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| RESEARCH ARTICLE

Research on the Rise of the "Handcrafted Economy" in the Digital Era

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| ABSTRACT
The inclusive development of digital technologies has spawned the "handcrafted economy", an emerging lightweight innovation format. With individuals or small teams as the main innovation subjects, it realizes the rapid implementation of creative ideas relying on artificial intelligence, flexible supply chains and digital platforms, and has become an important carrier for individual innovation and the release of micro-economic vitality in the digital era. Based on the practical characteristics of the handcrafted economy and existing research results, this paper systematically defines the core connotation and essential characteristics of the handcrafted economy, analyzes its driving mechanism from the four dimensions of supply, demand, institution and ecology, explains its epoch-making effects in activating individual innovation, optimizing market supply, reshaping innovation paradigms and highlighting humanistic values, and then reveals its practical dilemmas in product safety, intellectual property rights, individual capabilities, regulatory adaptation and commercial sustainability. Finally, it puts forward the optimization path for the high-quality development of the handcrafted economy from the perspective of the coordination of the government, platforms, individuals and the industry. The research shows that the handcrafted economy is an inevitable result of the fission of micro-innovation units empowered by digital technologies. Only through flexible regulation, ecological empowerment and capacity cultivation can it move from a short-term boom to long-term development and inject micro-power into the cultivation of new quality productive forces and high-quality economic development.

| KEYWORDS

Digital era; Handcrafted economy; Individual innovation; New business format; High-quality development

| ARTICLE INFORMATION

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1. Introduction

With the in-depth penetration of digital technologies such as generative artificial intelligence, low-code development and 3D printing, as well as the collaborative support of flexible supply chains, digital platforms and innovation and entrepreneurship policies, the traditional industrial-era innovation paradigm centered on large-scale, team-based and heavy-asset models has been gradually broken. The threshold for individual innovation has been continuously lowered, and micro-innovation practices characterized by "handcrafting" have risen rapidly. The term "handcrafting" originally originated from the gaming circle, referring to the behavior of completing difficult operations without the help of external tools such as plug-ins and shortcut keys. Empowered by digital technologies, its connotation has been expanded to an innovation model in which individuals or small teams transform ideas into products or services relying only on creativity, simple tools and digital technologies, without relying on traditional production lines, large capital investment and complex organizational structures.

At present, the topic view count of "handcrafting everything" on short-video platforms has exceeded 5 billion times. There are numerous cases such as the "Kitten Fill Light" APP developed in one hour with millions of downloads, middle school students in Shenzhen handcrafting sounding rockets, and a young man in Sichuan handcrafting an aircraft obtaining civil aviation airworthiness certification[1]. The handcrafted economy has evolved from a subculture to an emerging economic form with

extensive social influence, spawning new entrepreneurial subjects such as "one-person companies" and "super individuals", and has become a highly dynamic part of the digital economy landscape. The rise of the handcrafted economy is not an accidental online boom, but the result of the combined effect of sinking technological dividends, upgrading consumer demand, institutional innovation empowerment and social and cultural transformation. It not only reshapes the underlying logic of individual innovation and entrepreneurship, but also exerts a profound impact on the market supply structure, industrial innovation models and social value orientation.

Existing studies have conducted preliminary discussions on the concept, characteristics, value and problems of the handcrafted economy, recognizing its positive role in lowering the innovation threshold, activating individual vitality and filling market gaps, and pointing out its development shortcomings in quality and safety, intellectual property rights, regulatory adaptation, etc. However, most existing studies focus on phenomenon description and superficial analysis, lacking systematic and progressive research on the rise logic, deep value and long-term development path of the handcrafted economy. Based on this, taking the digital era as the research background and the rise of the handcrafted economy as the core topic, this paper systematically explores the development laws and optimization strategies of the handcrafted economy through a progressive research framework of connotation definition, driving analysis, value interpretation, dilemma revelation and path optimization, so as to provide theoretical reference and practical guidance for the standardized development of new business formats and the release of micro-innovation vitality.

2. Connotation Definition and Core Characteristics of the Handcrafted Economy

2.1 Origin and Definition of the Connotation of the Handcrafted Economy

The semantic evolution of "handcrafting" is an intuitive reflection of the transformation of production modes in the digital era. Originally a professional term in the gaming circle, its core is to complete difficult tasks by relying on one's own operations without external assistance, emphasizing the ultimate exertion of individual capabilities. In the digital era, the inclusiveness of production factors such as artificial intelligence, open-source tools and flexible supply chains has enabled "handcrafting" to break through the physical boundaries of pure manual operation and become a synonym for individual lightweight innovation.

