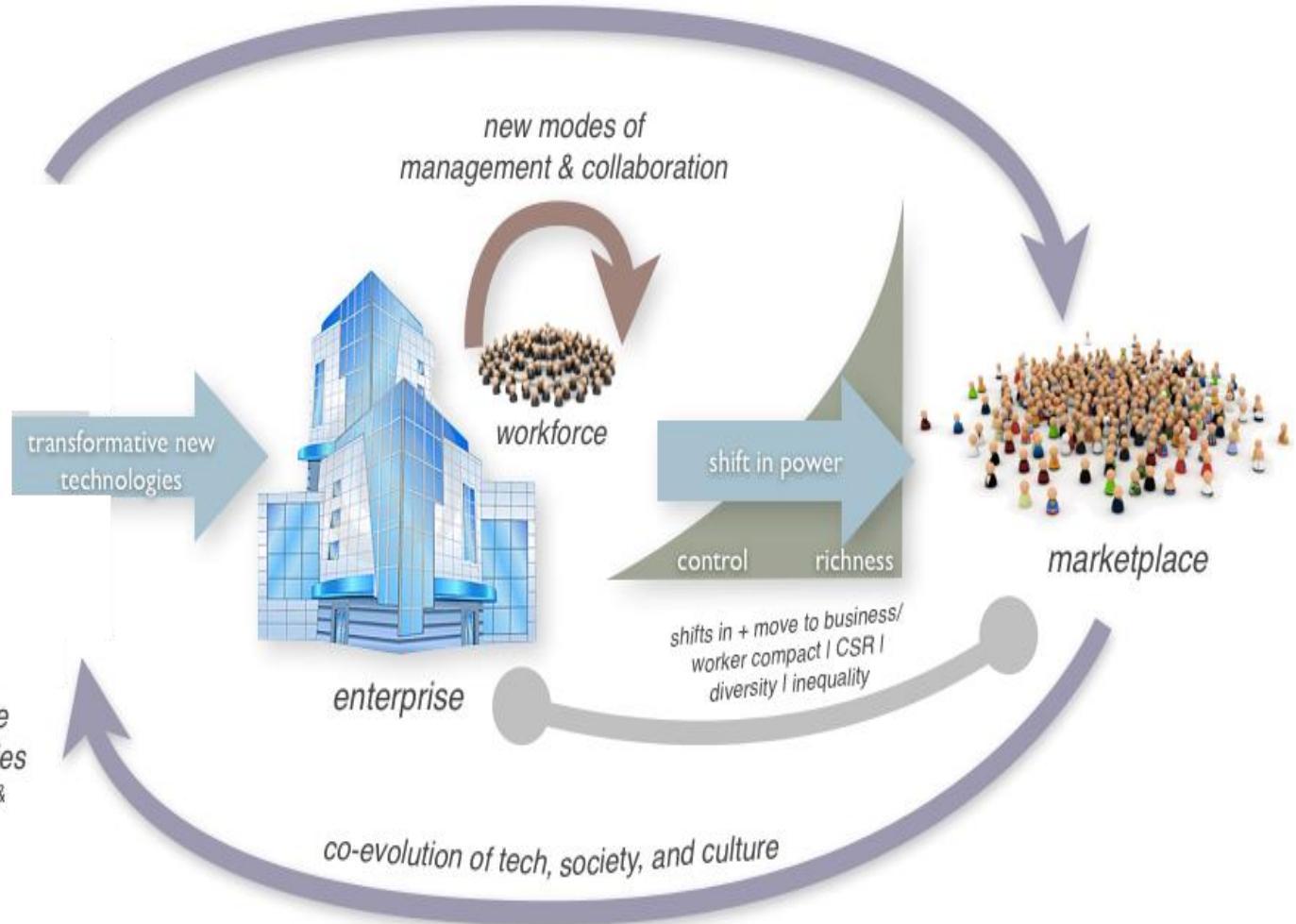
# KEY ASPECTS OF THE FUTURE OF WORK

## Key Aspects of the Future of Work

### Technologies to Watch for the Next-Generation Enterprise in 2014

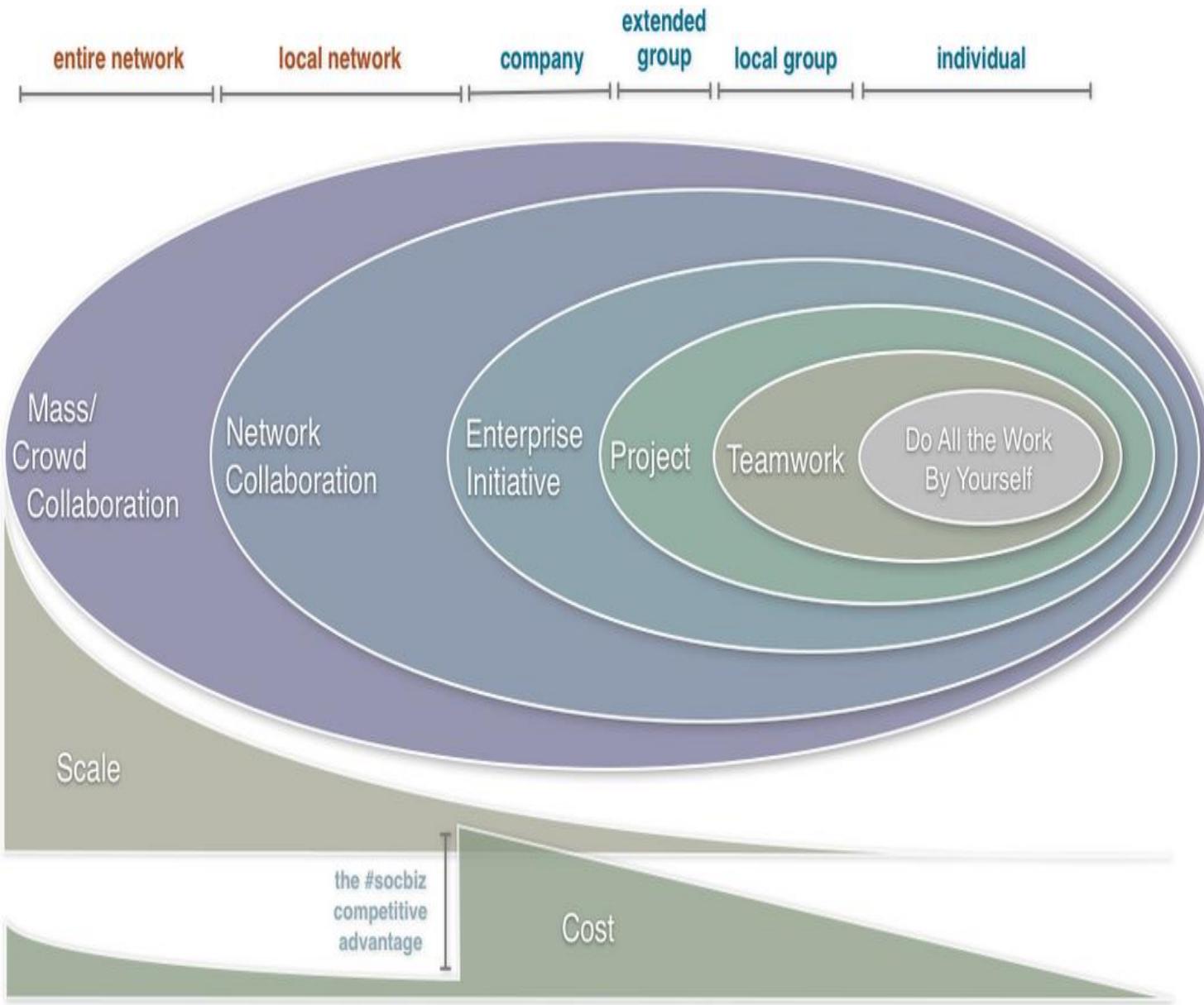


*disruptive technologies  
(consumer & enterprise)*



Source:  
[Dionhinchcliffe.com](http://Dionhinchcliffe.com)

# LETTING THE NETWORK TO DO THE WORK



## Crowdsourcing Industry Landscape



### Crowdfunding

Financial contributions from online investors, sponsors or donors to fund for-profit or non-profit initiatives or enterprises.



### Tools

Applications, platforms and tools that support collaboration, communication and sharing among distributed groups of people.



### Cloud Labor

Leveraging of a distributed virtual labor pool, available on-demand to fulfill a range of tasks from simple to complex.



### Civic Engagement

Collective actions that address issues of public concern.



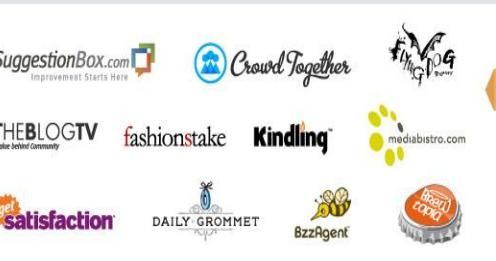
### Collective Knowledge

Development of knowledge assets or information resources from a distributed pool of contributors.



### Collective Creativity

Tapping of creative talent pools to design and develop original art, media or content.



### Community Building

Development of communities through active engagement of individuals who share common passions, beliefs or interests.



### Open Innovation

Use of sources outside of the entity or group to generate, develop and implement ideas.

# LIST OF LOCAL PARTNERS IN MALAYSIA

	<ul style="list-style-type: none"><li>• <a href="http://www.yourparttime.com/">www.yourparttime.com/</a></li><li>• Local Crowdsourcing Platform</li></ul>
