

## **Creative Business Model to Build the Internet Mode**

**Yi Wang**

Xijing University

Xijing University, No.1 Xijing Road, Chang'an District, Xi'an City, Shaanxi Province, China

wangyi@xijing.edu.cn

**Keywords:** The "Internet plus" Era; Innovation and Entrepreneurship; Promotion Strategy

**Abstract:** With the deepening of economic globalization, as well as our country economy high speed development, the world ushered in the era of "Internet", the advanced Internet technology provides a convenient for people, improve the quality of life. At present, the rising of Internet users, has formed a new Internet terminal customer market, for college entrepreneurship provides a good opportunity and wide market. In this paper, the main research of the "Internet" under the age of college students' business model, raise the success rate of the college students' entrepreneurship.

### **1. Introduction**

With China's economic and social development entering a new era, a new normal, and the rapid development of information technology, college students' innovation and entrepreneurship ("mass entrepreneurship") has become a new trend and a hot spot of social concern.

To push forward the reform of college students' innovative entrepreneurial education supply side effect is to realize the sustainable development of college students, agree with the requirement of the reform of talent training, and promote the healthy development of national economy. At the same time, supply side reform for college students' innovative undertaking education development provides an important train of thought. In order to effectively improve college students' innovative undertaking education quality, but also need to accelerate reform of the college students' innovative entrepreneurial education supply side.

In the "Internet plus" era, making use of the advantages of the Internet for innovation and entrepreneurship has become a new driving force for China's economic transformation and upgrading. As a new force in social development, college students are more and more aware of using the Internet platform for innovation and entrepreneurship under the social background of mass innovation and entrepreneurship. In addition, more and more college students have started businesses on the Internet platform and realized their value. But, the rapid development of Internet not only provides new opportunities for college students to innovate and start their own businesses, but also brings difficulties for them to start their own businesses.

### **2. At Present, College Students Are Facing a Rare Historical Opportunity for Mass Entrepreneurship and Innovation**

According to statistics, since the reform and opening up, China has produced a total of four entrepreneurial waves, each of which has its profound historical background and the inevitability of The Times. The first three were in 1984, 1994 and 2002. Since the 18th national congress of the communist party of China (CPC), and especially after the CPC central committee put forward the call of "mass entrepreneurship and innovation", a fourth wave of entrepreneurship has been set off across the country. Different from the previous three waves, this wave of entrepreneurship came into being under the new normal of economic development, which is bound to correspond with the transformation and upgrading of economic structure. At present, China's economy is in the process of replacing old growth drivers with new ones. This new growth drivers put forward higher requirements for entrepreneurs themselves, and they are more inclined to knowledge innovation,

scientific research and technology talents, and more inclined to environmental protection of science and technology, resource conservation, sustainable development and other innovative new growth drivers. College students who have received theoretical study in the higher education system are most likely to be the new force in the current wave of entrepreneurship. "The proportion of college graduates who want to start their own businesses is as high as 75.2 percent nationwide," according to a report on the research results of college graduates' self-employment.

At present, college students are facing a rare historical opportunity for mass entrepreneurship and innovation. First, economic transformation and upgrading have brought more opportunities for college students to innovate and start their own businesses. At present, China is accelerating the transformation of economic development mode, advancing supply-side structural reform, and vigorously supporting the development of emerging industries, such as electronic information, biotechnology, modern agriculture, new energy, new materials and other industries. In the process of upgrading from traditional industries to emerging industries, college students have obvious advantages, which brings more opportunities for college students to innovate and start their own businesses. Secondly, the development of science and technology has opened up more fields for the innovation and entrepreneurship of college students. Innovation and development of science and technology has always been closely related to innovation and entrepreneurship. The development of the Internet has given birth to many Internet industries and a large number of Internet business elites. Scientific and technological innovations such as biological engineering, new energy and new materials are bound to give birth to a large number of new industries, which will also open up more new fields for college students to innovate and start their own businesses. Finally, policy support provides more convenience for college students to innovate and start their own businesses. Since the central government put forward the concept of "mass entrepreneurship and innovation", the state has issued a series of guidance documents, and governments at all levels have introduced encouraging policies from the aspects of enterprise registration, innovation incubators, venture capital, financing and taxation to "loosen the ties" for innovation and entrepreneurship.

