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Analysis of China University Student Innovation and Entrepreneurship Competition

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ABSTRACT

The college student innovation and entrepreneurship competition is an important part of innovation and entrepreneurship education and an important carrier for deepening the reform of innovation and entrepreneurship education. The competition plays an important role in further deepening the reform of college education and teaching and improving the quality of innovative and entrepreneurial talent training. This article puts forward some ideas from the origin, concept, development, significance, classification and participation skills of the competition, hoping to promote the efficient and reasonable development of the college student innovation and entrepreneurship competition, and further improve the quality of innovative and entrepreneurial talent training.

INTRODUCTION

In March 2015, Premier Li Keqiang proposed in the "Government Work Report" that "mass entrepreneurship and innovation" as the "dual engine" for launching a new round of economic growth. In June 2015, the State Council issued the strategies to push forward "Mass Entrepreneurship and Innovation", which clearly stated that "support various entrepreneurial innovation competitions, and regularly organize events such as the China Innovation and Entrepreneurship Competition, China Agricultural Science and Technology Innovation and Entrepreneurship Competition, and Innovation Challenge Competition". In September 2015, National "13th Five-Year Plan" emphasizes the integration of mass entrepreneurship and innovation into all fields of economic development, to create a new engine for development. The Government Work Report in 2019 mentioned "innovation and entrepreneurship" more than 50 times. In 2018, the State Council issued the plan on developing and creating an Upgraded Version of "Entrepreneurship and Innovation", clearly stated that "creating a key display brand for innovation and entrepreneurship, continue to carry out various innovation and entrepreneurship competitions, run the national "mass entrepreneurship and innovation week", and expand the series of activities for "Creating China". The brand competitions will be fully utilized to strengthen follow-up support for outstanding innovation and entrepreneurship projects emerging in various competitions. Further optimize the innovation and entrepreneurship environment, greatly reduce the cost of innovation and entrepreneurship, and enhance entrepreneurship to drive employment. In recent years, governments at all levels, universities and industry organizations have held various types of innovation and entrepreneurship competitions to guide and encourage the general public to carry forward the spirit of the times, grasp the pulse of the times, and cultivate and improve the awareness and ability of innovation, creativity, and entrepreneurship to promote innovation and entrepreneurship education and the vigorous development of entrepreneurial practice activities. In addition, this helps our country to discover and cultivate a group of outstanding talents with innovative mind and



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entrepreneurial potential, and to help more people with innovative and entrepreneurial willingness to promote the public through actual actions of entrepreneurship and innovation. Needless to say, entrepreneurship and innovation have played an important supporting role in contributing to the Chinese dream of building a prosperous society in all respects, building a modern socialist country, and realizing the great rejuvenation of the Chinese nation (Zaichao&Yingjun, 2019). It can be said that China has entered a new era of "mass entrepreneurship and innovation". For example, the "Internet +" college student innovation and entrepreneurship competition has been held for five consecutive times, which has effectively promoted the innovation and entrepreneurship education reform and accelerated the construction of a "double entrepreneurship" environment and an innovative country (Jiajing, Jing, Xiaoli, et. al.,2017).

However, at present, some college students still have some problems in understanding the innovation and entrepreneurship competition, such as unclear understanding of the connotation and classification of the innovation and entrepreneurship competition, lack of competition skills and low quality of the competition items. This paper elaborates on the origin, concept, development, significance, classification and competition skills of the competition, hoping to promote the efficient and reasonable development of the innovation and entrepreneurship competition for college students, and further improve the quality of innovation and entrepreneurship talent cultivation.

Overview of Innovation and Entrepreneurship Competition

(1)The Original

The Innovation and Entrepreneurship Competition originated in the United States, which can date back to the first business planning competition held by the University of Texas at Austin in 1983. Since then, more than a dozen universities in the United States, including Massachusetts Institute of Technology and Stanford University, have held this contest every year (Chunling, 2008). In 1997, students of Tsinghua University introduced this competition to China, and started a series of activities in 1998 (Dujuan,2019). In 2015, amounts of " mass entrepreneurship and innovation initiative " exercises were all the rage. The state Council ' s executive even urged further taking forward the construction of innovation and entrepreneurship to support all kinds of such competitions. Under this circumstance, university innovation and entrepreneurship competition has rapidly developed with the call of the central government and the promotion of innovation and entrepreneurship education in universities

(2)The Concept

In 1998, Tsinghua University and a magazine in Shanghai jointly united several other universities and successfully held the first "Tsinghua Entrepreneurship Plan" competition. It became the first university to hold a domestic college student entrepreneurship competition in China. In 1999, Tsinghua University hosted the first "Challenge Cup" National Undergraduate Competition. In the same year, the Ministry of Education promulgated the Action Plan for the Promotion of Education in the 21st Century, which pointed out that it is necessary to strengthen entrepreneurship education for teachers and students and encourage universities to independently establish high-tech enterprises. Since then, universities have set off an upsurge of entrepreneurship and innovation, and entrepreneurship education for college students has begun in the form of entrepreneurship competitions, which has had a huge impact. The key to the college student innovation and entrepreneurship competition lies in innovation and entrepreneurship. In a broad sense, the concept of innovation and entrepreneurship is the same as that of "entrepreneurship". In a narrow sense, innovation is the feature and foundation, while entrepreneurship is the result and extension of innovation. The difference between innovative entrepreneurship and entrepreneurship in the general sense is whether there is innovation in the entrepreneurial activity. It is worth noting that the innovation here not only refers to technological innovation, but also includes scientific innovation, organizational innovation, financial innovation and business innovation in a broader sense. The College Student Innovation and Entrepreneurship Competition is an educational activity that enables college students to create entrepreneurial projects through innovation of original knowledge, technology or systems, and then have a comparison or competition among them.

