

## **1. General Description**

Undertaking the breakthrough of comprehensively deepening the reform of innovation and entrepreneurship education, our school is committed to the education and practice of "innovation, creativity, and entrepreneurship". We integrate innovation and entrepreneurship education into the process of general education, professional education and elite education, comprehensively building a "three general and three specialized" innovation and entrepreneurship education and talent training system. By gradually forming an innovation and entrepreneurship work model in which the four links of "education and training – business incubation – financing connection – scientific research" complement one another, we have progressively shaped an innovation and entrepreneurship model of research, education, mentor-ship and service featuring the characteristics of Guangzhou University, as well as created quality innovation and entrepreneurship education.

As early as 2012, the School of Innovation and Entrepreneurship had been approved as a Guangdong provincial experimental teaching demonstration center in economics and management to begin exploring the construction of an innovation and entrepreneurship practice teaching system. In 2013, the School cooperated with the Panyu District Government to jointly establish the Guangzhou Research Center of Entrepreneurship for University Students which started a new journey to establish innovation and entrepreneurship education for university students with the collaboration among our school, governments, banks, enterprises and investors. In 2014, the "construction of university students' entrepreneurship education system with multi-party cooperation in the whole process" was approved as a key project of the pilot projects of the comprehensive reform to deepen the education system in Guangdong Province. Since then, the School has further approved a series of provincial quality engineering projects and innovation and entrepreneurship education projects at all levels. These levels include innovative and entrepreneurial talent training model innovation experimental zone, entrepreneurship management provincial teaching team, the "lean start-up" provincial innovation and entrepreneurship course.

The school's innovation and entrepreneurship work has been widely recognized. Xinhua Net and "Guangzhou Information Office" of the CPC Guangzhou Municipal Committee reported the innovation and entrepreneurship education and practice work of the school with an introduction of "Guangzhou University actively integrates local governments, enterprises, schools and social resources, and is the first to build a research center of entrepreneurship for university students in Guangdong colleges and universities. It carefully builds an entrepreneurial eco-system, and promotes the Guangzhou University town with nearly 180,000 students to form a favorable atmosphere in supporting innovation and entrepreneurship of university students". The Guangdong channel of the xuexi.cn app reported on the outstanding innovation and entrepreneurship team cultivated by the school and the full process and multi-dimensional incubation services provided by the school for entrepreneurial

projects which fully affirmed the results achieved by the school in digging deep into high-quality entrepreneurial projects.

## **2. Second Major in Business Administration (Innovation and Entrepreneurship)**

In order to implement the spirit of the new requirements of the 19th National Congress of the Communist Party of China on cultivating innovative and entrepreneurial talents and the "Opinions of the General Office of the State Council on Deepening the Reform of Innovation and Entrepreneurship Education in Higher Education", the school launched a second major of Business Administration (Innovation and Entrepreneurship) to undertake the reform of the innovation and entrepreneurship training model. The establishment of this major effectively combines innovation and entrepreneurship practice training with mental shaping and knowledge transfer. Through two years of training, a "course learning + project practice" method is adopted to promote the integration of innovation and

## **3. Base for Entrepreneurship**

The school is equipped with specialized institutions, venues, facilities, personnel and has allocated a special fund to build a 1,000 square meter Sanchuangying Makerspace (of innovation, creativity, entrepreneurship), providing free entrepreneurship services to current university students and those within five years of graduation and teachers of the school. In 2017, the school was accredited as a national-level entrepreneurship maker space, and has been awarded with excellent performance in provincial and municipal performance evaluation of entrepreneurship maker spaces for three consecutive years. This is the only university in the province with this achievement. Sanchuangying Makerspace provides entrepreneurial mentorship services for 20-30 startup teams (companies) every year. At present, it has cultivated more than 120 high-quality student startup teams and registered more than 70 student startup companies. At the same time, it has set up a venture capital fund to carry out professional and market-oriented investment operations, and to provide investment and financing services to the startup teams. The startup teams of the school have received a total of RMB 60 million in social financing, with a market value reaching RMB 500 million. Among them, one student startup company received RMB 20 million in Series B funding, and a teacher-student co-creation project received RMB 50 million of social investment to cooperate in building an industry research center.

In 2018, the school built an innovation and entrepreneurship demonstration base of information hub building with an area of 1,750 square meters, supporting the practice of results transformation, providing further incubation services for startup companies with a certain scale and development prospects, and focusing on cultivating startups with development potential. "Guangzhou Five or Six Points Education Information Technology Co, Ltd", representative of the startup companies stationed in the demonstration base, has obtained tens of millions RMB in Series A and B funding, and signed a contract with Guangzhou University to establish the Guangzhou University After School Education Research Center.

