

Startups with China



Qiao Zhang

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Ideas and Execution Plans

Qiao Zhang

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Dedication

Hi there, welcome to my Ideas Library!

I have always been a guy who is full of innovative ideas. Before I started my current full-time job at Citic Securities, I was a serial-practitioner in entrepreneurship in college. Most failed, but I did manage to succeed twice. After I reverse-engineered my failure, I realized that the ability to write code and have an all-round team are two vital determinants to be a successful software entrepreneur. So I decided to self-teach myself to be a programmer while finding partners with complementary skills.

One day, while I was refactoring a for-loop by list comprehension in Python, I suddenly realized it is almost impossible for me to execute all the ideas. Maybe I should just make them open-sourced, so that people with same vision but better skillsets could execute my ideas and increase the overall utility of our world. Then I turned my [Ideas Library Trello board](#) public visible and started a column called [Startup Ideas](#) on [Zhihu](#), mainly for Chinese entrepreneurs. From then on, I could just be amazed by how eager people want to start their business but needed ideas support.

Now I decide to help non-Chinese entrepreneurs to enter the biggest consumer market in the world, with ideas from this book. I will try my best to provide a suggested procedure for every idea so that you will have a better confidence of execution. Because of my limited awareness, I cannot guarantee that all ideas are not being executed yet, so please make sure you do your own research as well.

All ideas are 100% original, and free to use. The book will be updated as more ideas flowing to my mind. If you would like to contact with me about ideas, please feel free to submit an issue on [GitHub](#). If you

would like to connect with me on LinkedIn for more personalized suggestions and partnership, please use [this link](#). Let us make the world a better place with our initiatives!

Qiao Zhang

Beijing

Dec 23rd, 2018

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Chapter 1 Coding

All the ideas below are related with computer programming and programmer.

In case you do not know yet, here are some common knowledge about this market:

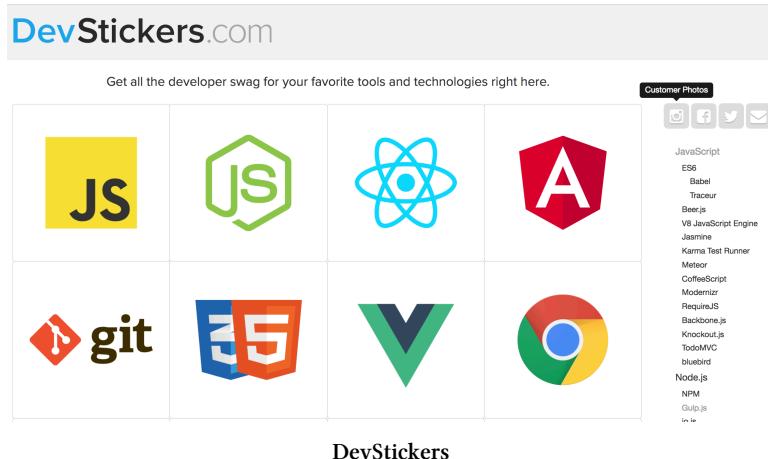
1. Programmer Population: China grows super fast, data from [this article¹](#).
 1. Worldwide: [2013]18.2 million, [2019]26.4 million, 45% increase
 2. China: [2013]1.9 million, [2017]**5 million², 163% increase**
 3. India: [2013]2.75 million, [2018]5.2 million, 90% increase
 4. US: [2013]3.6 million, [2018]4.5 million, 25% increase
 5. Russia: [2013]1.3 million
2. Build a mobile-responsive website, or even just a WeChat mini-program is surprisingly vital. Most Chinese prefer WeChat on mobile phones than anything on computers as their entrance to online information and service.
3. Most successful Chinese programmers are making more, at least as much as, money than programmers from the developed countries. Local top tier internet companies are attracting more and more experienced talents from the Silicon Valley.

¹<https://www.computerworld.com/article/2483690/it-careers/india-to-overtake-u-s--on-number-of-developers-by-2017.html>

²<https://www.jianshu.com/p/273e0ad7ea8f>

1. DevStickers in China

DevStickers³ is a marketplace that sells stickers and t-shirts for Web Developer's favorite tools and technologies. According to my current awareness, there is currently no such marketplace in China.



As more 90s and 00s becoming programmers, products and accessories that demonstrate personality will be in good sale.

Successful Determinants

Overall market size is relatively small. Finding the main user groups could be tough.

Suggested Procedure

1. Do the market research on DevStickers's most popular products. Programming languages are universal, it is very likely

³<https://devstickers.com/>

the popularity is similar in China. Also, the customer segmentation could be quite similar. So at least after the research, you will have a short-list of your initial products and user groups. I bet React and Vue will top the list.