(3)The Development

Innovation and entrepreneurship competitions are generally hosted by third-party organizations, such as non-profit organizations, foundations, or corporate institutions, and then invite social personnel to participate. In order to further stimulate the enthusiasm for innovation and entrepreneurship of college

students and showcase the achievements of innovation and entrepreneurship education in colleges, the Ministry of Education took the lead in hosting the first China "Internet +" college student innovation and entrepreneurship competition. From the "Challenge Cup" National Undergraduate Competition to provincial and municipal entrepreneurial competitions, from prefecture-level city entrepreneurial competitions to industry association entrepreneurial competitions, a network of entrepreneurial competitions has initially formed. The innovation and entrepreneurship competition is generally divided into two directions, one is to stay at the creative level, and the other is already put into practice. Participants are required to register for the competition as a team and accept interacademic team formation. First, universities are used to conduct school-level preliminary competitions, and then the projects to participate in the provincial semi-finals are selected. Provincial semi-finals are organized in each province to select outstanding projects to participate in the national finals. The competition invites experts from industry companies, venture capital institutions, university science parks, universities and research institutes to review the business plans of the participating projects. For projects in the creative stage, business plan review, on-site defense, etc. are the main evaluation content of the participating projects. Projects that have started a business must also use profitability and development prospects as the main evaluation content of the participating projects.

The Classification

The innovation and entrepreneurship competition has a variety of classification methods, which can be classified according to the type of the organizer of the competition and the attributes of the competition. The innovation and entrepreneurship competition can be divided into the following four categories according to the organizer:

A: The innovation and entrepreneurship competition sponsored by the government, such as China "Internet +" University Students Innovation and Entrepreneurship Competition, "Challenge Cup" National Undergraduate curricular academic science and technology works Competition, China Innovation & Entrepreneurship Competition, "China Chuangyi" Entrepreneurship and Innovation Competition, "Maker China" SME innovation and Entrepreneurship Competition, China College Students' Entrepreneurship Competition, China Adolescents Science and Technology Innovation Contest.

B: Innovation and Entrepreneurship Competition sponsored by the National Administration Committee in Higher Education under The Ministry of Education, such as National College Student Mechanical Innovation Design Competition, National University Student Structural Design Competition, National College Student Advertising Art Competition, National College Student Smart Car Competition.

C: The innovation and entrepreneurship competition sponsored by the society, such as RoboCup China Open Competition, National College Student Optoelectronic Design Competition, Contemporary Undergraduate Mathematical Contest in Modeling, China Mobile Internet Innovation Contest.

D: The innovation and entrepreneurship competition sponsored by enterprises, associations and other units.

The innovation and entrepreneurship competitions can be divided into comprehensive innovation and entrepreneurship competitions and subject innovation and entrepreneurship competitions according to their attributes:

Comprehensive Innovation and Entrepreneurship Competition

The comprehensive innovation and entrepreneurship competition generally refers to a comprehensive innovation and entrepreneurship competition held for all students. Participants can participate in the corresponding group of competitions according to their areas of expertise. Comprehensive innovation and entrepreneurship competitions include China "Internet +" University Students Innovation and Entrepreneurship Competition, "Challenge Cup" National Undergraduate curricular academic science and technology works Competition, China Innovation & Entrepreneurship Competition, "China Chuangyi" Entrepreneurship and Innovation Competition, "Maker China" SME innovation and Entrepreneurship Competition, China College Students' Entrepreneurship Competition, China Adolescents Science and Technology Innovation Contest.

Subject Innovation and Entrepreneurship Competition

Subject innovation and entrepreneurship are mainly professional innovation and entrepreneurship competitions held for students of certain majors. Subject Innovation and Entrepreneurship Competitions include National University Student Social Practice And Science Contest On Energy Saving

& Emission Reduction, National Competition of Transport Science and Technology for Students, National College Student Smart Car Competition, National College Student E-commerce "Innovation, Creativity and Entrepreneurship" Challenge Competition, National College Student Engineering Training Comprehensive Ability Competition, National College Student Service Outsourcing Innovation and Entrepreneurship Competition, National College Student Integrated Circuit Innovation and Entrepreneurship Competition.

The Skills and Ability

(1) Research contest rules

Each innovation and entrepreneurship competition has its own characteristics and evaluation priorities. Before participating in anyone, you must carefully study the relevant competition documents and master the key points of the competition's project collection and evaluation so as to increase the probability of getting prize.

