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## Business Plan



QAID

Quality Evaluation System of Information Disclosure  
of Public Companies Based on Machine Learn

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## Chapter. I Products And Services

QAID——Quality Evaluation System of Information Disclosure of Public Companies Based on Machine Learn is a research achievement of information disclosure of listed companies at home and abroad, combined with China's national conditions, to build a quality evaluation system of accounting information disclosure suitable for Shanghai and Shenzhen Stock Exchange, in order to help information users identify the quality of accounting information disclosure of listed companies, and standardize the behavior of information disclosure of listed companies.

### 1.1 Project Background

Information disclosure, also known as information disclosure, refers to the issuer of securities or other obligors of relevant information disclosure who, in the process of securities issuance and circulation, report to the securities regulatory bodies and stock exchanges their financial, operating conditions and other information affecting the investment decisions of securities investors according to law and make public to the public. Activities. Therefore, information disclosure is the most basic and important link between listed companies and investors. It is also an important basis for investors to understand the business situation of enterprises and make investment decisions. As a listed company, its financial status and management status need to be made public to the public, and relevant information needs to be uploaded to the public platform for the majority of investors to consult. If there is no legal disclosure in accordance with relevant laws and regulations, listed companies and relevant responsible persons will be punished accordingly.

Accounting information distortion has a long history. The authenticity of accounting information is one of the core issues concerned by investors and creditors. From the historical process of accounting development, there have been many corporate fraud and bankruptcy incidents, but in today's society, false accounting information still exists widely and penetrates into many areas of social life, which has become a major problem plaguing the economic development and macro-management of various countries.。

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## 1.2 Method

In A Statement of Basic Accounting Theory published in 1966, the American Academy of Accounting (AAA) proposed four criteria for evaluating accounting information: relevance, verifiability, detachment and quantification. This is the first time that the quality standard of accounting information has been clearly put forward.

In the Framework for Preparing and Providing Financial Statements issued by the International Accounting Standards Committee (IASC) in July 1989, high-quality accounting information must conform to four quality characteristics: comprehensibility, relevance, reliability and comparability. Relevance includes prediction, confirmation and importance. Reliability includes truthfulness, substance over form, neutrality, prudence and integrity. In addition to these four main qualities, two constraints on reliability and related information are proposed: timeliness and efficiency outweigh cost.

Chapter 2 of the Accounting Standards for Enterprises – Basic Standards promulgated by the Ministry of Finance on February 15, 2006 clearly puts forward the requirements of accounting information quality, including the principles of reliability, relevance, comprehensibility, comparability, substance over form, importance, prudence and timeliness.

On the basis of referring to the standards formulated by the above countries or organizations and the research on accounting information disclosure papers of Listed Companies in China in recent years, our team divides the main accounting information disclosure into five categories: adequacy, punctuality, authenticity, relevance and others, and finally constructs the information disclosure of Listed Companies in line with China's national conditions. The index system evaluates the quality of information disclosure of Listed Companies in Shanghai and Shenzhen Stock Exchange.

## 1.3 Application Prospects

The issuance of information disclosure index of Listed Companies in China is conducive to increasing the number of information disclosure and improving the quality of information disclosure of listed companies; promoting the timely promulgation of relevant laws and regulations by

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government departments to strengthen the supervision of information disclosure of listed companies; and protecting the interests of information users, especially investors and creditors. The rights and interests of stakeholders are conducive to promoting the capital market to play a more full and effective role in the rational allocation of resources.

## **Chapter. II Market Analysis and Competition Analysis**

### **2.1 Analysis of the Present Situation of Information Disclosure of Listed Companies in China**

Although there are certain requirements and restrictions on the information disclosure of Listed Companies in China and strict regulations have been made at the level of laws and regulations, there are still many problems in the development of accounting information disclosure market in recent years.

#### **1. Information disclosure is untrue**

This is the most serious and harmful problem in the information disclosure of Listed Companies in China. The widespread inadequacy of information disclosure accompanied by large-scale information fraud, on the one hand, increases the risk of the securities market; on the other hand, it directly damages the interests of investors and other stakeholders. Such violations mainly involve the following aspects: first, false disclosure, including financial reports (annual report, mid-report, etc.) or listing declaration materials; second, failure to fulfill the reporting, publication and announcement obligations of relevant documents and information, including concealment of major matters, misappropriation of share-raising funds, etc. There are also some listed companies whose information disclosure is seriously untrue, ranging from prospectus to periodic and interim reports, which are seriously fraudulent.

