

Crowdsourcing and SME development, seriously?

 By [Gerhard Jacobs](#)

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The potential for start-ups and established businesses alike lies in the perspective that is to be gained from crowdsourcing.

Take a look at the business environment around you. Now, this is not an in-depth analysis, but more like an experiment in observation. Think about the inner workings of any business or any group for that matter. You have key players, all working towards the same goal, contributing ideas and skills for the better of the entity - whatever that may be.

All these 'employees' would, traditionally, be working for the company or group and therefore their area of expertise would be diversified only to the point where it continues to serve the singular goals of the group. What if, however, we looked beyond the traditional constructs that govern the corporate environment and dip into the trove of inspiration available to us through modern media and the general population?

Get some fresh insights

The potential for start-ups and established businesses alike lies in the perspective that is to be gained from crowdsourcing. While there are obvious benefits to in-house thinkers; office structures and routine can easily murk creativity. So why don't we dip into the general populous and 'ask around'? It's nothing completely revolutionary, writers and bloggers (forgive the elitism, but there needs to be a divide) often rely on external insights in rounding off abstract ideas.

Why not then do the same with business plans. Who better to tell you how you could build or restructure your plan than those who will most likely be buying into it? We're social animals and as such like to converse, but more importantly, be heard. Nothing strokes the human ego like the opportunity to speak up. Take advantage of our yearning to be heard, pair it up with ace social media activation and get ready to scoop up some great insights; just remember to stay on the lookout for those rough diamonds - you know, those ridiculous ideas that seem impossible. Yeah, keep an eye out for those especially.

Now, while crowdsourcing will no doubt give you invaluable insights into the strengths and shortcomings of your business, you're going to have to analyse the data for yourself. Sifting through all the different ideas and wannabe-corporate climber's strategies is your job; and ultimately your market segmentation should strike a balance between the *vox populi* and your own corporate trajectory.

Keep an ear to the ground, but your trajectory sound; and who knows, that entrepreneurial yearning could very well find an outlet sooner than you think.

ABOUT GERHARD JACOBS

Gerhard's first love is writing and communication in all its forms. He has a degree of affection for food, politics, talking loudly and staring at plants. He currently work as Digital Copywriter & Journalist for GraphicMail, a digital marketing company. He has an innate love for all forms of media and enjoy a marginal obsession with science fiction, hence his love of Eskimos and desolate landscapes. Contact details: website: www.graphicmail.com | Twitter [@gjacob86](https://twitter.com/gjacobs86) | blog gerhardjacobs.tumblr.com

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