

# CoValence

**Tagline: Bound by shared value.**

## My Thinking

When I was in 9th grade, lockdowns came and went. Adults around me kept saying the economy was bad and companies had no money. I noticed online shopping exploded—people stayed home, orders were shipped in bulk, and it felt like a win-win for buyers and big brands. But it didn't look fair for everyone. On major platforms, only well-known brands got the traffic; small shops from rural or remote areas, or new micro-businesses, were almost invisible. Offline sales shrank, online was hard to enter, and small businesses were stuck.

At the same time, I saw news about layoffs and graduates facing a very competitive job market. Many capable young people had skills but no place to use them. So I asked: what if we link these “unused” talents with the “unfinished, small but important tasks” of micro-businesses? That's why I designed a platform based on co-creation instead of traditional hiring—clear milestones, transparent sharing of future gains, and trust built through simple credit signals. I hope it gives young people income and recognition, and helps small businesses grow with lower fixed costs.

**One-line mission: Connect hidden talent with overlooked needs, and let both share the value they create.**

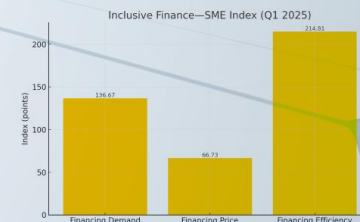
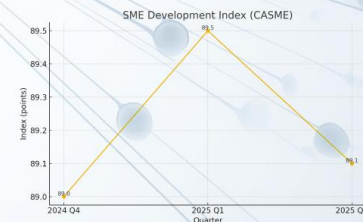
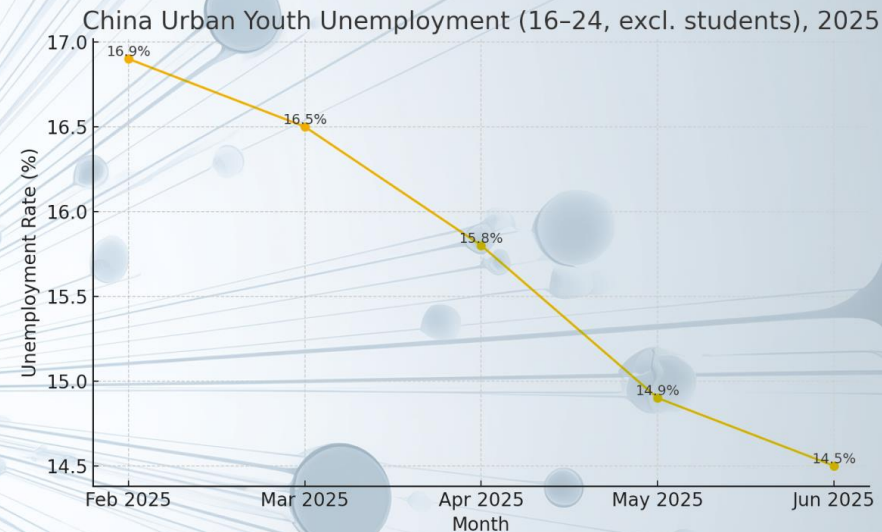
# Landscape & Tensions | The Window of Opportunity

Core takeaway: Macro contraction and structural mismatch coexist—collaboration must be rebuilt.

High-skill openings are shrinking; gig work is rising without long-term upside.

SMEs face tight cash flow; critical tasks are fragmented and urgent.

Two tensions define the gap: idle talent vs. fragmented tasks; low budget vs. high need.





# Model Snapshot

A matching platform that connects micro / early-stage companies with skilled individuals who are unemployed or under-employed because the market is saturated or personal constraints limit full-time work.

**Project Match** – SMEs post a clearly scoped project or product task.

**Partner Selection** – Qualified individuals apply or are algorithmically recommended.

**Profit-Share Contract** – Instead of a salary, both parties sign a revenue-share agreement tied to the project's future sales.

**Delivery & Payout** – When the product sells, profits are automatically split according to the contract.



## Benefit

## For SMEs

## For Talents

**Lower upfront cost**

No large payroll commitment during expansion

Can earn without needing a full-time offer

**Aligned incentives**

Partners only get paid when the product succeeds, so motivation stays high

Profit share rewards real impact, not hours logged

**Flexible resource pool**

Access to a rotating bench of specialists on demand

Continuous flow of projects without long job hunts

**Network flywheel**

Every completed project grows a reputation graph that improves future matching accuracy

High ratings unlock more—and better-paying—projects



## BOSS Zhipin (Kanzhun, NASDAQ: BZ)

Profitability & pricing pressure on SMEs.