#### **4. International Cooperation and Exchange of Innovation and Entrepreneurship Education**

The school has carried out more than 60 innovation and entrepreneurship exchange activities with overseas university students from South Korea and Sweden. The school has received visits, inspections and exchanges from teachers and students from several foreign universities such as Keele University of the United Kingdom and Linköping University of Sweden, as well as maker teams such as the Tyumen Maker Delegation from Russia. In 2020, the school will undertake the first "Guangzhou International Sister-City University Alliance Innovation and Entrepreneurship Competition for University Students of the Guangzhou Friendship City University Maker Program" hosted by Guangzhou International Sister-City University Alliance. Through competition among startup teams, it is to polish business models, create cutting-edge technology projects which meet the needs of the international market, have international universal value and industrial transformation potential. Apart from further promoting and facilitating exchanges and interactions such as personnel exchange, research cooperation, international knowledge transfer, youth innovation and entrepreneurship, etc. among friendship city universities under the Guangzhou friendship city framework, it is also to build a cooperation platform of the Guangzhou International Sister-City University Alliance of which students from member universities work together to solve common global challenges.

#### Academic Programs

##### **1. Innovation and entrepreneurship courses**

No.	Course title	Person in charge	Credits	Hours	Hours per week	Remarks
1	Entrepreneurial Foundation	Wang Mansi	2	32	3	
2	Lean Startup	Zhang Yanping	2	32	3	
3	Creative Thinking and Innovation	Xie Hongming	3	48	3	Minor
4	Entrepreneurial Team Management	Jan Qian	2	32	3	Minor
5	Business Model Design and Innovation	Liu Dege	2	32	3	Minor
6	Entrepreneurial Resource Acquisition and Financing	Mo Huan	2	32	3	Minor
7	Startup Market and Marketing Management	Hu Yongjun	3	48	3	Minor
8	Entrepreneurial Financial Management	Ren Hui	3	48	3	Minor

## **2. Entrepreneurial elite class programs**

The entrepreneurial elite training class is an entrepreneurial education brand activity elaborately created by the school. The training system is independently developed by the school, effectively integrating the most cutting-edge "Babson College Entrepreneurship Education System" with the local entrepreneurial context in China. The entrepreneurial elite training class is mainly for startup teams or startup companies of current students or those within three years of graduation. The three stages of "perceptual cognition, literacy improvement and practical exploration" offer seamless entrepreneurial mentorship and services. Since 2015, it has held seven "Entrepreneurial Elite Classes", conducted more than 70 innovation and entrepreneurship seminars and salons, and trained more than 1,000 people.

## **3. China College Students' "Internet+" Innovation and Entrepreneurship**

### **Competition**

In the 4th China College Students' "Internet+" Innovation and Entrepreneurship Competition in 2018, our school won 1 gold, 2 silver and 2 bronze medals. The total number of medals ranked first in the province with the number of gold medals ranked second in the province. 17 participants won the Outstanding Innovation and Entrepreneurship Mentor Award in the 4th China College Students' "Internet+" Innovation and Entrepreneurship Competition, while 6 participants won the Outstanding Innovation and Entrepreneurship Mentor Award in the Guangdong province competition of the 4th China College Students' "Internet+" Innovation and Entrepreneurship Competition. The school won 3 silver and 3 bronze medals in the 5th China College Students' "Internet+" Innovation and Entrepreneurship Competition in 2019, with the number of gold medals and total medals ranking second in the province. For two consecutive years, the school has won the "Youth Red Dream Tour" Advanced Activities Group Award of the China College Students' "Internet+" Innovation and Entrepreneurship Competition, achieving three breakthroughs in total awards, gold awards and group awards.

## **4. Funding for Innovation, Creativity, and Entrepreneurship**

In order to further promote the innovation and entrepreneurship education of the school and independent entrepreneurship of university students, and to improve the quality of innovation and entrepreneurship services, the school has set up an "innovation, creativity and entrepreneurship" fund to support various students of Guangzhou University and graduates within three years. A certain amount of free financial support will be given to them depending on the quality of their projects. So far, the school has carried out 4 years of funding work.

