

Secret World App Launches New Self-Review Trust System, Letting Users Define Their Own Reputation First

Secret World App Launches First-Ever Self-Review Trust and Exposure System for Everyday Hustles, Cash Jobs, and Micro-Opportunities

SILICONE VALLEY, CA, UNITED STATES, October 13, 2025 /EINPresswire.com/ -- The [Secret World App](#) today announced a major step forward in the evolution of local opportunity and digital visibility. Built for the overlooked workforce — freelancers, side hustlers, small vendors, and anyone offering skills or mini-jobs — the platform transforms how people find, trust, and connect to real work opportunities nearby.

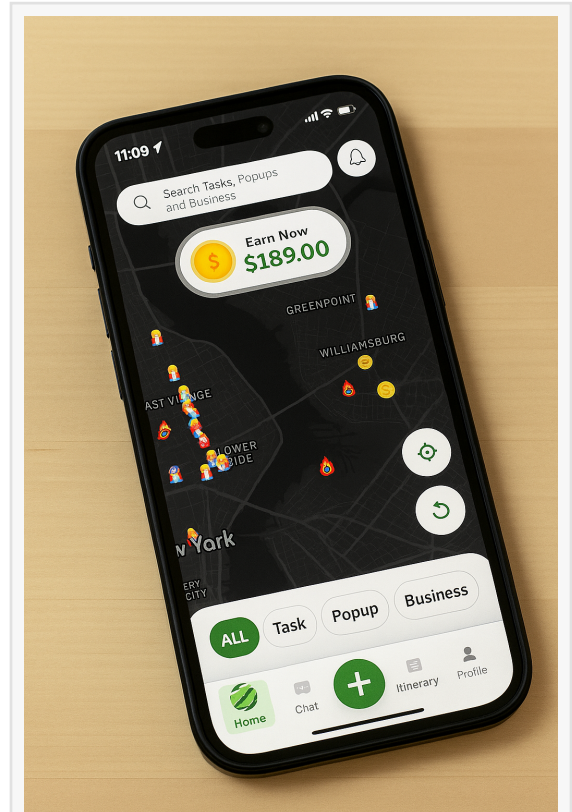
Unlike traditional gig apps that focus on verified professionals or corporations, Secret World brings visibility to the real economy — those cash-based, person-to-person jobs that have always existed off the grid. Whether someone offers handyman help, makeup services, home cooking, or quick neighborhood tasks, they can now be seen, rated, and trusted — all in one place.

"We built Secret World for the everyday hustler — the people who make real life work, not just online life," said Kaixiong Zhang, founder and CEO of Secret World. "It's time their skills, side jobs, and businesses show up on the map — literally."

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A Digital Map for Real-World Opportunity

At the heart of Secret World is an interactive map that turns opportunities into visible "coins." Each coin represents a real task, hustle, or service in the user's area — whether it's a small cleaning gig, delivery request, repair, tutoring session, or pop-up event.

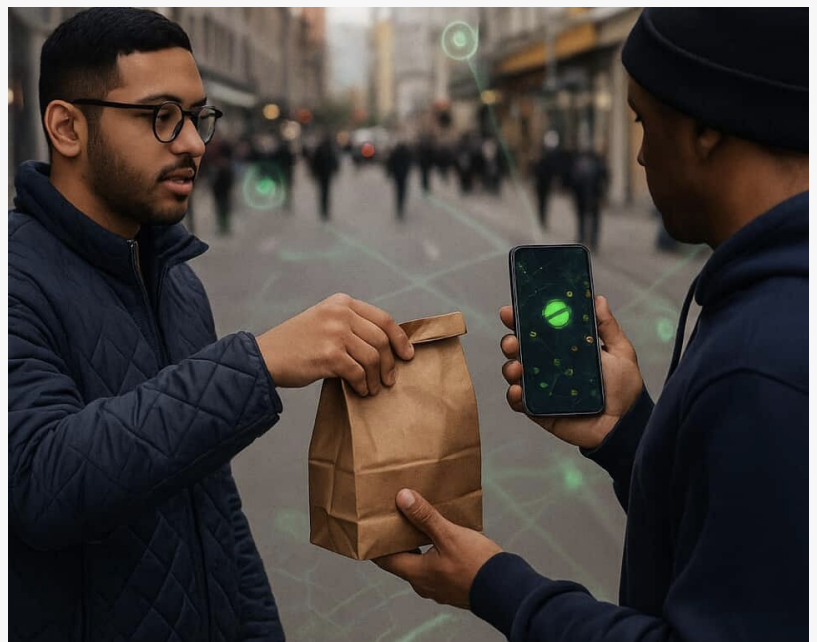


A live view of the Secret World app showing nearby tasks, pop-ups, and businesses on a real-time city map.

Users can post their own jobs, create listings for small services, or even “script their future” by completing tasks that help them build reputation and community presence. Secret World allows everyday people — especially those without traditional resumes — to showcase initiative, reliability, and hustle through real-world activity.

The platform bridges informal labor with modern visibility tools, creating a social economy that thrives on authenticity and local connection.

Learn more about how the Secret World map works at <https://secretworld.ai>.



Two users connect through the Secret World app, one completing a gig, the other tracking and confirming the task live on the app.

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The Fire Logo and the Eye: Visibility for Every Hustle

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Opportunity shouldn't hide behind algorithms. It should live on the map where everyone can see it.”

Kaixiong Zhang, Founder of the Secret World App

Secret World's iconic fire logo with an eye in the center symbolizes exposure — turning hidden effort into seen opportunity. On the map, it marks any hustle, from an Instagram boutique to a WhatsApp-based bakery or a weekend pop-up store.