Data: Net income RMB 1.567 billion in FY2024; revenue RMB 7.356 billion. Third-party guides show entry chat access ≈ RMB 300+ per 40 chats, enterprise packages up to ~RMB 30,000/year, which can be heavy for small firms.

Profile/credential integrity concerns (reported).

Recent media coverage highlights cases of falsified user profiles and problematic postings; platforms say they run reviews and have banned involved accounts. Use cautiously as allegations/reporting.



## 58.com

Fraud persists despite verification mechanisms (reported).

Reuters reported backlash after a job-ad scam case (2022); in 2025, 58.com's housing portal Anjuke removed 80,000+ listings amid "low-priced housing chaos" clean-up—indicating ongoing integrity challenges and enforcement actions.



## Liepin (Tongdao Liepin, HK: 6100)

High fees for advanced services.

Data: Enterprise VIP from RMB 990/month (annual billing: RMB 11,880); higher-tier packages and value-added services cost more.

Crowded marketplace (competition for job seekers). Company updates and market reports note growth in users and activity (mid-to-high-end segment), implying intense competition for roles.

Personal partner information requirements:

Field	Type	Required	Placeholder / Example
Name / Alias	Text	Yes	Lin · Growth Strategist
Location & Time Zone	Text	Yes	Guangzhou · UTC+8
Availability (hrs/week)	Number	Yes	20
Earliest Start Date	Date	No	2025-08-10
Education	Textarea	No	B.A., Marketing · Sun Yat-sen Univ.
Work Experience (3-5)	Structured list	Yes	3 yrs growth planning in e-commerce
Portfolio Links	Links	Yes	Behance / GitHub / Slide deck
Domains (expertise)	Multi-select	Yes	CRO; Paid Social; Onboarding
Tools	Multi-select	No	Figma; GA4; SQL basics; Ads Manager
Top 3 Problems I Solve	List (3)	Yes	Cold start media plan; LP conversion; attribution
Track Record on Platform	Structured list	No	3 shops 0→1; GMV 300k in 60 days
Preferred Base Split	Select	Yes	7/3 (Talent/Company)
Floor Conditions	Textarea	No	Milestone escrow required
Risk Appetite	Select	Yes	Medium
References	Contacts	No	2 referees with contact info
NDA / Compliance Ready	Toggle	Yes	Yes

Company Information Requirements:

Field	Type	Required	Placeholder / Example
Company Name	Text	Yes	Aurora Micro-Commerce
Location / Time Zone	Text	Yes	Shanghai · UTC+8
Business Scope	Textarea	Yes	Cross-border indie skincare (DTC)
Roles Needed	Multi-select	Yes	Growth PM; Visual Design; Performance Ads
Short-Term Goals (0-3 mo)	List (≤3)	Yes	Launch MVP; Hit 3,000 orders
Long-Term Goals (6-24 mo)	List (≤3)	No	Expand to 3 cities; GM>55%
Company Story & Vision	Textarea	No	Why we started; key milestones
Current Problems	List (≤3)	Yes	Cash tight; fragmented tasks; CRO low
Tasks & Milestones	Structured list	Yes	PRD → LP → Creatives → A/B → Review
Expected Timeline	Number (weeks)	Yes	10
Resources Provided	Checklist	No	Ad accounts; data access; test budget
Profit-Sharing (Base)	Select	Yes	Talent/Company 7/3
Tiered Conditions	Rules	No	Revenue +20% → 8/2; +30% → 7/3
Settlement Frequency	Select	Yes	Monthly / Quarterly / Milestone
IP & NDA	Select + File	Yes	IP → company; NDA signed
Licenses & Registration	File	Yes	Business license; tax ID
Contact Person	Text	Yes	Name · Title · Email · Phone/WeChat



# Persona Card



**Name** Zhang Wei  
**Age** 31  
**Location** Hebei/Tianjin mobility

### Education

B.Eng., Mechanical Design & Manufacturing — Taiyuan Univ. of Technology (2009–2013)  
M.Eng., Automation & Control Systems — Yanshan University (2013–2016)

### Experience Highlights

2016–2018: Mechanical Engineer (Hebei) — maintenance, line optimization  
2018–2022: Team Lead, mid-sized equipment maker (Tianjin) — small R&D projects; automation & industrial software integration  
2022–2023: Laid off after restructuring; began upskilling (Python/automation)  
2024–now: Freelance maintenance & control upgrades for small factories

