

## Crowdsourced catalogs & inventory

### Covered in this section:

#### How the crowdsourcing model works

- This model is a twist of eCommerce - it allows people to determine what they want to buy
- Users submit suggestions or create products themselves, and then other people buy them
- Example: TeeSpring
  - Clients design t-shirts and people vote them
- Advantage: You're not wasting time with items people don't want to buy
- Disadvantage: It can affect your brand if people start choosing certain items
- If you want to act as an intermediary, this model is a good idea
- You are working with two active communities, people who buy and people who make the products