	<ul style="list-style-type: none"><li>• <a href="http://www.maukerja.my">www.maukerja.my</a></li><li>• Local Crowdsourcing Platform</li></ul>
	<ul style="list-style-type: none"><li>• <a href="http://www.edusource.mmsc.com.my">www.edusource.mmsc.com.my</a></li><li>• Local Crowdsourcing Platform</li></ul>
	<ul style="list-style-type: none"><li>• <a href="http://www.mykerja.com.my">www.mykerja.com.my</a></li><li>• Local Crowdsourcing Platform</li></ul>
	<ul style="list-style-type: none"><li>• <a href="http://www.addeen.my">www.addeen.my</a></li><li>• Dropship / Virtual Marketing</li></ul>
	<ul style="list-style-type: none"><li>• Ked.ai</li><li>• Dropship / Virtual Marketing</li></ul>

# Establishment of Crowdsourcing Industry Association Malaysia (CIA Malaysia)



MALAYSIA

PPM-012-10-20062014

## OVERVIEW OF CIA MALAYSIA

AKTA PERTUBUHAN 1966  
PERATURAN-PERATURAN PERTUBUHAN 1984

BORANG 3  
(Peraturan 5)

### SIJIL PENDAFTARAN

Adalah diperakui bahawa

CROWDSOURCING INDUSTRY ASSOCIATION OF MALAYSIA  
61-9,3RD FLOOR,WISMA GENME, SS2/5,47300 PETALING JAYA SELANGOR DARUL EHSAN  
47300 PETALING  
SELANGOR

hari ini didaftarkan sebagai suatu pertubuhan di bawah Seksyen 7  
Akta Pertubuhan 1966 dan bahawa nombor pendaftarannya ialah

PPM-012-10-20062014

Diperbaiki dengan ditandatangani oleh saya pada  
20 haribulan Jun 2014

DASMUND DAS MICHAEL DAS  
hp. Pendafur Pertubuhan,  
Malaysia

The Crowdsourcing Industry Association of Malaysia (CIA Malaysia) was formed to support the implementation of the public and private program to promote crowdsourcing.

