

Name **Tyler Nickerson** ID **196474963** Major **CS** Class **2017** Initials **ZWH** Number **AVC2** Topic Code **49**  
Advisor **Hou, Zhikun** Department **ME** Co-advisor **Boucher, Esther F.** Department **HU**  
Project partners **Ari Goodman** **Alexander Corben** **Jacob Wennersten**  
Title **Bridging the Gap: Attracting Venture Capital to Hangzhou**

**Abstract**

Over the last decade, China's economic landscape has both grown and fluctuated, impacting investment prospects. 5CGroup, located in Hangzhou, is a consulting firm which helps companies attract venture capital. Through reviewing literature, interviewing experts, and examining questionnaires, we assessed the state of Western investment in Hangzhou and found that culture, laws, historical conflict, communication, and market factors impede trust between investor and investee. From this we developed a set of recommendations for 5CGroup to assist their clients attract Western capital.

**Student Agreement**

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**Review and Acceptance**

The project report has been reviewed and accepted by the student's advisor(s). The undersigned agree to abide by the statements above.

**Tyler Nickerson** (Sign) \_\_\_\_\_ (Date) \_\_\_\_\_

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Terms	A15	B15	_____	_____	_____	
Units	<sup>1</sup> / <sub>6</sub>	1	_____	_____	_____	Total IQP Units <u>1</u>

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**Important** Final project grade will replace DEF/SP/Q/NR grades in terms for which credit is authorized. Grades in registered terms for which the advisor requests no credit be awarded will be changed to NR. Other individual term grades will remain unchanged unless changed individually or through the option below.

**Hou, Zhikun** (Sign) \_\_\_\_\_

**Grade Option** I authorize the change of all prior term grades to the final grade above-including any NAC grades.

**Hou, Zhikun** (Sign) \_\_\_\_\_

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