Faculty and Research

## **1. Introduction of Nationwide Well-Known Experts and Scholars, Academic Teams, International Experts, etc. from the School**

**(1) Wang Mansi** (Dean of the School of Innovation and Entrepreneurship, one of the 10,000 outstanding mentors by the Ministry of Education)

Wang Mansi, male, PhD, Professor, doctoral student and postdoctoral supervisor, an outstanding South Guangdong mentor. He mainly engages in teaching and research in entrepreneurship management, science and technology finance. He received his PhD in Management from Zhejiang University in 2003, and engaged in postdoctoral research in the Postdoctoral Research Station of Business Administration of Sun Yat-sen University from 2005 to 2007. He has worked in grass-root governments of counties and towns for many years, worked as a teacher of party schools, and participated in an on-the-job exercise of the "Doctoral Service Group" of the Organization Department of the Central Committee in the old revolutionary area of Ganzhou, Jiangxi. He is currently the Executive Deputy Dean of the School of Innovation and Entrepreneurship of Guangzhou University, the Executive Dean of the Guangzhou Research Center of Entrepreneurship for University Students, the Deputy Dean of the School of Business Administration of Guangzhou University, and the Deputy Secretary General of the Guangzhou Association for Promotion of Science and Technology and Finance. He has published 4 academic monographs and more than 60 papers. In recent years, he has been in charge of 1 project of the National Social Science Fund of China and 8 provincial ministerial level research projects. He has won a second prize of Guangdong Social Science Achievement Award, a third prize of National Business Development Research Achievement Award, a first prize of Guangzhou Social Science Achievement Award, and a second prize of Guangdong Teaching Achievement Award; while student teams have won 1 gold medal and 2 silver medals in the National Challenge Cup Entrepreneurship Competition, and 3 gold medals in the Provincial Challenge Cup Entrepreneurship Competition under his guidance.

**(2) Zhang Yanping** (Deputy Dean of the School of Innovation and Entrepreneurship)

Zhang Yanping, Deputy Dean of the School of Innovation and Entrepreneurship of Guangzhou University, associate professor, PhD, master's supervisor, post doctor of Chinese Academy of Social Sciences. He mainly engages in research and teaching in human resources management and innovation and entrepreneurship. He has published 2 monographs in China Social Sciences Press and more than 50 papers in important journals domestically and abroad. He has been in charge of a total of 10 national projects in subjects such as social sciences, the Ministry of Education, Guangdong provincial social science and natural science, and participated in more than 20 national and provincial ministerial level projects. He has also been in charge of 15 projects of the horizontal enterprise subject. He has given more than 60 training presentations for enterprises such as Wanglaoji, Tianhe City and Guangdong Midea etc. He has mentored students to participate in various innovation and entrepreneurship competitions, in which they have received more than 20 awards, including 8 national and provincial awards. He has won a third place prize of the first

Guangdong Province Teaching Basic Skills Competition for Young Teachers, and a first place prize of the Guangzhou University and College Level Lecturing Competition for Young Teachers.

(3) **He Yuqing** (one of the 10,000 outstanding mentors by the Ministry of Education, an entrepreneurship mentor)

Graduate student in economics, corporate trainer, and Science and Technology Financial Commissioner of Guangdong province. He is currently Secretary General of Guangzhou Association for Promotion of Science and Technology and Finance, Director of Service Center of Guangzhou Science and Technology Financial Demonstration Zone, Guangdong Science and Technology Comprehensive Service Center, special adviser of Guangdong Province First Poverty Alleviation Cooperation Working Group, investment consultant of Qiannan Prefecture, Guizhou Province, investment consultant of Duyun Economic Development Zone, Qiannan Prefecture, Guizhou Province, Director of the Executive Committee of Guangzhou Research Center of Entrepreneurship for University Students, and off-campus innovation and entrepreneurship mentor of Guangzhou University School of Innovation and Entrepreneurship. In recent years, he has successfully cultivated nearly 60 companies for IPO and listing, and won the titles of "2015 New Third Board Value Chart – Best New Third Board Service Provider" and "Outstanding Service Institution of China Innovation and Entrepreneurship Competition". In 2017, he was selected into the national talent pool of 10,000 outstanding innovation and entrepreneurship mentors by the Ministry of Education.

