

Teng Chao, who comes from Chengdu, has a different experience when it comes to animation productions. Merely three months after graduating from a four-year program in animations offered by the Chengdu University of Technology, Teng Chao has already established a studio producing animations for movies and commercials with his classmates. The studio has signed production contracts with over thirty businesses and earned a profit of more than ten thousand yuan.

“I came across the Witkey online by chance, and I became very interested in this platform that facilitates transactions in ideas and virtual products online. My first task was to create an animation about safety issues related to electric grids. My classmates and I worked together to finish this animation. By then, I have realized that Witmart has huge market potential. I started to receive more orders online, including animation design, commercial titles and so on. Now I have started my own company.”

Teng Chao, a graduate from the Chengdu University of Technology

Witkeys refer to people who earn money through the Internet by making use of their wisdom, knowledge, abilities and experience. This is the Witkey website that Teng Chao came across by chance.

“For the job publishers, they have to first publish their job requirements on www.zhubajie.com. Many Witkeys will then join to bid for the job. The job publishers have to choose either the right talent or the right proposal. For the Witkeys, they need to first find out the jobs that they are good at, and then bid for the jobs and submit their proposals.”

Yang Ling, Brand Manager at www.zhubajie.com

Creativity comes from the common people, but it is very difficult to capitalize on their creativity due to the lack of opportunities and platforms. On Witkey websites, creativity becomes not only a topic for discussion and contemplation. More importantly, it becomes a real market demand with its own intrinsic values.

“Zhubajie has a unique and creative business model. Unlike many of the current Chinese websites which may have simply copied overseas business models, Zhubajie is one hundred percent made in China.”

Xiong Xiaoge, co-founder of IDG Capital

“Zhubajie has invented a unique reward system. It is able to pool together the largest number of creative talent in the production process of cultural products. Writing a book, developing a movie script, and designing a corporate identity system all seem like large-scale professional projects. In the past, it was an impossible feat if one were to complete these projects using small organizations or individuals. Nowadays, one can divide the project into small individual tasks on Zhubajie and publish these tasks to let everyone contribute a small part. And one can then assemble all these tasks back into a completed project. This way, small creative organizations, even individuals, will be able to complete a large-scale project. ”

Zhu Mingyue, CEO of Zhubajie.com

Ip Man II, the movie that commanded two hundred and thirty million yuan worth of box office, made use of the Witkey platform. Promotional posters for this movie were all designed by freelance creativity talent. Such a platform for cultural products built by Witkey has given an outlet for creativity from the common crowd. It also enables more individuals, teams and organizations in need of creative ideas to find suitable talent and cultural products.

“I think this website is really good. I am able to find projects that suit me through this website, such as logo design and commercial design, etc. I can make money through this website, and the competition also helps me to improve myself.”

A Creative Talent

“On this platform, creative talents only have to pass 20% of their income from the project to the website to be able to join in the creative process.”

Xiong Xiaoge, co-founder of IDG Capital

Statistics have shown that the global cultural creativity industry generates twenty-two billion US dollars annually, and has a growth rate of 5%. It has become an important part of the developed countries' efforts to readjust their economic structure, innovate and develop. Models such as the Witkey effectively bring together supply and demand. They have a positive outlook for the future.

“Zhubajie has gathered 5.7 million of creative talents. These talents do not have to leave their house to provide creative services for businesses around the world.”

Zhu Mingyue, CEO of Zhubajie.com

“We should support such a platform that relies on the Internet to facilitate cultural product transactions. It will help us to gather a large crowd of software talents, creativity talents and cultural products talents, who will contribute their ideas through this platform.”

Zhao Gang, Chief Engineer for the Chongqing Economy and Information Committee