

Secret World App Shows How a Creator Community Could Surface Hidden Opportunities in the Local Economy

Secret World App maps hidden work, sellers and local business demand to show how creator communities could make local opportunity easier to discover.

MANHATTAN, NY, UNITED STATES, August 22, 2026 /EINPresswire.com/ -- Secret World App has released a new visual series examining a part of the [local economy](#) that often goes unseen: opportunities that exist in everyday life but never make it onto the platforms people normally use to find work, customers or local businesses.

The series uses three “icebergs” to illustrate separate gaps in the local economy — hidden work, hidden sellers and hidden reasons for people to visit local businesses.

Together, they support a broader idea behind Secret World: the local economy may already contain more opportunity than people can currently see.

Small jobs are often passed through texts and group chats. Independent sellers may only appear through an Instagram Story or word of mouth. Local businesses may have empty appointments, special offers, hiring needs or other reasons for people to visit that day, but those details can remain invisible to people nearby.

Secret World believes a creator community can help connect those pieces.

The Hidden Work Iceberg

The first graphic looks at work that exists outside traditional job listings.



Secret World visualizes the local economy as an iceberg, with work, independent sellers and business opportunities often remaining below the surface.

Formal roles are easy to search through established job platforms. Smaller needs are different.

A business may need someone to film content that afternoon. An event may need an extra person for a few hours. Someone may need photographs taken, flyers distributed or a video edited.

Those opportunities can be real and paid, but many are too small, urgent or informal to become conventional job listings.

Secret World's graphic refers to Federal Reserve Survey of Household Economics and Decisionmaking data showing that 9% of U.S. adults reported performing short-term tasks for pay, while 4% reported doing such work through an app or website.

The company uses the comparison to illustrate how much short-term work can take place outside digital marketplaces.

Secret World allows people to post tasks without a posting fee, with the goal of making more of those smaller needs visible.

The Hidden Seller Iceberg

“

We don't believe opportunity is always missing. A lot of the time, it's already there, in a DM, a group chat, a storefront or someone's head. The real problem is that the right people never see it.”

*Kaixiong Zhang- Founder Of
Secret World App*

walking one block away may never know the seller is there.



The Hidden Work Iceberg illustrates how small jobs and short-term needs can remain in texts, DMs, referrals and informal networks instead of becoming public listings.

The second graphic focuses on sellers without permanent storefronts.

Home cooks, clothing sellers, independent makers, temporary food stands and other small sellers may operate for only a few hours or days at a location.

Many already promote themselves through social media, private messages or community groups.

But those channels are temporary.

A Story disappears. A message gets buried. Someone

Secret World's Popups feature is designed to give temporary sellers a place on a live local map while they are active.

The idea is not to replace permanent business listings, but to make a different category of local commerce easier to discover.

The Walk-In Iceberg

The third graphic examines permanent local businesses.

Search engines and mapping services already make it easy to find a business's address, hours and reviews.

Secret World is focused on another layer of information: why someone should go there today.

A restaurant may have a lunch special.

A barber may have two chairs open that afternoon.

A store may be running a limited promotion.

A business may need weekend help, a creator to film content or people for an event.

Those circumstances change quickly and may never appear in a traditional business listing.

The graphic summarizes the distinction with the line:

"Google answers where. Secret World answers why today."

Secret World allows businesses to share deals, hiring opportunities, memberships and other timely reasons for nearby people to engage with them.

A Creator Community as Local Infrastructure

Secret World's broader argument is that these three problems are connected.

People have skills.



The Hidden Seller Iceberg looks at temporary sellers, popups and independent commerce that can disappear before nearby customers ever discover it.

Independent sellers have products.

Businesses have demand.

But those groups often operate across separate platforms, private conversations and offline networks.

A creator community can sit between them.

Creators can take on small jobs, discover and support independent sellers, help businesses create content, find deals, respond to hiring needs and connect people with what is happening nearby.

“We don’t think the problem is always a lack of opportunity,” said Kai Zhang, founder of Secret World. “Sometimes the opportunity already exists — in a group chat, a DM, a storefront or somebody’s head. The problem is that the right people never see it. Secret World is being built to close that visibility gap.”

Putting the Hidden Economy on One Map

The final image in the series shows Secret World’s map bringing Tasks, Popups and Businesses into one view.

A person can potentially see a paid task, an independent seller and a local business opportunity within the same neighborhood.

That is the larger idea behind the platform: instead of requiring every opportunity to fit into a traditional job board, business directory or social feed, Secret World is attempting to create one local layer where more of that activity can become visible.

The company describes its mission simply:

Opportunities shouldn’t be invisible.

Secret World is currently building its creator and local opportunity community in New York City.

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SECRET WORLD

The Walk-In Iceberg

Being listed is not the same as being chosen.
Google answers where. Secret World answers why today.

- 1 What Google already shows**
Name · hours · reviews · location
*You can be found.
That doesn't bring anyone in.*
- 2 Reasons to come in today**
A slow Tuesday price · a lunch special · two chairs open at 2pm
*Real reasons to visit.
Posted nowhere.*
- 3 Things you need a person for**
Someone to film · weekend help · a group booking
A listing can't bring you a person.
- 4 The customer who comes back**
Memberships · regulars' perks · the neighbor who knows your name
*One walk-in is a sale.
A regular is a business.*

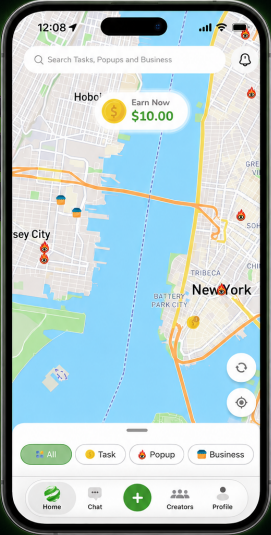
This layer already exists. It lives in group chats, DMs and stories.

The Walk-In Iceberg highlights the difference between knowing where a business is and knowing why there is a reason to visit it today.

SECRET WORLD

Everything happening near you, on one map.

Tasks, popups and local businesses. Live, in one place.



 **This is the layer that was missing.**
It's all on one map now.

Secret World brings tasks, popups and local businesses together on one map to make nearby opportunities easier to discover.

This press release can be viewed online at: <https://www.einpresswire.com/article/936190046>

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