## **2. Academic Research Projects, Research Platform or Research Team Under the School**

### **(1) Research Platform**

In 2013, the school and the Panyu District Government cooperated to build the Guangzhou Research Center of Entrepreneurship for University Students. Since the establishment of the entrepreneurship research center, the center has adhered to the research and practice of innovation and entrepreneurship education as the foundation and gathered resources through innovation and entrepreneurship research and development to achieve the transformation and incubation of innovation and entrepreneurship achievements. The research center relies on business management disciplines to conduct entrepreneurship research in three major areas. The first is entrepreneurship education and entrepreneurship incubation for university students. This is committed to exploring the internal patterns of entrepreneurship of university students, in-depth research and practice are carried out around university student entrepreneurship education and training, entrepreneurship curriculum system construction, and university student entrepreneurship project incubation and cultivation, so as to improve the entrepreneurial literacy of university students, build a stage for university students' entrepreneurship, and ultimately achieve the entrepreneurial dream of university students. The second is technology finance and innovation and entrepreneurship, human resources and entrepreneurship. In terms of technology finance and innovation and entrepreneurship, the research center is

committed to carrying out in-depth research and application in technology finance model and product innovation, technology finance credit and risk system, technology finance credit full-fledged service system, in order to provide support for government decision-making and financial institutions to develop new technology and financial products. The third is the Internet, big data and innovation and entrepreneurship: Theoretical exploration and guide entrepreneurial practice is conducted around aspects such as evaluation and application of data mining methods for multi-objective decision-making, how information technology achieves the balance between contract governance and relationship governance, and data analysis talent base and new incubation models.

## (2) Research Team

Research directions	Name	Job title	Degree	Remarks
Entrepreneurship education and incubation for university students	Mo Huan	Associate Professor	PhD	
	He Yuqing	Senior Economist	Master's degree	
	Sun Lijun	Associate Professor	PhD	
	Jan Qian	Lecturer	PhD	
Technology finance and innovation and entrepreneurship	Wang Mansi	Professor	PhD	PhD supervisor
	Fan Lifan	Associate Professor	PhD	
	Zhou Xiang	Lecturer	PhD	
Human resources and entrepreneurship	Zhang Yanping	Associate Professor	PhD	
	Liu Dege	Associate Professor	PhD	
	Su Yufeng	Lecturer	PhD	
Internet, big data and innovation and entrepreneurship	Hu Yongjun	Lecturer	PhD	
	Ran Jiasen	Lecturer	PhD	

## (3) Research Projects

In the past three years, the School has undertaken 1 innovation and entrepreneurship education course in the Guangdong Province, 10 provincial level innovation and entrepreneurship education projects and 21 municipal level innovation and entrepreneurship education projects. The school has published two monographs on innovation and entrepreneurship, established a provincial level innovation and entrepreneurship teaching team, participated in the achievement of innovation and entrepreneurship education achievements and won a second prize of the national teaching achievement award, and won a second prize of the provincial level teaching

achievement award. The school has also won a special prize and a first prize for school level teaching achievements.

#### **Awards Obtained at Provincial Level and Above**

<b>Achievement Name</b>	<b>Award Level</b>	<b>Main Accomplishers</b>	<b>Awarding Department</b>	<b>Award Date</b>
Creation and practice of innovation and entrepreneurship education collaborative system in the Greater Bay Area	National level second prize	Xu Xianglong, Wang Mansi, etc.	Ministry of Education	2018
Research and practice on the construction of the "five in one" curriculum system of economic management major based on the collaborative training of first-class undergraduate talents	Provincial level first prize	Xu Xianglong, Wang Mansi, etc.	Department of Education of Guangdong Province	2019
Construction and practice of the "three general and three specialized" innovation and entrepreneurship education system	Provincial level second prize	Wang Mansi, Zhang Yanping, etc.	Department of Education of Guangdong Province	2019
Creation and practice of innovation and entrepreneurship education collaborative system in the Greater Bay Area	Provincial level first prize	Xu Xianglong, Wang Mansi, etc.	Economic Education Commission of Guangdong Province	2018
Construction of a "seven in one" government, industry, university and research cooperative	Provincial level second prize	Peng Biyu, Wang Mansi, etc.	Economic Education Commission of Guangdong Province	2018



education system and innovative economic management combined innovative talent training model				
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### State Level Research Projects