Information disclosure of listed companies should adhere to the principle of authenticity, which is the most fundamental and important requirement for information disclosure of listed companies. It requires listed companies to disclose information truthfully in accordance with

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relevant laws and regulations, which can neither exaggerate nor shrink, and objectively reflect the company's operating and financial situation. However, the information disclosed by some listed companies in China is seriously distorted. From prospectus to listing announcement, from periodic reports to interim reports, the information disclosed is false and of low quality, which is the most serious and harmful problem in the current disclosure of listed companies.

## 2. Information disclosure is not timely

Information disclosure of listed companies is closely related to their stock prices, and information often acts as a price signal. In the securities market, the greatest value of information lies in its timeliness. A complete information disclosure system should not only have real and complete information, but also have a fast way to transmit information. Only by allowing all market participants timely and accurate access to relevant information, can we ensure that the market is fair and effective. This requires listed companies to comply with the principle of timeliness and disclose relevant information in a timely manner within the prescribed time, especially major events. It requires listed companies to disclose information as quickly as possible and without delay once their operating and financial conditions change. It also requires companies to ensure that the information disclosed is up-to-date and not obsolete to the public.

At present, many listed companies only publish statements 1-2 days before the shareholders' meeting, or even after the meeting. Shareholders who rely on the annual report to analyze the operation of the company do not have enough time to fully understand the financial situation of the company and various comparable indicators. Shareholders' right to know and major decision-making rights are seriously infringed, and most of them go public. Companies often fail to disclose important events that affect their future development and stock price changes in a timely manner. The untimely disclosure of information provides conditions for insider to make use of time difference for insider trading, profiteering or timely hedging. In the cases of violation of regulations of Listed Companies in China, there are not uncommon cases of untimely disclosure of information. For example, some companies have taken important financial activities,

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such as acquisition, merger, major debt disputes, providing huge guarantees for others and equity transfer. The relevant accounting information is only reported to internal stakeholders, and is not released in time. Some listed companies decide the time, degree and method of information disclosure according to their own interests, and even collude with experts and institutions to cooperate with their market manipulation behavior and choose the opportunity to disclose. Many listed companies deliberately delay announcement of major events and use time difference to promote insider trading.

### 3. Inadequate and Inactive Information Disclosure

Only when the information of an enterprise is fully disclosed, can investors make a correct judgment for their investment on the premise of obtaining sufficient information. Domestic scholar Shen Hongtao's research shows that corporate performance affects the quality of information disclosure, and the more profitable companies are, the more likely they are to disclose information to the outside world.

In fact, the listed companies in our country have not done enough to ensure the adequacy of information, which shows that the listed companies do not make a comprehensive disclosure of the information disclosed. Instead, they adopt the method of avoiding the importance while neglecting the importance, deliberately exaggerating most of the facts, concealing part of the facts and misleading investors.

Listed companies regard information disclosure as a kind of burdensome and additional burden, rather than a kind of obligation and rights of shareholders. They do not take the initiative to disclose information, which makes disclosure mere formality and unable to truly convey information to information users. There are many negative information in the management of listed companies, which are unwilling to let the public know, thus creating a kind of avoidance of information disclosure.

### 4. Information disclosure supervision is inefficient, less vigorous and unreasonable in design.

The main reasons for listed companies' violations are "not timely disclosure of major corporate matters, false or seriously misleading statements in information disclosure, inaccurate results of performance prediction, and failure to perform other duties in accordance with the

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law". Some listed companies violate the rules seriously, but they are only punished by "public criticism, public condemnation". This highlights the main problems existing in the supervision of information disclosure of Listed Companies in China. First, the efficiency of supervision is not high. The SFC is mainly responsible for examining the periodic and interim reports of the carriers of accounting information disclosure of listed companies, but with its current manpower and material resources, especially the periodic reports, in a relatively concentrated period of several days.