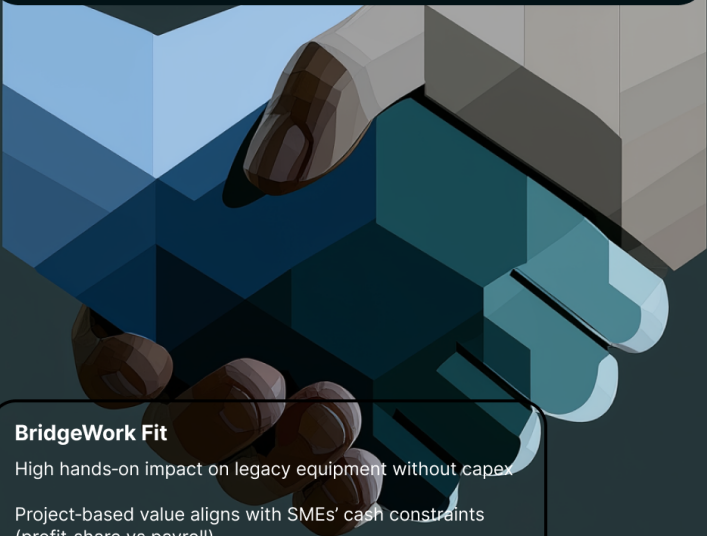
**Strengths** Pragmatic, detail-oriented, reliable under pressure

**Current Goals** Pivot to smart manufacturing / systems integration; build toward a micro consulting practice

**Key Constraints** Tough competition for full-time roles; needs stable income; building software/AI skills

### Suggested Skill Tags

Mechanical design • Production line optimization • Gear/torque tuning • PLC basics • Electrical control systems • Preventive maintenance • Industrial HMI • Lean/Kaizen • Safety retrofits • BOM & spares planning



### BridgeWork Fit

High hands-on impact on legacy equipment without capex

Project-based value aligns with SMEs' cash constraints (profit-share vs payroll)

Transitional upskilling (Python/automation) opens smarter, higher-leverage tasks

# Journey Map

## — From Idle Capacity to Shared Upside

### Stage 1 — Join (wk 0–1)

Guided onboarding + auto-tag skills; 2-min profit-share explainer & calculator.



### Stage 2 — Match (wk 1–2)

Short KPI-based fixes; ranked feed by Skill/Time/Reputation; draft milestones + safety checklist.



### Stage 3 — Contract (wk 2)

Milestone + escrowed profit-share; one-click KPI templates; tiered upside rules.



### Stage 4 — Deliver (wk 2–8)

On-site diagnostics + remote follow-ups; change log; scope gates + mini change-requests.



### Stage 5 — Verify & Share (wk 6+)

Measure throughput/downtime/defects/safety; auto payout on verified gains; publish case; offer micro-retainer.

# Case Study

## Recycling Startup (Zhejiang)

Context Mid-sized plastics recycler; shredding line underperforming

Problem Torque inconsistencies; poor gear ratio for typical load; frequent micro-stalls

### Approach (6 weeks)

Baseline: current throughput & power draw

Engineering: adjust gear ratios; align shafts; tune torque settings; verify thermal loads

SOP: maintenance intervals; operator checklist

Outcome Throughput improved by ~20% without buying new machines.

Business value Extra capacity from existing assets; less downtime; faster order turnaround

### Profit-share example (template)

Base split: 70/30 (Talent/Company) on "improvement-attributed margin" for 3 months

Tiered upside: If sustained throughput  $\geq +15\%$   $\rightarrow$  +0.1 coefficient to talent in month 2-3

Safeguards: If degradation occurs, re-test & adjust; disputes go to data panel

### Artifacts to show in portfolio

Before/after throughput chart • Gear ratio table • SOP page • Acceptance-test screenshot

# BridgeWork Profile

## Mechanical/Automation

### Partner for legacy lines:

### 0-capex efficiency, safer ops

### Summary

Zhang Wei is a mechanical engineer with 7+ years across maintenance, R&D, and line upgrades. He improves legacy equipment throughput and stability with low-cost mechanical tweaks, control tune-ups, and operator SOPs. Recently on BridgeWork, he delivered a 20% throughput lift for a plastics recycler without new machines, and re-configured woodworking lines for safer, more precise setups. Looking for smart-manufacturing projects where milestone-based profit-sharing aligns incentives.

