

# The Research on Construction and Application of College Students Entrepreneurship Crowdfunding Platform

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**Abstract:** The crowdfunding is a financing mode, which can support project initiated by the other people or organizations through chatting on the internet, project sponsor provide a certain return to investors. In the crowdfunding pattern, the college students entrepreneurs can communicate with a large number of heterogeneous public at the same time, which increases the financing opportunities and benefits. Based on the college students entrepreneurship crowdfunding, this paper explores construction and application for college students entrepreneurship crowdfunding platform. This paper puts forward some constructive suggestions on design, compositions, profit earning and technology of college students entrepreneurship crowdfunding platform, aiming at meeting the requirements of the college students entrepreneurs.

**Key Words:** Crowdfunding Model, Entrepreneurship Crowdfunding Platform, College Students Entrepreneurs, Construction and Application of Website

## 1 Introduction

The crowdfunding is to concentrate the funds of small and medium-sized investors to provide the necessary fund assistance for early-stage companies or small companies, which originated in the United States. Under the age of the internet, the crowdfunding platform is built depending on internet technology, which combine the internet, entrepreneurship and investment together[1]. The crowdfunding let the on-line project obtain the verification before sales and fund support, which can meet the requirements of entrepreneurship of college students. At present, there are many serious problems in the college students independent entrepreneurship: short of the funds for entrepreneurship, short of the entrepreneurial management ability and out of control of entrepreneurial risk. A crowdfunding platform is very necessary, through which college students entrepreneurs can show their entrepreneurial projects, finance by various channels, get the guidance by mentors[2]. The college students entrepreneurship crowdfunding platform is the service platform to provide the entrepreneurial resources and fund support for college students entrepreneurs, aiming at meeting the requirements of entrepreneurship of college students. At present, it is difficult for the college student to translate their innovation and creativity into productivity. The college students entrepreneurship crowdfunding platform provides such an opportunity, which opens up a new finance channel for college students, provides a platform for a truly self-employed. This platform can help college students translate the dream into reality, so as to promote the development of economy and transformation.

## 2 Objective of Platform

The objective of college students entrepreneurship crowdfunding platform is to establish a exchange network platform to provide the entrepreneurial resource and fund support for college students. Through this platform, the college students entrepreneurs can raise funds by showing their entrepreneurial projects and ideas, the investors can make an investment by browsing the projects and reciprocation in which they are interested. The college students entrepreneurship crowdfunding platform, on the one hand, shoulders the responsibility to examine and issue the project sponsored, the other hand, plays a role of safeguard the interests of project sponsor. Through some auxiliary functions of the platform such as the entrepreneurial trends module, entrepreneurial guide module, service supermarket, SNS community and so on, the college students entrepreneurship crowdfunding platform will provide several types of services such as project show, issues the newest entrepreneurial information, exchange talent, guide product design, guide, entrepreneurial policy, investment analysis, guide market trends, entrepreneurial training, enterprise registration, evaluation of capital verification, financing guarantee and issue entrepreneurial experience and so on[3].

## 3 Procedure of Platform

In view of compositions, the college students entrepreneurship crowdfunding platform consists of three parts: the project sponsors, the project supporters and the platform itself (see Figure. 1).

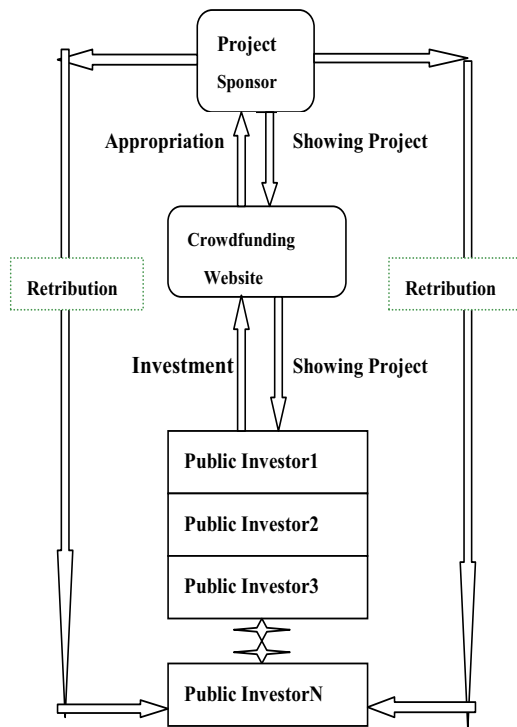


Fig1. The compositions of college students entrepreneurship crowdfunding platform

### 3.1 Project Sponsor

The project sponsor is of college students entrepreneurs. Under the traditional financing model, a small college students' business loan will be rejected because of the lack of the mortgage, even if they are willing to bear the high cost to bank loans. Start-up of the university student entrepreneurs have to request among professional investors taking a business plan, which not only cost time and money cost, but also reduce the proportion of financing successful. College students entrepreneurs can raise funds by showing their entrepreneurial projects and ideas on the platform, which improve the success rate of financing[4].

