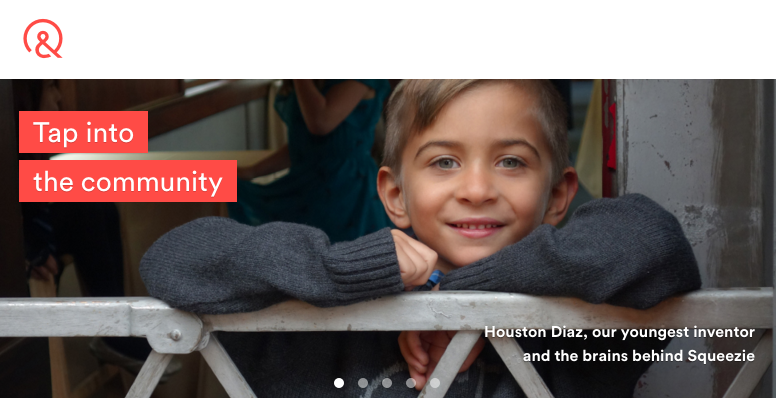
*QUIRKY, NYC*



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| --- | --- | --- |
| *www.quirky.com*  ***GENERAL INFORMATION*** | |  |
| **Project name** | Quirky | |
| **DE type** | DD | |
| **Producer/provider** | Quirky | |
| **Designer** |  | |
| **Start (year)** | June 2009 | |
| **State** | Concluded in September 2015  Reintroduced in February 2016 - Ongoing | |
| **Project location** | New York City | |
| **Source of information** | 1. Cloud-Based Design and Manufacturing (CBDM) A Service-Oriented Product Development Paradigm for the 21st Century, Publisher: Springer, Editors: Dirk Schaefer, pp 6 | |
| **Link to videos** | <https://vimeo.com/129241258>  https://vimeo.com/quirky | |
| **Main contact** | Ed Kremer (CEO) | |
| **E-mail** | questions@quirky.com | |
| **Website** | www.quirky.com | |

***SYSTEM CHARACTERISTICS***

|  |  |
| --- | --- |
| **SYSTEM CONFIGURATION:** |  |
| **Provider/s (role)** | Quirky: provides platform, online tool and organization to connect team members and manufacturers  Partners such as General Electric, Mattel, Harman and PepsiCo.: provides manufacturing |
| **Customer/s (type)** | Designers, inventers, individuals with specific skills |
| **S.PSS CHARACTERISTICS:** |  |
| **Unit of Satisfaction** | Acess to collaboration tools and network of skilled users, assistance to develop their business, realization of the business including manufacturing of the products |
| **Type of S.PSS** | providing final results |
| **Offered product/s (related producer/s)** |  |
| **Offered service/s** | Provides a network of variously skilled users and access to product creation enterprise |
| **Ownership of the offered product/s** | The Service Provider |
| **DE access payment** | The platform is free to use. |
| **DE system configuration** | distributed |

***DESCRIPTION***

Quirky is an invention platform that connects inventors with users who has other skills for developing the idea and with the companies that specialized in a specific product category for manufacturing.

“According to the Economist, Quirky offers users access to a complete product creation enterprise. The business model of Quirky incorporates the originating designers into the wealth-sharing model and provides them with a portion of the profits that their products yield.” [1]

The users don’t need to pay for using the platform. The users can submit their ideas and connect with other to make a team for collaborating. Once the developed idea is accepted by Quirky through a voting system by the Quirky community at Eval (Quirky’s live weekly product evaluation), it’s pitched to the manufacturers. If it gets manufactured, Quirky shares the profit with the team members according to their influence evaluated by a point system of Quirky platform.

***SUSTAINABLE BENEFITS***

**Environmental Benefits**

*Resource reduction: It reduces resources by using existing manufacturers as well as the platform as organizer rather than inventors creating their own company and buying manufacturing hardware.*

**Socio-ethical Benefits**

*Improve employment/working conditions: it creates jobs for individual with ideas, knowledge and skills*

*Favor/integrate the weaker and marginalized: It empowers individual who has ideas but doesn’t have knowledge, skills and resources to implement their ideas.*

*Improve social cohesion: It connects individuals with ideas and various skills to collaborate on a project.*

**Economic Benefits**

*Profitability/added value for companies: it creates new work for manufacturers*

*Long term business/development risks: It enables individual inventors to get long term revenue without risking their economic capital.*

*Partnership/cooperation: The platform itself is in partnership with various manufacturers, inventors and other individuals. It also creates partnership among individuals to create team for collaboration.*