2. Pick print-on-demand drop-shipping supplier. Not like in the US market where you can find a bundle of mature suppliers like Gooten and Printful, there is few trustworthy supplier in China. I would only recommend [EASYPNP⁴](http://easypnp.com/) as they are the best in on-demand printing in China. Also, seriously consider if you would like to stock some inventories using oversea suppliers for initial stages to get rid of the communication barrier with domestic supplier.
3. Create your brand. Choose your brand name wisely, better with a Chinese meaning.
4. Register a WeChat Public Account for your brand using [this link⁵](https://mp.weixin.qq.com/?lang=en_US).
5. Start your online store on Alibaba Taobao following [this procedure⁶](https://world.taobao.com/helper/knowledge.htm?kid=6563218). Taobao is the largest Chinese C2C e-commerce platform with 448 million monthly-active users (MAU). **Building a Shopify-liked e-commerce website from scratch is not the best choice in China, as customers are more used to shopping on platforms.**
6. Recruit your first several users and give them free sample for feedback. You can try:
 1. Give free sample to your connections in China
 2. Cold call/email Chinese programmers using LinkedIn
7. Promote your product on largest Chinese programmer communities with advertisement and event-sponsorship. You might need a Chinese-speaking partner like:
 1. [OSChina⁷](https://www.oschina.net/)

⁴<http://easypnp.com/>

⁵https://mp.weixin.qq.com/?lang=en_US

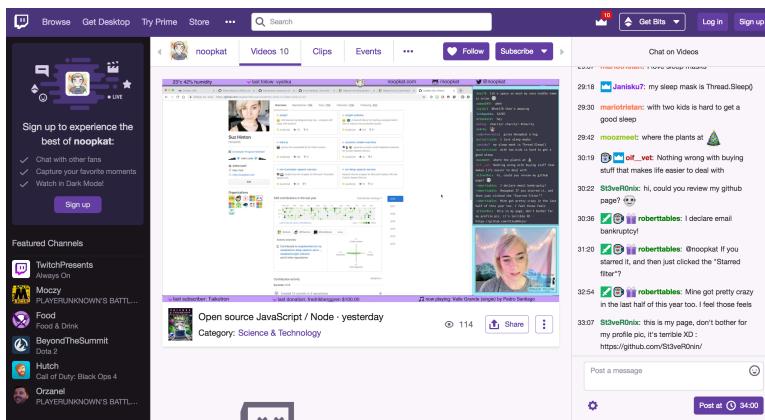
⁶<https://world.taobao.com/helper/knowledge.htm?kid=6563218>

⁷<https://www.oschina.net/>

2. SegmentFault⁸
3. CSDN⁹
4. Juejin¹⁰
8. Find business consumers and be their supplier. For decoration purpose, they will have enough paying willingness. Including:
 1. Co-working Spaces
 2. Tech-driven Startups

2. Coding Live Broadcasting

Learning to write code could be a tough process, especially for newbies with no idea how to start the text editor and they are taught to write a for-loop. Even for more experienced programmers who want to enhance their design pattern, they may find no study path to learn from the coding habit of top programmers. Coding live broadcasting could be a solution.



Coding Live Broadcasting

⁸<https://segmentfault.com/>

⁹<https://www.csdn.net/>

¹⁰<https://juejin.im/>

I have seen non-Chinese famous programmers broadcasting coding on Twitch.tv and Youtube, but no such things are well-known among Chinese programmer community. Imagine you turn on the live broadcasting while coding for a job or a project and generate passive income with almost zero operating cost except audience advisory. You could even publish your coding record into video lectures and make recursive money.

As long as you could persuade the audience that you are a strong programmer, whatever the clue that you work for FANG or you are the BDFL of pandas, Chinese programmer would love to pay for learning from you. It is a win-win situation.

Successful Determinants

The quality of your broadcasting.

Suggested Procedure

1. Self capability assessment. If you are already a renowned programmer, then you could jump to step 3. Otherwise, you need to recruit your broadcasting hosts.
2. Recruit hosts. Find renowned programmers using GitHub and write cold emails to them about this idea. You will get a lot of rejections before several say ‘Yes’. Here is a [starter list¹¹](#) I found from Medium.
3. Register a broadcasting account on [Douyu¹²](#) using [this link¹³](#), the largest broadcasting platform in China. You might need a Chinese speaking partner to help you go over the registration process mainly in Chinese.

¹¹<https://medium.com/swlh/learn-to-code-with-live-streams-from-the-best-developers-932dcfdbb87>

¹²<https://www.douyu.com/>

¹³<https://www.douyu.com/special/guide/anchor>

4. Register a WeChat Public Account for your brand using [this link](#)¹⁴.
5. Recruit your first several users from:
 1. Coding tutorial websites like [Liaoxuefeng](#)¹⁵ and [Runoob](#)¹⁶ by advertisements.
 2. Personal connections
6. Scale it up with fast iteration based on user feedback. Be sure always to serve what the programmers needed.