## 2.2 Market Analysis of Information Disclosure Quality Evaluation Platform

At present, only the Securities Regulatory Commission, Shanghai Stock Exchange, Shenzhen Stock Exchange and some small affiliated projects of non-professional platforms are doing this content, and no platform specially provides this kind of service to the demanders, which makes the demand for such platforms far greater than the supply in the market.

Compared with the large-scale institutions such as the SFC, the Shanghai Stock Exchange and the Shenzhen Stock Exchange, this platform pays more attention to the excavation and processing of details. It not only considers from the overall situation, but also does not forget to excavate details from the subtleties, which meets the needs of most people. Compared with the non-professional platform, our platform specializes in information coverage. The work of dew quality evaluation is more specialized and refined than others.

## 2.3 Market Demand Analysis

Information disclosure is of great practical significance to investors and shareholders of companies. Therefore, it is necessary to understand the quality of information disclosure. The market needs in this respect can not be underestimated. The main customers are for the following three types of subjects:

1. Listed companies

Information disclosure can not only improve the effect of reducing the cost of equity capital, but also reflect the positive effect on the



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financing cost and efficiency of listed companies. Therefore, listed companies and their management should also improve the quality of corporate information disclosure for the sake of their own interests. On the one hand, the more transparent the information disclosure of listed companies is, in a sense, it is also a kind of authentication information that can identify the quality of listed companies. On the other hand, the more accurate the information disclosed by listed companies is, the lower the financing cost is. It also reflects the quality of listed companies to a certain extent, just like audit opinions. Therefore, CPAs should pay attention to the information disclosure of listed companies while paying attention to the quality of accounting information of listed companies. They should clearly convey the quality of information and information disclosure of listed companies to investors so as to help them make better investment decisions and make the allocation of social and economic resources more benign. Exhibition.

## 2. Investors

Investors need a lot of information to judge the value of the stock, such as the current net assets of the stock, its possible future profitability, product development, technological innovation, investment project information, industry development and change information, macroeconomic operation information and so on. But these information are all "past tense" information. Although it is reasonable to infer the future from the past, the application of such inference in stock investment is often unsuccessful. For business operation, the future is probable, not inevitable. Although this kind of forecast information for future changes is inaccurate, investors have to consider it when buying and selling stocks. Therefore, there is the saying that "buying stocks is buying the future", the essence of which is that investors will buy stocks as a means of investment, sacrificing the current enjoyment in exchange for greater returns in the future. At this point, the stock forecast information is more important to the decision of stock price than the current and past information. This makes the information content of the stock price much larger than that of the general commodity, so it contains the comprehensive judgment of the future of the stock by many investors.

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At the time of issuing new shares, the basic basis for investors to make decisions is the prospectus of the issuing company, which is the legal document at the time of issuing shares. Investors decide whether to buy or not based on the information disclosed, and also judge whether the share price is reasonable according to the information, so as to determine the investment strategy – whether to buy or not and how much to buy. The information itself is the basis for investors to form investment value judgments, which determines the pattern of supply and demand relationship – how many people buy and what the ultimate stock issuance price is. If the disclosure of accounting information is timely and sufficient, the impact on stock price should be clearly and accurately reflected in the changes of stock price before and after the disclosure of information. That is to say, if we consider the changes of stock price according to the idea of performance growth–stock price rising (down) and related finance. The change range of the index should be basically the same as that of the stock price.

### 3. Capital Market

The core function of information disclosure on capital market is to improve market information environment. The higher level and more transparent information disclosure of listed companies can not only reduce the degree of information asymmetry in the capital market, but also reduce transaction costs, thus improving the efficiency of the capital market. The transparency and accuracy of information disclosure can not only improve the value relevance of accounting earnings, but also improve the investment decision-making and promotion of investors. Analysts' forecasting ability also has a positive effect on the listed companies themselves.

## 2.4 Feasibility Analysis

(1) There is a great demand for high-quality information disclosure quality evaluation platform. Whether for investors, enterprises or shareholders, the quality of information disclosure directly determines their benefits and risks, so building such an information disclosure platform will be a very attractive measure for these people.