(2) Choose suitable topic

A good topic selection can greatly increase the probability of winning the project. Participants must combine their professional expertise and their field of expertise to choose the right project to participate in the competition. The topic selection of the project should follow the following principles: the principle of necessity, the principle of creativity, scientificity and feasibility.

(3) Organize a team

A first-rate team may turn a third-rate project into a first-rate project, but a third-rate team must not be able to operate a first-rate project well. This is the importance of the team. Before starting the project formally, we must first form a good team. The project team should grasp the following principles: different majors, different grades, different roles, different resources, and the same purpose.

(4) Master three basic principles

The three basic skills of innovative entrepreneurs are clear mind, complete practice and effective communication. To do a good job in innovation and entrepreneurship projects, you must have these three basic skills.

There are five levels of understanding. The first level: The essence of innovation and entrepreneurship is value creation, and value creation refers to solving the pain points of society with its own unique solutions. Before doing an innovation and entrepreneurship project, we must first consider what value the project has. What products or services can this project provide? What social needs or social pain points can be solved? The second level: starting from the four elements of the enterprise, in-depth consideration of what products or services the innovation and entrepreneurship projects sell? Who do you sell these products or services to? How to sell these products or services? Why do customers buy these products or services? The third level: fill in the structure of Jiugongge. The nine-grid structure of innovation and entrepreneurship projects includes existing problems and existing solutions, your solutions, key indicators, value propositions and positioning, threshold advantages, channels, customer segmentation and angel customers, cost structure, and revenue structure. The nine parts of the Jiugongge structure can be divided into three thinking dimensions according to the dimensions, scientific research thinking: 1. Question: List the three most important questions of customers (users)? Existing solutions: How are the problems solved now? 2. Solution: product or service? 3. Threshold advantage: An advantage that is not easy to be copied or purchased? Customer thinking: 4. Customer segmentation: target customers and user groups? Angel users: What are the characteristics of ideal customers? 5. Key indicators: number of customers, number of users, number of products, satisfaction? 6. Value proposition: unique, unique, clear and eye-catching? 7. Channel: How to acquire customers? Financial thinking: 8. Cost analysis: fixed cost? Variable costs? 9. Income analysis: income sources: diversification. The business model runs through the main line of the Jiugongge structure. Business model includes value carrier (what is the product or service?), customer segmentation (who is the user (customer)?), channel model (how can people know and how to buy?), profit model (how does the channel model make money?). The fourth level: Write a PPT version of the business plan in accordance with the structure of Jiugongge The fifth level: According to the PPT version of the business plan, expand each part of the content in detail, and write a detailed business plan in the Word version. Understanding is a process of verification, trial and error, and correction. It is to keep trial and error and keep getting closer to the truth (the real demand point). When starting an innovative and entrepreneurial project, the social needs (pain-point problems) that the project needs to solve are often imagined, and the solutions are also imagined. Is this imagined social demand point a real need?

Is the proposed solution feasible? These can only be tested by practice. Therefore, the process of making a project is also a process of constantly approaching the real image, constantly verifying whether the social demand points in my imagination are real demand points, whether the proposed solutions are really feasible, and turning the imagined social demand points and solutions into reality Social demand points and practical solutions. The key to understanding is to simulate the real scene, that is, to make product prototypes and find angel customers.

Innovative and entrepreneurial projects, whether participating in competitions or financing, require roadshows. Speaking clearly is very important in the road show. When talking about the project, you should clarify the following questions: Who has any problems that you need to solve? How do you solve it? So good? Why can only you solve it? Who will do it with you? How to divide labor? How are you doing now? How will it develop in the future? How much more do you need? To be clear, we must learn to use facts and tell stories. In terms of facts: when expressing, use numbers and make good use of comparison; focus on actions and results, and require customer feedback; present more pictures, licenses, videos, etc. In terms of storytelling: telling customer stories and team stories, the initial intentions of entrepreneurship and the difficulties of entrepreneurship, and social values and future dreams. The triple state of understanding is to make people understand, believe, and move.

(5) Prepare materials

The first step: apply the Lean Startup Canvas, sort out ideas, and determine the direction; the second step: conduct market research and customer interviews to collect data, sort out the PPT outline; the third step: under the guidance of the project PPT, verify the hypothesis in the event, step by step Improve the project plan; the fourth step: make animation or video when the graphic expression is not clear; the fifth step: continuously upgrade and improve the project PPT and Word version of the business plan, condense the speech lines, and practice repeatedly.

CONCLUSIONS AND RECOMMENDATIONS

This paper classifies many innovation and entrepreneurship competitions held in China from two aspects: the types of competition organizers and the attributes of the competitions. It mainly explains the competition skills and methods from five aspects: how to study the rules of the competition, how to choose a good theme of the competition, how to set up an innovation and entrepreneurship team, how to train the three basic skills of innovation and entrepreneurship, and how to prepare the materials of the competition. Ense the speech lines, and practice repeatedly.

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