The formation of CIA Malaysia was indeed timely as to promote the development of crowdsourcing in Malaysia.

CIA Malaysia will serve as a resource center for all stakeholders in the ecosystem of crowdsourcing.

The Crowdsourcing Industry Association of Malaysia core principles are designed to achieve the following vision and objectives

## **OUR VISION**

*To foster growth and spearhead the development of sustainable ecosystem of crowdsourcing industry in Malaysia*

## **OBJECTIVES**

Establish the highest ethical industry standards to ensure the successful expansion of the crowdsourcing industry;

Develop broad crowdsourcing training and certification programs to solidify the implementation of necessary ethical standards and practices;

Create ongoing crowdsourcing industry get-together, symposiums and sub committees to further develop an ecosystem of industry experts, best practices, and leadership and mentoring opportunities;

Represent the industry through media and government relations to ensure major thought leaders understand and have access to the fundamental industry facts/research, crowdsourcing experts and platform leaders.

MICHAEL TAN

CROWDSOURCING INDUSTRY ASSOCIATION, MALAYSIA

+6016-3384548 |



**Track 1: Crowdsourcing**  
**Affiliate and Dropship – Zero Entry Internet Business Model**  
**by Mohd Suffian Bin A P Moidu**  
Committee Member of  
Persatuan Usahawan Internet Malaysia  
(PUIM)



# Digital Marketing via Crowd Model

Mohd Suffian

Ecommerce Strategic Planner, PUIM  
**PERSATUAN USAHAWAN INTERNET  
MALAYSIA (PUIM)**

# Who is Mohd Suffian?

- Full time internet marketer
- Ecommerce Strategic Planner in PUIM
- Graduated in MMU (B.IT Software Engineering)
- Business Analyst in IIS TECH
- Freelance speaker and trainer for Internet Marketing and Business



# PUIM's Key Person



***President*** - Mohd Azrul (aka Gero Azrul)

Since 2006, trained thousands of internet entrepreneur all over Malaysia

***Chief Secretary*** – Muaz Hadi  
Helped more than 60000 graduants in career development with his info-products since 2008



***Vice President*** – Zainal Rashid

Trained more than 20000 students nationwide.

Currently doing online counselling business

***Head of Women's Bureau*** – Emerilda Sani  
Focuses on Branding in Business and extensive training and personal coaching for women in SME or SOHO



# PUIM's Origin

- PUIM was registered as an legit association with Registrar of Association (ROS) on the 15<sup>th</sup> October 2011 (4405-11-WKL)
- PUIM is also a national level association where the whole Malaysian are welcomed to join
- We emphasize on 3 main type of members: new entreprenuer, SME's and professionals (like doctor's, lawyers, architect, etc) who is currently involved or have intention of using INTERNET as a medium for marketing or business transactions
- Our current operation office is 11-1, Jalan Utama Suria Tropika 1, Taman Suria Tropika, Seri Kembangan

# PUIM's Membership Drive

We strongly focus on these demographic segmentation when it comes to our membership campaigns:

1. New Entrepreneurs (beginner) – Students, Part timer with full time job, housewives)
2. Entrepreneurs – People who is already in business and wants to expand through online medium
3. Professionals – Accountants, Doctors, Lawyers, etc, - who wants to use internet as a medium to offer more people their services

# Live Membership Showcase

<http://ahli.puim.org.my>

# Member & Engagement

- As of today, we have more than 19,000 members nationwide
- Other than organizing workshops, training and seminars of our own, we also engage with a lot of government bodies to assist them in terms of Internet Marketing and Business upskilling
- Some of the government bodies, association, GLCs we engage: SSM, KPDKKK, MTEM, DPMM, MKM, PUNB, MCMC, UPM, UiTM, Petronas, Mara
- We also provide services such as personal coaching, website & web application development, branding consultation, web hosting, virtual office and many internet entrepreneurship relevant services
- PUIM is also a member in Majlis Tindakan Ekonomi Melayu (MTEM)

# PUIM Activities

## Educate

- Personal Coaching / Hand holding Training
- Mini Seminars
- Workshops/Class

## Engagement

- Affiliating with other related associations
- Engage with government agencies and bodies
- Strategic Planning

## eCommerce Ecosystem

- Digital / Physical Product Marketplace
- Web Consultation and Services

# Some of our public activities



# Mini Seminars

- Mini Seminar **Perniagaan Ebook** (Tuan Mohd Suhaimy)
- Mini Seminar **Copywriting** (Tuan Zahrul Azua)
- Mini Seminar **Digital Product Management** (Tuan Amirol Zolkifli)
- Mini Seminar **Ebay** (Tuan Mohd Najib Bin Asaddok)
- Mini Seminar **Dropshipping** (Tuan Adly Mukhtar)
- Mini Seminar **Affiliate Marketing** (Tuan Rahman Basri)
- Mini Seminar **Social Media Marketing** (Tuan Gero Azrul)
- Mini Seminar **Blogging** (Tuan Hasbul 'Aqill)
- Mini Seminar **Minisite** (Tuan Yasir Arafat Sepaat)
- Malaysia Internet Millionaires (**MiM**)

# Webinars

Kami Akan bantu  
Semua Sahabat AffiliateR Tim Infokerjaya

- KENAL PROSPEK
- TAHU STRATEGI PROMOSI
- BINA DATABASE SENDIRI
- ... dan banyak lagi

0:34 / 1:06



HD



Muaz Abdul Hadi ▶ JV InfoKerjaya

May 7

## Siri Webinar Infokerjaya

[Siri Webinar Infokerjaya] — with Syed Faiz and Ikhwan Fahmi.

