

乘势·民企进化论

在家乡的热土上稳稳地抓住机遇

万兴科技吴太兵 哪里有人才 哪里就有最好的营商环境

本报记者李姝 长沙报道

今年初,三个人仅用五天制作的一部AI漫剧成为春节档最亮眼的黑马。他们用的就是万兴科技开发的AI漫剧一站式创作平台万兴剧厂。

从上世纪90年代的下海青年,到如今国内知名AIGC(人工智能生成内容)公司万兴科技的董事长,吴太兵已经完成了从IT人才向行业大佬的蜕变。

对万兴这样一家对人才高度依赖的AI企业来讲,哪里有人才,哪里就有最好的营商环境。吴太兵说。

人才是当年万兴科技在长沙落地 第二总部 的理由,也成为万兴科技加速奔跑的内生动力。这个曾在广铁深圳北站和长沙火车站同时打出 拿深圳同等高薪,住长沙低价房子,干全球软件事业 揽才广告的企业家说:所有需要人才、重视人才的企业,都应该到湖南来布局!



万兴创意科技大厦。组图/受访者提供

IT青年 放弃 铁饭碗 南下创业

上世纪90年代,吴太兵还在上大学。那时候,中国IT行业在硬件与软件、贸易与技术、多元化与专业化的多重张力中蓬勃发展,联想、用友、金蝶等科技企业崛起,让无数IT行业的年轻人跃跃欲试。

吴太兵也不例外。在完成学业之余,他开始兼职写程序、搞系统实施来挣钱。我应该是我们班上第一批拥有BP机的人,上课的时候老是滴滴叫,然后老师就说 不管你们啥机,都给我关了。吴太兵回忆。

1995年,比尔·盖茨发布了Windows95,这一轰动世界的产品让他成为世界首富,也让吴太兵这群年轻人对IT世界充满了期待。比尔·盖茨的《未来之路》,也成为对吴太兵人生影响最大的一本书。

吴太兵毕业后回到家乡,成为建设银行郴州分行系统工程师,但内心被创业冲动搅得汹涌澎湃的他对这个 铁饭碗 并不满足。1998年,吴太兵果断辞职,南下深圳创业。

刚到深圳,吴太兵就入职了一家深圳科技企业。在工作闲暇时间,吴太兵先是自己推出了当时国内第一款网络硬盘 世纪驱动。但由于融资困难,商业模式不清晰,吴太兵最终将这项技术出售。

有了家庭后,远在湖南的家人想看孩子的照片。那个年代只能邮寄照片,但洗照片又太麻烦,吴太兵想着能否把照片刻录成VCD寄回去,便开发了一款软件。他试着对外推广这款软件,但由于当时国内对付费软件接受程度不高,他吃了闭门羹。

不过,这款名为 Photo To VCD 的软件,在海外上架后却很受欢迎,不断有用户试用和购买,一天就能有几十个订单。

吴太兵记得清清楚楚,每一单29.95美元,一天就可以赚1000美元,一个月就有将近3万美元。

有了第一桶金,2003年,吴太兵在深圳创办万兴软件(2013年更名为 万兴科技)。

霸气打出“拿深圳工资,享长沙房价”揽才口号

2016年以来,迎老乡、回故乡、建家乡 活动在三湘大地铺开。

2018年,万兴科技在深圳证券交易所创业板上市。这一年,湖南省委、省政府向国内外的互联网企业抛出橄榄枝。当时吴太兵正好有建立第二总部的打算,他考察了很多地方,最终选择了长沙。这不仅仅是一个基于乡情的感性选择,湖南有不少优势经得起理性考量:湖南汇聚了中南传媒、芒果超媒、电广传媒、马栏山视频文创园等众多知名的文化创意平台,文创产业基础强大;有国防科大、中南大学、湖南大学等一批顶尖高校,每年培养大量优秀的人才。

长沙房价友好,医疗、教育资源丰富,为人才留下就业、创业提供了非常好的保障。在这个基础上,政府部门的工作效率、对企业的关注和帮扶,都有口皆碑。吴太兵说。

万兴科技在长沙成立子公司,一开始只租了半层楼,派驻了数十名员工。2022年,14层的万兴创意科技大厦正式启用,2023年12月,全国首个数字创意生态科学园 万兴科技(长沙)创意科学园正式开工。

在深圳创业的吴太兵,感受过营商环境的 深圳温度,但他也同样为 湖南速度 感到惊喜。

首先是政府解决问题的速度。作为一家全球化的企业,万兴科技90%的业务都是对外出口,这就涉及出口退税。当时湖南从事软件出口的企业不多,在出口退税的

流程上不是那么顺畅,万兴科技向企业所属的湘江新区反映情况后,立刻有相关人员主动与万兴科技联系,很快,税务部门上门沟通探讨,问题很快解决了。

还有湖南进步的速度。湖南的进步比别人快。政府反应速度快,学习新东西的速度快。尤其是湖南提出要打造年轻人友好省份,这是在为所有企业的发展争取更多年轻人才。吴太兵说。