### 3.2 Project Supporter

The project supporter is of the public investors, who make an investment according to their own economic strength. The public investor's motivation comes from perception for pre-sale product's value, personal value of social identity, altruism of support the innovation spirit and community attachment in the community of people with similar interests.

### 3.3 Intermediary platform

The college students entrepreneurship crowdfunding platform is a mediation between the sponsors and investors of the project, which can weaken the information asymmetry and save the transaction cost. This mediation transform Indirect network externality between sponsors and investors into internalization[5].

## 4 Compositions of Platform

The college students entrepreneurship crowdfunding platform sets up three platforms: the information issue platform, cash payment platform and market feedback platform.

### 4.1 Crowdfunding Platform

The crowdfunding platform is a financing mode, which can support project initiated by the other people or organizations by chatting on the internet, and project sponsor provide a certain return to investors (see Table. 1).

Table1. Type of crowdfunding platform

Type	Definition
Forward Purchasing Crowdfunding	Forward purchasing crowdfunding module refers to sent the product or service for raise investors in advance to all the large listed, as to as meet a investors' higher willingness of pay "tasting" psychology [6].
Public Welfare Crowdfunding	Public welfare crowdfunding module is that the investor makes the free contribution to the public welfare activity project on the network[7].
Stock Ownership Crowdfunding	Stock ownership crowdfunding module refers to raise funds from the people, and then the investor obtains a certain proportion of its stock ownership as the reciprocation[8].
Creditor Right Crowdfunding	Creditor right crowdfunding module refers to the investor makes investment in a project and obtains a certain proportion of its creditor's right[9].

### 4.2 Entrepreneurship Service Platform

Entrepreneurship service platform refers to provides with entrepreneurship service for college students entrepreneurs (see Table.2) [10].

Table2. Type of entrepreneurship service platform

Type	Definition
Entrepreneurship Trends	Entrepreneurship trends module issues the newest entrepreneurial information, including market information, entrepreneurial policies, and topic of general interest.
Entrepreneurship Guide	Entrepreneurship guide module instructs the college students entrepreneur, including product design guide, investment analysis guide, entrepreneurship policy guide.
Service Supermarket	Service supermarket provides the entrepreneur with the service for entrepreneurship. The following four subitems are established: entrepreneurial training, enterprise registration, evaluation of capital verification and financing guarantee.
Entrepreneurship Chat Room	Entrepreneurship chat room provides the consumer with the free space for discussion

	and exchange, and the consumer can issue his/her own actual entrepreneurial experience, share the experience in the course of his/her entrepreneurship.
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### 4.3 Cash Payment Platform

Cash payment platform is of the platform, where the investors make an investment according to their own economic strength. The guarantee scheme of entrepreneurial financing is the issue of affecting the fundamental interests of consumers and the main factor of being referred to the rapid development of the crowdfunding at home, therefore, the platform draws up the tight safety safeguard scheme.

- Establish the third party funds trusteeship system. The clearing of funds of consumer is finished by the payment of the third party or the clearing system of trusteeship bank. In the course of whole transaction, the clearing is separated from settlement, and the information flow is separated from the fund flow, and makes the platform only become an intermediary platform and not directly come into contact with the fund of consumer, thus guaranteeing the effective use of funds of consumer[11].
- Establish credit audit mechanism. The platform will establish financing score and credit audit mechanism by database, which is established through big data and cloud computing data, basing on the crowdfunding database, combining with the traditional credit risk measurement model.
- Establish the blacklist system. The platform has the duty to report the relevant information of the people, who has swindle behaviour or publishes the false information on the platform, to the credit department, and list them in the credibility blacklist. The blacklist system is added in the whole credit information system of the whole society, which will increase the illegal cost of breaking a contract and lawbreaker and make them unable to enter into the same kind of platform for raising funds again. Their information produces the harmful effects on them when they are engaged in the business activities in other industries, thus minimizing the occurrence of lawbreaking incident.
- Supervision and regulation of flow of fund. Because once the project is successful in the crowdfunding, the funds will be used in the development of the project. what the public is concerned about is the issue how the funds are used, this platform will develop the corresponding system to supervise the use condition of fund of product at any time and publish the condition on the network[12].

## 5 Profit Earning Mode of Platform

The profit earning mode is the method used by the platform for achieving the objective of profit, the activity of an enterprise in the main strategy , the operation aspects and

the combination of operation path, which is helpful to earning a profit, formed finally by designing five essential factors: profit point, profit source, profit lever, profit barrier and person to earn profit(see Table.3).