Tag Video

Add Location

Edit

Like · Comment · Stop Notifications · Share

Mohd Adha Mohd Zain, Muhammad Izuddin Mohd Adi, Abu Bakar Daud and 24 others like this.

Najmi Ahmad Tim Infokerja boleh tambah servis buat video pulak lepas ni 😊

ps: gurau je 😊

May 7 at 3:33pm · Like · 43

Muaz Abdul Hadi Tamak sangat tu, semua nak buat Najmi Ahmad. Jual produk untuk graduan dah la. Tu pun tak menang tangan 😊

May 7 at 3:44pm · Like · 1

Hj Dino Berminat!

May 7 at 3:48pm · Like

Najmi Ahmad heheh..

# Webinars

WAJIB HADIR Untuk Layak Menjadi Affiliate Tim Infokerjaya

TOS Baru Affiliate Infokerjaya. Hanya Affiliate yang Mengikuti Webinar Ini Sahaja Diterima Sebagai Affiliate Tim Infokerjaya



Muaz Abdul Hadi ▶ JV InfoKerjaya  
August 25

- WEBINAR WAJIB TONTON - SELASA 9.30PM

Esok Jam 9.30PM. Link pendaftaran affiliate yang boleh promosi produk EXAM KERAJAAN akan diberikan semasa webinar ini

[... See More](#)

Tag Photo Add Location Edit

Like · Comment · Stop Notifications · Share

Mohd Adha Mohd Zain, Harfiz Bizstudent, Farid Ashaari and 48 others like this.

View previous comments 60

Tuan Muda Azuan ok  
August 26 at 9:34pm · Like

Mohd Yazed masih mood menunggu nie..  
August 26 at 9:37pm · Like · 1

Rammel Firdaus R Sempat buat kopi ni...  
August 26 at 9:37pm · Like

Muhamad Anuar Marsib Berdebar menunggu... 😊  
August 26 at 9:39pm · Like

Pokok Manggis Depan Rumah Sabar menanti  
August 26 at 9:39pm · Like

Write a comment...

# Gallery

**NEW STRAITS TIMES**  
HOME NATION STREETS WORLD BUSINESS SPORTS LIFE & TRAVEL

## Lookout for PUIM logo to avoid Internet scams

PUTRAJAYA: Consumers wishing to shop online are advised to make purchases via websites that carry the logo of Internet Entrepreneurs Association of Malaysia (PUIM) to avoid scams or losses.

**Sinar harian**  
TELUS & TULUS  
PREMIUM FLATBED Fly from Kuala Lumpur →Chengdu →Taipei →OMAN  
ENDS SUNDAY! RM 799  
UTAMA NASIONAL POLITIK EDISI SEMASA BISNES GLOBAL HIBURAN SUKAN ARTE

### Nasional

#### Pengguna online perlu pastikan logo PUIM elak penipuan

14 Oktober 2012

PUTRAJAYA - Pengguna yang ingin membeli-belah secara online dinasihatkan supaya melakukan pembelian melalui laman web yang mempunyai logo Persatuan Usahawan Internet Malaysia (PUIM) bagi mengelak sebarang penipuan atau kerugian.

Presiden PUIM, Mohd Azrud Mohd Nor berkata, pemohon siri dan logo PUIM merupakan bukti bahawa mereka adalah ahli PUIM.

**astro AWANI**  
11:39

astrowatch.my - MENANGANI PENIPUAN DALAM URUSNIAGA INTERNET

Labuan mempunyai 19 hari cuti umum pada 2013

MOHD AZRUD MOHD NOR  
Presiden  
Persatuan Usahawan Internet Malaysia (PUIM)



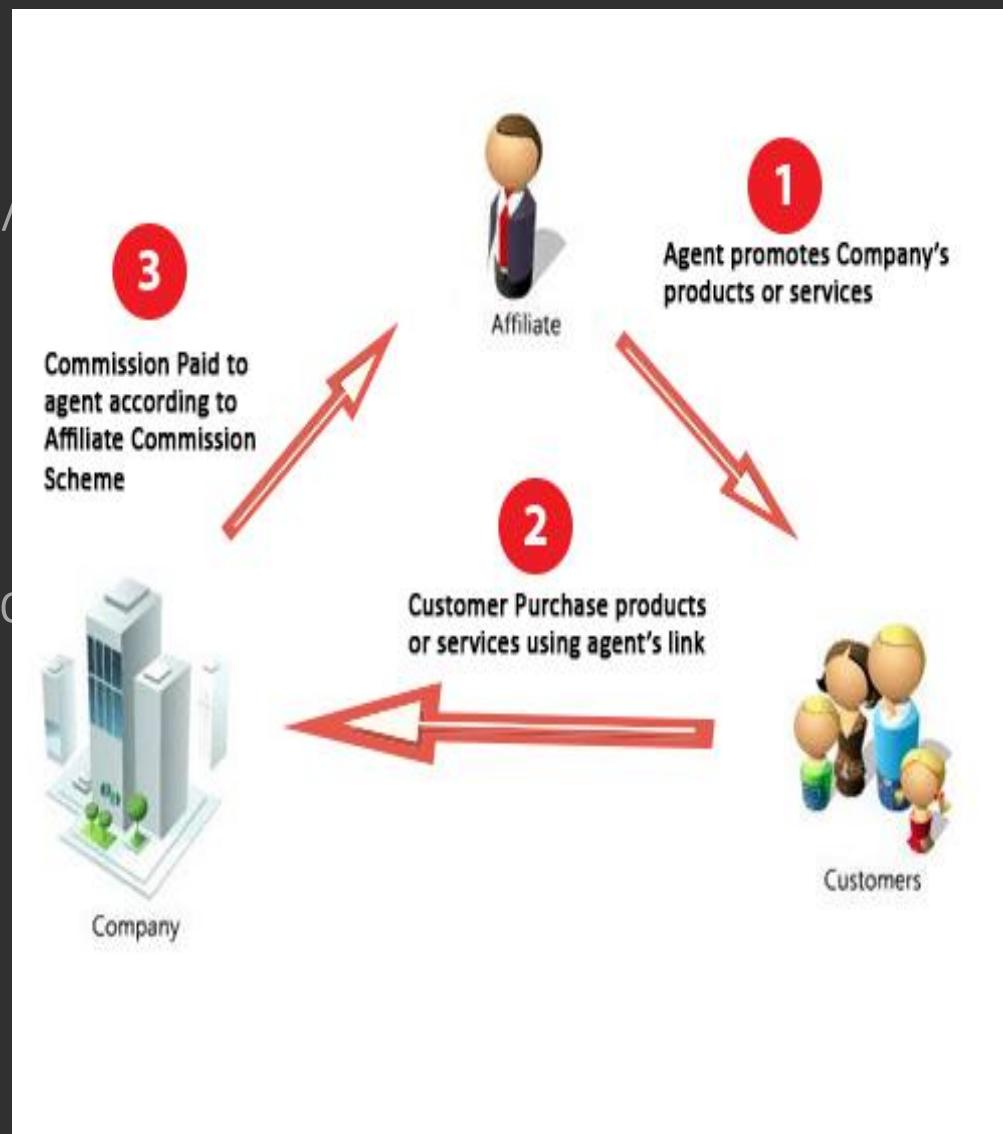
# “Zero Entry Internet Business Model”