Availability 15-25 hrs/week

on-site in North/East China + remote follow-up

Sectors Recycling • Furniture/woodworking • Packaging • Light manufacturing

Tools PLC basics • Electrical panel standards • Calipers/gauges • CMMS • Python (in progress)





# CoValence

## Platform operation mechanism and measures:

Match individuals and companies  
Match company needs and individual abilities

## Regulatory oversight:

After reaching an agreement, the two parties sign a tripartite cooperation contract, and the penalty deducted for breach of contract is 105% of the profit  
Every individual and company has a reputation value, which can be increased or deducted.  
The initial value is 0, and the default reputation value is deducted and marked as default. The usage permission is restricted.

# Low fidelity design draft

BridgeWork

Talent

Industry

Milestones ≤ 6

Escrow

Sort: Match

MVP Efficiency Upgrade

Escrow

Company • Verified • 5 Milestones • 6-8w

MatchScore: Skills 82 | Time 90 | Credit B+

Profit-share: base 70/30 • Tiers: +20%→80/20

KPIs: Throughput, Downtime • Risk: NDA, IP

MVP Efficiency Upgrade

Escrow

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KPIs: Throughput, Downtime • Risk: NDA, IP

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Opportunity Detail

Talent

A. Overview

Aurora Recycling (Zhejiang) • Boost capacity without new machines • Photos

B. KPI & Acceptance

Targets: Throughput +15~20%; Downtime -15%  
Acceptance: 1-week sampling; Verifier: Ops Lead

C. Milestone Template (5)

M1 Diagnose 10% • M2 Plan 20% • M3 Changes 30%  
• M4 Verify 20% • M5 SOP 20%

D. Profit-Share & Tiers

Base 70/30; Tier: ≥ +20% throughput → 80/20 (months 2-3); Monthly settlement

E. Safeguards

Escrow • NDA • IP→Company • Dispute: data panel

Ask

Save

Propose

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Contract Composer

Shared

Split

Milestones

KPI

Escrow

Legal

Split — Profit-Share Calculator

Sliders: revenue uplift • contribution • tiers  
Live example: Talent payout preview

Milestones (drag weights & dates)

M1 10% • M2 20% • M3 30% • M4 20% • M5 20%

KPI (definition & sampling)

Throughput; Downtime; Defect; Safety • Acceptance tests

Escrow

Milestone escrow ON • Release on acceptance

Legal

NDA ON • IP → Company • Dispute policy

Preview PDF

Send Review

Sign

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Post Project — Wizard

Company

About

Goals

Milestones

KPI

Split & Escrow

Review

About Company

Name • Location • Business scope • Story & Vision

Goals (0-3 mo / 6-24 mo)

Short-term goals • Long-term goals

Milestones (template)

M1-M5 with weights & deliverables

KPI & Acceptance

Throughput • Downtime • Defect • Safety • Sampling window

Split & Escrow

Base split • Tiers • Escrow settings

Publish Project

Home

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Shared

Credit Radar

Completion • Review Quality • Repayment • On-time • Re-engagement

Score Breakdown

Completion 40% • Review Quality 20% • Repayment 15% • On-time 15% • Re-engagement 10%

History & Records

Past projects timeline • Score changes • Penalties & Appeals

How to Improve

Tips: milestone clarity, evidence, on-time submissions, verified IDs

Appeal

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# Future Work

## Positioning & Scope

- Goal: Pick a narrow initial segment (who + which industry) and what you will NOT do.
- Outputs: 1-page problem statement, 2 user personas (workers) + 2 org personas (SMBs), "not-doing" list.

## MVP Cut

- Goal: Define the smallest usable product.
- Must-have: Accounts & profiles, job post/apply, messaging, milestones, simple matching, ratings.
- Outputs: 12-15 user stories with acceptance criteria, flow map, minimal data tables.

## Reputation & Constraints (Light)

- Goal: Simple, recoverable reputation to guide ranking (no real penalties yet).
- Model: 100-point scale, start 70; small +/- events; decay of negatives over time.
- Outputs: Reputation events list, display rules, appeal flow.

## Matching Logic v0

- Goal: Transparent, tunable scoring.
- Score: SkillFit, Availability, RateFit, Reputation, DeliveryRisk, Lang/TZ, History.
- Outputs: Weight table, feature definitions, score visualization, offline A/B script.