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(2) The combination of public welfare and commerciality, with a solid user base. Part of the information on our platform is open and transparent, free of charge to the public to release the quality evaluation of information disclosure of listed companies, with public welfare. In addition, there are some services specifically targeted at groups with special requirements, we can provide members with more detailed information, in order to make profits.

(3) To meet the needs of different groups of people for the evaluation of the quality of information disclosure is conducive to the opening of the consumer market. For shareholders or investors, the quality of information disclosure directly determines their future earnings, and it is of great significance for them to make investment decisions. For listed companies, the quality of information disclosure determines the operation and survival of the company.

(4) Using machine learning and big data technology support, the cost is relatively small. In the specific implementation process, we use large data and machine learning more technical means, which greatly reduces the labor cost of the project. This platform only needs simple manual maintenance. The specific implementation depends on accurate algorithm, which has great economic benefits.

(5) Fully in line with the development of the times. With the rapid development of information technology, people attach more importance to computer-related specialties. Many computer-related technological means, such as cloud computing, big data and machine learning, are also changing with each passing day. Avoid the deviation and inaccuracy caused by the traditional calculation method, which makes the results more accurate and convincing.

(6) To comply with the support of the national macro-policy. In recent years, government departments and various financial institutions pay more and more attention to the detection and management of information disclosure quality of listed companies. The quality of information disclosure also affects the orderly operation of capital market and the stable development of national economy. So, to a large extent, the operation of our platform is in line with the national macro. Viewing the

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Basic Trend of Policy and Meeting the Needs of the Development of the Times.

## 2.5 Competition Analysis

### 1 Other competitors

At present, the SFC, Shanghai Stock Exchange and Shenzhen Stock Exchange have some small affiliated projects of non-professional platforms to do this, but none of them specially provide this kind of service to the demanders, which makes the demand for such platforms far greater than the supply in the market.

Although the SFC, Shanghai Stock Exchange and Shenzhen Stock Exchange have complete information, they are aimed at a wide range of enterprises, and there is no special service for some small enterprises, which makes the gap in this respect very large. However, some minor non-professional affiliated projects do not have specialized processing technology, which makes their specialization deficient.

### 2 Threats to New Entrants

(1) Forming barriers to entry by means of well-known website cooperatives

This website cooperates closely with various well-known websites, relying on well-known websites such as Renren, Tianya Forum and Kaixin. It forms a wide range of brand images, builds a network of website relationships and cooperation, and forms barriers to entry of brand and goodwill for other new entrants.

(2) Low cost and high quality form service barrier

The platform upholds the true corporate culture of serving the masses and is committed to providing high quality and efficient services. With the help of big data and machine learning technology, the cost can be reduced.

(3) Absolute Cost Advantage Forms Entry Barrier

According to demand theory, our cost will decrease rapidly with the number of members in the initial stage, and then stabilize; the design of low membership fee and intermediary fee is reasonable; the proximity to essential investments is very high, which makes the service sales range very wide.

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#### (4) Government policies to encourage entrepreneurship

In recent years, the state has paid more and more attention to the support of independent innovation and entrepreneurship. The news media have also launched a series of large-scale inspirational activities to encourage college students to start their own businesses.

## Chapter. III Marketing Strategy

### 3.1 Platform Location and Target

Information disclosure can reduce the degree of information asymmetry in capital market. However, the frequent occurrence of financial fraud cases in recent years not only damages the interests of information users, but also is not conducive to the healthy development of the capital market. QAID is a system for evaluating the quality of accounting information disclosure of Shanghai and Shenzhen Stock Exchange based on the research results of information disclosure of listed companies at home and abroad and China's national conditions, so as to help information users identify the quality of accounting information disclosure of listed companies and standardize the behavior of information disclosure of listed companies.

### 3.2 Create IP

The meaning of IP is not only confined to intellectual property rights, but also refers to the essence of a culture or a phenomenon when it reaches a certain degree of heat. It is an important task for QAID to find the right IP to disseminate the cultural characteristics of its products, brands and products in order to establish brand image in the minds of consumers and values advocated by enterprises.

Seek image spokesperson. The attention effect driven by the "star effect" is infinite, especially the flow stars which are consistent with our orientation temperament. We can look for public figures who are righteous and dignified, honest and true, and have a strong image as our image promotion ambassadors.

