

## 综述: 时代

Overview: Era

2013年,一部名为《中国合伙人》的电影在年轻人中掀起波澜。这部根据真人真事改编的励志故事,讲述创业者艰辛的创业历程,以及他们的苦尽甘来。

每一年,电影中的类似场景都会在创业基金会资助的约800家企业中上演。7年来,一幅理想主义的长卷在我们面前缓缓舒展,描绘着梦想的诞生、激情的澎湃和创业的艰辛。

2013年,是全球创业周中国站的第七个年头,中共中央总书记、国家主席习近平向创业周发来贺信,“全社会都要重视和支持青年创新创业,提供更有利的条件,搭建更广阔的舞台,让广大青年在创新创业中焕发出更加夺目的青春光彩。”创业梦和中国梦是如此贴近,这是创业者的骄傲,也是创业者的责任。

2013年,创业基金会扩大资助范围、提高资助额度、设立天使伙伴专项基金、举办研究生创新创业能力培养专项,全年资助企业超过180家。

2013年,创业基金会的创业梦逐渐清晰,一个社会企业的雏形在梦想中变成现实。“创业接力科技金融集团”正式成立,通过布局“投资、金融、服务、园区”四大模块,显现出早期创业投资服务“综合体”效应。

我们和创业者在一起,用创业梦书写着中国梦。

孟子曰:“君子创业垂统,为可继也。若夫成功,则天也。”(《孟子·梁惠王下》)

创业者不断努力奋斗,最终成败,还是要依靠时代。

这是最好的时代,

这是创业的时代。

In 2013, a film named American Dreams in China touched a lot of young people. This motivational movie was based on real people and events. It tells the story of the difficulties and struggles facing entrepreneurs as well as the reward after all the hard work.

Every year, entrepreneurs from the 800 enterprises sponsored by Shanghai Technology Entrepreneurship Foundation for Graduates (EFG) will encounter similar scenarios from the movie. For 7 years, an idealized vision of entrepreneurship has been painted before us, it describes the birth of dreams, surge of passion, and the difficulties facing entrepreneurs.

In 2013, the General Secretary of the Communist Party of China, State President Xi Jinping sent a congratulatory letter to the Entrepreneurship Week. "Everyone in society should value and support entrepreneurship by young people. More favorable conditions and a broader platform should be provided so that young people can achieve even more dazzling results in entrepreneurship". Entrepreneurial dream and the Chinese dream are very similar. This is both the entrepreneur's honor and responsibility and this is also the 7th year of the Global Entrepreneurship Week in China.

In 2013, EFG expanded its sponsorship scope, increased the sponsorship budget, established the Angel partners special fund, as well as training for postgraduates on innovation and entrepreneurial skills. 180 enterprises received sponsorship within the year.

In 2013, the entrepreneurial dream of EFG has become clearer. The embryonic form of a social enterprise from the dreams has matured and become a reality. "Entrepreneurs Relay Technology Financial Group" was formally established forming an "integrated body" for entrepreneurial investment services, comprising of four modules "investment, financing, services and science parks".

Together with the entrepreneurs, we use the entrepreneurial dream as a basis to create the Chinese dream.

Mencius said "Men set up enterprises and pass on the tradition, that's for the future generation to carry on. Whether it's going to be a success or a failure, it all depends on destiny".

Entrepreneurs works hard and makes a lot of effort, however, the final success or failure depends on the era.

This is the best era,

This is the era for entrepreneurship.

2016

2015

2014

→

2012

2011

2010

2009

2008

2007

2006

# 2013 ANNUAL REPORT



2013  
年度报告  
ANNUAL REPORT

- 2013 - 年度报告 ANNUAL REPORT

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## 2013 年度报告

ANNUAL REPORT

# 三个中心



# 四大模块

## 资助

### 项目资助管理中心



#### 雏鹰计划

“创业雏鹰计划”是指基金会通过委托银行向创业企业发放小额信用贷款的资助方式。资助时间为两年，对创业者及单个创业项目的资助额度不超过人民币20万元。

#### 雄鹰计划

“创业雄鹰计划”是指由基金会以投资入股的形式扶持创业企业的资助模式。资助额度不超过50万元。资助期（3年）内，基金所占公司的股权不参与分红，在资助期满后，将按照原价退出所有股权。

## 倡导

### 创业力传播中心



全球创业周中国站由中国民主促进会、科学技术部、教育部、共青团中央、上海市人民政府发起并作为指导单位，由上海市大学生科技创业基金会主办。一年一度的创业周，聚焦社会创业者、创业企业、投资人及创业服务机构四大核心群体。



GCC全称Global Entrepreneurship Week China Campus，中文名为全球创业周中国站校园创业伙伴。以全国高校创业类社团组织为组建对象，负责在本校开展创业相关活动，旨在联合全国有创业梦想的大学生，共享创业周盛事。



上海天使投资俱乐部（www.shacc.com.cn）成立于2008年，作为上海乃至全国较早的天使投资团体，俱乐部汇聚了一批拥有丰富经验和资源并愿意投资早期创业企业的天使们，为有意参与从事天使投资的企业家、高级职业经理人和专业投资人搭建一个切磋交流和共同投资的平台。

## 教育

### 创业力评鉴中心

#### 创业训练营:创业谷

“创业谷”是EFG创业实验室推出的“成长之路创业领袖培育计划”的系列项目之一，EFG创业实验室是由创业基金会（EFG, www.stefg.org）发起，并经国家教育部批准成立的全国性创新创业教育基地，旨在传播创业文化、整合社会创业资源、支持创业实践。

#### 基金会创业系列丛书



上海市大学生科技创业基金会成立于2006年8月，是致力于传播创业文化、支持创业实践的社会企业，旨在探索一条以公益为基础、市场为支撑的“双轮驱动”的体制机制创新之路。

## 1 投资

### INVESTMENT



创业接力天使  
通过天使母基金业务，撬动更多的社会资本和资源，投资与支持区域内的创业创新；

通过天使投资业务，为早期创业企业更好地嫁接资本、资源与经验，助力企业成长；

天使投资母基金业务：投资于专业的天使投资与早期创业投资基金，单个基金的投资规模为500万至3000万人民币；

天使投资直接业务：主要投资于上海及长三角地区的初创企业，单个项目单次投资额300万人民币以内，累计投资额可达500万元；

将积极与专业的天使及早期投资机构开展合作、共同投资；关注的行业领域包括新材料；互联网及移动互联网的应用与技术；污水处理、废气处理等清洁技术；医疗器械、诊断试剂、医疗信息化；电子零部件及系统等；



创业接力基金是由创业基金会发起，联合早期投资经验丰富的机构及个人共同设立，由中新创投专业团队受托管理的风险投资基金。

创业接力基金专注于早期科技型的高增长创业项目投资，主要投资领域包括新材料，医疗健康、清洁技术和先进制造，目前已投资案例近30家



### 上海创业接力科技金融集团

创业接力于2010年末成立，以专注服务早期科技型企业为使命，通过构建科技金融的“链”和“桥”，对接市场资源，做精、做深针对科技型创业企业的服务。

创业接力目前在投资、金融、服务、园区四大业务上皆有功能布局，天使基金专注种子期、创业接力专注初期，构建专注于早期创业服务的“综合体”，形成以科技金融为特征的创业服务新业态，成为专注于早期科技型创业企业服务的领先机构。

创新融合  
接力成长



创业接力担保  
上海创业接力融资担保有限公司由上海市大学生科技创业基金会、上海科技投资公司、中新力合股份有限公司、创业加速器投资有限公司共同出资设立，是上海市融资性担保行业规范发展以来首家获批设立的融资性担保机构，注册资本1.6亿元。公司旨在为上海广大科技型中小微企业构建良好的投融资环境，解决科技型中小微企业的融资难问题。

## 2 金融

### FINANCE



#### 创业接力园区



创业接力大楼  
2012年的夏天，创业接力大楼正式启用，创业接力天使的配投项目已入驻其中。大楼共9层，建筑面积8000平米，为创业接力天使的配投项目提供单个项目200平米以内的低租金孵化场地，创业企业能够在孵化期内与其他的创业团队、天使投资人共同工作，形成开放、互动、交流的氛圍。

## 4 园区

### INCUBATOR



创业接力服务  
上海创业接力企业服务有限公司是创业接力集团总结了多年来创业服务经验，于2013年筹备创建的面向创业企业的平台化专业服务体系，为创业企业提供增值服务、培训服务、咨询顾问服务和财务顾问服务。公司致力于缩短创业企业成熟周期，提高创业企业成功率，通过提供专业化的服务，助力创业企业成长。

## 3 服务

### SERVICE



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# 中共中央总书记、国家主席习近平 致2013年全球创业周中国站活动组委会贺信

General Secretary of the Communist Party of China, Chinese President Xi Jinping  
The Congratulatory Letter to 2013 Global Entrepreneurship Week China Organization Committee

2013 年全球创业周中国站活动组委会：

值此全球创业周中国站开幕暨全球创业周中国站校园伙伴揭牌之际，我向你们表示热烈的祝贺！向辛勤创新创业的广大青年，向关心和支持青年创新创业的各界人士，致以诚挚的问候！

青年是国家和民族的希望，创新是社会进步的灵魂，创业是推动经济社会发展、改善民生的重要途径。青年学生富有想象力和创造力，是创新创业的有生力量。希望广大青年学生把自己的人生追求同国家发展进步、人民伟大实践紧密结合起来，刻苦学习，脚踏实地，锐意进取，在创新创业中展示才华、服务社会。

你们这次活动，以“创业梦、中国梦”为主题，传播创业文化，分享创业经验，弘扬创业精神，有利于激励更多青年特别是青年学生开启创业理想、开展创业活动，为实现中华民族伟大复兴的中国梦贡献力量。

全社会都要重视和支持青年创新创业，提供更有利的条件，搭建更广阔的舞台，让广大青年在创新创业中焕发出更加夺目的青春光彩。

预祝 2013 年全球创业周中国站活动取得圆满成功！

习近平  
2013 年 11 月 8 日

To 2013 Global Entrepreneurship Week China Organization Committee:

As 2013 Global Entrepreneurship Week (GEW) China is officially opened and the GEW China campus is unveiled, I would like to take this opportunity to extend my warm congratulations to you all. My sincere greetings go out to the young people of China who are working hard to innovate and start their own business and to the people from all walks of life who care about and support youth entrepreneurship.

The hopes of a country and a nation lie in its youth. Innovation is the soul of social progress and starting a business is an important way of boosting economic and social development and improving the lives of the people. Young students are a wellspring of imagination and creativity and a vital force in entrepreneurship. I hope that young people will see their hopes and dreams as being closely tied to the development and progress of their country and the great practices of the people. They should study hard, keep their feet on the ground, and forge ahead, serving society and displaying their talent as they innovate and start new businesses.

The theme of this year's event is 'The Chinese Dream and the Entrepreneurial Dream'. Spreading a culture of entrepreneurship, sharing experiences of starting a business, and promoting a spirit of entrepreneurship all help to encourage young people, particularly young students, to create their own entrepreneurial vision and launch entrepreneurial activities. In this, they will contribute to our dream of the great resurgence of the Chinese nation.

Everyone in society should value and support entrepreneurship by young people. More favorable conditions and a broader platform should be provided so that young people can achieve even more dazzling results in entrepreneurship.

May the 2013 Global Entrepreneurship Week China be an all-round success!

Xi Jinping  
November 8<sup>th</sup>, 2013

# 1 创业周

Entrepreneurship Week

**2013（第七届）创业周暨全球创业周中国站开幕式**  
2013 (7th) Global Entrepreneurship Week China Opening Ceremony

**2013（第二届）创业服务新业态论坛**  
2013 (2nd) Entrepreneurship Service New Trend Forum

**2013（第二届）天使及早期投资峰会**  
2013 (2nd) Angel and Early Investment Summit

**2013（第七届）创业周暨全球创业周中国站幕闭幕式**  
2013 (7th) Global Entrepreneurship Week China Closing Ceremony

**创业课堂**  
Entrepreneurship Class

**合作助力活动**  
Cooperative Activity

**书籍出版**  
Works Publishing



2013年，我们积蓄了极大的正能量，习近平总书记向创业周发来贺信，奏响创业环境大提升的最强音。

2014年，我们又将迎来新的机遇，十八届三中全会关于“使市场在资源配置中起决定性作用和更好发挥政府作用”的表述，为我们的发展提供了清晰的方向指引。

我们将在三个方面形成新突破：

一是能力提升战略。核心是创建“创业力评鉴中心”，以加快提升我们对创业者评鉴的专业化能力，形成具有专业化的天使基金运营团队。

二是市场拓展战略。核心是构建金融链及服务链，形成天使及早期投资服务平台效应，形成早期创业服务的“综合体”功能，建成在国内具有市场化、竞争力的优秀早期创业服务机构。

三是品牌增值战略。核心是创建“创业力传播中心”，与专业机构合作，把创业周办成开放平台，成为创业文化的“播种机”、创业活动和成果的“赛马场”、创业资源的“展示厅”，拓展全国品牌力、影响力。

我们的目标是能在全国范围内可复制、可推广。实现这个目标，意义非凡，困难巨大。我们会付出更多的努力，也希望得到社会各方面的大力支持。

张德旺（创业基金会秘书长）

In 2013, we accumulated a huge amount of positive energy and the congratulatory letter from president Xi Jinping has made the strongest voice for the improvement of the entrepreneurship environment.

In 2014, we will usher in the new opportunity, the statement "let the market play the decisive role in resource allocation and better play the role of the government" in The Third Plenary Session of Eighteenth Central Committee, has provided a clear guidance for our development.

We will make new breakthrough in three aspects:

Firstly, the ability improvement strategy. Our core is to create an "Assessment Center of Entrepreneurship Ability", so that it can enhance our ability to assess entrepreneur's professional capabilities to form a professional angel fund operational team.

Secondly, the market development strategy. Our core is to construct a financial chain and service chain, to form angel and early investment service platform effect as well as the "Complex" function for the early stage of entrepreneur services, so that it can establish an excellent early entrepreneur service organization with marketization and competitiveness in China.

Thirdly, the brand increasing in value strategy. Cooperating with professional organizations, our core is to create a "Creativity Transmitting Centre" to make Entrepreneurship Week an open platform, so that it can be the "planter" of the Entrepreneurial culture, the "race course" of Entrepreneurial activities and achievement as well as the "exhibition hall" of Entrepreneurial resource, in order to expand the national brand power and influence.

Our goal is that it can be copied and popularized on a national scale. It is a meaningful goal which is difficult to achieve. We will make more efforts and hope to get full support from all walks of life.

Zhang Dewang (General Secretary of EFG)

## 2013(第七届)创业周暨全球创业周中国站开幕式

2013 (7th) Global Entrepreneurship Week China Opening Ceremony

时间 | 2013.11.8  
Time

地点 | 上海·国际会议中心  
Venue | International Convention Center, Shanghai

规模 | 1000 余人  
Scale | More Than 1000 People

主题 | 创业梦, 中国梦  
Theme | The Entrepreneurial Dream, the Chinese Dream

### 中共中央政治局委员、中共上海市委书记韩正指出：

Han Zheng, Member of the Political Bureau of CPC Central Committee, Secretary of CPC Shanghai Municipal Committee, pointed out :

习近平总书记的贺信，是对全社会所有辛勤创新创业青年人的支持和鼓励，我们要认真学习贯彻习近平总书记的要求，把以“创业梦、中国梦”为主题的活动推向深入，进一步重视和支持青年创新创业，激励更多青年开启创业理想、开展创业活动，为实现中华民族伟大复兴的中国梦贡献力量。

The Congratulatory letter from president Xi Jinping is the support and encouragement to all young people in society who are working hard on their innovation and entrepreneurship. We should study hard and carry out the requirement from our General Secretary Xi Jinping, move the themed activities forward, "the Entrepreneurial Dream, the Chinese dream". Entrepreneurship by young people should be more valued and encouraged so that more young people could be motivated to set up an entrepreneurial ideal and activities to engage in realizing the Chinese Dream of the great revival of Chinese nation.



