

# TopCoder (B)

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## **The Changing Nature of Work**

**Jack Hughes**

Founder and Chairman  
TopCoder, Inc.



- The founder of Tallan Inc. (Business Data Services)
- He was not happy with their operations:
  1. Expensive and time consuming recruitment process
  2. Evolving technologies results in high employee
  3. More can be done to save clients time and money

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# [TOPCODER]<sup>®</sup>

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A global innovative software company whose expertise is captured through online contests via the web. Hughes created a community of software developers by way of online competitions for software code by soliciting sponsors to have developer contests.





## **What is Crowdsourcing?**

**Crowdsourcing is a process of soliciting contributions from a large group of people. TopCoder uses this community of programmers to compete to design and create a software module for clients.**

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By the end of 2004, TopCoder community grew 50,000 members.

Hughes quoted:

"I cringed at the idea of TopCoder becoming a placement firm. That was not the end vision for the company"

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In 2005, TopCoder began to use this community to develop software components and applications. This resulted in higher quality and much less expensive than TopCoder's own internally developed solution. Hughes now had positive proof that complex software systems could be built through competitions.

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TopCoder adopted a model to create solutions for clients by contracting with community members, running competitions, and providing consulting services. The company broke down the software development process into seven distinct tasks:

1. Conceptualization
2. Specification
3. Architecture
4. Component Production
5. Application Assembly
6. Certification
7. Deployment



# Developers

- Had to compete (traditional approach would not work).
- Needed accolades (Profiles had to include)
  - Statistics
  - Performance
  - Reliability
- Community based-peer review
  - determine winners
  - assess quality

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