In accordance to the need to improve the household income for B40, we propose these business models:

- Affiliate Marketing
- Dropshipping

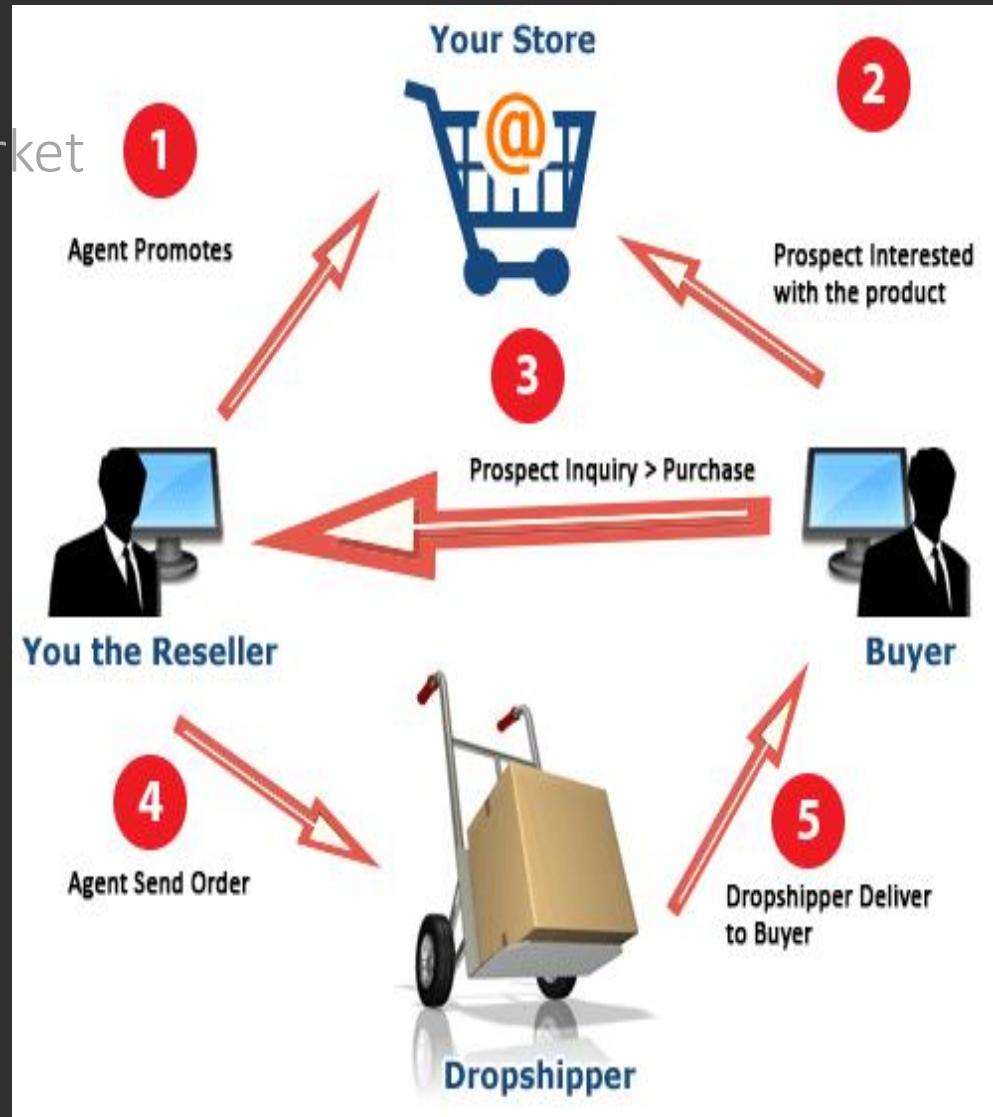
# Affiliate Marketing

- agent promotes products, with a specific agent link
- fully automated process
- no interaction with agent
- customer engagement is on company's website
- short learning curve



# Dropshipping

- local / international market
- no commitments
- high potential income
- low risk / low overhead
- short learning curve
- physical products



# PUIM in Crowdsourcing Model

We offer to train anyone who wants to pursue internet marketing and business. We have proven & trusted platforms which can do this with ease. Thousands of people have benefited from our proven techniques.

