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SOURCING
DIY

CONCEPT Do-It-Yourself (DIY) sourcing is a process of generating and implementing innovative ideas by using internal resources and capabilities, rather than relying on traditional external sources such as consultants, suppliers or crowdsourcing platforms. DIY sourcing can help organizations or entrepreneurs reduce costs, increase speed, customize solutions, and foster a culture of creativity and learning.

BACKGROUND

DIY sourcing has been a key driver of productivity, innovation and entrepreneurship since the early days of industrialization, when inventors and entrepreneurs such as Thomas Edison, Henry Ford, and Nikola Tesla created their own laboratories, factories and companies to develop and commercialize their breakthroughs. Today, it is more accessible and popular due to the emergence of online platforms, open source communities and maker spaces that enable individuals and teams to access information, tools and networks for innovation and entrepreneurship.

REAL WORLD CONNECTIONS

Nebraska expanded opportunities for homemade food sellers in 2019, when state lawmakers amended the Nebraska Pure Food Act. Homemade food sellers can now sell goods that do not require time or temperature control for safety, such as baked goods, candy, honey, jam and snacks. Homemade food sellers must complete a food safety course and register online with the state, unless they sell only at farmers' markets. They must also label their products with their name and address and inform consumers the food was prepared in a kitchen not subject to regulation and inspection. With this approach, an entrepreneur can collect feedback directly from their customers and community, while also saving on costs such as packaging, distribution and renting commercial kitchens.

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