Project name	Project type	Project manager	Project starting source	Project starting date
Research on the effectiveness of bank supervision and mechanism innovation in corporate governance in China	National social science planning project	Wang Mansi	National Planning Office of Philosophy and Social Sciences	2015
Construction project of economic management experiment teaching platform based on innovation and entrepreneurship ability training	Construction project funded by the central government to support local universities in developing special projects	Pang Yongshi, Wang Mansi	Ministry of Finance	2014
Research on human capital efficiency evaluation and promotion path in collaborative innovation of	National social science planning subject	Zhang Yanping	National Planning Office of Philosophy and Social Sciences	2016

high-tech industrial cluster industry chain				
The interaction between internal and external governance mechanisms and its synergistic effect on corporate innovation	Project funded by China Postdoctoral Science Foundation	Xu Zhaohui , Wang Mansi	China Postdoctoral Science Foundation	2018
Research on the evaluation and optimization of special human capital efficiency of high-tech industrial cluster	Humanities and social sciences project of the Ministry of Education	Zhang Yanping	Ministry of Education	2015
Research on interaction between corporate governance mechanisms, corporate innovation and enterprise upgrading	Humanities and social sciences project of the Ministry of Education	Xu Zhaohui , Wang Mansi	Ministry of Education	2018

### Provincial and Ministerial Level Research Projects

Project name	Project type	Project manager	Project starting source	Project starting date
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Study of the College Students' "Internet+" Innovation and Entrepreneurship Competition results and reform directions	Guangdong province employment and entrepreneurship research project of education science planning	Wang Mansi , Zhang Yanping	Guangdong Higher School Graduates Employment Guidance Center	2019
Reform of innovation and entrepreneurship teaching content and curriculum system	Collaborative education project cooperated among Ministry of Education, industries and schools	Wang Mansi	Ministry of Education	2018
Construction of a "lean startup" education demonstration base for university students	Collaborative education project cooperated among Ministry of Education, industries and schools	Zhang Yanping	Ministry of Education	2018
Construction of eco innovation and entrepreneurship service platform of Guangzhou University for university students	Guangdong province science and technology program project	Zhang Qiang , Wang Mansi	Department of Science and Technology of Guangdong Province	2017
Lean startup	Guangdong province innovation and entrepreneurship education course	Zhang Yanping	Department of Education of Guangdong Province	2017
Entrepreneurial management foundation	Guangdong province quality engineering (excellent resource sharing course)	Wang Mansi	Department of Education of Guangdong Province	2017
Entrepreneurial management teaching team	Guangdong province "undergraduate teaching quality	Wang Mansi	Department of Education of Guangdong Province	2016

	project" (teaching team)			
Construction of "three-dimensional" innovative and entrepreneurial training model innovation experimental zone	Guangdong province quality engineering (talent training model innovation experimental zone)	Wang Mansi , Zhang Yanping	Department of Education of Guangdong Province	2015
Guangzhou University – practice teaching base of Guangzhou Liby Group Co, Ltd	Guangdong province quality engineering (talent training model innovation experimental zone)	Wang Mansi , Zhang Yanping	Department of Education of Guangdong Province	2015
Mechanism innovation of innovation and entrepreneurship education and its quality control based on the collaboration of schools, governments, banks and enterprises	Guangdong province higher education teaching reform project	Zhang Yanping, Wang Mansi	Department of Education of Guangdong Province	2015
Construction of university students' entrepreneurship education system with multi-party cooperation in the whole process	Guangdong province deepening comprehensive reform in education pilot project	Wang Mansi	Department of Education of Guangdong Province	2014
Reform and practice of entrepreneurship education for university students with multi-stages progressive and multi-party collaborative education	Guangdong province higher education teaching reform project	Wang Mansi , Zhang Yanping	Department of Education of Guangdong Province	2014

#### **D. Pioneering Innovation and Entrepreneurship Team**

##### **Guangzhou Five or Six Points Education Information Technology Co, Ltd**

Five or Six Points Education is a nationwide chain of smart trusteeship institutions empowering traditional trusteeship industry with Internet thinking and artificial intelligence technology. Five or Six Points Education has won two national gold awards in the 2016 'Creative Youth' Entrepreneurship Competition held by the Central Committee of the League and the 2018 "Internet+" Innovation and Entrepreneurship Competition hosted by the Ministry of Education. As of the fall of 2019, 178 chain branches were developed in the country by Five or Six Points Education. After three rounds of financing, the cumulative financing exceeded 20 million yuan and achieved a valuation of RMB 400 million. In 2019, Five or Six Points Education and Guangzhou University jointly established the After School Education Research Center.