### 第十二届全国人大常委会副委员长、创业基金会会长严隽琪宣布创业周开幕

Yan Junqi, Vice Chairman of the twelfth Standing Committee of the National People's Congress, President of EFG, announced the opening of Entrepreneurship Week China.



### 中共上海市委副书记、市长杨雄宣读习近平总书记贺信

Yang Xiong, Vice Secretary of Shanghai Municipal Committee of the Communist Party of China, the Mayor, read out the congratulatory letter from President Xi Jinping.



### 上海市副市长周波主持开幕式

Zhou Bo, Vice Mayor of Shanghai, conducted the opening ceremony

精彩活动  
Splendid Activities

雏鹰服务奖和雏鹰项目奖揭晓并颁奖  
The Announcement and Award of Eyas Service Prize and Eyas Program Prize



今年创业周中国站组委会联合社会各方力量，协力打造“雏鹰奖”这一奖项。通过颁奖，旨在对创业企业及创业类服务机构在过去一年中的努力进行肯定，以此推动创业大环境的发展。

This year the Entrepreneurship Week China Organizing Committee banded social resources together, to create "The Eyas Prize". Through "The Eyas Prize", EFG aims to approve of the efforts made by those enterprises and entrepreneurship service institutions in the past year, in order to promote the development of entrepreneurship environment.



全球创业周中国站校园伙伴(GCC)创业社正式亮相  
Global Entrepreneurship Week China Campus (GCC) was Formally Unveiled.



为联合全国有创业梦想的大学生，全球创业周中国站组委会以高校创业类社团为组建对象，建立了 GCC 校园创业伙伴组织。至今，GCC 已在国内 180 余所高校开展了一系列创业教育活动。举办“创业课堂”、“GCC 峰会”等面向高校学生的创业活动 300 多场，参与学生超过 26 万。

In order to unite all university students with an entrepreneurial dream, the committee of Global Entrepreneurship Week China established a GCC based on university entrepreneurial committee. So far, GCC has carried out a series of entrepreneurial educational activities in more than 180 domestic universities. More than 300 entrepreneurial activities for university students such as "Entrepreneurial Class", "GCC Summit" were held with more than 260,000 attendancy of students.

## 精彩活动

Splendid Activities

### “伯乐计划”启动

"Master and Apprentice Plan" starts



“伯乐计划”旨在汇集中国商界精英力量，以体现中国文化传统的“师徒”形式，助力新一代创业者。在“伯乐计划”担任首批“师傅”角色的重量级企业家们和“徒弟”们悉数到场，他们包括：

The plan aims at gathering strength of Chinese business elites and helping new-generation entrepreneur in the form of "master and apprentice" which embodying Chinese cultural tradition. The heavyweight entrepreneurs who play a role of "master" in the first batch and the new-generation entrepreneurs in "Master and Apprentice Plan" are all present, including:

## 导师与学员

Mentors & Apprentices



**陈琦伟**  
亚商集团董事长

Chen Qiwei,  
Chairman of ABC Group

学员：张文标  
上海同臣环保科技有限公司



**徐子望**  
CXC创投董事长

Xu Ziwan,  
Chairman of CXC Venture

学员：齐俊元  
上海汇翼信息科技有限公司



**张赛美**  
海通创意资本董事长

Zhang Saimei,  
Chairman of Haitong Leading Capital

学员：陈宝明  
上海华之邦科技股份有限公司



**严明**  
相宜本草董事总经理

Yan Ming,  
Managing Director of Inoherb

学员：张庆  
上海泰坦科技股份有限公司



**戴志康**  
证大集团董事长

Dai Zhikang,  
Chairman of Zendai Group

学员：唐晓峰  
上海朗亿功能材料有限公司



**邵俊**  
德同资本合伙人

Shao Jun,  
Partner of DT Capital Partners

学员：何胜祥  
上海同科生物科技有限公司



## 2013(第七届)创业周暨全球创业周中国站开幕式

2013 (7th) Global Entrepreneurship Week China Opening Ceremony

### 主题演讲

Keynote Speech



创业的成功者在人们心目中熠熠生辉，灿如星辰，但在创业历史上，他们经历了多少次的艰辛磨炼，多少次的跌宕起伏，多少次的无私奉献。

Successful entrepreneurs shine like stars in people's hearts. However, in the entrepreneurship story, they have experienced numerous hardships, ups and downs and selfless dedication.

#### 朱晓明 中欧国际工商学院院长

Zhu Xiaoming, President of China Europe International Business School



你个人全部的奋斗、全部的努力、全部的学识都在这个中间，包括你失败痛苦的经历都有共同的东西，这就是创业。

All your struggles, endeavor and knowledge can be found here, along with your failures and miserable experiences. That is, entrepreneurship.

#### 徐小平 真格基金创始人

Xu Xiaoping, Founder of ZhenFund



凡是用自己的奋斗和努力划出自己风景线的人，怎么可能天天沉浸在自己的梦想而不迈出实现呢？怎么可能眼睁睁承受你不从今天做起的可怕后果呢？所以从今天做起。

For someone who lines out his scenery line with his own effort and endeavor, how could he stay only in his dream and not stepping out to realize it? How can he take the consequences from not doing it today? So, start from today.

#### 王强 真格基金联合创始人

Wang Qiang, Co-founder of ZhenFund

## 2013 (第二届) 创业服务新业态论坛

2013 (2nd) Entrepreneurship Service New Trend Forum

时间 | 2013.11.8 PM  
Time

地点 | 上海·国际会议中心  
Venue | Shanghai - International Convention Center

规模 | 约 600 人  
Scale | Approximately 600 People

主题 | 创新金融服务  
Theme | Innovative Financial Service

### 主题演讲

Keynote speech

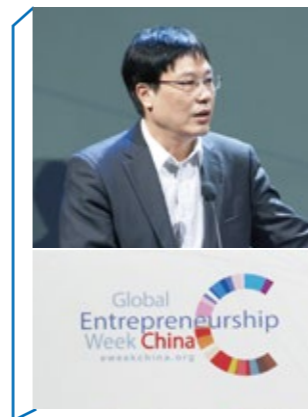


全市统计，大概有38万户左右的小微企业，占全市企业的总数将近97%。但几年来，小微企业在发展当中，又因为受各种各样内容环境的影响，面临着许多的困难，成本压力大，成本上升特别是融资难。

According to statistics, there are around 380,000 small and micro sized enterprises in the whole city, occupying 97% of the total enterprise quantity. Over the years, small and micro enterprises are facing many difficulties in development due to high cost pressure, the increase of the cost, especially the difficulties in financing.

#### 马弘 上海市金融服务办公室副主任

Ma Hong, Deputy Director of Shanghai Financial Service Office



做现代金融服务业的作用，就是能够真正的提高社会资源的配置效率，并且把资源配置到创业型企业中，能够对转型升级产生真正效应的中小企业中，特别是科技型企业中。

Modern financial service's function is to truly improve the allocation efficiency of social resources and allocate the resources into entrepreneurial enterprises. Those middle and small-sized enterprises which can exert real effect on transformation and upgrading, especially scientific and technological enterprises.

#### 陈杭生 中新力合股份有限公司董事长

Chen Hangsheng, Chairman of Uni-Power Group

## 论坛主题一：金融服务的模式与产品创新

Forum Topic 1: Financial Service Model and Product Innovation

### 论坛嘉宾：

Forum guests:



**杨大和**  
浦发硅谷银行  
首席战略合作官

Mike Yang,  
Chief Strategic Cooperation Officer  
of SPD Silicon Valley Bank

互联网融资做法有非常大的影响力，尤其是把融资的成本减少，而且很容易跟很多类型的企业沟通，我觉得这个是最好的作用。



**王萌**  
创业接力担保副总经理

Wang Meng,  
Vice-general Guarantee Manager  
of STEP

互联网可以通过云计算、大数据，可以相互之间不见面都可以实现债权的交易。在这种模式上，人人负债、人人理财，有这种实践的可能性。



**陈欢**  
宜信首席战略官

Chen Huan,  
Chief Strategy Officer of CreditEase

互联网不仅仅是工具，互联网金融是一部分，做金融要考虑到互联网，互联网给金融带来一些新的要素。



**叶大清**  
融360联合  
创始人&首席执行官

David Ye,  
Founder & Chief Executive  
Officer of Rong360.com

传统金融干存贷汇三件事，互联网金融本质是能够提高解决信息不对称。



**袁岳**  
主持嘉宾  
飞马旅创始人

Guest Compere: Yuan Yue,  
Founder of Pegasus Brigade

我对于银行的观察，很大程度上，银行和新金融产生很大的距离，比如说股市中市值非常高的中国的互联网服务企业。



**胡宏辉**  
拍拍贷执行总裁

Hu Honghui,  
Chief Executive Officer of  
ppdai.com

互联网金融优势在于高效率低成本以及打破垄断，它提供了一个低交易的成本平台。

## 论坛主题二：商业银行科技金融创新促进小微企业服务

Forum Topic 2: Commercial Bank Financial Service Innovation to Promote Small and Micro Businesses Service



**朱会冲**  
上海银行小企业  
金融服务中心总经理

Zhu Huichong,  
General Manager, Bank of  
Shanghai Financial Service  
Center for Small Enterprises

外面的环境在变，银行的盈利模式也必须变，从产品、机制、体制、考核、流程等，必须要顺应大的条件变化，也就是银行体系是不是能够跟小微金融结合起来。



**严俊**  
交通银行上海分行  
零售信贷部总经理

Yan Jun,  
General Manager of Retail & Credit  
Department of Bank of Communications  
Shanghai Branch

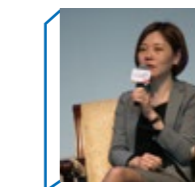
为什么现在上海，实体经济越来越小服务经济越来越大，这就是上海的许多银行都不断在改变，我们许多的业务的流程包括产品都是围绕着现代服务业的角度去走。



**何勇**  
浦发银行上海分行中小企业  
业务经营中心副总经理

He Yong, Vice-general Manager of  
Middle and Small-sized  
Enterprise Business Operation Center of  
Shanghai Pudong Development Bank  
Shanghai Branch

互联网金融对银行具有更大的意义，其实它给银行在整个的间接融资的渠道上，银行作为主要的提供渠道以外，打开一扇门，或者说让互联网金融冲开了一个门。



**梁丽霓**  
中国银行上海分行中小企业  
业务部总经理

Liang Lini,  
General Manager of Middle and  
Small-sized Enterprise Business  
Department of Bank of China  
Shanghai Branch

我们去年年底，荣幸得到了上海市人民政府金融创新一等奖，叫“张江模式”，其特点包括更快的审批效率，更高的风险承担和风险授信额度等。



**张莹**  
招商银行上海分行  
中小企业部总经理

Zhang Ying,  
General Manager of Middle and  
Small-sized Enterprise Department of  
China Merchants Bank Shanghai Branch

招商银行这几年一直很注重对于成长性的科技创新企业的服务。为什么很注重这块？就是因为这块的成长性很强，它代表着未来经济发展的方向。

## 2013（第二届）天使及早期投资峰会

2013 ( 2nd ) Angel and Early Investment Summit

**时间** | 2013.11.10 PM  
Time

**地点** | 上海·创业接力大楼  
Venue | Shanghai - STEP Building

**规模** | 约 150 人  
Scale | Approximately 150 people

**主题** | 中国大环境下 天使投资的时机  
Theme | Opportunity, chance and model of angel investment in Chinese political and economical environment



### 论坛主题一：中国大环境下，天使投资的时机、机会与模式

Forum Topic 1: Opportunity, Chance and Model of Angel Investment in Chinese Political and Economical Environment



**主持嘉宾：**  
**徐毅律**  
**接力基金合伙人**

Guest Compere: Xu Yili,  
Partner of STEP Fund

### 论坛嘉宾：

Forum Guests:



**蒋纯**  
**浙报集团总工程师、**  
**传媒梦工场CEO**

Jiang Chun, Chief Engineer of  
Zhebao Media Holding Group and  
CEO of Media Dream Works



**陈方明**  
**中鼎资本合伙人**

Chen Fangming,  
Partner of Zhongding Capital



**董占斌**  
**青松基金合伙人**

Dong Zhanbin,  
Partner of Qingsong Fund



**刘维**  
**联想之星投资总监**

Liu Wei,  
Investment Director of Legend Star



**曹超凡**  
**锦科资本创始合伙人**

Cao Chaofan,  
Jinke Capital



**王利杰**  
**Pre-Angel**  
**创始合伙人**

Wang Lijie,  
Founding Partner of Pre-Angel

## 论坛主题二：天使vs.风投，不同视角中的观点、合作与互动

Forum Topic 2: Angel vs. VC  
View, Cooperation and Interaction in Different Perspective



**主持嘉宾：  
卢刚**  
**动点科技创始人**

Guest Compere: Lu Gang,  
Founder of TechNode



**李家庆**  
**君联资本董事总经理**

Li Jiaqing,  
Managing Director of LegendCapital



**郑刚**  
**紫辉投资基金创始  
管理合伙人**

Zheng Gang,  
Founding and Managing Partner of  
Purple-hui Investment Fund



**毛成宇**  
**IDG资本合伙人**

Mao Chengyu,  
Partner of IDG Capital



**柳阳**  
**鼎聚投资创始合伙人**

Liu Yang,  
Founding Partner of DingjuiInvestment



**陈亮**  
**泰山资本合伙人**

Chen Liang,  
Partner of Taishan Capital

## 《中国天使投资与孵化研究报告》

Jin Jianhua, CEO of ChinaVenture Group announces China Angel Investment and Hatch Research Report on behalf of the editorial committee

### 第一章 中国天使投资概况

Chapter 1 Overview of China Angel Investment

2008-2012 年，中国天使投资案例数量和融资规模均呈逐年增加态势，2013 年上半年，天使投资继续保持活跃，共披露案例 135 起，总投资金额 5.20 亿元。

From 2008 to 2012, China Angel Investment case quantity and financing scale has been increasing gradually. In the first half of 2013, angle investment continued to be active, announcing 135 cases in total with total investment amount of 520 million RMB.

### 第二章 天使投资主体多元化

Chapter 2 Diversification of the main part of Angel Investment

2012 年全年共披露 21 支天使投资基金，2013 年至今，已有 15 支天使投资基金成立。

21 Angel Investment funds were announced in 2012. From the beginning of 2013 till today, 15 Angel Investment funds have been founded.

### 第三章 天使投资基金的实践

Chapter 3 Practice of Angel Investment fund

天使投资基金的实际运作过程与 VC/PE 基金基本类似，分为募集、投资、管理、退出四大部分。

The actual operational process of the Angle Investment fund is similar to VC/PE, it includes 4 big parts: raising, investment, management and withdrawal.