### **3. The Features and Advantages of "Internet Plus"**

Since China formally joined the WTO, "Internet +" has been developing characteristic Internet technology, Internet culture and network knowledge. After years of implementation of policies to make China a powerful country in science and technology, it has gradually formed a network ecosystem with strong richness, broad contents and great exploration potential in recent years. In recent years, "Internet + technology" has explored the use of big data and cloud data computing to provide the best exploration environment for employment, innovation and entrepreneurship. This is why "Internet +" has certain characteristics and advantages.

#### **3.1 Diversity of Information Transmission**

The Internet is a virtual network platform, and on the network platform, store from all aspects of the information resources, the information resources of transmission is based on network transmission channels, a variety of line and channels to the diversity of information can be in any time, any stage have the access to information resources get what they want. These resources are diversified, including cultural, technological, entertainment, business and other aspects of information, which can meet the basic information business needs in all fields.

#### **3.2 The Availability of Information**

Internet information is stored, the formation of a nested multiple links of information transmission and storage mechanism, under this mechanism, information demanders need only to prepare an information packet and the network connection device and basic search engine, you can input the information they need to make their code, under the information code to find the information you need, so for all walks of life information demanders, some basic information to explore and use information resources to innovation has more convenience.

### **3.3 Dynamic Clustering of Resources**

Based on the development of big data and cloud computing, the information age of "Internet +" has officially arrived. The development mode of "Internet +" has gradually entered a state of multi-model. Under the support of the green network environment, more abundant network resources will classify agglomeration in network platform, and with the progress of science and technology and culture, Internet resources agglomeration will gradually show the development of the dynamic characteristics of anytime and anywhere with the change of network environment and the change of social information and real-time changes. It is precisely because of this feature that the Internet entrepreneurship and the development of Internet industry technology have more vitality.

### **4. Establish a Research and Development Center**

For universities, school-enterprise cooperation can get more fund support, while for enterprises, it can reduce the risks and pressure they bear in the process of technology research and development, and benefit from the achievements of innovation and entrepreneurship projects of college students. The university and enterprises can share resources in the school-enterprise research and development center to achieve a win-win situation. School enterprise cooperation plays an important role in the process of "Internet +" innovation and entrepreneurship education. At present, due to the relatively weak foundation of innovation and entrepreneurship in colleges and universities, school-enterprise need to be further improved.

Colleges and universities should actively establish long-term cooperative relations with state-owned enterprises, joint ventures and other large companies to build a bridge for college students' innovation and entrepreneurship. Colleges and universities can make full use of educational resources, and cooperate with the superior colleges and universities in the same region or other regions to form a multi-campus school-enterprise cooperative education mechanism. According to the needs of enterprise talents, colleges and universities invite enterprise management and technical talents to participate in entrepreneurship courses, such as entrepreneurship preparation, enterprise operation management and other courses, and formulate corresponding talent cultivation plans. By making use of the school-enterprise cooperation mechanism, we can provide college students with internship opportunities in winter and summer vacations and on weekends, so as to enable more college students to increase their practical experience, stimulate their innovation potential, realize the transformation of results through the school-enterprise platform, and take entrepreneurial actions.