Table3. Type of profit earning mode

Type	Definition
Deduction from Member	The college students entrepreneurship crowdfunding platform will take the deduction from member as the main profit earning mode by fully increasing the number of members in the form of low price and large number.
Project Commission	The college students entrepreneurship crowdfunding platform will take the project commission as the main commercial profit earning mode, and obtain the deduction from the financing transaction.
Investment Income	Because of having and controlling numerous high quality entrepreneurial projects, the college students entrepreneurship crowdfunding platform can make investment in high quality projects on the investment platform, even directly change into the incubator to obtain the income.
Creditor Right Crowdfunding	Creditor right crowdfunding module refers to the investor makes investment in a project and obtains a certain proportion of its creditor's right.
Advertising Fee	The college students entrepreneurship crowdfunding platform is an advertisement propaganda platform, and the different factories can put an advertisement on the platform, and the advertising fee will be collected according to the quantity of clicks of consumers.
Service Charge of Follow-up Developed Product	The college students entrepreneurship crowdfunding platform will have the competitiveness of core product by developing the different products, thus obtaining the relevant expenses of earning a profit.

## 6 Technology of Platform

The college students entrepreneurship crowdfunding platform provides the consumers with a friendly interactive interface. This section includes the content of crowdfunding modul, entrepreneurship guide mode, entrepreneurship trends mode, service supermarket, entrepreneurship chat room. The system mainly processes the data and shows the data dynamically on the basic expression section, which provides the technical support for the basic service expression system. In consideration of factors in the aspects of data characteristics, data volume, query object and every field attribute, The college students entrepreneurship crowdfunding platform use TRS administrative tool (TRSADMIN) to design a series of databases whose stylistic rules and layout are complete, which let these databases have the same fields as far as possible, in order to realize the full text search (retrieval) in the platform (see Figure.2) [13].

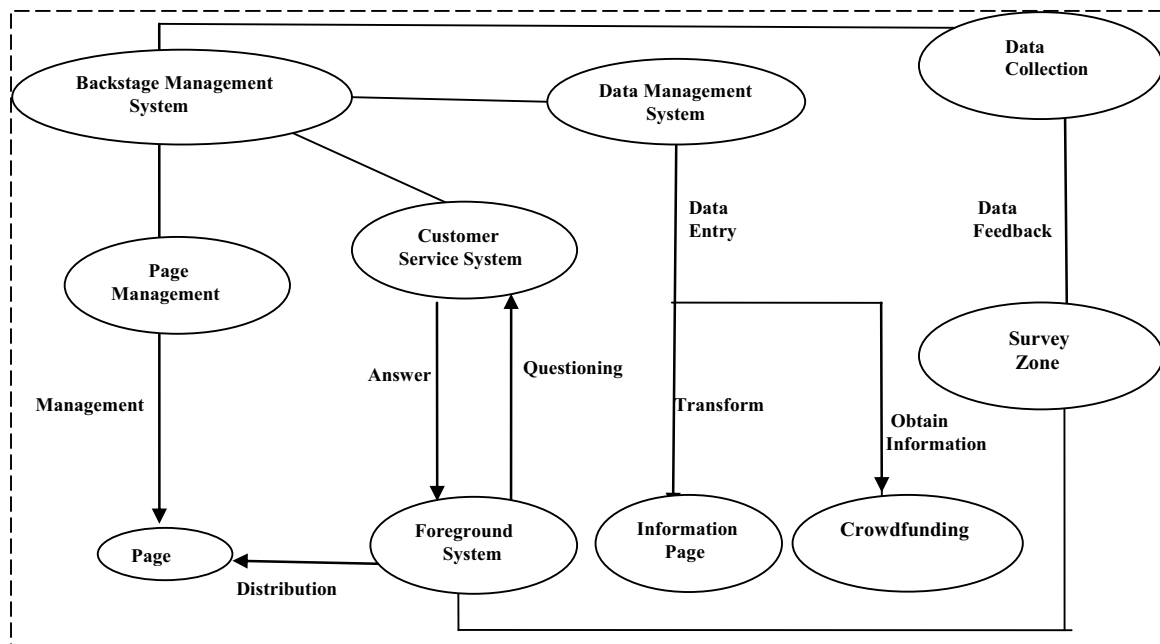


Fig2. The compositions of platform's System

## CONCLUSION

The college students entrepreneurship crowdfunding platform is the service platform to provide fund support for the college students entrepreneurs, which can solve these problems of fund and management faced by the universities' students entrepreneurs. This essay sets college students entrepreneurship crowdfunding platform as study object, and aims at the needs of integrating the developments of the hip crowd-funding in China. In the course of raising funds of project, the universities' students crowdfunding entrepreneurship website plays the triple role and sets up three platforms: the information issue platform, cash payment platform and market feedback platform. It includes the content of special area of member, crowdfunding modul, entrepreneurship guide modle, entrepreneurship trends modle, service supermarket, entrepreneurship chat room (SNS community), which is of proscenium in the above-mentioned structure. These services can increase the quantity of visiting the website, attract the potential consumers, enhance the brand value and provide the convenient and high quality service for the existing consumers.

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