Integrating practical characteristics and academic definitions, the handcrafted economy refers to a distributed, low-cost and highly agile micro-innovation economic form in which individuals or small teams abandon the capital, equipment and team thresholds of traditional large-scale production, rely on digital technologies such as generative AI, low-code platforms and 3D printing, combined with mature flexible supply chains and digital communication platforms, quickly transform personalized creativity into products or services, and realize market monetization and value creation[2]. The core of this concept is taking individual creativity as the core, digital technologies as the support, agile implementation as the feature and market monetization as the goal. Different from the manual labor of the traditional individual economy and the large-scale production of the industrial economy, it is a new economic format integrating digital technologies and individual creativity.

From an economic attribute perspective, the handcrafted economy belongs to the non-public ownership economy and is an important part of the socialist market economy. It conforms to the basic policy of "unswervingly encouraging, supporting and guiding the development of the non-public ownership economy". Its value creation relies on production factors such as creativity, technology, labor and data to participate in distribution, which is a concrete manifestation of the improvement of total factor productivity at the micro level.

2.2 Core Characteristics of the Handcrafted Economy

Miniaturization of innovation subjects: The handcrafted economy breaks the team dependence of traditional entrepreneurship, with one-person companies and super individuals as the core innovation subjects. Individuals can complete the whole process from creative design, product development to market promotion only by virtue of creativity and digital tools. This subject form does not require complex organizational structure and management system, and realizes innovation implementation with minimized staffing, representing a typical "single-soldier combat" entrepreneurship in the digital era.

Inclusiveness of technology application: The sinking of digital technologies is the foundation of the handcrafted economy. Generative AI undertakes professional work such as code generation, design and planning; low-code platforms allow people without programming foundation to complete application development; 3D printing reduces the cost of hardware proofing from ten thousand yuan level to hundred yuan level; open-source communities and knowledge platforms provide free technical support for individuals. Technology is no longer an exclusive resource of professional institutions, but a "universal toolbox" for individual innovation, completely leveling the technological starting line of innovation.

Agility of innovation processes: The handcrafted economy abandons the "long cycle, high investment and slow iteration" model of traditional innovation, presenting the characteristics of low cost, short cycle and rapid trial and error. The transformation cycle from creativity to prototype can be shortened to several hours, and the development cost is only about one thousand yuan. Individuals can quickly launch products to the market for feedback and realize the closed loop of "creativity-product-market-iteration", greatly improving innovation efficiency.

Precision of market demand: The core competitiveness of the handcrafted economy lies in the accurate excavation of long-tail demand, segmented pain points and emotional value. Constrained by scale effect and cost structure, traditional large enterprises are difficult to cover niche, personalized and scenario-based market demand. Handcrafted entrepreneurs are mostly target users themselves, who can accurately capture segmented demands such as solo living safety, niche tools and emotional companionship, and realize the commercial monetization of "empathy".

Distributed format distribution: The handcrafted economy does not rely on fixed production sites and centralized production lines. Innovation activities are distributed in diverse scenarios such as families, dormitories and maker spaces, which is a decentralized micro-innovation experiment. This distributed feature allows innovation to break through the restrictions of region, site and resources, forming a micro-innovation network spread all over society.

3. Multi-dimensional Driving Mechanism for the Rise of the Handcrafted Economy in the Digital Era

The explosive growth of the handcrafted economy is the result of the combined effect of technological empowerment on the supply side, consumption upgrading on the demand side, policy support on the institutional side and platform assistance on the ecological side. The four dimensions form a synergistic effect, promoting individual innovation from "impossible" to "normalized".

3.1 Supply Side: Digital Technologies and Supply Chain Restructuring Lower Innovation Thresholds

Inclusiveness of digital technologies breaks down technical barriers: The popularization of generative AI is the core technical driving force for the rise of the handcrafted economy. AI can complete professional work such as code writing, design drawing and copy planning through natural language instructions, allowing individuals without technical background to quickly develop lightweight applications; 3D printing and modular hardware technologies greatly reduce the cost of proofing and assembly of hardware products, enabling individuals to produce physical products without purchasing industrial equipment; knowledge sharing platforms such as open-source communities and short-video tutorials allow individuals to carry out innovation on the basis of previous technical accumulation and avoid "reinventing the wheel"[3]. The inclusiveness of technologies has brought innovation from professional laboratories to ordinary families, laying the technical foundation for "everyone can develop and everyone can create".