We have platforms like:

- Tim Infokerjaya
- Klikjer
- Ashadee
- Aztetic
- Yosh.my
- and many more .....

Our hand holding training methodology includes: Periodic Webinars, Whatsapp/Facebook Support Groups

# Industry Players Exposure

- We highly encourage industry players, whether selling physical / digital products or services to leverage on Affiliate Marketing or Drop shipping business model as one of their marketing strategy
- Expect easy exponential growth
- Contribution towards to eCommerce ecosystem which will benefit the whole economy
- WIN – WIN – WIN situation for Producer/Provider, Agents, Customers

# Digital Marketing

- ❑ Content Marketing
- ❑ Copywriting Skill
- ❑ Softselling

# What is Content Marketing?

“Content Marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience – and, ultimately, to drive profitable customer action”

# What is Copywriting?

“Copywriting is the art and science of writing copy (words used on web pages, ads, promotional materials, etc.) that sells your product or service and convinces prospective customers to take action. In many ways, it's like hiring one salesman to reach all of your customers.”

# Softselling

“In advertising, a soft sell is an advertisement or campaign that uses a more subtle, casual, or friendly sales message. This approach works in opposition to a hard sell.”

# “Zero Entry Internet Business Model”

As a conclusion, there is no more need to doubt these business models will work. It is highly validated with thousands of case studies. It is time for us to realize the effectiveness of these models and work out how to encourage more people to involve.

“Affiliate Marketing and Dropshipping Works”

# PUIM Contact Details



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<http://puim.my>

Membership Site:

<http://ahli.puim.org.my>

Forum:

<http://ebincang.com>

Q&A

# Thanks

For more info:

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mohd.suffian@gmail.com or

Call/Whatsapp +60173001203



## Track 1: Crowdsourcing

### The World's Bank Perspective on the Global Opportunity for Digital Work (via conference call)

by Siou Chew Kuek  
Senior ICT Policy Specialist,  
The World Bank



# Crowdsourcing for Growth – Businesses, Jobs and Service Exports

Siou Chew Kuek

Senior ICT Policy Specialist

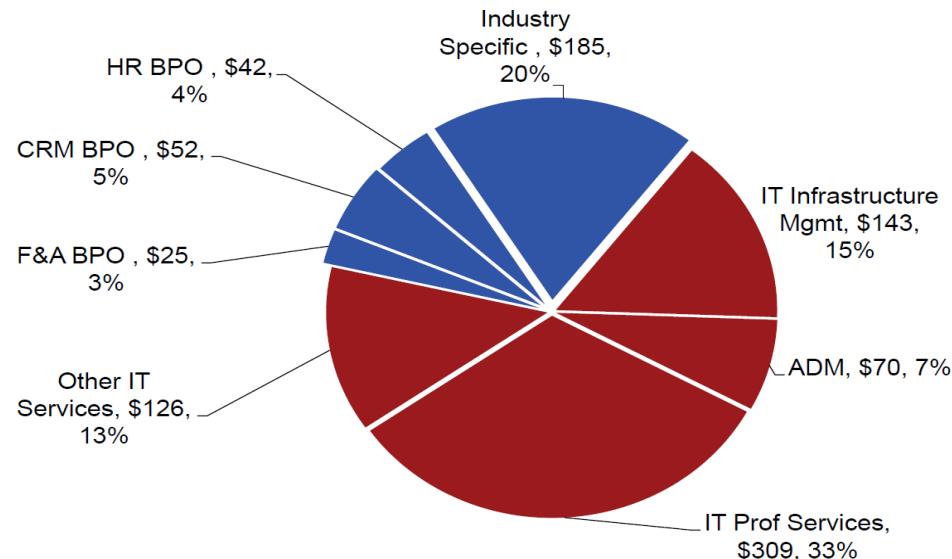
[skuek@worldbank.org](mailto:skuek@worldbank.org)

May, 2015



# Perspective of Crowdsourcing

- The future of work here today; as it is expected to transform the way businesses operate thru' access to global talents, and cross-border labor cost arbitrage
- Particularly huge potential for businesses and workers from the global outsourcing services perspective
  - Estimated global outsourcing industry size of US\$952 billion (2013)



# Bank's New Global Study (1)



# About Global Study

- First in the world to look at crowdsourcing/online outsourcing (OO) from a global perspective
- Comprehensive coverage
  - Definitions & market segments
  - Market size & trends
  - Socio-economic impact on youth and women
  - Findings and recommendations for policy makers
  - Case studies of Kenya and Nigeria
- Online Country Readiness Toolkit
- Ready in end May, 2015 at [www.ictforjobs.org](http://www.ictforjobs.org)

# Sub-Segments and Business Models

## Industry Sub-Segments

### Microwork

*Projects and tasks are broken down into microtasks that can be completed in seconds or minutes*