**创业课堂**  
Entrepreneurship Class



2013年，创业课堂全国校园巡讲60场，邀请近百位创业前辈嘉宾，参与学生人数超过1.2万，平均每场200以上。  
There were 60 entrepreneurship tour speeches nationwide in 2013. Nearly 100 entrepreneurship predecessors were invited. Over 12,000 students attended, with average 200 each speech.

| 2013 上半年<br>The first half of 2013                  | 2013 下半年<br>The second half of 2013                      |   |   |
|---|--|---|---|
| 上海大学<br>Shanghai Univer                             | 山东大学<br>Shandong University                              | 华东理工大学<br>East China University of Science and Technology | 江南大学<br>Jiangnan University                               |
| 广东工业大学<br>Guangdong University of Technology        | 西南交通大学<br>Southwest Jiaotong University                  | 上海海事大学<br>Shanghai Maritime University                    | 苏州大学<br>Suzhou University                                 |
| 上海交通大学<br>Shanghai Jiaotong University              | 吉林大学<br>Jilin University                                 | 上海海洋大学<br>Shanghai Ocean University                       | 上海外国语大学<br>Shanghai International Studies University      |
| 中欧商学院<br>China Europe International Business School | 河南财经政法大学<br>Henan University of Economics and Law        | 天津大学<br>Tianjin University                                | 上海体育学院<br>Shanghai University of Sport                    |
| 复旦大学<br>Fudan University                            | 上海师范大学<br>Shanghai Normal University                     | 上海电力学院<br>Shanghai University of Electric Power           | 华东理工大学<br>East China University of Science and Technology |
| 南京林业大学<br>Nanjing Forestry University               | 南京审计学院<br>Nanjing Audit University                       | 中南民族大学<br>South-Central University of Nationalities       | 上海大学<br>Shanghai Univer                                   |
| 华南理工大学<br>South China University of Technology      | 郑州大学<br>Zhengzhou University                             | 上海外国语大学<br>Shanghai International Studies University      | 同济大学<br>Tongji University                                 |
| 南京师范大学<br>Nanjing Normal University                 | 深圳大学<br>Shenzhen University                              | 上海立信会计学院<br>Shanghai Lixin University of Commerce         | 温州大学<br>Wenzhou University                                |
| 海南大学<br>University of Hainan                        | 中国青年政治学院<br>China Youth University for Political Science | 广东外语外贸大学<br>Guangdong University of Foreign Studies       | 西安欧亚学院<br>Xian Eurasia University                         |
| 东南大学<br>Southeast University                        | 扬州大学<br>Yangzhou University                              | 上海财经大学<br>Shanghai University of Finance and Economics    | 中国科技大学<br>University of Science and Technology of China   |
| 华东师范大学<br>East China Normal University              | 江西师范大学<br>Jiangxi Normal University                      | 兰州大学<br>Lanzhou University                                | 四川大学<br>Sichuan University                                |
| 上海商学院<br>Shanghai Business School                   | 上海应用技术学院<br>Shanghai Institute of Technology             | 东北师范大学<br>Northeast Normal University                     | 武汉大学<br>Wuhan University                                  |
| 宁波大学<br>Ningbo University                           | 浙江大学<br>Zhejiang University                              | 辽宁大学<br>Liaoning University                               | 南开大学<br>Nankai University                                 |
| 广西师范大学<br>Guangxi Normal University                 | 上海对外经贸大学<br>Shanghai Institute of Foreign Trade          | 浙江财经大学<br>Zhejiang Uvi of Finance and Economics           | 黑龙江大学<br>Heilongjiang University                          |
|   | 沈阳工学院<br>Shenyang Institute of Technology                | 中国医科大学<br>China Medical University                        |   |
|   | 南京大学<br>Nanjing University                               | 东北大学<br>Northeastern University                           |   |

**2013（第七届）创业周暨全球创业周中国站闭幕式**  
2013 (7th) Global Entrepreneurship Week China Closing Ceremony

时间 | 2013.11.15 PM  
Time

地点 | 上海·创智天地  
Venue | Shanghai-Knowledge & Innovation Community

规模 | 约 300 人  
Scale | Approximately 300 people

主题 | 创客汇  
Theme | Idea sharing

2013年11月15日，2013全球创业周中国站圆满落幕。闭幕活动上，上海创业接力科技金融集团有限公司与上海研发公共服务平台以及中华英才网正式签约，各方将共享服务资源，创新服务产品与服务项目，为创业企业提供更为专业、全面和便捷的服务。

November 15th, 2013, 2013 Global Entrepreneurship Week China Station concluded successfully in Shanghai. In the closing ceremony, a contract among Shanghai STEP Technological and Financial Group, Shanghai Research & Development Service Platform and ChinaHR have formally been signed. All parties will share service resources. Innovation service products and service projects, as well as provide more professional, comprehensive and convenient service for entrepreneurial firms.



## 合作助力活动 Cooperative Activity



创业周以其特有的形式与开放的心态正在与社会各界交流，以合作助力活动的形式构建起社会创业资源的交流平台。

Entrepreneurship Week with its unique form and an open mind is communicating with different communities, by cooperative activities helping build up communication platform for social entrepreneurship resources.

| 活动名称<br>Activity name   | 活动名称<br>Activity name   | 活动名称<br>Activity name  | 活动名称<br>Activity name  |
|---|---|--|--|
| 36 氪“创业知识汇”<br>“Entrepreneurship Knowledge<br>Collection” of 36kr                                 | Kinect 开发者路演<br>Training Road Show<br>of Kinect's Developer                         | 清科创业俱乐部“在线旅游”沙龙<br>“Online Travel” Salon of Z-Club                 | 第七届 EOE 上海开发者同城会<br>The 7th EOE Shanghai<br>Developer Meeting                |
| 长城会 -O2O 新经济模式及<br>移动价值新航向<br>GWC- O2O New Economic<br>Model and New Direction<br>of Mobile Value | CCF YOCSEF 项目产业化对接会<br>Joint Meeting of CCF YOCSEF<br>Industrialization             | Toastmasters 年会<br>Toastmasters Annual Meeting                     | 中国加速与接力天使<br>10×10 创业活动<br>CDN & STEP 10*10<br>Entrepreneurial Activity      |
| 创客嘉年华<br>开发者大会<br>DevFest Shanghai Developer<br>Meeting   | 黑马大赛<br>Dark Horse Competition  | 微软 Kinect 开发者训练营<br>Kinect Developer Training Camp<br>of Microsoft | VL China 美德领导力讲座<br>VL China Vitue & Leadership<br>Lecture                   |
| 创投圈 & GWC G-Startup<br>创新大赛<br>Ctquan.com& GWC G-Startup  | InnoSpace 项目路演会<br>InnoSpace Road Show  | China BANG 移动游戏高峰论坛<br>China BANG Mobile Game<br>Summit Forum      | 易融网项目对接会<br>trjcn.com project<br>joint meeting                               |
| 绿色梦想·2013 年全球<br>清洁技术创业大赛<br>Green Dream·2013 Global<br>Clean Technology                          | 深度比特币沙龙<br>Profound Bitcoin Salon   | 搜狐畅游 Hackathon<br>Hackathon of ChangYou.com                        | 创业青年领导力培训<br>Youth Entrepreneurship for<br>Society Youth Entrepreneur        |
| TechCrunch 国际创新峰会<br>TechCrunch International<br>Innovation Summit Shanghai                       | AIESEC 复旦大学分会活动<br>Activity of AIESEC<br>Fudan University Branch                    | 傅盛与创业者对话<br>Dialogue between Fu Sheng<br>and Entrepreneur          | 青年天使会活动<br>Youth Angel Association<br>Acitivity                              |
| 第七届 EOE 上海开发者同城会<br>The 7th EOE Shanghai<br>Developer Meeting                                     | 创业影院投融资对接会<br>Venture Cinema Investment &<br>Financing Joint Meeting                | ChinaJoy 移动游戏项目开放日<br>ChinaJoy (Mobile Game Project)<br>Open Day   | 团队热线 创业企业招聘活动<br>Team Hot Line Pioneering<br>Enterprise Recruitment Activity |
| DevFest Shanghai 开发者大会<br>DevFest Developer<br>Meeting  | 社会企业创业和社会投资高峰论坛<br>Social Entrepreneurship<br>and Social Investment<br>Summit Forum | 腾讯大讲堂<br>Tencent Internal Lectures<br>Collection                   | 创业家 黑马大赛<br>Entrepreneur Dark Horse<br>Competition                           |

## 书籍出版

Works Publishing

## 《精益创业家》

The Lean Entrepreneur



创业基金会第 12 本资助书籍，《精益创业家》聚焦三点：如何与客户互动，如何进行试验以及如何用可执行的数据来改进任何具有不确定性的商业尝试。

该书为 2013 年《纽约时报》畅销书、《今日美国》畅销书、亚马逊推荐书籍。

The 12th sponsored book subsidized by Entrepreneurship Foundation. The Lean Entrepreneur focuses on three points: how to interact with customers, how to conduct tests and how to improve any probabilistic business attempt with executable data. This book was listed as the bestseller on New York Times and USA Today. It is also recommended by Amazon.com in 2013.



创业周现场派送创业书籍

Distribution Books on Event

# 2 天使基金

Angel Fund

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## 第二届中国创新创业大赛（上海赛区）

The 2nd China Innovation and Entrepreneurship Competition (Shanghai Area)

## 研究生创新创业能力培养专项

Special Project of Training Innovative and Entrepreneurial Ability of Postgraduates

## 资助服务

Subsidizing Service



产品的好坏直接影响创业公司的成败，天使基金作为创业基金会的核心产品，其质量和效率也关系到我们服务创业者的承诺。如何提高天使基金的资助效率、提升创业服务的专业性？我们必须创新。

2013年，我们积极探索与尝试新的工作机制、优化资助模式，在选、投、管、退的各个环节进行创新和优化：

创新一：启动《研究生创新创业能力培养专项》，探索技术项目转化机制。

创新二：设立天使伙伴专项基金，探索市场化专业化管理体系。

创新三：创业服务频道，探索互联网创业服务模式。服务频道包括企业黄页、政策反向搜索和园区地图。

优化也是微创新，如重新开发信息系统，增加自主模式的同时优化原有的流程和操作界面；优化项目评审机制，提高评审的客观性和公平性；固化流程各环节时间，每月8日银行签约，16日初审项目收集，25日集中评审，优化资助流程，缩短资助周期。

创业的过程是一个持续创新的过程。2014年，我们仍将持续关注创业者的需求，积极探索资金+服务的新资助模式，进一步加强项目资助流程及管理模式的标准化，让天使基金真正成为创业者推崇的好产品。

吴秀娟（创业基金会项目部总监）

The success or failure of an entrepreneurial enterprise is directly influenced by the quality of the products. Angel Fund is the core product of the Entrepreneurship Foundation, its quality and efficiency also affect our promise of serving entrepreneurs. How to improve subsidizing efficiency of the angel fund and promote the professionalism of entrepreneurship service? The answer is that we must be innovative.

In 2013, we actively explore and try new work mechanism, optimize subsidizing model and conduct innovation and optimization in various links including selection, investment, management and withdrawal.

Innovation 1: launch Special Project for Cultivation of Graduate's Innovative and Entrepreneurial Ability, and explore the transformation of technical projects.

Innovation 2: set up Angel Partnership Fund and explore the market-oriented and specialized management system.

Innovation 3: entrepreneurship service channel, exploring Internet entrepreneurship service model. The entrepreneurship channel covers enterprise yellow page, policy reverse search and the map of the science parks.

Optimization is also micro-innovation, such as re-develop the information system, optimizing the original process and the operational interface while increasing demand-control model; optimizing project review system and improving the objectivity and fairness of review; solidifying time of flow link, signing contract with the bank on the eighth day of every month, gathering first trial project on the sixteenth day, conducting concentrated review on the twenty-fifth day; optimizing subsidizing process and shortening subsidizing cycle.

The entrepreneurial course is the process of sustainable innovation. In 2014, we will continue to pay attention to the demand of the entrepreneurs, actively seeking new subsidizing model of capital + service, as well as further enhancing standardization of subsidizing process and management model, to make the Angel Fund a good product which is highly praised by entrepreneurs.

Wu Xiujian (Director of Project Department of EFG)



## 创业项目数据申报及资助情况

Data Declaration and Subsidizing Situation of Entrepreneurship Program

截至2013年12月31日，创业基金会累计受理创业项目申请共3280项，已资助项目784项，累计已资助金额1.5亿元。

2013年，各分会受理创业项目申请共752项，已资助项目202项，其中债权133项，股权69项，已资助金额4354万元。

By the end of 2013, EFG has accumulatively handled applications of 3280 entrepreneurship programs in total and subsidized 784 programs, with the amount achieving 150 million RMB.

In 2013, all branches handled application of 752 entrepreneurship programs in total and subsidized 202 programs. 133 were related to the creditor's rights, and 69 related to the stock rights. 43.54 million RMB has been used for subsidizing.

## 天使伙伴专项基金

Angel Partner Fund

创业基金会联合天使伙伴（早期投资孵化机构、创业孵化园区、个人天使投资人等）共同对具有科技含量和商业模式创新的创业项目给予天使基金资助。天使伙伴一般需要具备专业早期投资经验和良好的过往投资业绩。符合天使基金资助条件的创业者可以通过天使伙伴推荐申请天使基金。

Entrepreneurship Foundation unites angel partner (primary investment hatch organization, entrepreneurship hatch park, personal angel investment, etc) have provided angel fund to entrepreneurship program with technological content and business model innovation. Angel partner generally should be equipped with professional early-stage investment experience and a good past investment performance. Entrepreneurs who meet subsidizing condition of Angel Fund is able to apply for angel fund by the recommendation from angel partners.