Maturity of flexible supply chains realizes product production: A mature industrial chain system provides industrial support for handcrafted creativity. Flexible supply chain platforms such as Huaqiangbei in Shenzhen and shared manufacturing factories in the Yangtze River Delta can provide small-batch and fast-delivery production services, allowing individual designers to use industrial-grade equipment to complete product mass production; the market-oriented supply of electronic components and modular parts allows individuals to quickly equip with hardware required for innovation without independently researching and producing accessories. Flexible supply chains have made the "one-person factory" a reality, opening the last link from prototype to product for handcrafted creativity.

3.2 Demand Side: Consumption Upgrading and Individual Value Demand Give Birth to Market Space

Consumption structure upgrading activates segmented markets: After Generation Z became the main consumer force, market demand has shifted from standardization and large-scale in the industrial era to personalization, emotionalization and uniqueness. Consumers are no longer satisfied with homogeneous products produced by assembly lines, but turn to niche products with creativity, warmth and personality, providing a broad market soil for the handcrafted economy. The emotional value, original attribute and customized characteristics carried by handcrafted products exactly fit the demand shift of contemporary consumers, forming differentiated market competitiveness.

Awakening of individual value promotes entrepreneurial choices: The fast-paced industrial production has trapped individuals in a passive state of "tool man", and workers lack a sense of creation achievement in standardized processes. The handcrafted economy provides individuals with a path of independent creation and self-realization. Individuals can carry out innovation relying on their interests and expertise, transform creativity into economic value, and realize the career ideal of "combining interest with career". At the same time, the diversified demand of the employment market has made "slash youth" and "flexible employment" a trend. The low threshold and high flexibility of the handcrafted economy provide individuals with

low-cost entrepreneurial trial and error opportunities, meeting the contemporary young people's pursuit of work autonomy and sense of value.

3.3 Institutional Side: Policy Innovation and Business Environment Optimization Create a Development Environment

Special policy support empowers individual entrepreneurship: Local governments have keenly captured the development potential of the handcrafted economy and introduced targeted policies to escort "one-person companies" and "super individuals". More than 20 cities including Shanghai, Shenzhen, Hangzhou and Qingdao have launched special policies for artificial intelligence OPC (One-Person Company), providing full-cycle services such as free office space, computing power subsidies, tax incentives and entrepreneurial support; Huaqiangbei in Shenzhen has established an innovation community to provide full-chain support for handcrafted entrepreneurs from creative incubation to market transformation; Hefei has launched computing power subsidy policies to reduce the technical cost of individual innovation. Precise policy empowerment has cleared institutional obstacles for the handcrafted economy and built a policy system adapted to lightweight entrepreneurship[4].

Optimization of business environment reduces institutional costs: The government has simplified the registration and approval procedures for individual industrial and commercial households, implemented a flexible supervision model, and provided a loose access environment for handcrafted entrepreneurs; for micro and small innovation subjects, flexible tax policies and low-cost dispute arbitration channels have been explored to reduce the institutional transaction costs of individual entrepreneurship. The optimization of the business environment allows individuals to focus on creative research and development and product iteration without spending energy on cumbersome administrative procedures.

3.4 Ecological Side: Platform Empowerment and Cultural Cultivation Activate Innovation Vitality

Digital platforms provide full-link support: Digital platforms such as short videos, e-commerce and app stores provide one-stop services for display, communication and monetization for the handcrafted economy. Creators can display creative processes and promote products through platforms, directly reaching national users and breaking regional and channel restrictions; platform traffic support and monetization tools allow individuals to quickly realize commercial benefits, forming a dual monetization model of "content + product". Digital platforms have become the core carrier of the handcrafted economy, enabling accurate docking between individual creativity and market demand[5].

Cultivation of innovation culture creates a social atmosphere: The social concept of "mass entrepreneurship and innovation" has taken root in the hearts of the people, and a cultural atmosphere tolerant of trial and error and encouraging creation has provided spiritual support for the handcrafted economy. Social recognition and tolerance of individual micro-innovation allow ordinary people to dare to break through professional boundaries to try innovation; the education system has gradually integrated AI tool application, innovation practice and other contents, cultivating the creative ability of the new generation. The cultivation of innovation culture has transformed handcrafting from a niche hobby to a socially recognized innovation method, stimulating the innovation enthusiasm of the whole people.