3. Scrimba in China

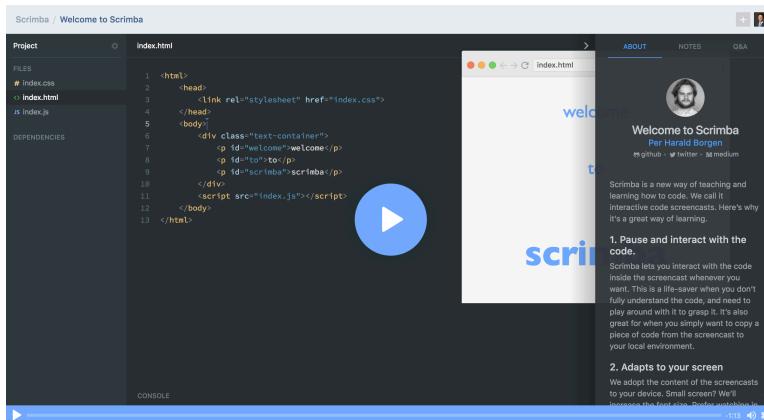
Scrimba¹⁷ is a new way of teaching and learning how to code. We call it interactive code screencasts, which allows user to play around with the instructors code any time, right in the player. By the end of 2018, Scrimba is still in its beta version without a payment option. Given that the Scrimba repository (if they use GitHub to manage their repository) is not public visible, I guess they will monetize the platform after beta.

¹⁴https://mp.weixin.qq.com/?lang=en_US

¹⁵<https://www.liaoxuefeng.com/>

¹⁶<http://www.runoob.com/>

¹⁷<https://scrimba.com/>



Scrimba

According to my current awareness, there is no such platform in China.

Successful Determinants

The proprietary technology stack that builds the Scrimba-like interactor player.

Suggested Procedure

1. Inspect Scrimba. Use the Chrome `inspect` function and try to figure out how it works. You will need to have an advanced knowledge in JavaScript.
2. Lobby with Scrimba. Negotiate and try to cooperate as their Chinese agent. If rejected, at least make sure you grasp some useful fraction of building a similar platform.
3. Build the prototype. This is the hardest part.
4. Introduce your prototype to:
 1. MOOC (Massive Online Open Course) platforms
 1. [163 Study](https://study.163.com/)¹⁸

¹⁸<https://study.163.com/>

2. [Tencent Classroom¹⁹](#)
2. Coding tutorial websites
 1. [Liaoxuefeng²⁰](#)
 2. [Runoob²¹](#)
5. Develop an eye-catching course to drive original traffic. The topic should be related with a mainstream demand and without strong competition. For example, Srimba published [Neural Network in JavaScript²²](#).

4. Code Review On-demand Platform

This idea is inspired from the code review process of Udacity's Project and has a potential to operate globally.

< Back to WeChat Mini Program Development 2

Look at the movie

REVIEW CODE REVIEW (1) HISTORY

► mini app / pages / user / user.wxml

▼ miniprogram/pages/list/list.js

```

1 // pages/list/list.js
2 const config = require('.../config')

```

EXCELLENT

Share

- Awesome Series - WeChat Small Program Development Resources Summary
- Taro - a multi-end unified development framework

3
4 Page({
5
6 /**
7 * Initial data of the page
8
9
10})

Rate this review

Udacity Code Review

There are multiple levels of programmers, the upgrade of one level always means a magnitude of hard effort. Based on the Dunning–Kruger effect, only the Basic and Extraordinary programmers are

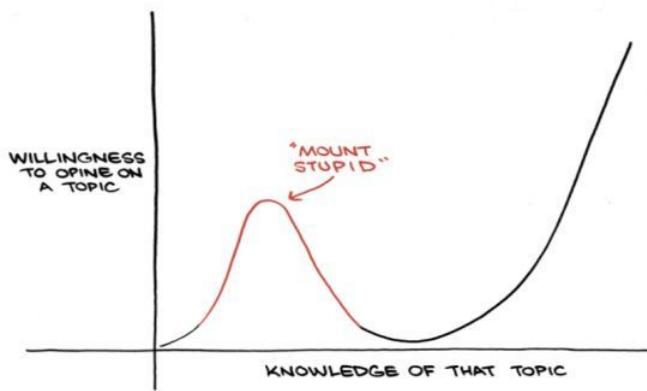
¹⁹<https://ke.qq.com/>

²⁰<https://www.liaoxuefeng.com/>

²¹<http://www.runoob.com/>

²²<https://scrimba.com/g/gneuralnetworks>

the happiest. Extraordinary programmers are masters who have overcome all major issues in coding and usually we call them the BDFL of some technology or an experienced full-stack engineer. Basic programmers are folks just able to achieve a functionality using 'hard code' or Procedure Oriented Programming (Most even don't know what this concept means!), they are just amazed by the power of coding and have not met upfront issues like reusability.