## 已签约的天使伙伴

Contracted Angel Partners



## 2013年创业项目数据申报及资助情况

Data Declaration and Subsidizing Situation of Entrepreneurship Program in 2013

| 分会<br>Branch  | 已申报<br>Declared | 已资助<br>Subsidized |                                     | 已注册<br>Registered |                                     |
|---|-----------------|-------------------|-------------------------------------|-------------------|-------------------------------------|
|   | 数量<br>Quantity  | 数量<br>Quantity    | 金额(万元)<br>Amount (ten thousand RMB) | 数量<br>Quantity    | 金额(万元)<br>Amount (ten thousand RMB) |
| 东华大学分会<br>East China Normal University Branch   | 15              | 3                 | 60.00                               | 3                 | 80.00                               |
| 电力学院分会<br>Shanghai University of Electric Power Branch                                  | 7               | 3                 | 60.00                               | 2                 | 25.00                               |
| 对外贸易大学分会<br>China Europe International Business School Branch                           | 6               | 0                 | 0.00                                | 1                 | 30.00                               |
| 复旦大学分会<br>Fudan University Branch   | 42              | 9                 | 120.00                              | 4                 | 125.00                              |
| 奉贤光明专项基金<br>Fengxian Promising Fund   | 15              | 5                 | 58.00                               | 2                 | 20.00                               |
| 工程技术大学分会<br>Shanghai University of Engineering Science Branch                           | 95              | 39                | 744.00                              | 23                | 626.00                              |
| 华东理工大学分会<br>East China University of Science and Technology Branch                      | 33              | 9                 | 160.00                              | 7                 | 173.00                              |
| 华东师范大学分会<br>East China Uni of Political Science & Law Branch                            | 7               | 0                 | 0.00                                | 0                 | 0.00                                |
| 华东政法大学分会<br>East China Uni of Political Science & Law Branch                            | 23              | 4                 | 25.00                               | 4                 | 68.00                               |
| 交大安泰专项基金<br>Fund of Antai College of Economics Management, Shanghai Jiaotong University | 17              | 12                | 340.00                              | 4                 | 400.00                              |
| 交通大学分会<br>Shanghai Jiaotong University Branch   | 36              | 7                 | 100.00                              | 4                 | 80.00                               |
| 上海大学分会<br>Shanghai University Branch  | 46              | 12                | 190.00                              | 13                | 1090.00                             |
| 上海理工大学分会<br>Shanghai University of Technology Branch                                    | 25              | 12                | 204.00                              | 6                 | 150.00                              |
| 市创业中心分会<br>Municipality Entrepreneurship Center   | 50              | 6                 | 90.00                               | 3                 | 110.00                              |
| 松江分会<br>Songjiang Branch  | 53              | 9                 | 54.00                               | 2                 | 13.00                               |
| 视觉艺术专项基金<br>Shanghai Institute of Visual Art Branch                                     | 16              | 6                 | 54.00                               | 5                 | 39.00                               |
| 天使伙伴专项基金<br>Angel Partnership Fund  | 153             | 37                | 1225.00                             | 16                | 821.69                              |
| 天使引导专项基金<br>Angel guidance Funds  | 14              | 14                | 660.00                              | 14                | 1785.00                             |
| 同济大学分会<br>Tongji University Branch  | 55              | 15                | 210.00                              | 10                | 440.00                              |
| 香港理工大学分会<br>Hong Kong Polytechnic University Branch                                     | 43              | 0                 | 0.00                                | 0                 | 0.00                                |
| 中欧商学院分会<br>China Europe International Business School Branch                            | 1               | 0                 | 0.00                                | 0                 | 0.00                                |
| 总计<br>Total   | 752             | 202               | 4354.00                             | 119               | 6075.69                             |



## 第二届中国创新创业大赛（上海赛区）

The 2nd China Innovation and Entrepreneurship Competition (Shanghai Area)



由上海市科技创业中心和创业基金会共同承办的第二届中国创新创业大赛（上海赛区）举行，组委会共收到团队组报名552个，企业组报名951个，在全国27个赛区中分列第一和第二。经过激烈角逐，共有3家初创组企业，4个创业团队成功晋级全国十强总决赛。

The 2nd Innovation and Entrepreneurship Competition (Shanghai Area) jointly held by Shanghai Technology Innovation Center and Entrepreneurship Foundation launched. The organization committee received 552 group enrollments and 951 enterprise enrollments, which ranked No.1 and No.2 in 27 competition areas across the country. After intense competition, 3 newly-established enterprises and 4 entrepreneurship groups successfully promoted into nationwide top 10 final.

| 全国总决赛团队组获奖名单 |     |
|--------------|-----|
| 企业名称         | 奖项  |
| 利物盛          | 二等奖 |
| 似颜绘          | 三等奖 |
| MNT-CTC 项目组  | 三等奖 |
| 协运天下         | 三等奖 |

| 全国总决赛初创组获奖名单   |     |
|----------------|-----|
| 企业名称           | 奖项  |
| 赞南科技（上海）有限公司   | 二等奖 |
| 上海合复新材料科技有限公司  | 二等奖 |
| 上海迦美信芯通讯技术有限公司 | 三等奖 |

## 研究生创新创业能力培养专项

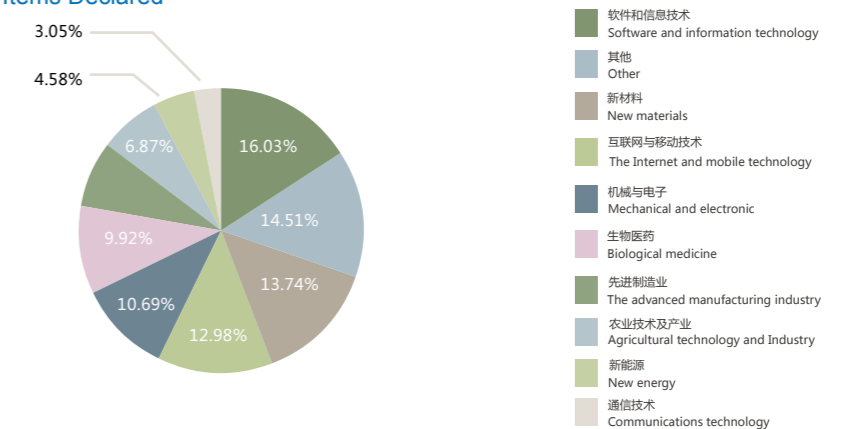
Special Project of Training Innovative and Entrepreneurial Ability of Postgraduates

在2012年推出“天使走进实验室”活动的基础上，为进一步激发研究生的创新创业潜能、培育创新创业人才、推动高校创新成果与技术转化，创业基金会在市教委指导下，组织承办《上海市研究生创新创业能力培养专项》项目，旨在促进创新创业人才的培养、推动高校科研成果转化、创新高校人才培养模式。

On the basis of "angel walks out of laboratory" launched in 2012, in order to further motivate innovative and entrepreneurial potential for postgraduates, cultivate innovative and entrepreneurial talents and boost the transformation between university innovation product and technology, the Entrepreneurship Foundation organizes and undertakes Special Project for Training Innovative and Entrepreneurial Ability of postgraduates under the guidance of Shanghai Education Commission, by aiming at promoting cultivation of innovative career-creating talent, boosting transformation of university scientific research achievement and innovating university talent training mode.

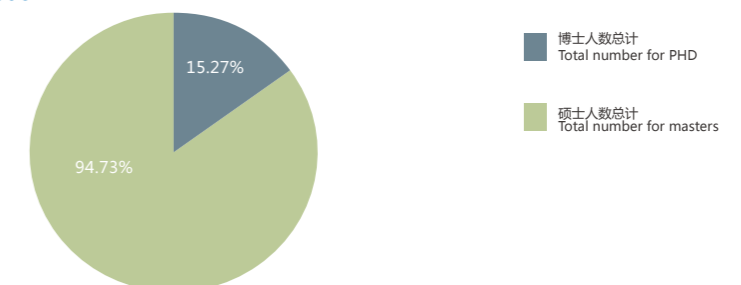
## 申报项目所属行业分布情况

Industry Distribution Situation of Items Declared



## 申报项目学历分布情况

To Declare the Project Grade Distribution



## 资助服务

Subsidizing Service

### 新资助企业培训沙龙

Newly-subsidized Enterprise Training Salon

共举办4场沙龙，每季度一场。邀请专业人士对创业中的规章制度进行讲解，共培训新资助企业74家。

One salon per quarter and total 4 salons were held. Professionals were invited to explain rules and regulations in the entrepreneurship. 74 newly-subsidized enterprises received training.



### 资源对接服务

Resources Docking Services

帮助受资助企业对接外部服务、内部服务、媒体推广服务（包括传统、电视媒体）、政府资金推荐、创新创业人才等政策对接、内外部培训和活动对接、专题招聘会及实习生推送等人事服务。

Help subsidized enterprises in policy docking such as docking external service, internal service, media promotion service (including traditional and television media), government fund recommendation, innovative and entrepreneurial talent, as well as internal and external training, activity docking, subject recruitment fair and internship recommendation, etc.



### 新创会

Innovation and Entrepreneur meetings

共举办38场，收集项目280个，申请天使基金90个，申请成功40个。

38 meetings were held in total, 280 projects were collected. 90 angel funds handed in their applications and among which 40 succeed.



### 园区地图

Map of Incubators

以地图的方式呈现上海市所有科技园及孵化器，并通过所在区县、租金等分类项方便创业者进行创业场地筛选。当前园区地图板块中的园区数达到150家。

Present all science parks and hatchers of Shanghai in the form of a map and make it convenient for entrepreneurs to conduct site selection via classification of their location and local rent. There are 150 parks in the present park map block.



<http://event.eweekchina.org>

### 企业黄页

Enterprise yellow page

企业黄页是用于展示基金会所资助企业的窗口，向社会展示我们公益基金的丰硕成果的同时也为资助企业提供向社会展示自己的平台。当前企业黄页内展示的企业数达到72家。

The enterprise yellow page is used for displaying enterprises which are subsidized by the foundation, it shows the results from our fund as well as providing platform for the subsidized enterprises to show themselves to the society. There are 72 enterprises listed in the present enterprise yellow page.



<http://www.stefg.org/businessservice/enterprise.aspx>

### 政策搜索

Policy searching

创业者可根据自身企业实际情况通过标签对政策进行反向搜索，提供更具针对性的政策分类浏览体验。当前政策搜索板块中的政策条目达到211条。

Entrepreneurs can conduct reverse search via label in accordance with their actual enterprise situation, in order to provide more targeted policy classification & browse experience. There are 211 policy items in the present policy search block.



[http://www.stefg.org/businessservice/policy\\_left.aspx](http://www.stefg.org/businessservice/policy_left.aspx)

# 3 创业接力

Entrepreneurship Relay

## 创业接力天使

Entrepreneurship Relay Angels

## 创业接力基金

Entrepreneurship Relay Fund

## 创业接力担保

Entrepreneurship Relay Guarantee

## 创业接力服务

Entrepreneurship Relay Service

## 创业接力园区

Entrepreneurship Relay Park



上海创业接力企业服务有限公司成立于2013年11月，是上海创业接力科技金融集团旗下专业从事创业企业服务的公司。

我们以“缩短创业企业成熟周期、提高创业企业成功概率”为使命，通过提供平台化的专业服务，助力创业企业和创业者的成长与成功。

我们的核心业务包括面向创业企业基础建设的增值服务、面向创业者成长和创业企业发展的培训服务与咨询顾问服务，并将推出面向创业企业融资的财务顾问服务。

我们将努力要求自己具有创业者的激情、执着、韧劲和创造力，具有优秀服务者的经验、同理心、沟通力和影响力。

我们将汇聚具有创业情结、企业运营与管理经验、企业家智慧的各界人士担任创业者的导师和创业企业的顾问。

作为一家企业，我们将更有耐心、更着眼长远、更着眼服务对象的成长，更着眼与创业者共享成功时带来的成就与收获。

我们将努力成为助力创业企业成长的教练、培养创业企业家的黄埔军校、激创新创业环境的贡献者，成为受创业企业欢迎和信赖的服务提供商、受创业投资机构欢迎和信赖的外包服务提供商，成为中国创业企业服务领域的领先企业！

夏阳 (创业接力科技金融集团副总裁)

Shanghai Entrepreneurship Relay Enterprise Service Co., Ltd. was established in November 2013, which belongs to Shanghai Entrepreneurship Relay Technology Financial Group. It provides professional services to entrepreneurial enterprises.

We take "shorten the mature period of start-up enterprises, improve the success probability of entrepreneurial enterprises" as our mission. We help the growth and success to the start-up enterprises and entrepreneurs by providing the platform as well as the professional service.

Our core business includes the value-added services for the infrastructure of the entrepreneurial enterprises as well as the training services and consulting services for the growth of entrepreneurs and the development of entrepreneurial enterprises.

We are also going to launch the financial consultancy for the financing of entrepreneurial enterprises.

We will make effort to require ourselves to have passion, persistence, tenacity and creativity for an entrepreneur as well as the experience, empathy, communication ability and influence for an excellent service provider.

We will invite people with entrepreneurial passion, enterprise operation and management experiences and entrepreneurial acumen from all walks of life to act as the mentors for entrepreneurs and consultants for entrepreneurial enterprises.

As an enterprise, we will be more patient and focus on the long-term development, the growth of the service objects as well as sharing the achievement and harvest coming from success with the entrepreneurs.

We will strive to become the coach to promote the growth of the entrepreneurial enterprises, Whampoa Military Academy to train the entrepreneurs, the contributors to inspire a creative and innovative environment, the service providers welcomed and trusted by entrepreneurial enterprises, outsourcing service providers welcomed and trusted by entrepreneurial capital institutions as well as a leading enterprise in Chinese entrepreneurial enterprises services industry.

Xia Yang (Vice President of STEP Group)

## 创业接力天使 Entrepreneurship Relay Angels



天使投资人一直站在支持创新创业的最前沿，在过去的一年中，这一刚刚兴起的领域继续保持着快速的发展趋势。我们看到，天使投资行业迅速活跃，呈现多元化发展的景象，并正在形成一批有特点的天使投资机构或个人品牌。

我们认为，天使投资作为服务于早期创业创新的资本，应该是更具有创业情结和创业基因的资本，是更具有产业情结和产业资源的资本，是更具有企业经验和企业家智慧的资本，应该更是有梦有理想有公益心的资本。

正是在这样的背景下，2012年成立的创业接力天使将自身价值定位于撬动更多的早期社会资本和资源，投资与支持区域内的创业创新，提高活跃度。在过去的两年中，创业接力天使与专业天使机构联合投资了40余家早期企业，并提供一揽子的综合创业服务，企业中已有数家获得了后续融资。2013年，接力天使引入市场化手段，建立专业化团队，通过天使直投业务及设立天使母基金，用多种方式为早期创业企业更好地嫁接资本、资源与经验，助力企业成长。

我们希望，这些工作能帮助有价值的企业顺利并加快速度过创业启动期，能支持天使投资行业的快速发展，能实实在在地为活跃创业创新起着推波助澜、保驾护航的作用。

程毓媛（创业接力天使副总经理）

Angel investors have always stood at the forefront line of supporting innovation and entrepreneurship. In the past one year, this newly emerged field continued to develop in a fast trend. We could see that, the angel investment industry is fast and active, and it shows the scene of diversified development, and now it is forming a number of angel investment institutions or individual brands with their own characteristics.

We think that, angel investment as the early stage capital for innovation and entrepreneurship, it should have more entrepreneurial plot and entrepreneurial gene, it should be the capital with more industrial plot and industry resources, it should be the capital with more business experience and entrepreneurial acumen, it should be the capital with more dreams and public spirit.

Under this background, the entrepreneurship relay angels which was established in 2012 has oriented its own value at moving much more early social capital and resources, invest and support the innovative entrepreneurship in the region, increase the activity. In the past two years, the entrepreneurship relay angels and professional angels organizations have joint invested more than 40 enterprises which are at their early stage, and provided a comprehensive business services, several enterprises have received the follow-up financing. In 2013, the relays Angel introduced the market-based method, and established the professional team, through the angel direct investment business and established the Angel Fund of Funds to make better connection for capital, resources and experience for the early entrepreneurial enterprises in a variety of ways, which could power the growth of the enterprises.

We hope that, our work can help the valuable enterprises grow smoothly and accelerate their startup phases, as well as support the rapid development of angel investment industry, which could truly play an important role in escorting and promoting the active entrepreneurship innovation.

Cheng Yuyuan (Deputy General Manager of Entrepreneurship Relay Angels)

## 概况

### General Overview

接力天使产品主要包括：

- 1.单个项目单次投资额最高为300万人民币，累计投资额可达500万元，并积极与专业的天使及早期投资机构共同投资。
- 2.关注的行业领域包括新材料；互联网及移动互联网的应用与技术；污水处理、废气处理等清洁技术；医疗器械、诊断试剂、医疗信息化；以及电子零部件及系统等。
- 3.设立1亿元的天使投资母基金，支持专业天使投资机构，更加高效地撬动更多的社会资本和资源；投资与支持区域内的创业创新；提高区域内创业创新的活跃度。

The products of relay angels mainly include:

Each investment amount is maximum three million RMB per project, total investment amount can be five million RMB, as well as actively joint invest with the professional angel and early investment institutions. The focused industries include new material; application and technology of Internet and mobile Internet; wastewater treatment, waste gas treatment and other clean technologies; medical devices, diagnostic reagents, medical information as well as electronic components and systems, etc. The angel investment fund was established with 100 million RMB as its fund, in order to support the professional angel investors, develop more social capital and resources with high efficiency; invest and support the innovative entrepreneurship in the regions; enhance the regional innovation and entrepreneurial activities.