## Tech & Resources

- Goal: Choose a build path you can ship fast.
- Options: Low-/no-code (Bubble/Glide + Airtable) or light code (Next.js + Supabase).
- Outputs: Stack decision, repo + branching rules, deploy script, error logging.

## Pilot & Research (Alpha → Beta)

- Goal: Run small, then larger pilots to learn quickly.
- Alpha: ~30 workers / 15 SMBs, 6-8 opportunities.
- Beta: ~100 workers / 40 SMBs, 1-2 community partners.
- Outputs: Pilot plan, recruitment scripts, weekly office hours + feedback form.

## Measurement & Data Governance

- Goal: Track outcomes for product and capstone.
- KPIs: Time-to-match, milestone completion %, 8/12-week retention, income change, satisfaction.
- Outputs: Data dictionary, event tracking plan, de-identified export process.

## Ethics & Compliance

- Goal: Make the pilot safe and research-ready.
- Actions: Seek IRB if studying outcomes; campus-level ToS/Privacy; clarify "not an employment relationship."
- Outputs: Consent form, study brief, policy drafts.

## Accessibility & Inclusion

- Goal: Make it usable for older/low-literacy users.
- Actions: Large text/high contrast, clear copy, optional phone onboarding; test with older adults.

## Risks & Safety

- Goal: Prevent abuse and handle issues quickly.
- Actions: Code of conduct, dispute logging (not adjudication), spam/fraud rules and takedown SOP.
- Outputs: Community guidelines, incident workflow, keyword/risk rules.

## Partnerships & Channels

- Goal: Secure early demand/supply and credibility.
- Targets: Campus incubator, SBDC/city small-biz office, nonprofits, alumni groups.
- Outputs: One-pager, 5-slide deck, MOU template, case card format.

## Mentors & Review

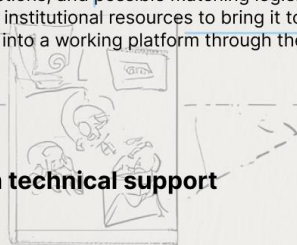
- Goal: Set a lightweight governance loop.
- Team: 1 mentor each in Econ/Policy, HCD/UX, Data/Methods.
- Outputs: Bi-weekly review cadence, decision checklist, milestone board.

# Future plans

I've recently completed the initial model of a platform designed to connect unemployed, skilled individuals with small businesses that need their expertise but can't afford full-time hires. This model remains conceptual: I've outlined the user journey, core functions, and possible matching logic. However, I haven't had the technical or institutional resources to bring it to life. In college, I plan to turn this model into a working platform through the following steps:

## Prototype development with technical support

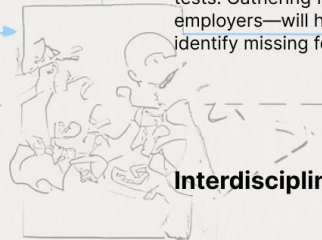
I hope to collaborate with students in computer science and UX design to begin building the first version of the platform. The goal is to create a basic but functional site or app that allows users to register, input skills or project needs, and simulate the matching process. By joining hackathons or innovation labs, I can move from concept to code.



Riverfs  
Bows

## Testing and data collection

Once a prototype exists, I want to partner with university-affiliated startups, research labs, or even community outreach programs to run pilot tests. Gathering feedback from real users—both jobseekers and employers—will help me refine the interface, improve usability, and identify missing features.



Jalln

## Interdisciplinary mentorship and refinement

The platform sits at the intersection of technology, economics, and social equity. I plan to seek mentorship from professors in economics, public policy, and human-centered design to guide its growth. With their input, I can assess the viability of the model across different labor sectors and explore how to align it with regional employment needs.



Confloctior

## Building strategic partnerships

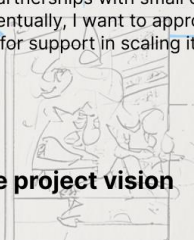
Colleges often offer connections to local businesses, nonprofit organizations, and city governments. I hope to use these networks to form early partnerships with small enterprises willing to test the platform. Eventually, I want to approach larger institutions or foundations for support in scaling it regionally.



Jast  
Tonnrowp

## Capstone project vision

For a capstone, I'd like to investigate this question: "Can a digital labor-bridging tool reduce skill-based underemployment in aging or displaced populations?" I'd collect data from early users, measure outcomes such as income change or job retention, and use those insights to recommend policy or design improvements.



Conflocte

# The End