Dunning-Kruger Effect

As long as a Basic programmer dives deeper, she will not be happy that much as she comes across the concept of Don't Repeat Yourself (DRY) because she literally repeats herself too much. **Here is exactly where the Code Review On-demand Platform (the Platform, below) could plug-in.** Instead of randomly searching on Google for code enhancement suggestions from multiple sources like StackOverflow or documentations and manually picking useful tips themselves, Basic programmers could rely on the Platform for suggestions. By simply submitting the code through GitHub or other channels, the platform categorizes the field of your code and matches your code with an experienced reviewer who is an expert in the selected field. After check, Basic programmer gets a detailed code review report and reviewer monetizes her skills while the Platform gets cut, a win-win situation.

If you know existing automatic code review platforms on GitHub like Codacy, you may wonder why this person-to-person idea still works. Here is my attempted answer. Algorithms still cannot return creativity yet. When it comes to debugging, algorithms might be better off than human. But for design patterns and career development suggestions, algorithms still have a long way to go to surpass human.

Successful Determinants

Find experienced code reviewers and build the Platform.

Suggested Procedure

1. Check the Udacity Code Review process or the prototype I created. Having a deep understanding of the business logic is important.
2. Recruit supply, code reviewers from experienced programmers. Here are some places you may find them:
 1. StackOverflow, SegmentFault (Chinese StackOverflow)
 2. Personal connections
 3. GitHub: find programmers with repository that has lots of stars and forks
 4. Freelancers Websites: TopTal, UpWork
3. Recruit demand, here are some places you may find them:
 1. Your own code or your friends' code
 2. Coding starter forums: MOOC students, Udacity Nanodegree forums, Slack groups
 3. People asking questions on StackOverflow, SegmentFault, [CSDN](https://www.csdn.net/)²³

²³<https://www.csdn.net/>

4. Companies with limited code review service for internal developers including startups and big non-tech companies
4. Minimum Viable Product: Manually matches supply with demand to the point where you have to rely on a proprietary platform to handle the order volume. Fast iterates on user feedback to improve the overall process and be responsible to the Net Promoter Score (NPS) but sales.
5. Scale it up: Build the platform using the prototype below and automate. This business should be good to boom.
6. Build an App and Publish on GitHub Marketplace. Optionally, you could provide a human-inspected code review service, compares to existing algorithm-inspected services.

5. Job Search for Programmers

There are already many big players in the general job search market, such as [Lagou²⁴](https://www.lagou.com/), [51Job²⁵](https://www.51job.com/) and [Liepin²⁶](https://www.liepin.com/). There are already programmer-oriented websites that offer Job sections, such as [CSDN²⁷](https://job.csdn.net/) and [OSChina²⁸](https://job.oschina.net/).

There is no job search service provider only for programmers. The dedication to a children market could means professionalism, achieved through ways like:

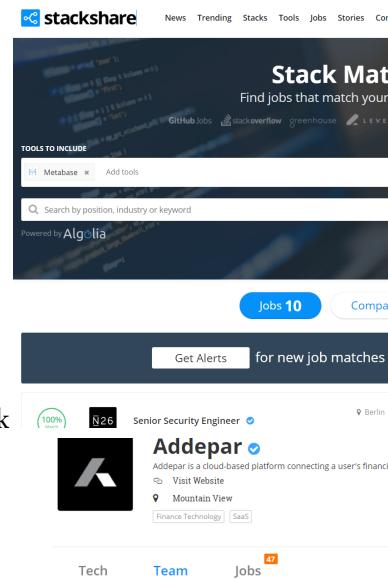
²⁴<https://www.lagou.com/>

²⁵<https://www.51job.com/>

²⁶<https://www.liepin.com/>

²⁷<https://job.csdn.net/>

²⁸<https://job.oschina.net/>



1. allowing applicants to filter jobs by tech stack
2. displaying the tech stack of every listed company
3. including every developer job which is searchable on the Internet
4. creating self-assessment for developers to identify their skills and improve accordingly like the [Pluralsight Role IQ²⁹](#) test
5. matching development supply with demand by algorithms (machine learning, AI)

²⁹<https://www.pluralsight.com/role-iq/react-web-developer>

6. integrating deeply with [GitHub³⁰](#) as a GitHub App
7. helping the employers to find developers with right stack

Successful Determinants

1. Getting company stack data.
2. Programmer-centered perspective. For, by, with programmers.
3. Development of Self-assessment tests.

Suggested Procedure

1. Minimum viable product: manually matching supply with demand by stack. You should start from your existing knowledge about company stack and applicants capability. Extract the mainstream and high-frequency pain points (the Pain Points) from the manual process.
2. Shift products to handle the Pain Points, one at a time. An attempted list of products could be like:
 1. Developer Jobs Description Database: confirms the stack needed of each job, data acquisition combines web scraping with user uploads, enables:
 1. Job search by stack
 2. Company stack profile
 2. Self-assessment tests: for applicants to know where they should stack up
 3. Algorithm matching: using AI
 4. Team skill builder: A mapping tool helps you identify the skill gap between your project/startup's need and your current team setting, and automatically figures out specific job roles that are needed. I have a personal attempted solution in [this repository³¹](#).

