

Establishment and Operation of College Students Entrepreneurship Crowdfunding Website Based on the Crowdfunding Mode

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Abstract—In recent years, as one of the internet finance innovations, crowdfunding business model can concentrate the funds, ability and channels of everybody to provide the necessary fund assistance for a certain activity. The college students entrepreneurship crowdfunding website is the service platform to provide the entrepreneurial fund support for college students' entrepreneurs, which can help the college students overcome the difficulty in funds and management faced by the traditional entrepreneurship in the past. By investigating and surveying, this paper conducts a comprehensive research on the developments of college students entrepreneurship crowdfunding website from design, development and promotion, aiming at needs of developments of the hip crowdfunding in China with the practical situation, whose services can increase the quantity of visiting the website and provide high quality service for the existing consumers.

Keywords- crowdfunding business model; college students entrepreneurship crowdfunding website; establishment and operation of website.

I. INTRODUCTION

The crowdfunding is to concentrate the funds, ability and channels of everybody to provide the necessary fund assistance for a certain activity engaged in by a small enterprise or an individual [1]. The crowdfunding is a new form for raising funds on Internet, and every average person can obtain the fund for engaging in a certain creative work or activity through this kind of crowdfunding mode, which makes the source for raising money no longer limited in the range of a few of institutions such as the risk investment company and so on, but they can come from the broad masses of the people [2]. The crowdfunding let the on-line project obtain the verification before sales and fund support, which can meet the requirements of at present [3].

The college students entrepreneurship crowdfunding website is the service platform to provide the entrepreneurial resources and fund support for the entrepreneurship of the college students, which merges the crowdfunding mode, such as group purchase crowdfunding module, public welfare crowdfunding module, stock ownership crowdfunding module, creditor's right crowdfunding module and so on. This website can help the college students overcome the difficulty in funds and management faced by the traditional

entrepreneurship in the past and uses a new mode to carrying out the entrepreneurship. The college students crowdfunding websites are not full-grown nowadays, on the one hand, the crowdfunding awareness of the college students and graduates is not enough; on the other hand, there are only a few of college student crowdfunding websites at home, and it is not long time from the establishment of these websites. This website will work hard for filling in the gaps in the study on the crowdfunding for the college students entrepreneurs, which is trying to do establishment and operation of college students entrepreneurship crowdfunding website.

II. WEBSITE DESIGN

A. The objective of establishing.

The objective of establishing the college students entrepreneurship crowdfunding website is mainly to establish a exchange network platform to provide the entrepreneurial resource and fund support for the college students entrepreneurs, which is the intermediary service main body to provide the help. Through this platform, the website will provide the investors with the outstanding entrepreneurial projects of college students and make the entrepreneurs of the college students obtain the investment of investor, which links the investors and the persons for raising funds. Through some auxiliary functions of the college students entrepreneurship crowdfunding website such as the entrepreneurship guide module, entrepreneurship trends module, service supermarket, entrepreneurship chat room and so on, the website will provide several types of services such as the industrial exchange, project show, issues the newest entrepreneurship information, operation and management guide, enterprise registration, evaluation of capital verification, share the experience, and so on [4].

B. The compositions of establishing.

In view of compositions of main body, the college students entrepreneurship crowdfunding website consists of three parts: the project sponsors, the project supporters and the website itself. The project sponsors - the college students entrepreneurs, raise funds by showing their entrepreneurial projects and ideas on the website [5]. The project supporters - the investors, make an investment by browsing the projects and reciprocation in which they are interested on the website

and according to their own economic strength. The college students entrepreneurship crowdfunding website, as the exchange platform of linking above-mentioned both, on the one hand, shoulders the responsibility and undertakes the work to examine and verify and issue the project sponsored by the project sponsor, show the relevant information to the public such as the feasibility of project, the executive ability of project sponsor, the amount of raised money and closing time and so on, and on the other hand, plays a role of supervise and regulate the direction of flow of raised funds and safeguard the interests of project sponsor[6]. The service provided by the college students entrepreneurship crowdfunding website for two markets has the higher positive externality and positive feedback effect. This website will promote the deep-layer resource integration in the aspect of crowdfunding service for college students, and promote exchange between the project sponsors and project sponsors [7].