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### 3.4 Offline Promotion

Widening channels is of great significance to reduce the cost of enterprises and improve their competitiveness. With the market development entering a new stage, enterprises need to constantly adjust marketing channels to win the final market. QAID adopts offline channel strategy:

Media propaganda: Bus routes with the most traffic will be selected for on-board advertisement propaganda. At the same time, submit articles to newspapers that read a lot. Payment for paper advertising if necessary.

### 3.5 Community Promotion

Here, the community refers to the social and outward output platform of Weixin, Weibo, Zhizhi, Jitter, Fast Hand, etc. As of June 2018, the number of Chinese netizens reached 802 million, with a penetration rate of 57.7%. Most of them have used or are using the above software.

Using SNS marketing (social networking services) to promote on well-known social platforms.



Under the new marketing environment, the scientific use of the community can produce tremendous marketing effect. Publishing product information and selling products on various major software and platforms not only has high marketing efficiency, but also can easily complete the links of answering questions and after-sales service during the sale. It can also make use of big data according to the situation of advertising browsing and dissemination. Identify target customers, analyze consumer needs, and improve product mix. Examples are given below.

(1) Microblog: As of March 2018, the number of users of microblog has reached 411 million. Microblog promotion is an indispensable part of product marketing.

(2) Wechat Public Number: On the one hand, by inviting large-volume public numbers to write and promote soft text, and can cooperate with public numbers directly on the platform for service promotion, on the other hand, it can also operate its own public number to publicize team values and public service.

(3) Short Video Promotion: Short Video has become the third largest traffic entry on the Internet. According to Quest Mibile statistics, as of September 2018, the number of short video users has exceeded 500 million.

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The influence can be enhanced by the way of the official account in the short video platform, star + KOL publicity, and the production of excellent short video. Making related micro-films and short films, and putting them on major video platforms, demonstrating the concept and method of QAID's public welfare, stimulating more potential users' interest in QAID, and also making the company's brand and products widely recognized.

In order to publicize QAID, we should open Wechat Public, Weibo, QQ Public Number, and put propaganda videos or pictures under our own accounts; actively cooperate with TV stations and short video platforms to increase exposure. Using new media such as Weibo and Weixin public platform to carry out marketing has become an effective tool to exert brand influence. Through the establishment of its own micro-blog public account and micro-credit platform, we can dynamically push the quality evaluation of the latest company information disclosure to the target audience, so that "QAID" will gradually become a well-known and trusted brand of investors.

## **Chapter IV Business Model**

### **4.1 General Business Model of Search Engines**

As the most widely used Internet, search engine has become the main channel of network information sources. Search engine is only a portal website at the beginning of its development, and there is no effective business model. The government and research institutes obtain the technical service fee by providing search technology to their customers. Although they can support the operation of search engine enterprises, they can not achieve their sustainable development. However, whether it is search engine or other enterprises on the Internet, business model is the foundation of their foothold. Only when an enterprise finds a suitable business model can it not be afraid of the long way of development and be able to base itself on the complex market environment.

At present, there are many successful business models in the Internet world. Chinese search engine companies are also exploring their own business models while replicating successful business models. As far as



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Chinese search engine is concerned, with the development of information technology and the increasing demand of users for search experience, the innovation of search technology and business model is precious to the development of Chinese search engine enterprises.

In the early stage of search engine development, the well-known search engine enterprises were only search technology providers. As an affiliate of the portal website, search engine operators became the mainstream portal website of the Internet at that time. The websites of enterprises and government agencies provided search technology and acquired technical services. Fei.

With the development of the Internet, many new business models have appeared in search websites. By developing different search functions, our website can improve the novelty and practicability of the products and ultimately retain users. To this end, we propose the following several search modes, although some of them have not yet been realized, but in the later product upgrade, we will complete one by one and promote to the market.

#### 4.1.1 Sexualized Search Mode

For users, customization of personal preferences will be the best way to enhance the stickiness of search users. Especially, more users have search inertia. They are more willing to provide self-customized results than to search for information themselves. We will rely on the establishment of accounts to analyze users' search habits and customize effective search personal navigation search pages according to the caches in browsers. At the same time, we will also introduce new intelligent search tools such as box computing to enable users to input keywords in search boxes, after various intelligent analysis, so as to enable users to Enough to get a series of links. At the same time, we will also introduce intelligent personal search navigation, which is a highly personalized search navigation page.



