The Creative Class with Paddle8: Tips for Launching a Successful Startup (VIDEO)

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In just three short years Paddle8 an innovative marketplace infusing technology and art has held hundreds auctions with over $100MM in bidding activity and raising over $25MM for charities.

They've quickly expanded their reach with members and bidders from hundreds of countries and they are also setting records with their most expensive work, a Jeff Koons sculpture selling for over $900k.

With over 50 employees worldwide, and offices in New York, LA and London, they've raised over $17 million in funding. This Creative Class video features CEO and Cofounder Aditya Julka about what it takes to launch a successful startup.
For the first time in human history our economic output turns on our creativity, which is fundamentally transforming the way we live and work. The Creative Class, as defined by my husband and Professor Richard Florida make up 40 million Americans - over a third of our workforce - who think and create for a living. This "creative class" is found in a variety of fields, from arts and science, to tech and education, and architecture, entrepreneurship and business. The Creative Class is a video series celebrating innovative creators across disciplines.

Video Correction: Alexander von Furstenberg is an investor in Paddle8, Diane von Furstenberg is not.

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