

Building an Innovation Service Platform for Students: a Case Study in Nanjing University of Aeronautics and Astronautics

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Abstract — *Nanjing University of Aeronautics and Astronautics and Jiangsu Lishui Aviation Industrial Park co-founded a Students Science and Technology Innovation Center. Two sides established a company called Nanjing Li Xin Venture Capital Manage Co.,Ltd also. The company was operated as an innovative business service platform in assisting students to engage in entrepreneurial training and facilitating the development of the firm. With operating in one year, some positive results had been achieved in evaluating the value of students' innovations, transferring their innovation into products, in fund-raising and exploring markets for students' innovations. This is a new model to promote school-enterprise cooperation to support students in creation and innovation. The company has selected some innovative projects and assisted the students to set up entrepreneurial teams through organizing project application and evaluation. The Center provided fund, space and facilities to guide and help students start business from the planning design to the operation of the market so that the students' scientific and technological innovation can realize industrialization in the most efficient way. The center also arranged some students to participate in the company's operation and management, including writing business plans, financing, accessing venture capital, the enterprise business registration and trademark registration, market research, risk management and other sectors. A good knowledge of the whole process of the real company's the operation has laid the great foundation for the students in accumulating the experience of company creation and a certain entrepreneurial capacity. Compared with students who did not participated in entrepreneurial activity, the students involving in the real practice under true entrepreneurial environment have acquired great competency and increased significantly in the professional and technical capacity, decision-making capacity, communication skills, creative thinking, planning innovation, coordination and organizational skills, analytical and problem-solving skills, Information-gathering and processing capabilities, opportunities seeking and creation, emergency response and other kinds of capabilities.*

Index Terms — *Creation and innovation of university students, service platform, school-enterprise cooperation, company operation.*

PREFACE

The difficult employment of university graduates has become a social problem, and influence in the university, family and social stability. Innovation of university has become a important way to solve the employment problem because of employment pressure.

According to reports, the success rate of the student business is only 20% all over the world, and success rate in China was only 10%.

There are several reasons:

- Firstly for a long time, the university system lacks of career guidance, there is no system of entrepreneurship education and training;
- Secondly Students do not understand the market demand and they cannot get information and grasp market direction for future;
- Thirdly the management start-up companies in universities lack professional guidance, and there is a big gap between management level and the ability and the needs of modern business management.

THE BASIC IDEA

How to guide and help students entrepreneurship, explore new ideas and ways to build Services platform of innovation and entrepreneurship for College Student, help students avoid the venture start-ups, and improve the survival rate has been paid more attention by government and universities.

Innovation and entrepreneurship of College Students operation service platform for the implementation of the company's problems, there is no theoretical research results of a system. The subject of innovation and business college students trying to service platform construction, operation and management mechanism, the study start-up companies restrict

student "survival rate" lower break bottlenecks and to find a policy to promote technological innovation the students, "Industrialization" process, to better achieve the "business to improve employment" objectives.

- Taking company-services platform that enables us to better serve students in science and technology innovation provides the value of the assessment results, the results of the funds raised and incubation product marketing and other services to students and technology innovations to the quickest way to implement industrialization;
- Provide students with opportunities to participate in the operation and management of the company, through a full practice of entrepreneurship, to help students in creative thinking, planning and innovation capacity, coordination and organization skills, information gathering and processing power, to seize the opportunity and create opportunities range increased considerably;
- Through case studies, further expressly schools and enterprises in cooperation with university innovation and entrepreneurship in the role and duties of their respective commitments.

CASE STUDY

May 2009, Nanjing University of Aeronautics and Astronautics and Jiangsu Lishui Air Industrial Park co-founded Students Technology Innovation Center, the two sides established a joint venture four million yuan in Nanjing LiXin Venture Capital Management Limited, as the students of Nanjing University of Aeronautics and Astronautics business service platform, the implementation company operations and to explore a kind of school, enterprise cooperation to promote innovation and entrepreneurship in the new model of university students.