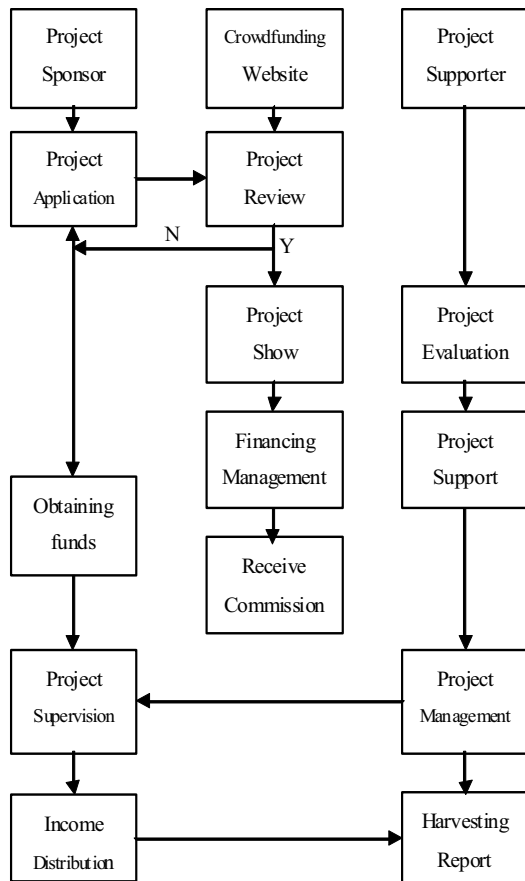


Figure 1. The process of college students entrepreneurship crowdfunding website

III. STRUCTURE OF WEBSITE PLATFORM

The college students entrepreneurship crowdfunding website sets up three platforms: the information issue platform, cash payment platform and market feedback platform[8].

A. Information issue platform.

The information issue platform is of the platform, in which the project sponsors - the college students' entrepreneurs raise funds by showing their entrepreneurial projects and ideas on the website.

- The crowdfunding module is to concentrate the funds, ability and channels of everybody to provide the necessary fund assistance for a certain activity engaged in by a small enterprise or an individual. It is divided into the following subitems: crop farming and livestock breeding, processing and manufacture, commodity marketing, service industries, education and training, scientific and technological innovation and cultural creativity[9].
- Entrepreneurship Trends module issues the newest entrepreneurship information, including the entrepreneurship policies, market information, topic of general interest and great demand engaging.
- Entrepreneurship guide module instructs the universities students' entrepreneurship, including the effective talent exchange, product design guide, entrepreneurship policy guide, investment analysis guide, market trends guide sand operation and management guide.
- Service Supermarket provides the entrepreneur with the service by passing a barrier, and effectively help the entrepreneur solve the problem of information asymmetry. The following four subitems are established: entrepreneurship training, enterprise registration, evaluation of capital verification and financing guarantee.
- Entrepreneurship Chat Room (SNS Community) 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, and also can take the evaluation of other people as his/her own reference for the policy decision. By providing the humanized community service, win consumers' favors, and stimulate the interest of consumers in this website [10].

B. Cash Payment Platform.

Cash payment platform is of the platform, in which the project supporters – the investors, make an investment by browsing the projects and reciprocation in which they are interested on the website and according to their own economic strength. This platform should draw up a good plan of crowdfunding module.

Table 1. The Compositions of Acrowdfunding Module

Acrowdfunding Modul	Define
Group Purchase Crowdfunding Module	The group purchase crowdfunding is the crowdfunding mode of obtaining product or service after the investor makes the investment in a project. The project sponsor will design the corresponding different amount of fund for support according to the content of project, such as 100 Yuan, 150 Yuan, 500 Yuan or 10,000 Yuan and so on, and every kind of amount of fund for support corresponds to the different "reciprocation package", which is similar to the group purchase in the shopping website to purchase the project product in advance. This group purchase crowdfunding mode, on the one hand, can cause the groups hint effect to the potential purchasers, and on the other hand, this mode is a means of rapidly concentrating the idle capital.
Public Welfare Crowdfunding Module	The public welfare crowdfunding module is that the investor makes the free contribution to the public welfare activity project on the network. The sponsor sponsors the crowdfunding project on Internet, and if the target amount of fund is raised within the set period of time, the project will be regarded as a successful project, and then the fund can be taken to begin the public welfare matters; once it results in failure, the fund will be returned to the investor.
Stock Ownership Crowdfunding Module	The stock ownership crowdfunding module is: to raise funds from the broad masses of the people, and then the investor obtains a certain proportion of its stock ownership in the form of taking the stock ownership as the reciprocation.
Creditor's Right Crowdfunding Module	Creditor's right crowdfunding module is: the investor makes investment in a project or a company and obtains a certain proportion of its creditor's rights, obtains the interest income and regains the capital in the future[11].

C. Market Feedback Platform.

Market feedback platform refers to: the crowdfunding website is responsible for testing the degree of reaction of market, that is, the supporting rate to a certain project on the website, which also can indirectly reflect the interest degree to this project and product. This provides a certain reference value and market pre-estimation of this project. The subitems are the entrepreneurial talent appraisal and selection and the best entrepreneurship appraisal and selection [12].