## 年度情况

### Annual Situation

截止2013年12月底，接力天使受托管理的“天使引导基金”共投资38家（本年度14家），资助金额1682.5万元，引导天使投资人总投资额为9297.5万，放大倍数5.7倍，已有5家企业完成退出。

By the end of October 2013, 38 "Angel guidance Funds" entrusted managed by relay angels (14 funds within this year) in total, with investment amount 16.825 million RMB, the total investment amount of angles investors was 92.975 million RMB, the magnification times is 5.7 And 5 enterprises have completed the withdrawal.

## 经典案例

### The Classic Case



## 创业接力基金

Entrepreneurship Relay Fund



今年正好是接力基金运行的第五个年头，感慨良多。五年前，接力基金还只是构想，到今天变成现实，形成了在早期科技创业投资领域弃华取实的价值投资理念和实操体系，投资并培育了一批早期科技创业项目，初步形成了一支专注、专业、求实的早期投资团队。

过去的一年，我们扎根上海，聚焦科技，积极拓展项目资源渠道，共完成10多家早期科技企业投资，投资项目中，泰坦科技、同臣环保、新眼光等都实现了二轮及三轮融资，得到了东方汇富、博信资本、鼎晖资本等知名投资机构的认可。接力基金凭借出色的基金管理和投资业绩，获评清科集团2013年中国最佳创业投资机构本土50强。

我们始终保持着对聚焦行业技术前沿的高度关注，与各高校及科研院所的行业专家保持紧密的联系，并在此基础上完成了32篇行业研究报告。

2014年，我们将继续积极获取并购及退出资源，根据聚焦新兴产业，关注早期项目的投资特点，我们将通过与国内上市公司等机构合作成立并购孵化基金，对早期项目进行一段时间投资孵化，规范其管理，提升其价值后，再进行并购退出。

祁玉伟（创业接力基金主管合伙人）

This year is the fifth year of the operation of the relay fund, we are full of emotions. Five years ago, the relay fund was just an idea, but today it has become the reality, it formed the value investment idea and practical system in the field of early technology venture capital investment industry, invested and cultivated a group of early science and technology innovation projects, and initially formed an early focused, professional and realistic investment team.

In the last year, we took root in Shanghai with focusing on science and technology, and actively expand the channels of project resources. We completed more than 10 early science and technology enterprises investment in total, the investment projects Titan technology, Tongchen environmental protection, New Eyes, they all realized the second and third round financing, which achieved the approval of Oriental Wealth, Boxin capital, CDH investments and other well-known investment institutions. The Relay funds won 2013 Chinese best venture capital institutions local 50 units of Qingke Group by the outstanding fund management and investment performance.

We have been maintaining a high degree of attention regarding the focus on industry technology frontier, and maintaining close contact with the industry experts from universities and research institutes; as well as finished 32 Industry Research Reports based on this foundation.

In 2014, we will actively continue to acquire mergers and exit resource, focus on investment characteristics of the early projects according to the new emerging industries; we will set up a merger incubation fund through the cooperation with the domestic institutions such as listing Corporation, provide the investment incubation for a while for the early projects, standardize the management, improve the value and then make the merger and acquisition, and exit.

Qi Yuwei (Supervisor Partner of the Entrepreneurship Relay Fund)

## 概况

General Overview

创业接力基金专注于早期科技型的高增长创业项目投资，主要投资领域包括新材料，医疗健康、清洁技术和先进制造。选择标准：事为先，人为重。

Entrepreneurship relay fund focused on the high growth venture investment projects for the early science and technology, main investment areas include new materials, health care, clean technology and advanced manufacturing. Selection standard: business first and human-centric.

## 接力基金投资四大特点

Four Characteristics of Relay Fund Investment

|                                      |  |
|--------------------------------------|--|
| 阶段：<br>投资创业接力期——种子阶段后期、风险投资早期。       | Stage:<br>Investment relay period -- seed late stage, venture capital early stage.   |
| 功能：<br>精耕细作的创业投资与全面深入的创业辅导相结合。       | Function:<br>Combining intensive cultivation venture capital with the comprehensive business counseling.                           |
| 导向：<br>风险投资和产业资本的“喂食者” (DealFeeder)。 | Orientation:<br>“Deal feeder” of the venture capital and industrial capital.   |
| 退出：<br>后轮投资退出、企业上市、产业并购及管理层回购有机结合。   | Withdrawal:<br>The combination of late investment withdrawal, enterprises listing, merger & acquisition and management repurchase. |

## 年度情况

Annual Review

|  |   |
|--|---|
| 一期基金<br>资金：注册资金5050万元；<br>项目：共投资项目13个，其中早期项目11个，占81.46%。 | The first stage funds<br>Capital: Registered capital: 50.5 million RMB;<br>Project: 13 investment projects in total, including 11 early projects, occupying 81.46%; |
| 二期基金<br>资金：注册资金5000万元；<br>项目：共投资项目11个，其中早期项目7个，占64%。     | The second stage funds<br>Capital: Registered capital: 50 million RMB;<br>Project: 11 investment projects in total, including 7 early projects, occupying 64%;      |
| 三期基金<br>资金：注册资金2.3亿元<br>项目：共投资项目21个，其中早期项目17个。           | The third stage funds<br>Capital: Registered capital: 230 million RMB;<br>Project: 21 investment projects in total, including 17 early projects.                    |

## 后续融资

The Following Financing

|                           |   |
|---------------------------|---|
| 泰坦科技完成三轮融资，进入上市辅导期。       | TITAN Technology completed three rounds of financing, entered into the listed counseling period;                              |
| 新眼光完成二轮融资，鼎晖资本领投，融资3100万。 | New Eyes completed two rounds of financing with the lead investment of CDH capital, total financing amount: 31 million RMB;   |
| 同臣完成二轮融资，博信资本领投，融资3000万。  | Tongchen completed two rounds of financing with the lead investment of Boxin capital, total financing amount: 30 million RMB; |
| 瑞一完成三轮融资。                 | Ruiyi completed three rounds of financing.  |

## 服务特色

Service Features

《投资后管理标准手册》2012版及修改并试运行

### 投资保障资金支持

2013年共有5家项目获得创投联动资助，已获得资助共计319万元；1家企业（同臣环保）获得投资保障100万元。

### 财务经理定期培训班：

第三期（2013年06月）主题“企业成长过程中的财务规范要求” & “人力资源感悟”。

第四期（2013年12月）主题“研究开发费用加计扣除专项政策” & “中小企业招聘问题解决方案”。

### 细分行业研究：

2013年共完成行研报告40篇（2012年全年完成行研报告24篇）。

### 企业内部管理增值服务：

优化被投资企业治理结构和管理架构、帮助企业解决内部组织和人事。

“Post investment management standards manual” 2012 edition, has been modified and in its trial operation

### Investment security fund support

In 2013, 5 projects have received the fund support from Innovation and Investment capital in total, with a total sponsor of 3.19 million RMB; 1 enterprise (Tong Chen Environmental protection) has received one million RMB as the investment Guarantee.

### Regular training courses for financial managers:

The third stage (June 2013) with the theme of “financial regulatory requirements during the process of enterprise development” & “HR perception”

The fourth stage (December 2013) with the theme of “research and development for the costs deduction for special policy” & “solution for medium and small sized enterprises recruitment”

### Subdivision industries research:

In 2013, 40 research reports were completed in total (24 Research Reports were completed in 2012)

### Enterprise internal management value added services:

Optimization was carried out for the corporate governance structure and management structure; helped the enterprises solve the internal organization and personnel problems.

## 基金荣誉

Fund Honors

|                          |   |
|--------------------------|---|
| 获评清科集团2013年中国本土创业投资机构50强 | Rewarded as Qingke Group 2013 Chinese local venture capital institutions Top 50           |
| 获评创业家2013年最佳天使基金         | Rewarded as entrepreneurs 2013 best angel fund  |
| 获评投中集团2012年度中国最佳早期创业投资机构 | Rewarded as Touchong Group 2012 annual Chinese best early venture investment institutions |

## 经典案例

The Classic Case

新材料：



清洁技术：



先进制造：



医疗健康：



消费服务：



## 创业接力担保

Entrepreneurship Relay Guarantee



创业接力担保公司始终围绕“以创新思路带动经营的策略”，以多元化的创新型金融产品为载体来服务中小微企业，实现从“单一的担保企业”向“金融资源整合者”转变。“创业接力中小微企业集合统贷”是创业接力担保在解决中小微企业融资问题上的又一创新模式，集合统贷采取了“点对点”和“点对群”相结合的双层融资模式：第一层由国家开发银行提供政策性批发贷款给统贷平台，第二层由统贷平台批量发放给各家中小微企业，创业接力担保提供全流程的增信担保。该模式推出以来，广受企业欢迎，已经在杨浦区和闵行区发行四期，累计金额达7750万元，受益企业17家，为批量解决科技型中小微企业融资难开辟了一条全新的融资通道。

随着创业接力担保的加速发展、创新性产品的不断推出和金融要素资源的不断集聚，创业接力担保对中小微企业融资问题的解决从原先的“一个一个做”发展到了“一批一批做”，并通过合理的机制设计形成了政府、科技园区和各类金融要素的合作共赢。

我们相信，创业接力担保将以更丰富、更专业、更全面的为科技型中小微企业解决融资难题，并逐步构建覆盖科技型中小微企业全生命周期的科技金融服务生态链。

王萌（创业接力担保常务副总经理）

Entrepreneurship relay Guarantee Corporation has been following “the strategy using innovative ideas to develop business”, takes the diversified innovative financial product as the carrier to serve small and medium-sized enterprises, changed from the “single guarantee enterprise” to “financial resources integration”. “The collection credit business of small and medium-sized enterprises” is another innovation model for entrepreneurial relay guarantee in solving the financing problems for small and medium-sized enterprise, the collection credit takes the double financing model which combines “point to point” and “point to group”, the first layer is policy loan platform provided by the National Development Bank, the second layer is the collection credit platform issue to all small and medium-sized enterprises, the entrepreneurship relay guarantee provide the credit guarantee for the whole process. Since the model was launched, it was widely welcomed by the enterprises, four stages products have been issued in Yangpu District and Minhang District, the cumulative amount is 77.5 million RMB, 17 enterprises have received the benefit, which open up a new financing channel for small and medium-sized micro enterprise with financing difficulties.

With the accelerated development of entrepreneurship relay guarantee, continuous launching of the innovative products, continuous accumulation of financial factors resources, entrepreneurship relay guarantees solve the problems for the small and medium-sized enterprises with financial difficulties from the former “one by one” to “batch by batch”, it formed the win-win cooperation of government, science park and various financial elements through reasonable system design.

We believe that, entrepreneurship relay guarantee will provide richer, more professional, and more comprehensive services for small and medium-sized micro enterprises regarding solving financing difficulties, and will gradually build the ecological chain of science and technology services which covers science and technology small and medium-sized enterprise life cycle.

Wang Meng (Deputy General Manager of Entrepreneurship Relay Guarantee)

## 产品概况

General Overview

**履约担保:** 针对在本市注册的科技型中小企业，由上海市科技创业中心统筹组织、筛选企业，由银行统筹放款，由上海创业接力融资担保有限公司担保。

**投保贷联动:** 将担保业务和风险投资结合在一起，以担保为手段，匹配相关风险投资，在培育和扶持科技型中小企业成长的同时、与企业共同发展的服务模式。

**创新基金接力1+1:** 为获得国家科技型中小企业创新基金立项的企业提供过渡性贷款的专属型融资服务产品，为中小企业提供从获得政府资金立项到正式开放期间所需的短期贷款服务。由“信用贷”及“跟进贷”两个产品组成。

**互助融:** 5家（含）以上企业共同成立增信小组。小组各成员按照拟向银行申请贷款额度的20%共同出资，成立反担保基金。增信小组以反担保基金作为反担保措施，委托上海创业接力融资担保有限公司为其向银行申请贷款时提供担保。

**快速VC:** 在境外VC明确投资目标企业的基础上，利用甲方的信贷资金为目标企业解决过渡资金，为保障甲方信贷资金的安全，乙方为甲方提供担保，同时，SVB向乙方出具国际备用信用证作为反担保，目标企业则将其股权质押给VC的一种融资方式。

**路衢模式:** 一种以政府财政资金为引导，以债权信托基金为平台吸引社会资金有效参与的中小企业融资形式。小企业集合信托债权基金是“路衢模式”的具体实践。

**Fulfillment Guarantee:** aiming at the small and medium-sized enterprises of science and technology which was registered in this city, Shanghai Municipal Science and Technology Venture Center is responsible for the organization, screening of the enterprises, the bank is responsible for loan, and Shanghai entrepreneurship relay guarantee financing Company limited is responsible for the guarantee.

**Investment and Guarantee:** combining venture investment and credit guarantee business, takes the guarantee as the mean, matches the related venture capital, nurtures and supports the development of small and medium-sized enterprises of science and technology, as well as developing with the enterprise at the same time.

**Innovation Fund Relay 1+1:** the exclusive financing services products providing transit loan to the enterprise with the National SME Innovation Fund Projects; providing necessary short-term loan service for small and medium sized enterprises from getting the government funding to the official opening. This is composed of “credit loan” and “follow-up loan”.

**Mutual Financing:** 5 (including) above mentioned enterprises jointly set up the credit group. Team members provide the amount in accordance with 20% of the loans from the banks to establish the counter guarantee fund. The credit group takes the guarantee fund as the counter guarantee measures, commit the Shanghai entrepreneurship relay financing guarantee Company limited provides guarantee while applying for bank loans.

**Fast VC:** the financing mode which overseas VC will use the Party A's credit funds to solve the transition funds for the target enterprise base on the clear investment target for the enterprises, in order to ensure the security of the credit capital from Party A, Party B will provide guarantee for Party A, at the same time, SVB could provide Party B the international standby credit letter as a counter guarantee, the target enterprise pledge of its equity interest to VC.

**Road Model:** the small and medium enterprises financing form with the guidance of government funds, with the creditor rights trust fund as the platform to attract social capital to participate effectively. Small sized business trust credit fund is detailed practice of “Road model”.