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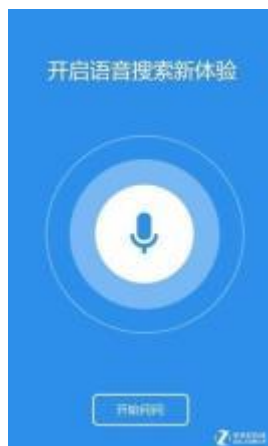
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## 4.2 Membership Business Model

KK (Kevin Kelly), a technology thinker who wrote Out of Control, once said, "Only 1,000 die-hard fans, who are willing to pay for whatever works you create, can make a living. "This rule falls into the business model, which is the"membership system".

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Traffic thinking, focusing on the development of new users, is becoming more and more difficult.

User thinking focuses on serving the old users, which is an ecological model.

In the "user thinking" business model, there is no need for traffic, even traffic does not need to spend money, because members will refer to the introduction.



The membership system first became popular in the United States, and then spread around the world. Membership system occupies an important position in all marketing modes, and has been widely used in many stores in society. Now the implementation of membership system means that it can cultivate customer loyalty. The first member system was Amazon, but it was only a prototype at that time. Later, this advanced concept was imitated by many people, and gradually the membership system was gradually improved in the hands of the latter. Nowadays, many enterprises upgrade and reform this membership system, but no matter how it changes, the most important core is still to capture the mentality of consumers.

Therefore, we propose the membership system of integral and hierarchical model.

The system of integral membership gains points through consumption. The higher the consumption, the higher the score. By converting the points, the store can get the reward. At different times, the reward points will be different. Specifically, our integral is that we can get 1 member's integral for every operation, but the integral will expire at the end of the year, and the consumption integral will double on certain dates such as the member's birthday month. At the same time, we confirm that every Wednesday will be a membership day, on which we will get additional

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discounts for searching and using our website. These points can eventually be exchanged for some resources such as file downloads on our platform.

At the same time, we will also adopt a hierarchical membership system, which is upgraded through users. There are fixed operational requirements for each level of the hierarchical system. Only by meeting this requirement can we upgrade. At the same time, we will set up different levels of membership system, membership level will no longer be carried out in a single mode, providing members with four levels: standard card, silver card, gold card and white card. As long as the points reach the level of the standard, they can be upgraded and enjoy the rights and interests of members at that level.



#### **4.3 Exclusive Listed Companies Disclosure Website**

Our website can sketch the capital map in a short time, show business relations, and provide a strong basis for investment decisions. On the basis of integrating the basic information of enterprises, the functions of enterprise scoring, industry average level and so on are further developed, and the related information of enterprises is deeply excavated. With the promotion of the strategic cooperation between our products and the audience, we will further cover the audience's life circle scenarios in an all-round way through the media. With the promotion of the strategic cooperation between our products and the audience, we will further cover the audience's life circle scenarios in an all-round way through the media, so as to enable enterprises to check brands in-depth consumers. Heart. With the continuous innovation and development of products in the professional field, continuous intensive cultivation, constant momentum

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for its dissemination, brand awareness, our product brand deeply implanted in the minds of consumers, rooted in consumers. Therefore, Distinction not only acts as a loudspeaker, but also a hammer that penetrates into consumers' minds.

## Chapter V Financing and Profit Model

### 5.1 Financing Plans and Arrangements

Financing means the specific form of financing for enterprises. The more financing means the more financing opportunities that enterprises can choose. If an enterprise can not only obtain commercial credit and bank credit, but also directly finance by issuing stocks and bonds, and also finance by discount, lease and compensation trade, it means that the enterprise has more opportunities to raise the funds needed for production and operation.

In the early stage of financing, it is particularly important to make products as soon as possible, carry out market validation, make quick trial and error, and make rapid progress. Follow-up rounds, business model matures, financial performance and market share are more important, and emphasize the strong execution, operational capacity, how to achieve large-scale users through effective implementation and operation is the focus of this stage.