### Online freelancing

*Clients contract professional services to distributed third-party workers*

## Business Models

### Open Services Platforms

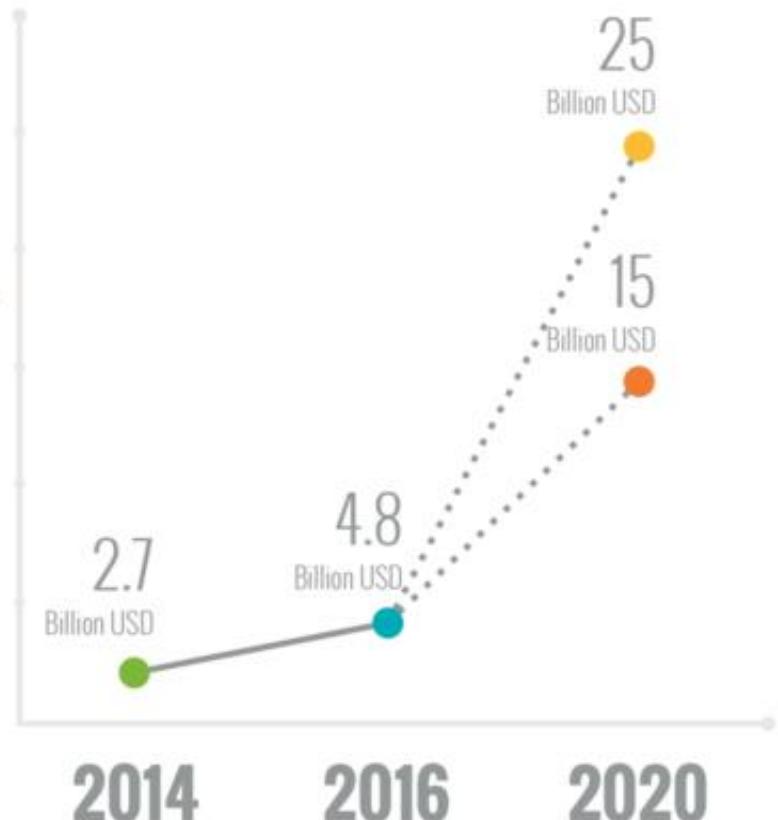
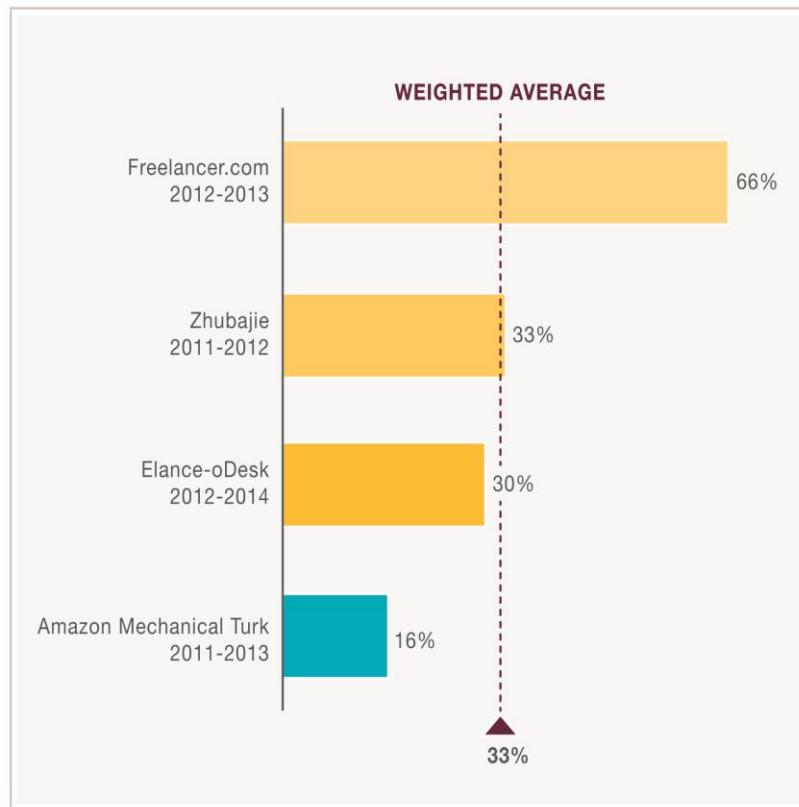
*Clients and workers connect directly*

### Managed Services Platforms

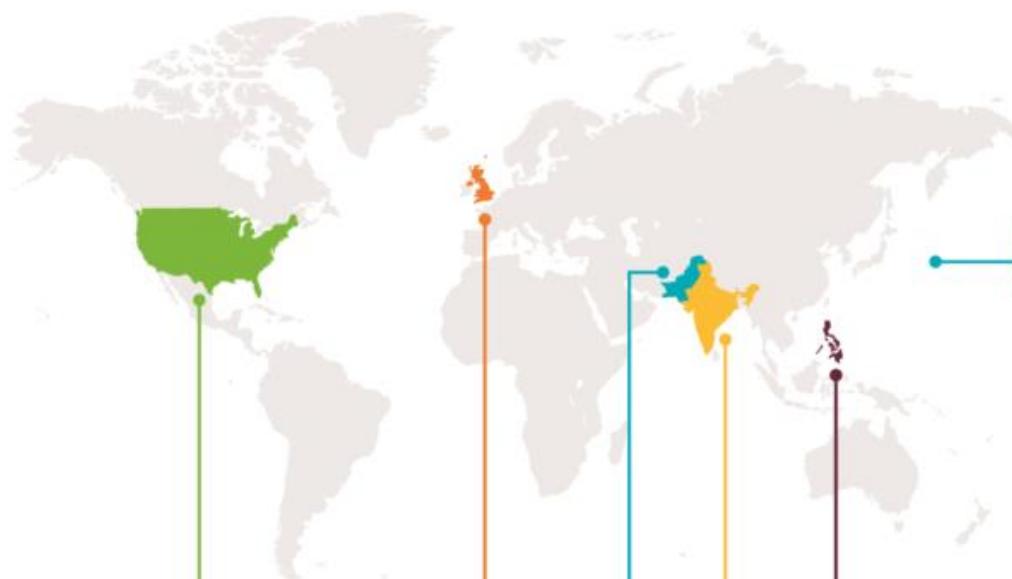
*Clients connect with online outsourcing firm that provides and manages online workers*