## 年度情况

Annual Overview

|  |  |
|--|--|
| 业务放量：新增担保额5.7亿元，为去年的1.2倍。  | Business amount: newly increased guarantee amount: 570 million RMB, which is 1.2 times more compared with last year.   |
| 坚持定位：户均担保300万，企业首贷率40%，信用担保超过70%，累计信用担保率55%。                             | Adhere to the orientation: average secured amount is three million, the first time loan rate of the enterprise is 40%, credit guarantee is more than 70%, accumulative credit guarantee rate is 55%.   |
| 获得荣誉：获上海市政府颁发的金融创新成果奖；获上海市促进中小企业发展工作领导小组办公室颁发的“2012年度中小企业优秀合作伙伴”信用等级为A级。 | Honors gained: financial innovation achievement award issued by Shanghai Government; win the "2012 outstanding partners of small and medium-sized enterprises" issued by Shanghai small and medium-sized enterprises development promotion leading group office; the credit rating is A-class. |
| 行业分布情况：文化创意9%，机械自动化13%，现代服务业14%，节能环保15%，电子信息20%，新材料29%。                  | Industries distribution: creative, Cultural 9%, Mechanical automation 13%, Modern service industry 14%, Energy saving and environmental protection 15%, Electronic information 20%, new material 29%   |

## 经典案例

Classical Cases



## 创业接力服务

Entrepreneurship Relay Service



创业培训作为着眼长远的服务内容，在提高创业成功概率、缩短创业成熟周期方面有明显的作用和影响：

针对准创业者和早期创业者，创业训练营帮助他们认识自己、认识自己的项目，用创业的思维去完善并学会如何启动创业；  
针对早期创业企业核心管理团队，初创企业入门培训会教会他们什么是办企业，如何用办企业的思维和方式来解决创业的问题；  
针对成长型早期创业企业CEO，CEO成长营不仅教会他们如何成为创业企业家，还教会他们如何带领这个企业走向百年品牌；  
针对创业企业不同的内部需求，新任经理班、高管班和专项职能班通过横向和纵向的切割，为企业提供不同层面和内容的培训。  
针对广大的大学生，利用创业实践经验，开设创业课程帮助他们正确认识创业，拓宽职业发展的视野。

郁震(创业接力服务副总经理)

Entrepreneurship training as the service content focused on long term development, it has a clear role and influence in improving the success probability and shorten business maturity period:

Orientated to the entrepreneurs-to-be and the early entrepreneurs, entrepreneurship training camp help them get to know themselves, understand their own projects, use the entrepreneurial thinking to improve and learn how to start a business;

Orientated to the core management team of the early entrepreneurial enterprises, the start-ups introductory training will teach them what is business and how to use the business thinking and ways to solve the problem of starting a business;

Orientated to the CEO of the growth early entrepreneurial enterprises, CEO growth camp not only teaches them how to become entrepreneurs, but also teaches them how to build the enterprise to the hundred years brand;

According to different internal demands of the enterprise, the new managers' class, executive's class and special function class provides training with different levels and multi-aspect contents to the enterprises.

Orientated to the majority of university students, using practical entrepreneurial experience, offering the entrepreneurship courses to help them correctly understand the entrepreneurship and expand the occupation development vision.

Yu Zhen, (Deputy General Manager of Entrepreneurship Relay Service)



## 概况

### General Overview

上海创业接力企业服务有限公司是创业接力科技金融集团总结了多年来创业服务经验，打造的面向创业企业的平台化专业服务体系，为创业企业提供政策咨询、增值服务、企业培训、咨询顾问和财务顾问等服务。公司致力于缩短创业企业成熟周期，提高创业企业成功概率，通过提供专业化的服务，助力创业企业成长。

Shanghai entrepreneurship relay Enterprise Services Co. Ltd is professional service system platform for the entrepreneurship enterprises with the many years' entrepreneurship service experiences of Entrepreneurship relay technology financial Group, which provides policy advice, value-added services, corporate training, consulting and financial advisory services for enterprises. The company is committed to shorten the maturity period of the enterprises, improve the success probability of the venture enterprises, boost the growth of venture enterprises by the provision of professional services.

## 企业增值服务

### Enterprise Value-added Service

**基础服务:** 提供行政、财务、税务、法务、人事等方面的体系建设与实务操作方面的咨询与服务。

**Basic Services:** provide consulting and services for the system construction and practical operation of administration, finance, tax, legal, HR and other aspects.

**政策服务:** 提供创新基金、科技小巨人（培育）工程、高新技术企业、高新技术成果转化认定、软件产品登记、软件企业认定、中小企业发展专项、特色产业专项、重大技改、信息化专项、引进技术的消化和吸收等科技政策的咨询及代理申报。

**Policy Service:** provide innovation fund, technology giant (Foster) engineering, high-tech enterprises, high-tech results transformation identification, software product registration, certification of software enterprises, the digestion and absorption of special development of small and medium-sized enterprises, special industries, special technical information, the technology introduction, consulting and agent declaration of science and technology policy.

**代理服务:** 提供代理工商注册、代理招聘等服务。

**Agency Service:** provides agent industry and commerce registration, agency recruitment and other services.

**资源平台:** 提供财务、税务、法律、知识产权咨询等专业机构的对接服务。

**Resources Platform:** provide docking platform service for finance, tax, legal, intellectual property consulting and other professional institutions.

**企业培训服务:** 创业企业CEO特训班、创业企业总裁班、高管班、新任经理班、专项职能班、政策申报班、初创企业入门培训、创业训练营（创业前）、创业课堂等。

**Corporate Training Services:** Enterprise CEO special training, enterprise president classes, executive classes, new manager classes, special skill classes, policy declaration classes, start-up enterprise introductory training, entrepreneurship training camp (before business) and entrepreneurial classes, etc.

**咨询顾问服务:** 提供发展战略、商业模式、业务运营、市场开拓、人才引进等方面的咨询服务，并整合社会资源，为初创企业提供专家、顾问、导师等服务。

**Consulting Services:** Providing consulting services for the development strategy, business model, business operations, marketing, talent introduction, and integrate social resources, provide expert, consultant, mentor services for start-up enterprises.

**财务顾问服务:** 提供综合化的投融资及财务顾问服务。

**Financial Consulting Services:** Provide integrated Financing and financial consulting services.

## 年度情况

### Annual Overview

| 增值服务<br>Value-added Service                                    |   |
|--|---|
| 新推出代理招聘、企业文库、工商注册等服务;  | Newly launched services such as: recruitment agency, enterprise library, industrial and commercial registration and other services;   |
| 为100余家企业提供政策咨询，通过政策代理为初创企业争取到各级政府拨款近千万，高新技术企业认定4家;             | Providing policy consulting service for more than 100 enterprises, received nearly 10 million government funding for start-up enterprises through the policy agent and identified four identified high-tech enterprises;                                |
| 为50家企业提供代理招聘业务，总发布招聘岗位133个;                                    | Provided recruitment service for 50 companies, 133 recruitment positions were released in total;  |
| 代理工商注册和工商变更企业62家;  | Helped with 62 enterprises to register and modify at the industrial and commercial bureau;  |
| 搭建资源平台，已涵盖专利代理、财务代理、财务审计、人事服务、资质认定、法律服务、技术检测、商业银行、研发平台、云平台等资源。 | Build resource platform, which has covered the patent agency, financial agents, financial audit, HR services, qualification identification, legal services, technology detection, commercial banks, development platform, and cloud platform resources. |

## 培训服务

Training Services

### 创业训练营

Entrepreneurial Training Camp

创业训练营（标准版）采用“3+2+1”模式，即三天集中培训、两天投资人闭门会和1天workshop，全年共举办4期，培训学员224名。

Entrepreneurship training camp (Standard Edition) with “3+2+1” mode, which includes: 3-day intense training, 2-day investors meeting and a 1-day workshop, 4 courses were held throughout the year, 224 students were trained in total.

创业训练营（创新创业大赛版）开设商业模式、如何打动投资人、创业沙龙、创业思考模型等4门课程，共培训120名学员。

Entrepreneurship training camp (innovation contest version) starts 4 courses of the business model, how to impress the investors, business salon, entrepreneurial thinking model, 120 students were trained in total.

创业训练营（研究生培养专项版）开设创业性格认知、商业模式、创业思考模型、研发管理、如何打动投资人等5门课程，共培训101名学员。

Entrepreneurship training camp (special edition for cultivating postgraduates) 5 courses of entrepreneurship character cognition, business model, entrepreneurship thinking model, research and development management, how to impress the investors were established, 101 students were trained.



### 企业成长营

The Enterprise Growth Camp

CEO特训班（成长营I）开设企业家素养、商业模式、市场营销、人力资源、财务法务、运营管理等模块，全年共举办1期，报名人数152人，培训学员49名。

CEO special training classes (camp I) quality of entrepreneurs, business model, marketing, human resources, finance and law, management module, 1 course was held throughout the year. 152 people registered and 49 students were trained.

总监班（成长营II）开设创新型研发管理、B2B顾问式营销技巧等模块，全年共举办2期，报名人数167人，培训学员103名。

Director classes (camp II) offering innovative R & D management, B2B consultant marketing skills module, 2 courses were held throughout the year, 167 people registered and 103 students were trained.

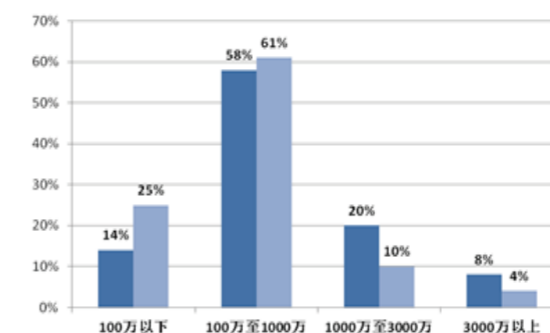
初创企业班（成长营III）开设初创企业财务实务、人事实务、法律实务等模块，全年共举办4期，培训学员50名。

Start-up classes (camp III) offering start-up financial practices, HR practices, legal practice module, 4 courses were held throughout the year, 50 students were trained.

创新创业大赛赛前培训（成长营IV）开设商业模式、如何与风投对接、股权结构设计等模块，全年共举办1期，报名人数120人，培训学员89名。

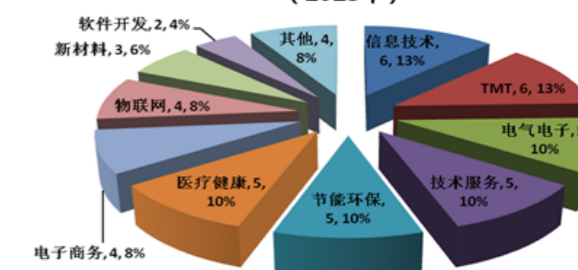
Innovation Contest Training (camp IV) offering business model, how to work with the venture capital, equity structure design module, 1 course were held throughout the year, 120 people registered, 89 students were trained.

CEO特训班学员企业销售规模分布



CEO special training class students, enterprise sales scale distribution

第二期CEO特训班学员企业行业分布 (2013年)



Second CEO special training class students, enterprises industry distribution (2013)

## 创业接力园区

Entrepreneurship Relay Park



## 科技创业展示厅

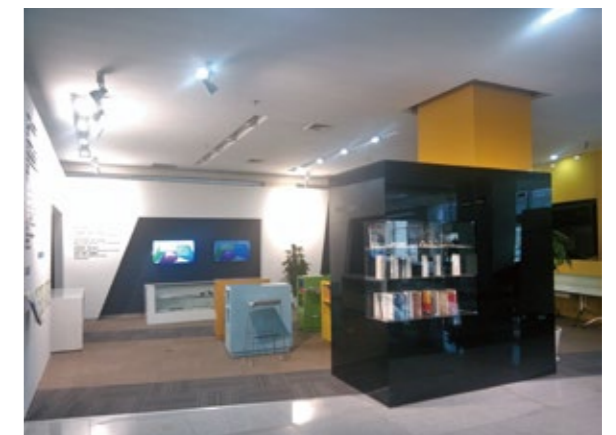
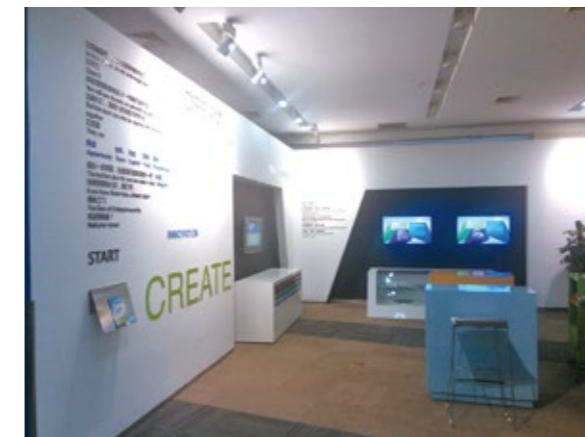
Science and Technology Entrepreneurship Exhibition Hall

科技创业展示厅面积1000 m<sup>2</sup>，位于创业接力大楼1楼。展示厅项目从创业精神、创业能力、创业信息、创业成果等方面展开，从图片、视频、书籍到与日常生活密切相关的科技成果的科普展示、创业活动、创业培训等一应俱全。

Science and technology exhibition hall occupies 1000 square meters, it is located on the first floor of the entrepreneurial relay Building. The exhibition hall projects start from the entrepreneurship spirit, entrepreneurship ability, business information and the business achievements, make the science popularization, entrepreneurship, entrepreneurship training by picture, video, books and the scientific and technological achievements closely related to people's daily life.

### 年度情况 Annual Overview

|                              |   |
|------------------------------|---|
| 企业孵化<br>Enterprise incubator | 截至2013年底，创业接力共计孵化企业27家，创业接力大楼共计入驻企业17家，入驻率达到90%。入驻企业的整体满意率达到95.6%。<br>Enterprise incubator: by the end of 2013, entrepreneurship relay incubated 27 Enterprises in total, 17 enterprises have settled in the entrepreneurial relay building in total, and the occupancy rate reached 90%. The overall satisfaction rate reached 95.6% among those enterprises.  |
| 服务速递<br>Services delivery    | 2013年总共发布《创业接力大楼服务速递》10期、构建大楼服务中心与入驻企业间的良好沟通与互动。<br>10 stages of "entrepreneurship relay building service delivery" were issued in 2013 in total, which formulated a good communication and interaction between entrepreneurship relay service express and the enterprises.   |
| 会议活动<br>Conference events    | 2013年，创业接力大楼共举办77场活动，总计5500余人的内外部大型会议、活动，保证了各项会议、活动的安全高效进行，在取得良好的社会效益的情况下，也将创业接力的品牌得到了很好的推广。<br>77 events were held in 2013 in the entrepreneurial relay building in total, more than 5500 people attended the internal and external conferences and activities, which ensured the efficient operations of the meetings and activities, and achieved good social benefits, the brand extension of entrepreneurial relay was also well promoted. |



# 4 案例

Case Studies

## 天使基金优秀项目奖名单

The Outstanding Project Award List of Angel Fund

## 早期投资优秀项目获奖名单

Early Investment Outstanding Project Award List



基金会的目标是成为一个负责任的社会企业，必须借鉴国际先进公益理念和现代企业经营管理经验，开创性地探索“公益 + 市场”的模式，确保政府资源效益最大化和效率最优化。

所以，我们干的是政府想干、企业没钱赚的事；种的是政府管理和服社会成本最小的“试验田”；开的是解决社会问题试错、创新的火车头；做的是引领社会变革和公益事业发展的领头羊和发动机。

7年来，创业基金会以“培育创业环境，播撒创业种子，激发创业力量”为使命，汇聚社会各方力量和资源，执着而坚定地陪伴年轻的创业者们一路前行：“全球创业周中国站”、“创业课堂”星火燎原，覆盖超过500万人次；“创业谷”、“研究生培养计划”实战训练受益者超过700多人次；“天使基金”帮助约800个大学生创业团队放飞梦想；“创业接力”助力越来越多的初创企业“赢”下一步。

如今，我们赶上了中国公益事业爆发式发展的好时代、全社会支持青年创新创业的好时代，大家的心中充满了正能量，还有什么困难不能克服呢？

高静华（创业基金会副秘书长）

Entrepreneurship fund did what the government wanted to do, but no profit for the enterprises; they are the “experimental field” for the government management but with the lowest social service cost; they are the leader for the trial of social problems; they are the leader and engine for Guiding the social development and public welfare undertakings.