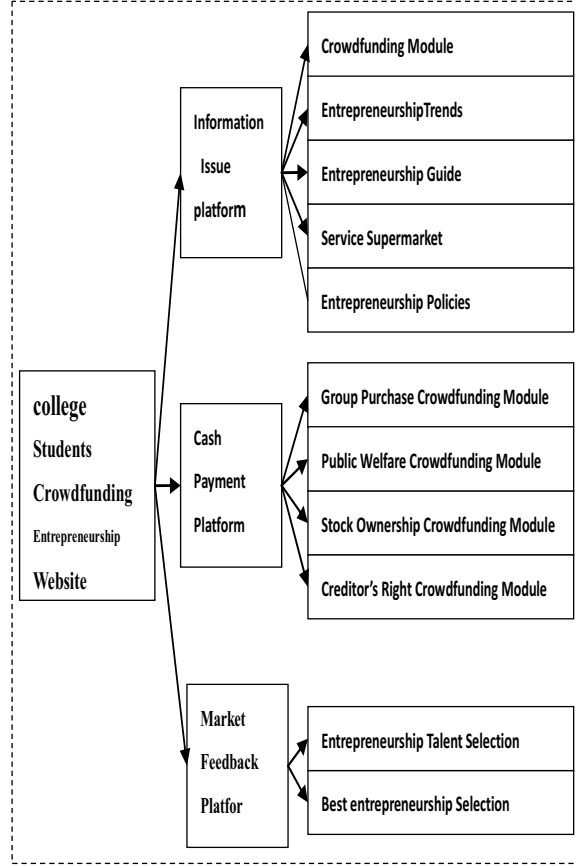


Figure 2. The structure of college students crowdfunding entrepreneurship website

IV. TECHNOLOGY OF WEBSITE

A. Composition Of Website System

The basic service system of universities' students crowdfunding entrepreneurship website provides the consumers with a friendly interactive interface. This section 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 [13].

The exchange service system of universities' students crowdfunding entrepreneurship website mainly processes the data and shows the data dynamically on the basic expression section. This system issues the information and exchange the data, which provides the technical support for the basic service expression system (see Figure. 3) [14].

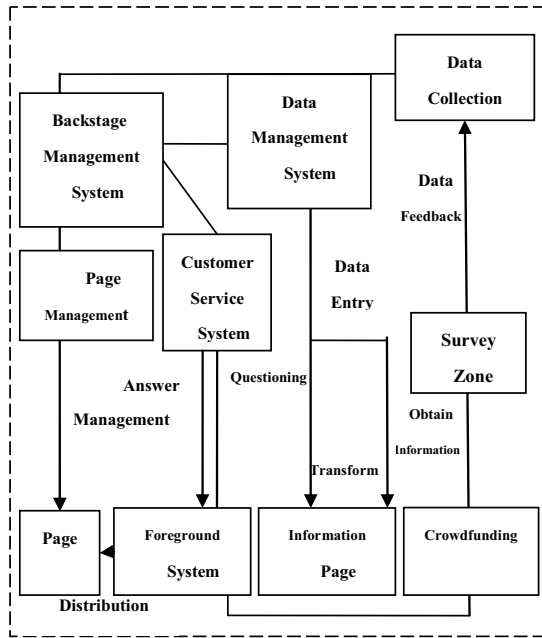


Figure 3. The composition of college students crowdfunding entrepreneurship website System

B. Setting of Database Structure and Record Format

In consideration of factors in the aspects of data characteristics, data volume, query object and every field attribute, universities' students crowdfunding entrepreneurship website use TRS administrative tool (TRSADMIN) to design a series of databases whose stylistic rules and layout are complete, including five full-text databases, such as crowdfunding modul, entrepreneurship guide model, entrepreneurship trends modle, service supermarket, entrepreneurship chat room (SNS Community). In this plan, let these databases have the same fields as far as possible, in order to realize the full text search (retrieval) in the website [15].

CONCLUSION

The objective of establishing the college students entrepreneurship crowdfunding website is mainly to establish a exchange network platform to provide the entrepreneurship resource and fund support for the college students entrepreneurs, which can solve these problems of fund and management faced by the college students entrepreneurs. Aiming at the goal of hip, the college students

entrepreneurship crowdfunding website should gradually be built. This essay sets college students entrepreneurship crowdfunding website as study object. The result shows that the college students entrepreneurship crowdfunding website should sets up three platforms: the information issue platform, cash payment platform and market feedback platform. This website consists of five modules: crowdfunding modul, entrepreneurship guide modle, entrepreneurship trends modle, service supermarket, entrepreneurship chat room, which is of proscenium in the above-mentioned structure.

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