These are the small, independent operations that used to rely only on social media followers or word-of-mouth. Now,

they can appear directly on the Secret World map, making it easy for anyone nearby to discover, interact, and support them — even if they've never seen their page before.

For small stores and vendors, Secret World acts like the digital front of their glass window. Businesses can display if they're hiring, running deals, offering memberships, or just want to catch the eye of passersby — digitally, in the same three seconds it takes someone to notice a store in real life.

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A New Kind of Exposure Economy

Secret World isn't just about being seen — it's about creating fair visibility. The platform's unique self-review-first trust system allows users to describe their own skills, values, and goals before others add feedback. This system ensures context and control, helping people build reputation around honesty and effort rather than curated profiles or random ratings.

By blending exposure with trust, Secret World creates a balanced digital space — where local effort meets local opportunity.

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Why This Matters

Millions of people operate outside formal job systems — freelancers, students, caregivers, local sellers, and gig workers who get paid in cash, Zelle, or Venmo. These individuals are the hidden backbone of local economies, yet their work is invisible to the digital world.

Secret World solves this by connecting physical presence, community tasks, and small business visibility into one interactive network. It levels the playing field — allowing anyone, regardless of skill or background, to show what they can do and get discovered for it.

“We’re not just making another app,” said Kaixiong Zhang. “We’re creating a living map of human effort — where every hustle, from the smallest gig to the biggest dream, gets a pin on the world.”

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About Secret World

Secret World is a social exposure platform designed to connect real people with real opportunities. Combining a live map, self-review trust system, and visibility tools for local vendors, the app transforms how the everyday economy is seen and supported. Whether you're offering services, looking for side jobs, or promoting a small brand, Secret World makes sure your work gets noticed — instantly.



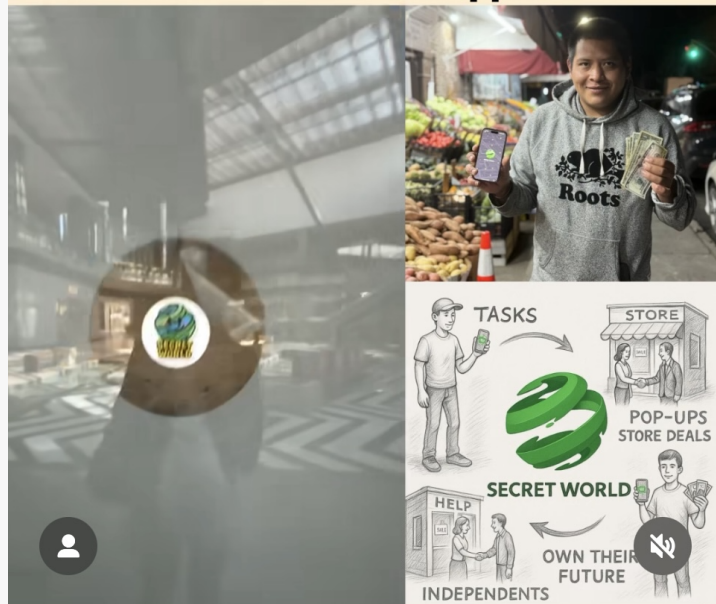
An in-app glimpse of the Secret World experience, where players receive live storyline tasks like “Grandma’s Surprise,” blending real-world locations with narrative gameplay. Event seen here is scheduled at 5:08 AM in NYC with task-based payouts and crypt

The app is currently available for iOS and Android, with expansion features rolling out throughout the year.

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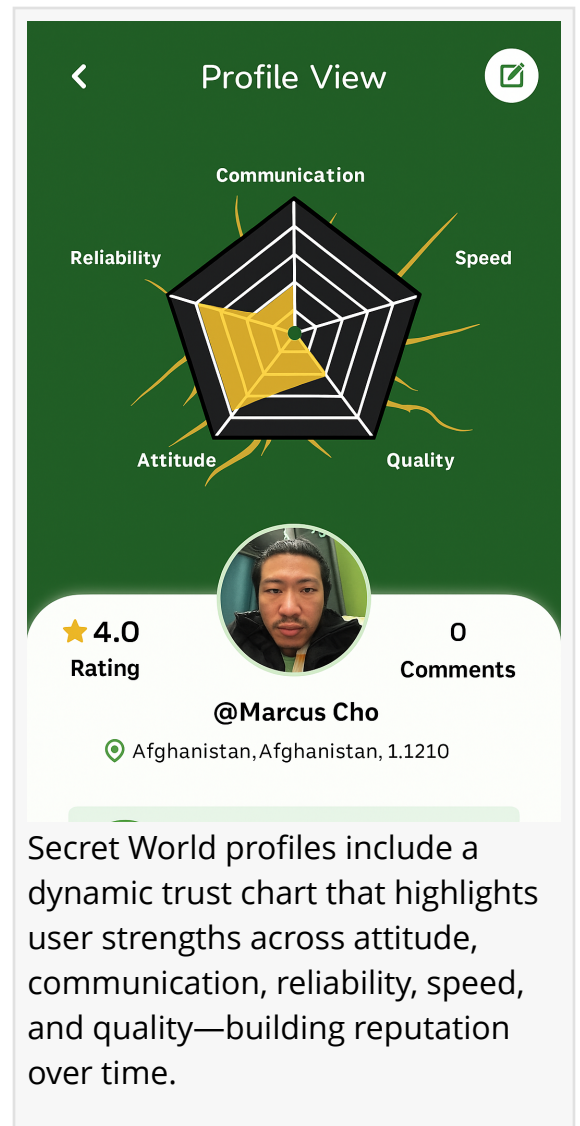
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New Yorkers are finding new ways to make money on the newly launched Secret World App



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A community member in New York shows how they earned money using the Secret World app—part of a growing informal economy that's being mapped in real time.



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