BOTH CO-FINANCED, EQUITY AND PROFIT DISTRIBUTION

- Nanjing University of Aeronautics and Astronautics invested 100 thousand yuan, which occupied 51% stake, accounting for 30% of the distribution of profits.
- Jiangsu Lishui Air Industrial Park invested 3.9 million yuan, occupied 49% stake, accounting for 70% of the distribution of profits.

CO-RESPONSIBILITY OF BOTH SIDES

- Nanjing University of Aeronautics and Astronautics and Jiangsu Lishui Air Industrial Park have equal decision-making power on Nanjing LiXin Venture Capital Manage.
- Nanjing University of Aeronautics and Astronautics is responsible for the daily management, innovation project selection, the students form entrepreneurial teams, technology instructor matching.
- Jiangsu Lishui Air Industrial Park is responsible for the operation of capital raising, the value of the identification and evaluation results, the results raise the funds incubation and product marketing.

COMPANY MANAGEMENT AND OPERATION MECHANISM

Organization

- **Shareholders:** the two sides appoint 2 persons to attend meetings of shareholders and the exercise of shareholder rights on behalf of the parties.
- **Board of Directors:** It consists of five members from the two sides appoint. Nanjing University of Aeronautics and Astronautics appointed two people, Jiangsu Lishui Air Industrial Park appointed 3. Chairman of the Jiangsu Lishui Air Industrial Park appointed directors.
- **Supervisors:** appointed by each one supervisor
- **General Manager:** The company set up a general manager who was recommended by the Nanjing University of Aeronautics and Astronautics and appointed by the board of directors. The General Manager is responsible for the board of directors.

Responsibilities

- **General Manager:** the legal representative of the company, fully responsible for all matters.
- **Office:** responsible for the procurement of office supplies, human resources management, entrepreneurship education and training, financial management.
- **Project Department:** responsible for the auditing, investment, tracking, results of identification and marketing of the project.
- **Entrepreneurial Team Division:** composed with the students' entrepreneurial team.
- **Entrepreneurial team:** Responsible for preparing the Business Plan, applications for project funding, project implementation and the using of the funding.

Intellectual property rights and the distribution of benefits

- The intellectual property rights of Recipients of project were shared by companies and entrepreneurs.
- The final profits generated by the project, the company enjoys 90% and the team enjoy 10%.

THE SERVICES PROVIDED BY THE COMPANY

- The company provides funding, space and facilities, launch entrepreneurial education training, guidance and help students start the project, from planning design to market successfully incubator, the student scientific and technological innovations in the most efficient way to achieve industrialization.
- The company arrange for students to participate in the company's operational management, as writing business plans, financing, accessing to venture capital to the enterprise registration, trademark registration, the market research, management, risk management and other sectors to experience the whole process of the real operation of the company.

THE EFFECT

- Since incorporation, the company have no external staff. The heads of departments and employees are all part-timer from Nanjing University of Aeronautics and Astronautics, Jiangsu Lishui Air Industrial Park and the students in the entrepreneurial team. It greatly reduces the company's labor operating costs.
- Compared with students who did not participated in entrepreneurial activity, the students involving in the real practice under true entrepreneurial environment have acquired great competency and increased significantly in the professional and technical capacity, decision-making capacity, communication skills, creative thinking, planning innovation, coordination and organizational skills, analytical and problem-solving skills, Information-gathering and processing capabilities, opportunities seeking and creation, emergency response and other kinds of capabilities.
- Through the whole practice of true entrepreneurial environment, the company has accumulated experiences and laid the foundation for students. Finally, the company help students have a certain amount of entrepreneurial capacity, improving the survival rate of student start-ups.

BASIC CONCLUSIONS

- Building a good College innovation services platform, is a college innovation and entrepreneurship education and practice in the key.
- Full student participation in the company absorbed the management, is to foster creative thinking, improving entrepreneurial awareness and ability;
- The maintenance and protection of schools, businesses, students and the rights of third parties, is a company of innovation entrepreneurship service platform of fundamental basis and effective assurances.

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