##### **Alaska (Guangzhou) Network Technology Co., Ltd.**

The five WeChat public accounts operated by Alaska (Guangzhou) Network Technology Co., Ltd. have all been awarded the Top 500 Public Accounts of the New Rank. Among them, InsDaily is one of the most influential new media brands in China, ranking first in the fashion list for three consecutive years. Instagram Select and GirlDaily also rank in the top 10 in the New Rank LOHAS list perennially. The team independently developed the SST topic selection system, using big data analysis and artificial intelligence to select topics, and continuously provide users with favorite content. It is still growing at a rate of more than 1 million per month. The article open rate is as high as 30%, and the maximum reading volume is as high as 12 million, and its influence is number one in WeChat's public fashion rankings. It has established long-term strategic cooperation with LV, OMEGA, LA MER and other top-tier domestic and foreign brands. At present, it has 45 million fans in total, and 24 million yuan investment from Shenzhen Quantum Cloud, with a market value reaching RMB 500 million.

##### **Skyeye Intelligence – the Leader of Hidden Cyberspace Intelligence Analysis**

Skyeye Intelligence is an interactive intelligence analysis product for hidden cyberspace. It uses threat intelligence to help companies combat underground black and grey industries and internet fraud, to maintain enterprise data security and business security. The project has been successfully applied to government agencies such as the Supreme People's Procuratorate and the Central Cyberspace Affairs Commission Office. It has won a total of 5 awards from relevant government departments. The project won the Silver Medal of the 5th China College Students' "Internet+" Innovation and Entrepreneurship Competition, and won the championship of the 2020 Microsoft "Imagine Cup" Guangdong Province Regional Competition. It has established strategic partnerships with Tencent, 360, NSFOCUS and others.

### **Isolation Farmhouses – Rural ‘Strong Buildings’ in the Earthquake**

Relying on the State Key Laboratory (Cultivation) of Guangzhou University, the isolation farmhouses team has formed a complete set of farming isolation technology under the guidance of an expert team led by academicians over a period of ten years. At present, the technology has undergone frequent earthquake inspections, and its performance is still stable under a strong earthquake of magnitude 7. It has obtained 12 invention patents and 11 utility model patent authorizations. Another 8 patents are in the application stage. It has been implemented in more than 2,560 farm houses in four provinces and cities, benefiting more than 15,000 people. The team promotes the isolation technology of rural residences for public welfare with well-known central enterprises and listed private enterprises such as CRRC Times New Materials, Zhenan Technology, Liuzhou Dongfang and others, and has been reported by authoritative media such as CCTV, People's Network and Xinhua Network. The project won the National Silver Award in the 5th China College Students' "Internet+" Innovation and Entrepreneurship Competition.

### **After Graduation Public Welfare Library – Companions and Mental Shapers of Left-behind Children in Rural Areas**

After Graduation Public Welfare Library is committed to improving the reading conditions of rural primary schools in remote mountainous areas. It is the fastest-growing and largest-scale campus public welfare organization in China. In 2018, the After Graduation Charity Fund was established at the Guangdong Youth Development Foundation. As of August 2019, it had united 65 well-known celebrities such as Liu Qian and more than 1,000 star fan groups, tens of thousands of caring units and 350,000 volunteers together and donated more than 2.4 million high-quality extracurricular reading materials to 29 provinces and cities across the country, and 1488 village libraries. Cumulative donations of 33.6 million hours of companionship have benefited 350,000 left-behind children. The event was reported by 1000 media including CCTV and People's Daily. There are more than 1 million self-media followers, and 1 billion volume of public welfare communication has been achieved. The project won the National Bronze Award and the Provincial Gold Award (Runner-up) in the 5th China College Students' "Internet+" Innovation and Entrepreneurship Competition, and Gold Award in the 4th Chinese Youth Volunteer Service Project Competition.

### **Three Cordyceps Supporting Tibet and Revitalizing Agriculture Project**

The Three Cordyceps community aid team for Tibet and education committed to education assistance in remote areas of Tibet helps local Tibetans sell local specialties as a profit earning channel and then returns the profits to the student aid. At present, the team has carried out 6 public welfare student aid projects, "one-on-one" support for more than 530 students, and help to 37 schools. A total of more than 9,000 students have been covered by the student aid; and the donation fund exceeds 500,000 yuan. In 2018, the Three Cordyceps teams won the "Challenge Cup - Create Youth" Guangdong Province Gold Award and the National Bronze Award the 4th China

College Students' "Internet+" Innovation and Entrepreneurship Competition Red Tour Track, Guangdong Province First Prize and National Silver Award. In January 2019, it was awarded the 'Top Ten Social Innovation Projects in Guangzhou' and the second prize in Project Access (PA) China.