# Growth Rate and Market Size

- Online outsourcing firms have growth by 33% on average per year
- Market size of US\$15 – 20 billion by 2020



# Number and Country of Workers



Country	Percentage
United States	23.9%
United Kingdom	4.2%
Pakistan	5.8%
India	21.5%
Philippines	18.6%



# How Much Does It Pay?



**US \$1+ per hour**

earned by for transcription, data entry,  
and basic administrative services



**US \$20 per hour**

earned for software development and  
website design



**Up to US \$40 per hour**

earned for consulting on patents  
or venture capital



Full-time online workers can  
earn salaries that are  
comparable to, or higher than,  
their peers in traditional work

# What Can Countries Do?

**Develop a customized industry development strategy for online outsourcing appropriate to the specific country context**

**Industry Segment:**  
Microwork and/or  
Online Freelancing

**Business Model:**  
Open and/or Managed  
Services Offering

**Enact positive policies that enable and promote the growth of the online outsourcing industry**

**Remove legislative and regulatory barriers that inhibit the growth of the online outsourcing industry**

**Supply of suitable workers**

**Access to, and quality of infrastructure**

**Taxation**

**Improving the ease of doing business**

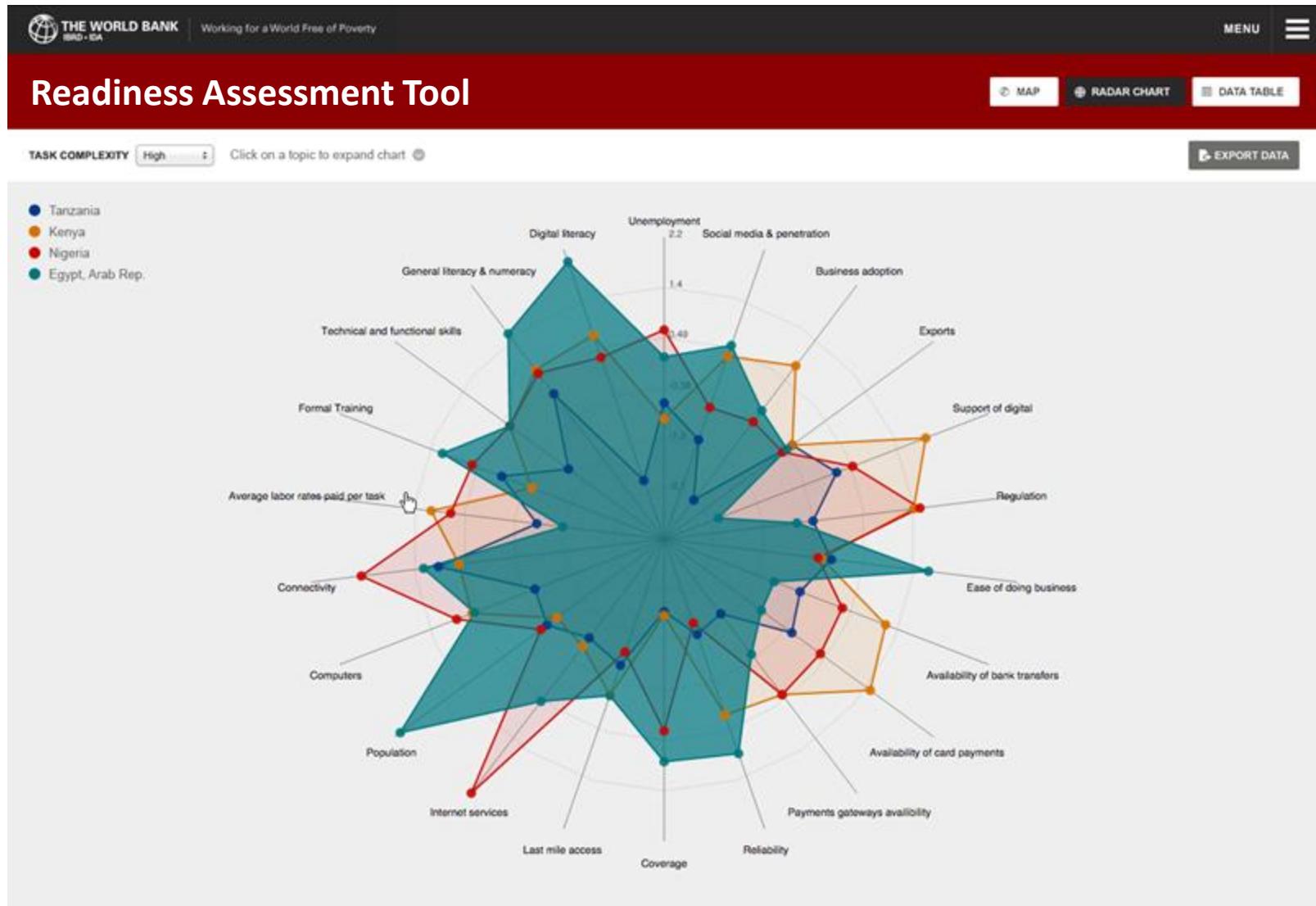
**Industry development subsidies**

**Generating Local Demand**

**Part-time work laws**

**Minimum Wage Laws**

# Upcoming Online Toolkit at www.ictforjobs.org



# Bank's Current Activities



- **Thailand and Pacific Islands**
  - Studies and recommendations



- **West Bank and Gaza**
  - Study, investment facilitation event for international firms
  - Proposed industry development project



- **Nigeria**
  - NijiaCloud Initiative for 1,000 youth that connects local companies and workers to international firms



- **Jamaica**
  - Digital Jam for 5,000 youth
  - On-going project to training and support workers for crowdsourced animation jobs

# Thank You!