#### 5.1.1 Financing Lease

Financing lease, through the combination of financing and financing, has dual functions of Finance and trade. It plays a very obvious role in improving the efficiency of financing and promoting the technological progress of enterprises. Since our project belongs to the provision of website services, in the process of providing services, the main costs are as follows:

1. Domain name registration fee, which is paid annually. Take. com or. CN as an example, the annual price is between 50 and 80 yuan.

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2. The cost of a virtual host or server, so it is necessary to rent a virtual host and a 200 M virtual host. Virtual hosts are also paid annually, with an annual price of about 200 yuan.

#### 5.1.2 Bank Loans

In the early stage of the project, we first borrowed some money with the help of the bank. Creditor's rights financing is to repay the principal and interest according to the prior agreement, so it requires that the return on investment of the project or enterprise is greater than the interest rate of borrowing and lending, and the risk of creditor's rights financing is higher than that of equity financing. However, proper liabilities are conducive to expanding the enterprise's capacity of production expansion and guaranteeing the return of equity capital or project capital.

#### 5.1.3 Angel Investment

After the project has reached a certain scale, with specific product and development direction, the team is basically complete, and the business model has been initially verified in the market, but lack of money for a large number of promotion and replication. At this time, angel investment is needed to expand.

At this stage, financing is between 5 million and 10 million. It is the right choice to find institutional investors, because the institution has a lot of resources and strategic development to assist angel projects, such as direction optimization, talent recommendation, back-round financing, etc. Angel investment can help project owners bring a lot of resources, which is not available to individual investors.



#### 5.1.4 Private Equity Debt

Private debt issuance, looking for the industry's more well-known investment institutions, their investment team has rich experience in the industry, can provide tens of millions to hundreds of millions of funds, but also relatively consistent with the values of entrepreneurs, can integrate some upstream and downstream resources to magnify, and even the institutions have invested in projects together. Integrate into an ecological chain model of mutual cooperation, and then achieve win-win situation.

### 5.2 Profit Model Analysis

#### 5.2.1 C-End Membership Fee

In the traditional retail industry, the paid membership model has always been standard matching, such as Metro, Costco, Wal-Mart Sam stores are only open to paid members. Users can enjoy higher discounts and better services by spending money on membership, thus more choppers. This kind of play is suitable for middle-class families with strong demand for shopping, while paying attention to service and quality.

On-line platform, the number of paid members is also becoming a key indicator of service and profitability. Advantages are as follows: 1. Cross-promotion of business based on ecology, such as loading hardware, entertainment, tourism, takeout and other new business to members; 2. Members are fans, and users who spend money to buy members are very loyal fans. They can carry out targeted marketing activities for this part of high-quality users and form positive results. Cycle.

#### 5.2.2 Bills for Advertising Places



At present, this is a basic way to make money on the website. In the early stage of the development of the website, we will sell it in the form of a monthly package at a price slightly lower than that of the market. It is not recommended to do other similar CPS, CPA and other modes, will be more tortuous, in the end can not make money, can not achieve a win-win effect. Big websites are free to try and choose.



### 5.2.3 Traffic Alliance

Traffic alliance can improve the popularity and visits of small-traffic personal websites by exchanging traffic with each other in the initial stage of their construction. At the same time, it can improve the ranking of ALEXA websites. If the content of their own websites is sticky enough, they can get more fixed visitors through rapid traffic exchange and make the website develop well.

We will choose Baidu Alliance to get some revenue.

### 5.2.4 Soft Text Promotion Fee

With the trend that the majority of netizens are increasingly disgusted with hard advertising, soft advertising will continue to be the mainstream way for webmasters to promote products or websites. Soft text is a commonly used form of advertisement in soft advertisement. A valuable soft text is like an excellent salesman. It can make customers interested in specific products or services, and guide the target users to the website, to a large extent, stimulate users' purchasing desire. Therefore, the effect of soft text in network promotion is very great.

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Open the soft text delivery function, do the appropriate similar outside chain delivery, etc. Use the integral system to support the launch of soft paper, including all kinds of changes related to listed companies or the promotion of their products.