4. Epochal Value and Economic and Social Effects of the Handcrafted Economy

The handcrafted economy is not only an emerging economic format, but also reshapes the innovation logic, market structure and social value of the digital era, releasing multiple positive effects at the micro, meso, macro and social and cultural levels, and becoming a micro-power for high-quality economic development.

4.1 Micro Level: Activate Individual Innovation and Empower Flexible Employment

The handcrafted economy fundamentally lowers the threshold for innovation and entrepreneurship, so that individual creativity is no longer restricted by capital, technology and resources, realizing "creativity is productivity". Individuals can carry out entrepreneurial activities with only one computer and digital tools without forming a team or seeking financing, providing a new path for flexible employment for groups such as college students, office workers and freelancers, and spawning new employment forms such as "one-person entrepreneurship" and "slash youth". At the same time, handcrafted innovation allows individuals to gain a sense of accomplishment and value in the creation process, realizing the transformation of labor from "survival necessity" to "self-realization", and activating the most grassroots innovation vitality of society.

4.2 Meso Level: Enrich Market Supply and Force Industrial Transformation

The handcrafted economy accurately fills the blank areas of the traditional market. A large number of small and beautiful lightweight applications, cultural and creative products and intelligent hardware have enriched the market supply structure and met diversified and niche consumption needs. At the same time, the lightweight and flexible characteristics of the handcrafted

economy force the transformation and upgrading of traditional manufacturing industries, promote the end of the industrial chain to transform to small-batch, customized and agile production, activate the innovation vitality of small and medium-sized manufacturers, and form a collaborative model of "individual creativity trial-factory undertaking and improvement". The integration of the handcrafted economy and traditional industries has promoted the diversification and resilience improvement of the industrial ecosystem.

4.3 Macro Level: Reshape Innovation Paradigms and Cultivate New Quality Productive Forces

Innovation in the industrial era is centered on scale winning and centralized R&D, while the handcrafted economy has created a distributed, micro and high-frequency innovation paradigm, bringing innovation from large enterprise laboratories to private individuals and forming an innovation network spread all over society. This innovation model realizes value creation through technological innovation and organizational innovation without a significant increase in labor and capital factor input, which is a concrete manifestation of the improvement of total factor productivity and an important carrier of new quality productive forces at the micro level. From historical experience, well-known enterprises such as Apple, Google and DJI all originated from "handcrafted" micro-innovation. The handcrafted economy has planted innovative seeds for future industrial iteration and unicorn enterprise cultivation.

4.4 Social and Cultural Level: Return to Humanistic Value and Cultivate Innovation Spirit

Industrial assembly lines have alienated people into "gears" of production links, while the handcrafted economy allows individuals to regain their status as masters of production, control the creation process in the whole process of creativity, production and implementation, and regain the sense of integrity of personal creation. This model breaks the boundary between "professional and amateur", conveys the concept that "everyone can innovate", and cultivates an innovation culture of daring to try and not fearing failure. The individual creativity and exploration spirit demonstrated by the handcrafted economy have become an important symbol of social vitality, promoting the formation of a cultural atmosphere that advocates innovation and respects individuals in society.

5. Practical Dilemmas in the Development of the Handcrafted Economy in the Digital Era

As an emerging format, the handcrafted economy is still in the early stage of development. While expanding rapidly, it faces multiple dilemmas in product safety, intellectual property rights, individual capabilities, regulatory adaptation and commercial sustainability, which have become the core bottlenecks restricting its long-term development.

5.1 Prominent Product Quality and Safety Risks

The agile characteristics of the handcrafted economy lead to the lack of standardized testing and quality control for some products, with significant potential safety hazards. At the level of digital products, some lightweight applications skip security testing for rapid launch, with problems such as functional defects, poor compatibility, data leakage and illegal collection of user information, seriously infringing on users' privacy rights; at the level of physical products, some handcrafted hardware has not obtained production qualifications or passed industrial safety certification, with risks in electrical safety and material environmental protection, and unqualified sales are even suspected of illegal activities. The lack of product quality and safety not only damages consumers' rights and interests, but also overdraws the industry reputation of the handcrafted economy.

