

July 25, 2014

HUFF  
POST

## WHAT IS WORKING: SMALL BUSINESSES



### [Rana Florida](#)

CEO, The Creative Class Group & Author, Upgrade

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

Posted: 07/25/2014 9:42 am EDT

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.*

**Follow Rana Florida on Twitter: [www.twitter.com/ranaflorida](https://www.twitter.com/ranaflorida)**

### **More:**

[Design Artists Innovation Christie's Damian Hirst Business Sotheby's New York What Is Working: Small Businesses Alexander Gilkes Culture Rana Florida Jeff Koons Art Entrepreneurs Auction Paddle8 Technology Auction House Aditya Julka Creative Class](#)