### 5.2.5 Shared economy

Shared economy has developed rapidly in 14 years, and a platform for sharing has emerged in the field of knowledge. Our website will adopt the following two methods:

First, online booking, off-line one-to-one consultation platform, through our platform, users can find experts in various industries, and pay fees, invite experts to meet off-line. Experts will provide various communication topics for users to choose. The cost of different experts and different topics varies from several hundred yuan to several thousand yuan.

Second, online question-and-answer communication platform. For example, users can select experts online and pay for their questions. Experts also respond online, usually by voice. Browsers can also pay to listen to experts' answers. At the same time, we can also use the knowledgeable model to let industry experts write articles for dissemination, which can make the creator feel more accomplished, and also can let the viewer get inspiration.

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## Chapter VI Team Introduction

Team members have a firm entrepreneurial motivation and are willing to make unremitting efforts to this end. Team members have the same goals and pursue common project goals.

Team members complement each other's knowledge and abilities, which can satisfy all kinds of knowledge reserve needed by the project and solve related professional problems. The members of the team are both first-class and high-quality personnel, who are familiar with the current situation of domestic education and have an international perspective, and are committed to introducing advanced foreign education models.

The members are as follows,

Zhou Haoyu,

Wei Keqiao,

Chen Chao,

Wu Zehua,

Ma Ke,

Leng Xueqi

Cai Xu

Jiang Delun,

Zhang Tao

Fan Wenqian,

Zhou Guoliang,

Luo Ziyu,

Lu Guangfeng

Ren Jiangdu

## Chapter VII Risks and Avoidance

### 7.1 R&D risks

In the process of R&D, we encounter some problems, such as technical problems, funding gaps, R&D delays and other factors, which ultimately lead to the system can not be completed according to the R&D plan. How to avoid this risk?

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### **Evasion Scheme:**

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Teams may encounter related technical problems in the process of developing related systems, which is inevitable. Teams can communicate and cooperate with software development companies in the same industry to seek relevant technical support and solutions. For lack of funds, teams will seek investors in the early stage. Seek multiple investors to invest and deal with them according to the idea of portfolio to avoid risks as far as possible. This can not only avoid the stagnation of R&D process caused by unilateral withdrawal of R&D funds, but also prevent the management team from being greatly restricted. For the problems that R&D can not be completed on schedule, the group When the team signs a contract with the relevant investors, it will make relevant requirements for the delay of software development period; for the delay of R&D, the team can put forward reasonable delay requirements to the investors and request the corresponding funding supply.

## **7.2 Cost Control Risk**

In the process of R&D, the cost has exceeded the expected capital plan.  
How to deal with this risk to maintain normal operation?

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### **Evasion Scheme:**

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The cost control of the team is managed by the members who have relevant professional financial knowledge. They are managed according to the principle of maximizing

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utility. The cost is strictly controlled. The relevant funds use plan is made regularly and submitted to the board of directors for audit. At the same time, the company will set aside a certain amount of funds in the initial stage to meet the needs of the board of directors. The form of reserve to guard against cost risk, which has great advantages and benefits for avoiding the company's risk; in the actual cost of funds, financial personnel should coordinate with the marketing department in the cost of expenditure, striving to maximize the utility of each cost expenditure; in the supervision of the use of funds, financial personnel should cooperate with the marketing department as a whole. On the one hand, the CFO supervises the use plan of funds, and urges the use of funds to be carried out strictly in accordance with the use plan of funds, within the scope of cost control. Finally, unlike other large companies that have been formed, the team does not need to maintain a huge asset scale. Cost control is simpler than that of the team. Single and convenient.

### 7.3 Technical Risk

Follow-up technological research and development may be hindered, resulting in prolonged upgrading cycle; insufficient protection of technology, being imitated by competitors; follow-up technological research and development deviates from market demand.

How to avoid this risk?

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#### **Evasion Scheme:**

Short-term countermeasures:

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Apply for patents for each technology used by the project and make full use of legal means to maintain it

Their own rights and interests.

Long-term countermeasures:

A. Increase strategic investment in talents and allocate special funds every year for the introduction of technical talents from universities and Colleges

Continuously expand the company's talent pool.

B. Establish a market feedback mechanism system to adjust technology in time through feedback from the market

R&D direction, to achieve market-oriented R&D system.

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## Chapter VIII Appendix

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