### **100 Farmers Supporting Xinjiang and Alleviating Poverty Project**

"100 Farmers" brings technology, capital and management of Guangdong, Hong Kong and Macao to Xinjiang through customized traceability of agricultural products in order to help farmers get rid of poverty and become rich, and to promote the coordinated development of East and West and the prosperity and stability of Xinjiang. At present, it has obtained the support of the Guangdong Front Support Headquarters for Xinjiang Support and the Third Division of Xinjiang Production and Construction Corps, and awarded 100 farmer experience shops with a "Xinjiang Kashi Agricultural Products Exhibition and Sales Center" plaque, and established the Youth Innovation and Entrepreneurship Base with the Kashgar District Committee of the Communist Youth League. In the 4th "Internet+" Innovation and Entrepreneurship Competition, it won the 'Youth Red Dreaming Tour' national silver medal.

Awards

#### **1. Achievements**

(1) Ranks among the best in the provincial innovation and entrepreneurship competition

In the 4th China College Students' "Internet+" Innovation and Entrepreneurship Competition in 2018, the school won 1 gold, 2 silver and 2 bronze medals, with the total number of medals ranking first in the Guangdong province and the total number of gold medals the second place in the province. Altogether 17 mentors were honored as Excellent Innovation and Entrepreneurship Mentors at the school-level of the competition; while 6 won the Excellent Innovation and Entrepreneurship Mentor Award at the provincial-level. The school won total three silver and three bronze medals, with total number of medals ranking the second place in the province. Since 2018, the school has won the China College Students' "Internet+" Innovation and Entrepreneurship Competition "Youth Red Dream Tour" Advanced Activities Group Award for two consecutive years, achieving three breakthroughs in winning the national gold medals, the group awards and the total number of medals, with achieving the second-most national medal winner among other universities in the province. In the 5<sup>th</sup> China College Students' "Internet+" Innovation and Entrepreneurship Competition, there were altogether 22 teachers honored as Excellent Innovation and Entrepreneurship Mentors at the school-level of the competition; 2 won the Excellent Innovation and Entrepreneurship Mentor Award at the provincial-level.

(2) Successful experience has been widely acknowledged

Since our set-up of entrepreneurial elite classes in Yuexiu District and executive classes for innovative and entrepreneurial enterprises in Panyu District, the School has contributed the 'Innovation and Entrepreneurship Action Guide' to the Provincial Productivity Center, and carried out incubator and maker space performance evaluation for the Guangzhou Municipal Science and Technology Bureau. The school has also received multiple exchange visits from more than 50 colleges and social institutions including Heilongjiang Province, Hainan Province, and Hong Kong. The school has delivered keynote speeches more than 10 times at the National Entrepreneurship College Deans' Forum, China University Innovation and Entrepreneurship Education Alliance, Hunan Agricultural University and South China Normal University. In January 2019, the Guangdong-Hong Kong-Macao Greater Bay Area Technology Business Incubator Development Forum was held at our school. In February of the same year, the Guangdong Provincial Department of Education promoted the school's successful experience at the launching ceremony of the 5<sup>th</sup> China College Students' 'Internet+' Innovation and Entrepreneurship Competition.

### (3) Actively creating a strong atmosphere of innovation and entrepreneurship

The school's innovation and entrepreneurship work has been widely affirmed, and has been reported more than 50 times by many authoritative media such as Xinhuanet, Nanfang Daily, Yangcheng Evening News, Southern Metropolis Daily, Guangzhou Broadcasting Network, Guangzhou Daily, Information Times, etc., including the Guangzhou Municipal Committee of the Communist Party of China 'Guangzhou Information' special report, the 2018 Nanfang Daily 'Seeing how entrepreneurial seeds grow into towering trees - student makers out of campus incubators', the Guangdong Science and Technology News 'Guangzhou University incubating student startups received tens of millions of Series A funding, and the Science and Technology Daily's 'Having the idea of going back to the alma mater to start a business, Sanchuangyong realized their coincidence'.

The Notice of the Guangdong Provincial Department of Education on Announcement of the Evaluation Report on the Undergraduate Teaching Work of Guangzhou University (Yuejiao Gaohan [2018] No. 107) fully affirmed the work of innovation and entrepreneurship education in the school: "In terms of innovation and entrepreneurship education, the school's institutions, courses, platforms, and funds have established a 'three general and three specialized' education system".

In October 2018, during the participation in the 4th China College Students' "Internet+" Innovation and Entrepreneurship Competition at Xiamen University, the school's entrepreneurial team 'Five or Six Point Education Company' was received and greatly affirmed by Vice Premier Sun Chunlan.