正因如此,吴太兵认为:所有需要人才、重视人才的企业,都应该到湖南来布局。

2023年,万兴科技在深圳北和长沙南打出 拿深圳同等高薪,住长沙低价房子,干全球软件事业 揽才口号。这句实在的广告语,让不少年轻人怦然心动。

人才是吸引吴太兵回乡的最大理由,也成为万兴科技发展历程中的关键词。对万兴这样一家对人才高度依赖的AI企业来讲,哪里有人才,哪里就有最好的营商环境。吴太兵说。

吴太兵告诉记者,目前,万兴科技在长沙有将近1000名员工,且绝大多数是研发人员,既有来自湖南本地高校的毕业生,也有来自剑桥大学、帝国理工学院的海归人才。2026年全球校园招聘,万兴科技开出的工资是研发岗首年年薪可达百万元,优秀者上不封顶。

因为这些研发人员的加入,我们在向AI转型升级的路上得到快速发展。长沙已经是我们真正意义上的 全球研发总部 所在地和职能运营总部所在地。



万兴 天幕 生成的画面。

回来吧 回到我们梦开始的地方

2023年,在外界还在观望AI热潮时,万兴科技选择第一时间投身浪潮。2024年1月30日,国内首个音视频大模型万兴 天幕 正式对外发布,并推出一系列AIGC应用,深度融入湖南数字化发展浪潮。

在布局大模型的时候,时任湖南省科技厅副厅长朱皖主动找到吴太兵,提出所有的大模型都应该要成立人工智能伦理委员会,并主动上门引导,帮助万兴科技成立伦理委员会,确保大模型的运作合法合规。没想到,在湖南 厅级领导能直接上门 现场开会来推动这件事,这让我非常感动。吴太兵说。

2025年10月,湖南就出台《湖南省贯彻落实国务院 人工智能+ 行动的实施方案》,2025年11月底,《中共湖南省委关于制定湖南省国民经济和社会发展第十五个五年规划的建议》通过,人工智能 多次被提及;2026年1月10日,湖南省 人工智能+ 五大重点领域推进会在长沙召开,加快构建 人工智能+ 应用场景体系。

过去五年,是我们向AIGC转型升级的五年,是我们最重要的五年,也是和湖南共同成长的五年。吴太兵感慨万分。

今年1月,万兴科技正式推出AI漫剧一站式创作平台 万兴剧厂,并对漫剧创作企业灵漫快创完成了千万级战略投

资;2月再斥资数千万元,投资多模态大模型企业生数科技,完成了 大模型+工具+场景 的AI漫剧创作生态闭环。

这一系列组合拳的成果就是:灵漫快创打造的AI漫剧《气运三角洲,我凭操作吊打全球》,上线29小时内累计播放量突破2亿,一举登上多个主流平台漫剧日榜榜首,成为今年春节档最亮眼的漫剧黑马。而这部爆款短剧仅由三人专项团队打造,耗时五天,就完成了从资产生成、分镜设计到动态渲染的全链路制作,单集创作效率提升约8倍。

当年那个开发了国内第一款网络硬盘却无奈卖掉的年轻人,如今再次站在风口。这次他在家乡的热土上,稳稳地抓住机遇。

作为 湘商回归 的代表,吴太兵也成为 湘商回归 的推动者。今年2月25日,他还被长沙正式聘任为第四批招商大使、招商顾问。

2023年互联网岳麓峰会上,吴太兵曾向全球湘商发出回归湖南的倡议,他说:有人说,人的一生都走在一条回家的路上。不管我们走到哪里,故乡永远是我们最大的牵挂。回来吧,回到我们梦开始的地方,回到孕育我们的这片土壤。

