The next trait that unfolded in our quest is an interesting one.

Here's trait # 10

Giving talent a platform: Giving upcoming talent the exposure that they seek and then monetize the outcome.

Youtube lets anybody create a channel of her/his own and via that channel, the person can upload any kind of content, be it an AV by a musician or an intense monologue by a wannabe actor or a short documentary by a budding director or a lecture by a spiritual guru. All of this at no cost. If the uploaded content is good, people follow these channels in large numbers and Youtube rakes in advertising dollars by monetizing their presence.

Quirky, based out of New York is an online community of inventors. Anyone can submit her/his idea on their portal. Everyone in the community votes online for or against the ideas received. Every Thursday, a group of industry experts and community members meet at the headquarters to debate on the ideas submitted and choose the best one that they would work on. The community gets to choose the features of the ideas chosen too. Quirky, then gets the product manufactured through its network of vendors using state-of-the-art processes. Once the product is made, then Quirky helps sell the product too. What Quirky gets is a small cut on every sale made. Quirky proudly says, "In the end, the world has access to an invention that wouldn't have existed". In other words, it has given talent a platform and monetized the outcome.