In the past seven years, Entrepreneurship fund take the “cultivate the entrepreneurial environment, sow the entrepreneurial seed and stimulate the entrepreneurial forces” as its mission, concrete social forces and resources, persistently and firmly accompanied young entrepreneurs on the path: “Global Entrepreneurship Week China station”, “business class” the spirit fire cover more than five million people; “entrepreneurial Valley”, “postgraduates training program” benefit more than seven hundred people; “Angel Fund” helped more than seven hundred students entrepreneurial team realising their dreams; “entrepreneurship relay” powered more and more start-up enterprises “winning” their Now, we caught up with the good times for Chinese welfare explosive development and the whole society support young people for innovation. We are filled with positive energy, what difficulties cannot be conquered?

Gao Jinghua (Deputy Secretary of EFG)

| 天使基金优秀项目奖名单<br>The Outstanding Project Award List of Angel Fund |   |   |                     |
|---|---|---|---------------------|
| 奖项<br>Awards  | 获奖企业<br>Listed enterprises  | 创始人<br>Founder  | 资助日期<br>Granteddate |
| 优秀企业奖<br>Outstanding enterprise award                           | 上海复展电子科技有限公司<br>Shanghai Fuzhan electronic technology Co., Ltd.                             | 孙洪涛<br>Sun Hongtao  | 2005.9.30           |
|   | 上海华碧检测技术有限公司<br>Shanghai Huabi Test Technology Co., Ltd.                                    | 刘学森<br>Liu Xuesen   | 2006.8.1            |
|   | 上海拉扎斯信息科技有限公司<br>Shanghai Lazhasi Info Tech Co., Ltd.                                       | 张旭豪<br>Zhang Xuhao  | 2010.4.1            |
|   | 上海瑞一医药科技有限公司<br>Shanghai Ruiyi Medical Technology Co., Ltd.                                 | 薛嵩<br>Xue Song  | 2007.12.17          |
|   | 上海同臣环保科技有限公司<br>Shanghai Tongchen environmental protection science and technology Co., Ltd. | 张文标<br>Zhang Wenbiao  | 2008.3.27           |
|   | 上海同科生物科技有限公司<br>Shanghai Tongke biological science and Technology Co., Ltd.                 | 何胜祥<br>He Shengxiang  | 2007.4.18           |
|   | 上海申传电气科技有限公司<br>Shanghai Shenchuan Electric Technology Co., Ltd.                            | 郑昌陆<br>Zheng Changlu  | 2005.12.22          |
|   | 上海灵信电子科技有限公司<br>Shanghai Lingxin Electronic Technology Co., Ltd.                            | 陈大明<br>Chen Daming  | 2006.8.1            |
|   | 上海六通信息科技有限公司<br>Shanghai Liutong Info Tech Co., Ltd.  | 李碧浩<br>Li Bihao   | 2005.10.8           |
|   | 上海晶海实业有限公司<br>Shanghai Jinghai Industrial Co., Ltd.   | 王文龙<br>Wang Wenlong   | 2006.5.21           |
|   | 上海泰坦科技股份有限公司<br>Shanghai Taitan Polytron Technologies Co.,Ltd                               | 张庆<br>Zhang Qing  | 2007.7.16           |
|   | 上海乐程影像技术有限公司<br>Shanghai Lecheng Image Technology Co., Ltd.                                 | 丁建勋<br>Ding Jianxun   | 2008.11.4           |
|   | 上海温故坊文化传播有限公司<br>Shanghai WenGuFang Culture Communication Co., Ltd.                         | 郭竟<br>Guo Jing  | 2009.4.21           |
|   | 上海朗亿功能材料有限公司<br>Shanghai Langyi functional materials Co., Ltd.                              | 唐晓峰<br>Tang Xiaofeng  | 2009.8.6            |
|   | 快速成长奖<br>Rapid growth Award   | 上海泰坦科技股份有限公司<br>Shanghai Taitan Polytron Technologies Co., Ltd. | 张庆<br>Zhang Qing    |
| 带动就业奖<br>Employment Award                                       | 上海拉扎斯信息科技有限公司<br>Shanghai Lazhasi Info Tech Co.,Ltd.  | 张旭豪<br>Zhang Xuhao  | 2010.4.1            |
| 技术创新奖<br>Technology Innovation Award                            | 上海迈辉信息技术有限公司<br>Shanghai maihui Information Technology Co., Ltd.                            | 王向安<br>Wang Xiang'an  | 2005.11.10          |

| 早期投资优秀项目奖名单<br>Early Investment Outstanding Project Award List |   |  |                   |
|--|---|--|-------------------|
| 奖项<br>Awards   | 获奖企业<br>Listed enterprises  | 创始人<br>Founder                                       |                   |
| 优秀项目奖<br>Outstanding project award                             | 上海华之邦科技股份有限公司<br>Shanghai Huazhibang science Technologies Co., Ltd. | 刘佳云<br>Liu Jiayun                                    |                   |
|  | 上海新眼光医疗器械股份有限公司<br>Shanghai new vision medical Limited Co., Ltd.    | 王亦莉<br>Wang Yili                                     |                   |
|  | 南京零号线电子商务有限公司<br>Nanjing zero line E-commerce Co., Ltd.             | 瞿奕<br>Qu Yi  |                   |
|  | 上海萌果信息科技有限公司<br>Shanghai Mengguo InfoTech Co., Ltd.                 | 尹庆<br>Yin Qing                                       |                   |
|  | 无锡矽瑞微电子有限公司<br>Wuxi Si Rui Electronics Co., Ltd.                    | 喻明凡<br>Yu Mingfan                                    |                   |
|  | 上海火溶信息科技有限公司<br>Shanghai fire soluble InfoTech Co., Ltd.            | 王伟峰<br>Wang Weifeng                                  |                   |
|  | 上海七牛信息技术有限公司<br>Shanghai Qiniu Information Technology Co., Ltd.     | 杜江华<br>Du Jianghua                                   |                   |
|  | 上海童锐网络科技有限公司<br>Shanghai Tong Rui network technology Co., Ltd.      | 李文华<br>Li Wenhua                                     |                   |
|  | 上海汇翼信息科技有限公司<br>Shanghai Hui Wing Mdt InfoTech Co., Ltd.            | 齐俊元<br>Qi Junyuan                                    |                   |
|  | 上海派拉软件有限公司<br>Shanghai Paila Software Co., Ltd.                     | 谭翔<br>Tan Xiang                                      |                   |
|  | 技术创新奖<br>Technology innovation award                                | 上海萌果信息科技有限公司<br>Shanghai Meng Guo InfoTech Co., Ltd. | 尹庆<br>Yin Qing    |
|  | 带动就业奖<br>Employment Award   | 无锡矽瑞微电子有限公司<br>Wuxi Xi Rui Electronics Co., Ltd.     | 喻明凡<br>Yu Mingfan |
| 快速成长奖<br>Rapid growth Award                                    | 上海七牛信息技术有限公司<br>Shanghai Qiniu Information Technology Co., Ltd.     | 杜江华<br>Du Jianghua                                   |                   |

# 5

## 团队文化

Team Culture

每日一谈  
Daily Talk

七周年  
The 7th Anniversary

内部培训  
Internal Training

每周一书  
Weekly Book



创业基金会致力于以培训推动“岗位专业化”，2013年度开展管理层、全员业务、新员工及实习生入职培训和各公司自行组织等4个层次的培训。增进创业基金会、接力集团互动交流，资源共享，统一价值理念，发挥所长，互相学习，互通有无是学习的重要途径。

创业基金会在团队文化建设方面坚持每日一谈、每周一书的分享传统。全年，我们聆听了174次每日一谈，分享了35次每周一书。

通过持续优化文化建设的形式，鼓励大家多阅读多思考，进而用所学所思推进自己的本职工作。

梦想可以无限大，为使创业基金会及接力集团的员工实现成长发展，创业基金会和接力集团正在设计员工的职业发展路径规划。

坚持“专业”，拒绝“山寨”，让员工在在实践中循序渐进，逐步实现专业化和自身发展。

真诚沟通，了解期望，组织积极推动员工的承诺和互信，为员工的未来描绘美好的发展蓝图。

携手进步，多赢发展，创业基金会和接力集团借助社会专业机构的力量，努力提升管理水平和竞争力，携手员工实现职业发展梦想。

倪奕松（创业基金会综合部总监）

The entrepreneurship fund is committed to promote the “professional position” by training; in 2013, four levels of training for management, all staff operations, new employees and interns orientation and the internal trainings of the companies were held. It promoted the interaction between the entrepreneurship fund and the relay group, the resources were shared, value was unified, strengths were developed, mutual learning, mutual exchange for needed products is an important way of learning.

For culture construction, the Entrepreneurship fund was doing the daily talk and weekly reading tradition. Throughout the year, we listened to 139 daily talks and shared 31 weekly reading.

Encourage people to read more and think more through the continuous optimization of culture construction, so that they can combine what they learned and thought with their work.

Dreams can be infinite, in order to grow and develop the staff from the Entrepreneurship fund and the relay group, the development for Entrepreneurship fund and the relay group employee occupation form the draft.

Stay persistent to the “professional” and say no to “counterfeit”, let the staff practice gradually and gradually realize the specialization and the development.

Sincere communications, understanding the expectations, organization actively promote the employee’s commitment and mutual trust as well as depicting the blueprint for the development of staff for the future.

Make progress together and make the win-win development, entrepreneurship fund and the relay group use the power of social professional agencies, make the efforts to improve the management level and competitiveness, and realize the occupation development dream with the employees.

Ni Yisong (Director of General Administration Department of EFG)

## 每日一谈

Daily Talk

**陈韵** 中央经济工作会议是判断当前经济形势和定调第二年宏观经济政策最权威风向标，也是每年级别最高的经济工作会议。本次中央经济工作会议的变化如下：1、稳中求进的工作总基调。2、适当扩大社会融资总规模，保持贷款适度增加，切实降低实体经济发展的融资成本，释放出积极信号。3、深化产业结构战略性调整，化解产能过剩矛盾作为工作重点。4、积极稳妥推进城镇化，着力提高城镇化质量。5、全面深化体制改革的顶层设计和总体规划，明确提出改革总体方案、路线图、时间表。这些新的变化与宏观信号值得我们关注与思考。

**Chen Yun** The central economic work conference is the most authoritative leader to judge the current economic situation and macroeconomic policy direction for the second year; it is also the annual highest economic work conference. The changes of the central economic work conference are as follows: 1, the work direction: Stable but Progressing. 2, appropriate expand the total social financing scale, maintain moderately increase the loans, effectively reduce the financing costs of real economy development, release the positive signal. 3, deepen the strategic readjustment of the industrial structure, take solving the excess capacity contradictions as the focus. 4, actively and steadily promote urbanization, improve the quality of urbanization. 5, fully deepen the top level design and overall planning of the system, clearly put forward the overall plan, the roadmap, schedule of the reformation. These new changes and macro signal are worth our attention and thinking.



**钟立** 作为国内最早b2b网站的创始人，马云常说自己的创业经历至少可以证明：“如果我马云能够创业成功，那么我相信中国80%的年轻人都能创业成功。”为什么放弃大企业而选择中小企业，马云打了个比方：“听说过捕龙虾富的，没听说过捕鲸富的。”马云认为自己是个擅长创业但不擅长守业的人，“最多干到40岁，我会离开‘阿里巴巴’，去学校教mba。如果成功了，我就去哈佛；如果失败了，我就去北大。”

**Zhong Li** As the founder of the first domestic B2B website, Ma Yun often says that his entrepreneurial experience at least can prove that: "if I could make a successful business, then I believe 80% of the young Chinese people could also make a successful business." Why give up the big enterprises but choose the small and medium-sized enterprises, Ma Yun offers an analogy: "I heard catching lobster would become rich, but I never heard catching whales would become rich." Ma Yun thinks that he is good at making business but not good at keeping it, "by the age of 40, I will leave 'Alibaba' and will go to teach MBA at a school. If I succeed, I will go to Harvard; if not, then I will go to Peking University."

**陆娇娇** GCC的使命：让创业的好种子找到好土壤。愿景：汲聚青年创业梦想，共同铸建一个有品质的世界。GCC核心产品：通过创业课堂，进行团队组建，到资本对接，项目落地。

**Lu JiaoJiao** GCC' s mission: find a good soil for the good business seed. Vision: absorb youth pioneering dreams and build a high quality world together. GCC' s core product: through the entrepreneurial class to do team building, make the capital connection until the project is done.

**夏阳** 我们要有创业者的激情、执着、韧劲和创造力；我们要有企业家的智慧、气魄、胸怀和决断力；我们要有风险投资者的聪敏、博识、努力和洞察力；我们要有球队教练的经验、同理心、沟通力和影响力。我们与创业者一起在赛场奔跑，只是我们的跑道在赛道之外——我们在陪跑，在带跑，在为他们递水，在边跑边做指导。

**Xia Yang** We must have the entrepreneurial passion, perseverance, tenacity and creativity; we must have entrepreneurs' wisdom, spirit, mind and determination; we should have venture capital investors' smartness, knowledgeable, effort and insights; we should have team coaches' experience, empathy, communication and influencing skills. We are running in the field with the entrepreneurs, the only thing is that, we are running outside of the runway -- we accompany the runners, we can pass water to them, provide the guidance during the running.

## 每周一书

Weekly Book



| 时间<br>Data | 分享人<br>Speaker     | 书籍<br>Book                            |
|------------|--------------------|---------------------------------------|
| 2013.3.11  | 方喆<br>Fang Zhe     | 《大数据时代》<br>BIG DATA - A REVOLUTION    |
| 2013.5.25  | 程毓媛<br>Cheng yuyan | 《精益创业》<br>THE LEAN STARTUP            |
| 2013.10.21 | 刘涪洁<br>Liu Zhenjie | 《投资最重要的事》<br>The Most Important Thing |
| 2013.10.28 | 沈翱<br>Shen Ao      | 《卓有成效的管理者》<br>The Effective Executive |

## 内部培训

Internal Training

管理层培训：开拓管理眼界。全年共6次，以内部业务和中层人力资源管理为主。

Management training: develop the management horizon. 6 times a year in total, mainly for the internal business and mid-level human resource management.

全员业务培训：提升专业技能。全年4次，覆盖财务管理、项目投资风险控制等业务领域。

Staff business training: enhance professional skills. 4 times a year, it covers the financial management, project investment risk control, etc.

新员工及实习生入职培训：强化组织理念。全年2次，旨在宣扬企业文化、规范制度及增进交流。

New staff and internship induction training: strengthen the organizational philosophy. Twice a year, aiming to promote the corporate culture, norms and enhances communication.

## 七周年

The Seventh Anniversary

2013年8月26日，创业基金会成立7周年，我们组织了“创业好身体”体育比赛、“创业好声音”歌唱比赛、每日一谈、每周一书等7周年特别版活动，和创业者一起，共同回顾不平凡的岁月。

August 26th, 2013 was the 7th anniversary of the establishment of Entrepreneurship fund, we organized the sports of "entrepreneurial with good health", and a singing contest of "entrepreneurial with a good voice", daily talk, weekly book and other Special Edition events for 7th Anniversary, and reviewed the extraordinary years with the entrepreneurs.



## 欢迎广大有为青年、志士仁人加入基金会！

Welcome Young People and Talents Join the Foundation!