## **2. Honors**

### a. National Mass Makerspace Award (2017)



b. Guangdong Provincial College Student Innovation and Entrepreneurship Education Model School (2019-2022)

c. Guangdong Innovation and Entrepreneurship Talent Training Innovation Experimental Model Zone (2015)

d. Provincial Teaching Team for Entrepreneurship Management Award (2016)

e. "Youth Red Dream Tour" Advanced Activities Group Award in the 4th China College Students' "Internet+" Innovation and Entrepreneurship Competition (2018)

f. "Youth Red Dream Tour" Advanced Activities Group Award in the 5th China College Students' "Internet+" Innovation and Entrepreneurship Competition (2019)

## **F. Alumni**

### **Profile of famous alumni**

(1) Lu Zhaoxi, male, is a graduate of Tourism Management in 1991. In 1999, he joined Alibaba. In 2000, he served as the top person in charge of the South China Region. From December 2004 to March 2008, he served as Vice President of Alibaba Group and President of Alipay. He was appointed as the Executive President of Alibaba on February 21, 2011, while continuing to serve as CEO and President of Taobao and Executive Vice President of Alibaba Group. In June 2011, he resigned as CEO of Taobao. On May 10, 2013, Lu Zhaoxi was appointed CEO of Alibaba Group. On May 7, 2015, he was transferred to act as the vice chairman of Alibaba's board of directors. Now he is an honorary partner of Alibaba and a partner of XY Capital.

(2) Cao Zhiwei, male, graduate of Civil Engineering in 1989, currently serves as chairman of Guangzhou New City Investment Holding Group, member of the Standing Committee of the Guangzhou Municipal CPPCC, top ten outstanding young people in Guangzhou, member of the Standing Committee of the Guangzhou Youth Federation, Guangzhou, Hong Kong, Macao and Taiwan Youth Exchange Ambassador and etc. In the mid-1990s, he founded the "New City" enterprise system, and with outstanding performance in recent years, he became the representative of Guangzhou's newest real estate developers. During his performance in the Standing Committee of the CPPCC, in addition to the well-known "Long March Map" that promoted the reform of the administrative approval system, his work also included reforming the process of handling family planning certificates, proposing roadside parking lots, submitting proposals for bus station construction, and serving as the news spokesperson and a standing committee member of the Public Diplomacy Advisory Panel.

(3) Guo Ziwen, male, graduate of Urban Construction in 1987, serves as chairman of the board of directors of China Aoyuan Real Estate Group Co., Ltd. He was rated as "Top Ten Outstanding Entrepreneurs in China's Real Estate" and "Top Ten Outstanding Contributors in China's Real Estate in 30 Years". On February 26, 2020,

Guo Ziwen ranked No. 1208 in the "Shimao Shenzhen-Hong Kong International Center - Hurun Global Rich List 2020" with a wealth of 17 billion yuan.

(4) Jing Yijie, male, graduate of Chinese Language in 1987, is the chairman of Guangzhou Kaixuan Real Estate Development Co., Ltd. His company has developed real estate projects such as Lingnan Club, Triumph Club, Jinghaofang, Aiquhui Jingwan, and Triumph Club won the "2004 Guangzhou Top Ten Integrity Brand Developers", "2004 Guangzhou Top Ten Integrity Brand Communities", "Best Urban Luxury Mansion Expert of the Year", " Most Valuable Riverview Real Estate of the Year", "Best Iconic Construction Design Innovation Award", "Most Internationally Influential Property Award", and "Highest Property Sales Unit Price".

In May 2014, Jing Yijie donated RMB 3 million to the Guangzhou University Education Development Foundation in his own name to establish the "Jingyijie Scholarship Fund".

(5) Luo Yuheng, male, graduate of Chinese Language and Literature in 2002, currently serves as the president of Guangzhou Mingshi Education Institution. Founded in 2002, Mingshi Education is an outstanding brand of general counseling in primary and secondary schools, covering three major business systems: offline and online subject tutoring, children's quality courses, education system and product output. It has obtained ISO9001 quality management system certification. At present, it has more than 1,600 employees, and the classes are located in the Pearl River Delta region of Guangdong, such as Guangzhou, Foshan, Shenzhen, Zhuhai, Zhongshan, Jiangmen, etc. The business is based in Guangdong and the scope covers the whole country. According to Frost & Sullivan's research report, Mingshi Education ranks among the best in South China.