## **5. Research on the Optimization of College Students' Entrepreneurship in the Era of "Internet +"**

### **5.1 Entrepreneurship Cornerstone**

The entrepreneurship education carried out by colleges and universities for college students can provide them with a solid foundation stone for entrepreneurship. First, colleges and universities can set up a series of courses on entrepreneurship for college students to strengthen their knowledge reserve of entrepreneurship. Second, enrich the forms of entrepreneurial practice activities, such as holding innovation and entrepreneurship competition for college students, entrepreneurship lectures, entrepreneurship simulation training, and even setting up entrepreneurship guidance or entrepreneurship association led by the school. The third is to set up off-campus tutors to provide guidance for college students to start their own businesses and improve the integration of production, learning and research.

### **5.2 Financial Support**

In the early stage of starting a business, college students are prone to the risk of capital rupture, and there is even no start-up capital, so the government's financial support for college students is precious. On the establishment of venture funds and other ways to improve the use efficiency of

support venture capital.

### 5.3 Entrepreneurial Teams

In the early stage of starting a business, college students lack experience and capital, so they usually start in a team. In order to improve the success rate of entrepreneurship, and it is very necessary to optimize the entrepreneurial team. Team members should be complementary to each other to form the overall cohesion of the team so as to achieve positive effects.

### Summary

To sum up, in the era of "Internet +", college students have abundant entrepreneurial modes and more entrepreneurial fields, and the broad Internet client market provides a good opportunity for college students to start their own businesses. Therefore, colleges and universities need to carry out top-level design to provide good entrepreneurial atmosphere and support for college students, and the government should provide financial support and guarantee for college students at the initial stage of their entrepreneurship. Meanwhile, it is also necessary to establish a tacit entrepreneurial team, so as to improve the success rate of college students' entrepreneurship.

With the continuous development of social economy and the rapid development of Internet science and technology, it has exerted a great influence on the production and life contents of various industries in China. Under this development situation of the new situation, the importance of cross-border electricity business in international trade increasingly prominent, to meet the needs of the development of international trade, through the improvement of the teaching course system, teachers grow, cross-border electricity practice platform to build, such as positive effective international trade professional creative talents training work, has the extremely important practical value.

### References

- [1] Ruhua Zhang. Exploration and research on the improvement of students' innovation and entrepreneurship ability under the "Internet +" mode [J]. Computer products and circulation, 2020 (05): 218.
- [2] Shaoping Wang. An analysis on the cultivation of innovative and entrepreneurial talents in international trade under the new situation [J]. Journal of jiamusi vocational college, 202,36 (04): 73-74.
- [3] Junhui Huo. Research on the optimization of college students' entrepreneurship under the background of "Internet +" [J]. Business news, 2020 (10): 192.
- [4] Sihua Jiang. Discussion on countermeasures for innovative development of "Internet + cultural industry" [J]. Research on industrial innovation, 2020 (06): 15-17.
- [5] Yuan Liu. Strategies for improving college students' entrepreneurial quality under the background of "Internet +" [J]. Fujian tea, 2020,42 (03): 23-24.
- [6] Hu Yao-hua. Based on the "Internet +" of college students "double gen" shallow exploration [J]. Journal of economic study Tribune, 2020 (8): 67-68.
- [7] Sheng Liu. Thoughts on college students' innovation and entrepreneurship in the context of "Internet +" [J]. Research on industrial innovation, 2020 (05): 157-158.
- [8] Zhiguo Liu, wang yumei, liu beibei. Development evaluation of "mass innovation space" youth innovation and entrepreneurship platform [J]. Journal of Qingdao university of science and technology (social science edition), 202,36 (01): 30-35.
- [9] Zhen Zhong, Xiangzhi Kong. Rural innovation and entrepreneurship in the new era: mechanism, situation and strategy [J]. Journal of jianghai studies, 2020 (02): 98-106.

- [10] Fan Yao. A new breakthrough in college students' innovation and entrepreneurship education based on supply-side reform [J]. China adult education, 2019 (23): 43-45.
- [11] Yang Lin, cheng hongqiang, han juhong. Exploration on innovation and entrepreneurship education for college students in the era of "Internet +" [J]. China electric power education, 2020 (02): 79-80.