³⁰<https://github.com/>

³¹<https://github.com/qzcool/Startup-Team-Builder>

3. Recruit early-adapting users.
 1. Applicants: Job Search Websites
 1. [Ying Jie Sheng](http://www.yingjiesheng.com/)³², for recent graduates
 2. [Lagou](https://www.lagou.com/)³³, for Internet industry
 2. Employers: find HRs on LinkedIn, [Maimai](https://www.maimai.cn/)³⁴ (LinkedIn copycat) and so on.
4. Scale it up. Only after your product is greatly loved by early users.
5. Monetization. The strategy could be just like other players, such as charging the employer the headhunt cut per employment.

6. Utils Package Sharing Marketplace

One of many funs of programming is that it allows you to encapsulate your frequently used scripts into a module or package called `utils` so that to reduce redundancy and increase efficiency. As our experience increases, our daily job will be more and more likely to be a combination of a 80% of your existing `utils` and a 20% of some seasoning (creativity, the uniqueness of projects).

Let us imagine if are using the `utils` from a top programmer in a narrow field, which includes a series of APIs that are well-documented and efficiency-optimized, you will definitely be more confident with that specific field that you would even not bother to pay. By creating such a `utils` sharing marketplace, good packages could monetize as they deserve and the overall utility of the community could improve significantly.

³²<http://www.yingjiesheng.com/>

³³<https://www.lagou.com/>

³⁴<https://www.maimai.cn/>

Successful Determinants

1. Acquire a minimum amount of high-quality and well-documented `utils` from top programmers to start off.
2. Recruit early adopters who could trust the marketplace.
3. Implement an allergic information auto-detect scanner tool to protect privacy from newly-uploaded `utils`.

Suggested Procedure

1. Starting with GitHub, you could upload your `utils` with some documentation to a public repository. But you will not get stars and forks automatically.
2. **Traffic Redirect Trick:** Answer programming questions using scripts from your `utils` on StackOverflow, SegmentFault, CSDN, Quora and ZhiHu, you name it. Redirect traffic to your repository and invite people to star.
3. As long as you have enough stargazers, build the marketplace that would finally become the trading platform using the tech stack you are familiar with, such as React/Express/MongoDB/Google Analytics.
4. Invite other premium `utils` owners to upload on the marketplace.
5. Use the **Traffic Redirect Trick** once again, but for the marketplace this time, to drive users.
6. Take data-driven decisions and you are good to start off.

7. Coding Challenges (Codebyte and Leetcode) in China

In terms of coding challenges, currently you will be most likely to find them here in China: 1. GitHub repositories like this [CodingIn-](#)

terviews³⁵. Challenges are mostly out-of-date. Also, it is hard to interact and get code reviews or feedbacks. 2. Coding Interview Preparation Groups on WeChat. The challenges here are often provided by the latest interviewers. But the problem is it is hard for a newcomer to get the whole picture of a interview out of a few separated challenges. Also, if you do not have access to the group, even you would not be bothered to pay, you are still lack of that key information.

From [Codebyte³⁶](#) it says: Get access to the best collection of coding challenges that you can solve directly online in 10 programming languages. The challenges come with official solutions and tens of thousands of user solutions. You can also brush up on your skills by reading our tutorials in topics like advanced JavaScript features, data structures, and algorithm interview questions asked at companies like Google and Microsoft. [LeetCode³⁷](#) it says: At LeetCode, our mission is to help you improve yourself and land your dream job. We have a sizable repository of interview resources for many companies. In the past few years, our users have landed jobs at top companies around the world. You could do exactly the same as CodeByte and LeetCode in China, helping Chinese programmers landing their dream jobs. This idea is quite straightforward, you can just be a copycat of the website and business model design but equipped it with the local knowledge.

Successful Determinants

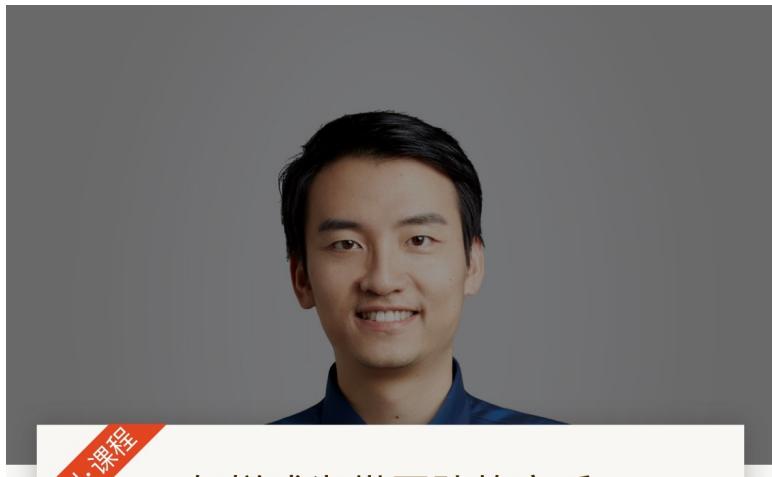
1. The latest coding interview challenges from Chinese top internet companies, like Baidu, Alibaba, Tencent, Didi, Meituan, Toutiao and so on.
2. Build the interactive platform.