5.2 Lack of Intellectual Property Protection System

While the inclusiveness of AI technology lowers the innovation threshold, it also greatly reduces the cost of plagiarism and reproduction, leading to frequent intellectual property infringement in the handcrafted economy. On the one hand, the ownership of AI-assisted creation results is vague, the boundary of originality under the participation of open-source tools and public data is unclear, and there is a lack of clear rules for intellectual property protection; on the other hand, individual creators have weak rights protection capabilities, and it is difficult to safeguard their rights and interests through legal channels in the face of "dimension reduction strike" by large enterprises and plagiarism by small and medium-sized creators. A large number of homogeneous "zombie applications" and counterfeit products have emerged in the market, forming an adverse elimination phenomenon of "bad money driving out good money", which seriously dampens the innovation enthusiasm of original creators.

5.3 Bottlenecks in Individual Development Capabilities

Most handcrafted entrepreneurs are independent individuals or small teams, with natural shortcomings in capital, technology, operation and risk resistance. Individuals lack financial support for continuous R&D and are difficult to achieve long-

term product iteration; lack professional operation capabilities, over-rely on platform traffic, and have a single monetization model; weak risk resistance, and blockbuster products are often short-lived, difficult to form a stable commercial format. At the same time, some entrepreneurs have an impetuous mentality of "short, flat and fast", ignoring product quality and core competitiveness cultivation, resulting in the handcrafted economy staying at the interest level and difficult to transform into a mature commercial form.

5.4 Inadequate Adaptability of the Regulatory System

The cross-field, lightweight and concealed characteristics of the handcrafted economy conflict with the centralized, standardized and procedural requirements of the traditional regulatory system, leading to the coexistence of regulatory absence and regulatory overreach. The traditional regulatory model is difficult to cover diverse handcrafted formats such as digital products, intelligent hardware and cultural and creative services, with regulatory blind spots; some fields adopt industrial-era regulatory standards, and excessively stringent requirements inhibit the vitality of individual innovation. The inadequate adaptability of the regulatory system to new formats has become an important obstacle to the standardized development of the handcrafted economy.

5.5 Weak Foundation for Commercial Sustainability

The monetization models of the handcrafted economy mostly rely on product sales, platform traffic sharing, content cooperation, etc., which are single and weak in risk resistance; individuals lack brand building and long-term operation thinking, products lack core technical barriers and are easy to be replaced by the market; at the same time, the high dependence of handcrafted entrepreneurs on platforms has formed a labor alienation problem of "dependent autonomy", making it difficult to master commercial dominance. The lack of commercial sustainability makes the handcrafted economy mostly present the characteristics of "short-term explosion, long-term silence", difficult to form a stable economic growth point.

6. Optimization Path for the High-quality Development of the Handcrafted Economy in the Digital Era

The long-term development of the handcrafted economy requires the coordinated efforts of the government, platforms, individuals and the industry to strike a balance between encouraging innovation and preventing risks, build a full-chain support system of "empowerment-standardization-cultivation", and promote its transition from a short-term boom to high-quality development.

6.1 Government Level: Improve Institutional Supply and Implement Flexible Regulation

Build an adapted regulatory system: Implement sandbox governance and categorical regulation models, formulate differentiated regulatory rules and negative lists for different handcrafted formats such as digital products, intelligent hardware and cultural and creative services; implement a filing commitment system for low-risk creative products, and strengthen access and random inspection for products involving personal safety and data security, so as to achieve a balance between "manageable" and "liberalized". Issue special management measures for the handcrafted economy, clarify the format definition, regulatory boundaries and subject responsibilities, and eliminate regulatory blind spots.

Improve the intellectual property protection system: Clarify the intellectual property ownership of AI-assisted creation, establish a traceability mechanism for AI-generated content, and define the compliance boundaries of open-source tools and public data use; build an efficient and low-cost intellectual property registration and rights protection channel to provide legal aid for individual creators; intensify the crackdown on infringement, curb the chaos of plagiarism and counterfeiting, and protect the innovative achievements of original creators.

Strengthen precise policy empowerment: Continuously optimize support policies for one-person companies and super individuals, providing support such as inclusive computing power, free venues, entrepreneurial subsidies and tax reductions; establish a handcrafted innovation service center to provide public services such as shared testing equipment, compliance training and industrial chain docking; include handcrafted innovation in innovation and entrepreneurship competitions and industrial support plans to help high-quality creativity connect with capital and resources and promote the transformation of individuals into small and micro enterprises.