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深圳豪富投资发展有限公司遗失由长沙市天心区人民法院于2023年10月16日及12月12日开具的(2023)湘0103民初1633号财产案件受理费票据2张,金额均为11859元,特声明作废。 ● 醴陵鸿跃建筑装饰工程有限公司遗失营业执照正、副本,统一社会信用代码91430281MAGRBNL21,声明作废。 ● 长沙县黄兴镇光达幼儿园遗失公章一枚,编号:43012110089404,现声明作废。 ● 凤凰县茶田镇人民政府遗失湖南省村民(社区)居民委员会收款收据一张,号码:00444729,声明作废。 ● 慈利县江垭镇三双村村务监督委员会遗失公章,编号:4308210003449,声明作废。 ● 宜章县才山种养专业合作社遗失开户许可证,核准号:J5636000335001,声明作废。	长沙市音乐青少年体育俱乐部遗失银行账户许可证,核准号:J5510060862802,声明作废。 ● 耒阳市天和乡敬老院遗失现金支票一张,票号:31404315,02110108,4020431506185501,4020431506185503,4020431506185508,4020431506185512,4020431506185517,4020431506185519,4020431506185521,4020431506185524,4020431508603598,4020431508603599,4020431513777831,4020431513777832,4020431513777836,4020431513777837,4020431513777838,4020431513777839,4020431513777840,4020431513777841,4020431513777842,4020431513777843,4020431513777844,4020431513777845,4020431513777846,4020431513777847,4020431513777848,4020431513777849,4020431513777850,4020431513777851,4020431513777852,4020431513777853,4020431513777854,4020431513777855,4020431513777856,4020431513777857,4020431513777858,4020431513777859,4020431513777860,4020431513777861,4020431513777862,4020431513777863,4020431513777864,4020431513777865,4020431513777866,4020431513777867,4020431513777868,4020431513777869,4020431513777870,4020431513777871,4020431513777872,4020431513777873,4020431513777874,4020431513777875,4020431513777876,4020431513777877,4020431513777878,4020431513777879,4020431513777880,4020431513777881,4020431513777882,4020431513777883,4020431513777884,4020431513777885,4020431513777886,4020431513777887,4020431513777888,4020431513777889,4020431513777890,4020431513777891,4020431513777892,4020431513777893,4020431513777894,4020431513777895,4020431513777896,4020431513777897,4020431513777898,4020431513777899,4020431513777900,4020431513777901,4020431513777902,4020431513777903,4020431513777904,4020431513777905,4020431513777906,4020431513777907,4020431513777908,4020431513777909,4020431513777910,4020431513777911,4020431513777912,4020431513777913,4020431513777914,4020431513777915,4020431513777916,4020431513777917,4020431513777918,4020431513777919,4020431513777920,4020431513777921,4020431513777922,4020431513777923,4020431513777924,4020431513777925,4020431513777926,4020431513777927,4020431513777928,4020431513777929,4020431513777930,4020431513777931,4020431513777932,4020431513777933,4020431513777934,4020431513777935,4020431513777936,4020431513777937,4020431513777938,4020431513777939,4020431513777940,4020431513777941,4020431513777942,4020431513777943,4020431513777944,4020431513777945,4020431513777946,4020431513777947,4020431513777948,4020431513777949,4020431513777950,4020431513777951,4020431513777952,4020431513777953,4020431513777954,4020431513777955,4020431513777956,4020431513777957,4020431513777958,4020431513777959,4020431513777960,4020431513777961,4020431513777962,4020431513777963,4020431513777964,4020431513777965,4020431513777966,4020431513777967,4020431513777968,4020431513777969,4020431513777970,4020431513777971,4020431513777972,4020431513777973,4020431513777974,4020431513777975,4020431513777976,4020431513777977,4020431513777978,4020431513777979,4020431513777980,4020431513777981,4020431513777982,4020431513777983,4020431513777984,4020431513777985,4020431513777986,4020431513777987,4020431513777988,4020431513777989,4020431513777990,4020431513777991,4020431513777992,4020431513777993,4020431513777994,4020431513777995,4020431513777996,4020431513777997,4020431513777998,4020431513777999,402043151377800,402043151377801,402043151377802,402043151377803,402043151377804,402043151377805,402043151377806,402043151377807,402043151377808,402043151377809,402043151377810,402043151377811,402043151377812,402043151377813,402043151377814,402043151377815,402043151377816,402043151377817,402043151377818,402043151377819,402043151377820,402043151377821,402043151377822,402043151377823,402043151377824,402043151377825,402043151377826,402043151377827,402043151377828,402043151377829,402043151377830,402043151377831,402043151377832,402043151377833,402043151377834,402043151377835,402043151377836,402043151377837,402043151377838,402043151377839,402043151377840,402043151377841,402043151377842,402043151377843,402043151377844,402043151377845,402043151377846,402043151377847,402043151377848,402043151377849,402043151377850,402043151377851,402043151377852,402043151377853,402043151377854,402043151377855,402043151377856,402043151377857,402043151377858,402043151377859,402043151377860,402043151377861,402043151377862,402043151377863,402043151377864,402043151377865,402043151377866,402043151377867,402043151377868,402043151377869,402043151377870,402043151377871,402043151377872,402043151377873,402043151377874,402043151377875,402043151377876,402043151377877,402043151377878,402043151377879,402043151377880,402043151377881,402043151377882,402043151377883,402043151377884,402043151377885,402043151377886,402043151377887,402043151377888,402043151377889,402043151377890,402043151377891,402043151377892,402043151377893,402043151377894,402043151377895,402043151377896,402043151377897,402043151377898,402043151377899,402043151377900,402043151377901,402043151377902,402043151377903,402043151377904,402043151377905,402043151377906,402043151377907,402043151377908,402043151377909,402043151377910,402043151377911,402043151377912,402043151377913,402043151377914,402043151377915,402043151377916,402043151377917,402043151377918,402043151377919,402043151377920,402043151377921,402043151377922,4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