³⁵<https://github.com/gatieme/CodingInterviews>

³⁶<https://coderbyte.com/>

³⁷<https://leetcode.com/>

3. **Challenge Displayer:** A Sharable image or WeChat mini-program that displays a certain coding challenge with detailed solution and related discussion to allow users to share so as to drive free traffic to your website. The point is to help the users get the most out of a hyperlink. This determinant is inspired by 德道 (DeDao) when they display key takeaways from their columns and 滴评 (Dianping, of Meituan) when they display a local service like restaurants.



得到·课程

怎样成为带团队的高手

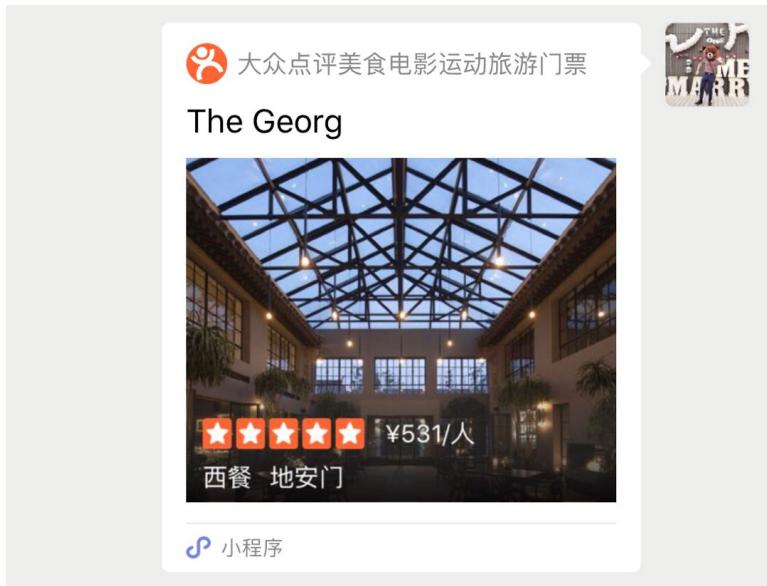
带好下属的全新逻辑

— 老师简介 —

汤君健，十二年人才培养的高管经验，曾任宝洁全国零售渠道销售总监，目前是一家创业企业的创始合伙人。

— 课程亮点 —

- 1.帮你重新理解你和下属的关系。
- 2.这堂课讲的不是“管理”，而是“带”，核心是提升团队的战斗力，让你的下属帮你出色完成业绩。
- 3.交付带团队的一整套方案，包含10个核心要领，每个方法具体到动作。
- 4.汤君健还会告诉你：好员工要走，如何挽留；表现不达标的员工，如何跟他及时、和平分手。



A WeChat mini-program from Dianping

Suggested Procedure

1. Collect all major coding challenges from LeetCode and Code-Byte.
2. Build the interactive platform that allows users to practice online.
3. Build the Challenge Displayer mentioned above.
4. Keep adding latest programming challenges from BAT's interviews. The better the quality of challenges, the more organic traffic the platform will have.
5. Use the Traffic Redirect Trick. Answer programming questions using solutions from your challenges on StackOverflow, SegmentFault, CSDN, Quora and ZhiHu, you name it. Redirect traffic to your platform to convert early adopters.

8. Scaffold Marketplace

Scaffolds are Plugins, Code and Scripts to help you shift software faster and better starting from existing wheels instead of scratch. You might have heard of [CodeCanyon](https://codecanyon.net)³⁸, the largest similar marketplace of the world. There is no such marketplace in China yet. You could start a profitable business by building this marketplace and get cut out of each sale.



CodeCanyon

One special attention worth reminding is the paying willingness to software of Chinese. Since the age of 1990s when Microsoft deliberately allowed pirated Windows to spread freely in China so as to dominate the local Operating System market, Chinese have been so accustomed to use software for free. In fact, even nowadays, large public-listed corporations in the country are still benefiting from pirated software. However, the overall limited awareness to copyrights does not mean the market is unreasonable. Due to the rising generation of millennium and stricter copyright-protection laws being enforced, although a larger percentage of free scaffolds than the developed countries' average is still expected, the sales of the marketplace is expected to grow fast, almost for sure if quality

³⁸<https://codecanyon.net/>

is assured.