6.2 Platform Level: Strengthen Ecological Empowerment and Build a Development Barrier

Improve original protection and quality control mechanisms: Platforms establish a creator credit score system and product traceability system, strengthen content and product review, and remove inferior and infringing products; use technical means to build original protection tools to provide copyright deposit and infringement monitoring services for handcrafted

products; provide quality control tutorials and compliance tool kits to guide creators to improve product quality and safety awareness.

Build a full-chain empowerment system: Platforms act as digital incubators to provide individuals with services such as traffic support, operation guidance and monetization channels; set up micro-entrepreneurship support funds to help high-quality handcrafted projects develop on a large scale; connect supply chain resources to provide individuals with services such as small-batch production and logistics distribution, solving the problem of product implementation.

Build a fair ecological environment: Break traffic monopolies and reduce the cost of traffic acquisition for individual creators; establish a dispute mediation mechanism to properly handle disputes between consumers and creators; promote industry information sharing, avoid homogeneous disorderly competition, and create a platform ecology that encourages originality and tolerates trial and error.

6.3 Individual Level: Enhance Core Competencies and Abide by Compliance Bottom Lines

Deepen creativity and quality to cultivate core competitiveness: Abandon the impetuous short-sighted mentality, focus on segmented fields to deepen creativity and explore users' real needs; attach importance to product R&D testing and iterative upgrading, adhere to the bottom line of quality and safety, and build differentiated core competitiveness; strengthen brand awareness, transform from single-product innovation to branded operation, and improve commercial sustainability.

Enhance compliance and property rights awareness: Take the initiative to learn relevant rules such as product safety, intellectual property rights and data compliance to avoid illegal operation; attach importance to original protection, timely apply for patents and copyrights, and use legal weapons to safeguard rights and interests; improve digital skills and operation capabilities, get rid of single dependence on platforms, and build a diversified monetization model.

6.4 Industry Level: Establish a Self-discipline System and Improve Public Services

Formulate industry self-discipline standards: Industry associations take the lead in formulating industry standards for product quality, safety and compliance of the handcrafted economy, guiding practitioners to consciously abide by them; establish an industry credit evaluation system, publicly recommend high-quality creators and products, and impose industry penalties on violations, promoting the standardized development of the industry.

Build a public service platform: Integrate industry resources to build a public platform for creative exchange, technology sharing and talent training; organize skill training, innovation salons and other activities to improve the professional ability of practitioners; promote industry-university-research cooperation to provide technical support and professional guidance for individual innovation, and help the handcrafted economy transform to professional and high-end development.

7. Conclusion and Prospect

The rise of the handcrafted economy in the digital era is an inevitable result of the combined effect of technological inclusiveness, demand upgrading, institutional innovation and ecological cultivation. With the micro, lightweight and distributed innovation characteristics, it activates individual innovation vitality, enriches the market supply structure, reshapes the innovation paradigm of the digital era, and becomes a micro-power for the cultivation of new quality productive forces and high-quality economic development. The core value of the handcrafted economy does not lie in mass-producing unicorn enterprises, but in making "creation" a daily life of ordinary people, giving every tiny creativity a chance to take root and grow, highlighting the "return of human value" in the digital era.

At the same time, as an emerging format, the handcrafted economy still faces multiple dilemmas in product safety, intellectual property rights, individual capabilities, regulatory adaptation and commercial sustainability. Its long-term development requires the coordinated efforts of the government, platforms, individuals and the industry. Only through flexible regulation to escort innovation, ecological empowerment to support development, individual cultivation to improve capabilities, and industry self-discipline to regulate order can we break through development bottlenecks and promote the handcrafted economy from a short-term online boom to a standardized and sustainable high-quality development path.

Looking forward to the future, with the continuous iteration of digital technologies, the continuous improvement of the regulatory system and the increasingly mature innovation ecology, the handcrafted economy will gradually move towards high-end, branded and industrialized development. "One-person companies" and "super individuals" will become the mainstream entrepreneurial forms of the digital economy, and the glimmer of individual innovation will converge into a bright galaxy driving economic and social development. The development practice of the handcrafted economy not only provides a reference for the cultivation of new digital economy formats, but also confirms the core logic that "innovation originates from the people and

vitality comes from individuals", injecting the most vivid and down-to-earth endogenous power into high-quality economic development.

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