Successful Determinants

1. The quality and quantity of scaffolds.

Suggested Procedure

1. Build the marketplace on top of [Scaffold³⁹](#) by Ant Design. The source code is under MIT license, which means free to use even commercially. Insert the payment system and expand the supported scaffolds into more categories, like code and



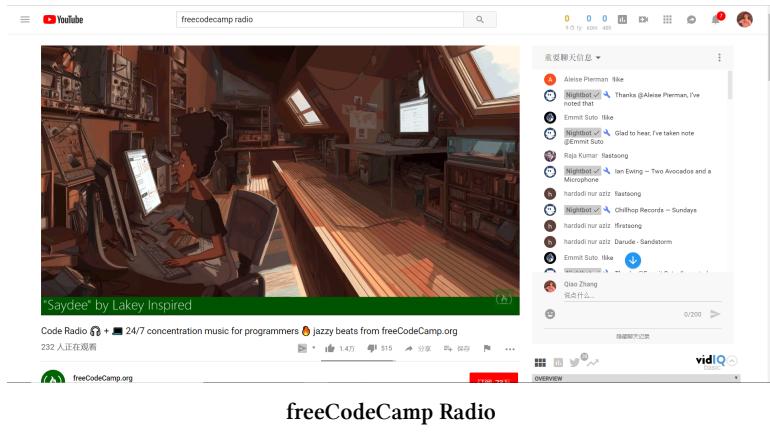
1. Build the marketplace on top of [Scaffold³⁹](#) by Ant Design. The source code is under MIT license, which means free to use even commercially. Insert the payment system and expand the supported scaffolds into more categories, like code and
2. Use the [Traffic Redirect Trick](#). Answer programming questions using scaffolds from your marketplace on StackOverflow, SegmentFault, CSDN, Quora and ZhiHu, you name it. Redirect traffic to your platform to convert early adopters.

9. Coding Concentration Music

Like [freeCodeCamp Radio⁴⁰](#) says: This music will help you get into a flow state so you can crank out some serious code.

³⁹<https://github.com/ant-design/scaffold-market>

⁴⁰<https://www.youtube.com/freecodecamp/live>



I personally turn on the radio all day long while I was working on projects. Believe it or not, it helps me.

If you need to know more about the idea behind it, please read [Introducing Code Radio: 24/7 jazzy beats you can code to ☕ + ☕⁴¹](#).

There is a content suggestion, I have heard a hypothesis that some people are more focused in a little noisy environment, like a coffee shop. You could do some test on this hypothesis.

This idea might not be enough to support a profitable business, but as long as you find great music resources, especially Chinese-oriented music, and right channels to reach your audience, traffic is guaranteed.

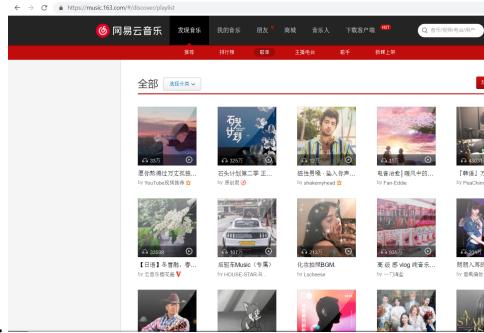
Successful Determinants

1. Build a large enough music playlist to support 24/7 playing, with local music included.

⁴¹<https://medium.freecodecamp.org/introducing-24-7-freecodecamp-radio-chill-tunes-you-can-code-to-dbae61681cf0>

Suggested Procedure

1. Build the music playlist. You might want to allow users to add their favorite as well. A possible method is to create a repository on GitHub to store the playlist and leverage the GitHub existing infrastructure like Issues and Pull requests.
2. Find the right play channel by running A/B tests. There are several available channels below to test out:
 1. NetEase Music Playlist. NetEase Music is Spotify in China, the existing infrastructure could alleviate the



playlist management suffering.

2. Offering as a Service to major programming-related



WeChat Public Accounts like freeCodeCamp.

3. Live on **Douyu**⁴², which is Twitch.tv in China.

⁴²<https://www.douyu.com/>

10. A Marketplace for Low Value Side Projects

Inspired by [1KProjects](https://1kprojects.com/)⁴³, this curated marketplace will be where makers sell their abandoned projects for less than ₩5000. In Avengers 3 Infinity War, there is a conversion between Loki and Thanos at the beginning on the Ascardian spaceship. Thanos considers failure experience not as experience, while Loki considers experience experience. If you are agree with Loki, then you would believe in the value of a low value projects exchange. This business is making money out of a cut of each sale on the platform.

Successful Determinants

1. Build the marketplace, especially the project specification page on WeChat mini-program. **Allowing people to share the projects listed on your platform in WeChat is the key to success.**

⁴³<https://1kprojects.com/>

2. Collect enough projects for the momentum to initiate the marketplace.

Suggested Procedure

1. Build the marketplace frontend using [Taro⁴⁴](#), a multi-terminal unified development framework that follows the React grammar specification, which allows you to deliver website and WeChat mini-program simultaneously.
2. Design the project specification page on WeChat mini-program.
3. Design the transaction process, offer, treaty and protocol of the marketplace, to decrease the transaction harassment so as to increase user experience. Take a look at [SideProject.Tech⁴⁵](#) on 1KProjects to check how to design an offer and describe the project details.
4. Confirm your marketplace support WeChat Payment and Alipay.
5. Do survey among project sellers on setting a reasonable platform sales cut rate. A lower rate is expected in China for the sake of higher competition. I would say 10% is a good start.

11. Programmer Ranking System

As we all know, Chinese are really good at taking exams. But there is no exam to evaluate programming ability in China. Inspired by One Punch Man [Hero Association⁴⁶](#), we could categorize programmers into similar S/A/B/C class by standard exams. Your results tell you where to start within a learning path, so you can develop

⁴⁴<https://taro.aotu.io/>

⁴⁵<https://1kprojects.com/project/sideprojecttech>

⁴⁶<https://onepunchman.fandom.com/wiki/Heroes>

the skills you need most and not waste time on what you already know.



Saitama feels disappointed when only graded class C, by One Punch Man

A reference of this idea is [Pluralsight IQ](#)⁴⁷.

A screenshot of the Pluralsight Skill IQ interface. At the top, there's a navigation bar with the Pluralsight logo, 'courses', a search bar ('Q, What do you want to learn?'), 'Business', 'Personal', 'LIVE 2019', 'Log in', and a 'Get started' button. Below the navigation, the text 'Know where your skills stand' is displayed. On the left, there's a section titled 'Do you know what you don't know?' with the text: 'In as little as five minutes and 20 questions, you can identify your knowledge gaps and strengths with our skill assessments.' Below this, it says: 'Your results tell you where to start within a learning path, so you can develop the skills you need most and not waste time on what you already know.' To the right, there's a 'RESULTS SUMMARY' section with a chart titled 'Skill measurement complete: Angular JS'. The chart shows a grey area representing the skill level, with a vertical dashed line at 'Skill level 261'. The y-axis has categories 'Expert 2000+', 'Proficient 1000+', and 'Novice 0-100'. The x-axis represents 20 questions, numbered 1 to 20. Question 1 is marked as 'Expert', while most others are marked with a checkmark.

Pluralsight Skill IQ

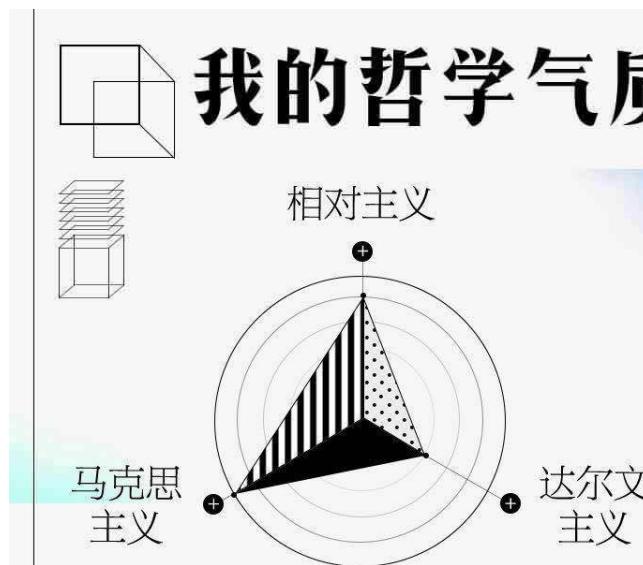
⁴⁷<https://www.pluralsight.com/product/skill-iq>

Successful Determinants

1. Design the evaluation exams to achieve the Nash Equilibrium between time consuming and precision.
2. Ranking System is well-recognized by majority.

Suggested Procedure

1. Improve your evaluation exams on top of Pluralsight IQ, which is already an all-round exam system, with some localization seasoning.
2. Build the website with exams and a delicate mobile-responsive personal profile page or sharable credential badge for people to announce their programming ability to the community.
3. **Write viral marketing posts to encourage people to take your exams, and share the results as an image with a QR code redirecting to your website to their connections on WeChat.** A good reference are several viral marketing personal characteristics tests by NetEase to drive organic and



思辨

马克思主义

你活泼而守纪律，勇敢而不鲁莽，
具备难得的坚定意志和长远目光，
越敲打你，你越能绽放灿烂的光辉

通达

相对主义

你生于俗世却不流于世俗，明智审
慎，能掌握进退的分寸，你历经尘世
黑白，仍能一如既往地保持宠辱不惊

进取

达尔文主义

你是命运的强者，在世界这个优胜
汰的竞技场里，你的成长速度异于
人，没有人能打败你，除了你自己

cheap traffic to its app.

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