### 雏鹰于飞

向  
穹苍  
夜如霜  
星汉茫茫  
年少奔疏狂  
岂羨锦绣膏粱  
因循独善非所望  
此心原系天下兴亡  
行健不息少年当自强  
磨剑十余载今朝试锋芒  
拓荒土创新业济八方  
欲渡关山休念道  
长  
遨游何必拘故乡  
渺层云越高冈  
振翼向穹苍  
碧落无疆  
路茫茫  
无妨  
翔

作者：申烟岑（创业基金会实习生、复旦大学物理系本科四年级学生）





# 6 附录

Appendix

媒体总结  
Summary of the Media

大事记  
Memorabilia

财务报告  
Financial Report



## 附录

Appendix

### 媒体总结

2013年，基金会媒体报道工作，紧扣时代主题，聚焦当下热点，汇聚平台资源，实现基金会品牌价值进一步提升。特别是2013年创业周在习近平总书记贺信鼓励、各界关怀及基金会精心策划下，受到媒体广泛关注。

### Summary of the Media

In 2013, the foundation media work focused on the theme of the era and the current hot topic, collected the platform resources, realized the further enhancement of the foundation brand value. Especially in 2013 business week, with the encouragement letter of General Secretary Xi Jinping, meticulous planning from all industries and foundation as well as receiving the attention from widespread medias.

| 自媒体<br>Owned Media   | 媒体报道<br>Media Reports  | 公益广告<br>PSAs   |
|--|--|--|
| <p>13 万粉丝<br/>15 条微信<br/>45 篇文章<br/>3000 余次转发<br/>60 万 覆盖人群</p> <hr/> <p>130,000 Fans<br/>15 WeChat<br/>45 articles<br/>Forwarded more than 3,000 times<br/>600,000 people covered</p> | <p>154 家报纸、电视、电台、网络等媒体<br/>230 篇/条新闻报道发布<br/>4 条国家级通讯社刊发<br/>60+ 篇报纸刊发头版<br/>200+ 篇网站刊发转载</p> <hr/> <p>154 newspapers, television, radio, Internet and other media<br/>230 published news reports<br/>Four national news agency publication<br/>The front page of a newspaper article dated 60 + 200 + articles published on the website reprint</p> | <p>3000 个分众屏幕<br/>6 个郁金香楼宇大屏幕<br/>11 条线地铁大屏幕<br/>500 个电信营业厅屏幕<br/>20 天播放30秒公益广告<br/>2 个1/2版报纸广告</p> <hr/> <p>3000 Focus Media screens<br/>6 Tulip Media Outdoor screens<br/>11 Subway lines Screens<br/>500 telecom business office screens<br/>20 days to play 30 seconds PSAs<br/>2 1/2 version of newspaper advertising</p> |



## 大事记

Memorabilia

2013年1月9日

创业基金会召开2012年分会工作总结会议，各分会负责人出席会议。会议总结了各分会2012年度工作成果，探讨了2013年度优化项目资助模式、项目评审和退出等重点工作。

2013年3月15日

上海社会组织工作会议召开，创业基金会被授予“上海市先进社团组织”称号。

2013年3月19-22日

2013全球创业周峰会（GEC）在巴西举行，创业基金会副秘书长郁震代表创业基金会出席本年度峰会。本届创业周峰会为期4天，来自全球130多个国家帮扶早期创业的组织 and 机构代表参会，共同分享早期创业服务经验。

2013年3月23日

创业基金会召开第二届理事会第三次会议。会议由上海市科技党委书记、创业基金会常务副理事长陈克宏同志主持。各理事、监事、秘书处负责同志等出席会议，秘书处相关工作人员列席会议。会议听取了秘书处关于创业基金会年度业务工作和运营管理方面重大事项的汇报，审议通过了创业基金会2012年财务决算和2013年预算报告。

2013年4月10日

市民政局、市社团局、市社会组织规范化建设评估专家组到创业基金会，对创业基金会规范化建设申请4A评级进行现场评估检查。

January 9, 2013

2012 branch funds work summary meeting was held at the Entrepreneurship Foundation, the responsible person of each branch attended the meeting. The meeting summarized the branch work in 2012, discussed the optimization project funding pattern, project evaluation and withdrawal as well as other key work in 2013.

March 15, 2013

Shanghai Social organization work conference was held, Entrepreneurship funds was rewarded as the "Shanghai advanced societies organization".

2013 March 19-22 day

2013 Global Entrepreneurship Week Summit (GEC) was held in Brazil, entrepreneurship foundation Deputy Secretary General Yu Zhen attended the annual summit on behalf of the Entrepreneurship fund. The Entrepreneurship Week Summit lasted for four days, participants of the organizations and institutions coming from more than 130 countries around the world which help for the early entrepreneurial, and also shared the early pioneering service experience.

March 23, 2013

Entrepreneurship fund held the 3rd meeting of the 2nd council. The conference was held by Shanghai Municipal Science and technology venture fund, the Secretary of the Party committee standing vice-president Chen Kehong. The responsible directors, supervisors, the Secretariat attended the meeting as well as the Secretariat staff. The meeting heard the report for the annual business and management aspects about the Entrepreneurship fund from Secretariat, consider the Entrepreneurship fund 2012 financial statements and the budget report of 2013.

April 10, 2013

The Municipal Civil Affairs Bureau, Bureau of associations, standardized construction and evaluation expert groups of social organizations did the on site assessment examination for Entrepreneurship fund applying for standardization construction 4A rating.

2013年4月12日

2013中国投资年会举行，公布了2012年度CVAwards第七届中国创业投资暨私募股权投资年度榜单，“创业接力基金”凭借出色的基金管理和投资业绩获评“2012年度中国最佳早期创业投资机构”。

2013年4月19日

创业基金会和香港理工大学联合设立的理大专项基金启动仪式在理大深圳校区产学研基地举行，创业基金会秘书长张德旺和理大行政副校长杨伟雄共同启动理大专项基金。

2013年5月10-20日

创业基金会副秘书长高静华代表创业基金会参加了中国基金会领导人“非营利组织领导力”访学交流活动。

2013年6月4日

由市教委发起、创业基金会具体承办的“上海市研究生创新创业能力培养专项”在东华大学正式启动。

2013年6月19日

由创业基金会和上海市科技创业中心承办的第二届中国创新创业大赛企业组和团队组正式启动。

2013年8月14日

杨浦区委书记、区长诸葛宇杰来创业基金会调研。区委常委、杨浦区副区长朱勤皓，区人社局局长李红珍、副局长张天炜陪同调研。

2013年8月23-25日

由创业基金会主办的第二期企业成长营（CEO班）运营管理课程在闵行浦江漕河泾创新创业园举行。

April 12, 2013

2013 Chinese investment annual meeting was held, it announced the 2012 annual CVAwards seventh Chinese venture capital and private equity investment annual list, "entrepreneurship relay fund" was rated as "2012 annual Chinese best early venture investment institution" by the excellent fund management and investment performance.

April 19, 2013

University fund jointly setup by Venture fund and Hong Kong Polytech University launched in the university campus Shenzhen production base, entrepreneurial foundation Secretary General Zhang Dewang and vice president Yang Weixiong launched the university administrative special fund together.

2013 May 10-20 day

Entrepreneurship foundation Deputy Secretary General Gao Jinghua joined the Chinese foundation leaders' "non-profit organization leadership" visiting activities on behalf of the venture fund.

June 4, 2013

"Shanghai postgraduates innovation ability training" hosted by City education Committee and venture was officially launched in Donghua University.

June 19, 2013

The second session of China innovation competition enterprise group and the team held by venture fund and Shanghai Municipal Science and Technology Venture Center officially launched.

Aug 14, 2013

Deputy Secretary of Yangpu district, Governor Zhuge Yujie did research for venture fund. The District Party committee member, Yangpu District vice Governor Zhu Qin hao, District Deputy Director Li Hongzhen, vice director of bureau Zhang Tianwei accompanied him.

Aug 23-25, 2013

The second stage of Enterprise Growth Camp (class CEO) held by venture capital fund started the operations management course in Minhang Pujiang Caohejing innovation park.

Aug 26, 2013

At the 7th anniversary of the establishment of venture fund, enterprise fund organized "daily talk", "weekly book", "entrepreneurial with a good voice", "entrepreneurial with good health", new Idea issue as well as other activities, and reviewed 7 extraordinary years of venture capital fund with entrepreneurs.

2013年8月26日

创业基金会成立7周年，创业基金会组织了“每日一谈”、“每周一书”、“创业好声音”、“创业好身体”、新思源计划发布等活动，和创业者一起，回顾创业基金会走过的7年不平凡岁月。

2013年9月6日

市社团局召开2013年度基金会年检工作总结交流会，创业基金会作为年度先进社团组织和4A级基金会进行交流发言。

2013年9月17日

创业基金会旗下上海创业接力科技金融集团注册成立，标志创业基金会的“双轮驱动”战略迈出实质性一步。以创业基金会为载体实现公益做大、通过创业接力的运营实现市场做强。

2013年9月27日

由创业基金会和创业接力集团负责承建的创业科普展示馆投入试运营。

2013年10月17日

市经信委副主任马静在创业接力大楼听取了创业基金会天使基金和创业接力两大品牌业务情况。

2013年11月8-15日

2013创业周暨全球创业周中国站在上海举行，杨雄市长出席开幕式并宣读了习近平总书记向创业周中国站活动组委会发来的贺信。全国人大副委员长、创业基金会会长严隽琪出席开幕式并启动创业周、上海市副市长周波主持开幕式。一批初创企业和服务机构获得了优秀创业企业奖及创业服务机构奖，全球创业周校园伙伴GCC创业社成立。

Sep 6, 2013

2013 annual fund annual work summary meeting was held at the Community Bureau. Entrepreneurship fund spoke and communicated with 4A grade fund as the annual advanced organization.

Sep 17, 2013

The branch institute of Venture capital fund Shanghai Entrepreneurship relay technology financial group was registered; it means the “two wheel drives” strategy of Entrepreneurship fund has taken a substantial step. Take the foundation as the carrier to enlarge the public benefit, achieve the strong market through entrepreneurial relay operation.

Sep 27, 2013

Entrepreneurial science exhibition hall built by venture fund and the venture relay group has been put into a soft opening.

Oct 17, 2013

Economic and Information Committee vice director Ma Jing attended the venture fund Angel funds and venture relay two brand business in the Entrepreneurship relay building.

Nov 8-15, 2013

2013 business week Global Entrepreneurship Week Chinese station was held in Shanghai, mayor Yang Xiong attended the opening ceremony and read the congratulatory letter from general secretary Xi Jinping to the Entrepreneurship Week Organizing Committee Chinese station. NPC vice chairman, venture fund association leader Yan Junqi attended the opening ceremony and initiated the business week, Shanghai deputy mayor Zhou Bo presided over the opening ceremony. A number of start-ups and services institutions won the outstanding enterprise award and entrepreneurship Service Award, the Global Entrepreneurship Week campus partner GCC entrepreneurship society was established.

Dec 2, 2013

Venture fund held 2013 annual work and Entrepreneurship Week summary meeting. Department supervisors have summed up the completion of the annual target, Business Week Organizing Committee summarized the activities and achievements, as well as aspects needed to be improved.

2013年12月2日

创业基金会召开了2013年度工作及创业周总结会议。各部门主管总结了年度目标完成情况，创业周组委会总结了各项活动的成果，以及需改进的方面。

2013年12月11日

市科技党委书记吴信宝专程赴创业基金会调研。市科技党委秘书长毛云琪、党办主任曹宏明、人事处处长姚锦瑜陪同调研。吴信宝书记充分肯定创业基金会7年来取得的成绩，要求基金会继续坚持“公益做大、市场做强”的发展方向。

2013年12月18日

根据市政府相关会议精神和文件规定，市科委批复创业基金会下属创业接力科技金融集团，对集团股权激励方案准予备案。股权激励方案的实施，将对创业接力科技金融集团在组建专业团队，长期稳定地对优秀员工进行持续激励，吸引社会专业化人才，构建金融链及服务链，打造天使及早期投资平台，建设创业园区孵化载体，形成早期创业服务的“综合体”功能等方面，发挥积极的推动作用。

2013年12月28日

创业基金会召开第二届理事会第四次会议。会议由上海市教卫党委书记、创业基金会常务副理事长陈克宏同志主持。各理事、监事及秘书处负责同志等出席会议。会议听取并肯定了秘书处关于创业基金会2013年度的工作总结汇报，审议通过了业务工作和运营管理的有关事项。会议要求创业基金会广泛利用社会资源，组建专业团队，组织各类宣传工作；继续坚持公益资助，拓展基金资助覆盖面，同时做强创业接力，开展多元化投资，提升市场竞争力；明确发展目标，建立工作计划，提高落实执行效率，实现“天使基金”和“创业接力”双轮驱动跨越式发展。

Dec 11, 2013

Science and technology Party secretary Wu Xinbao made a special trip to the venture fund for a research. This research is accompanied by the Municipal Science and technology committee secretary general Mao Yunqi, Party office director Cao Hongming and personnel director Yao Jinyu accompanied. Secretary Wu Xinbao fully affirmed the performance of the venture fund in the past 7 years, he required the fund should continue to adhere to the direction of development with “develop the public welfare and make the market stronger”.

Dec 18, 2013

According to government meetings and documents related regulations, the City Commission approved the Venture Relay Technology & Finance Group, on the Group's equity incentive program. Implementation of equity incentive program will help the Venture Relay Technology & Finance Group in the formation of a professional and lasting team, and provide stable incentives for outstanding employees, continue to attract social talents. Besides, plays a positive role in building financial and service chain, angel and early investment platform business park incubation carriers and other aspects of innovation work, and the formation of the early entrepreneurial services, etc.

Dec 28, 2013

EFG held the fourth meeting of the second session of the Council. The meeting was chaired by entrepreneurship Foundation executive vice president, Chen Kehong. All directors, supervisors and the Secretariat responsible comrades attended the meeting. EFG presented its 2013 annual summary report, examined operation and management related matters. EFG was called to make full use of social resources, build professional teams, and increase publicity; EFG was also advised to continue on public service and expand coverage, while making Venture Relay Group stronger, to carry out diversified investment, enhance market competitiveness and improve efficiency so to achieve on both sides.

## 财务报告

Financial Report

### 上海市大学生科技创业基金会

#### 2012年度工作报告摘要

上海市大学生科技创业基金会2012年度工作报告经登记管理机关审查同意，现予摘要公布。年度工作报告全文请查阅“上海市社会团体管理局政务网站”（网址：www.shstj.gov.cn）。

#### 一、基本信息

|       |                                      |        |               |       |              |
|-------|--------------------------------------|--------|---------------|-------|--------------|
| 基金会名称 | 上海市大学生科技创业基金会                        |        |               | 登记证号  | 沪民社基证字第0068号 |
| 业务范围  | 募集、管理基金，资助大学生科技创业项目、组织创业教育、创业联盟、公益宣传 |        |               |       |              |
| 成立时间  | 2006年8月15日                           | 业务主管单位 | 上海市科学技术委员会    |       |              |
| 法定代表人 | 张德旺                                  | 原始基金数额 | 2000万         | 基金会类型 | 公募基金会        |
| 住 所   | 杨浦区国定东路200号2号门5号楼3楼                  |        |               | 邮政编码  | 200433       |
| 联系电话  | 021-5523 1818                        | 网址     | www.stefg.org |       |              |

#### 二、公益活动情况摘要

##### 1. 接受捐赠、提供资助

单位：元

| 项 目              | 现金            | 非现金折合     | 合计            |
|------------------|---------------|-----------|---------------|
| 一、本年度捐赠收入        | 630,956.00    | 70,400.00 | 701,356.00    |
| 二、本年度用于公益资助项目的支出 | 22,585,000.00 | 0.00      | 22,585,000.00 |

##### 2. 公益支出（公募基金会）

单位：元

| 项 目          | 数额            |
|--------------|---------------|
| 上年度总收入       | 45,584,947.85 |
| 本年度总支出       | 13,071,905.66 |
| 本年度用于公益事业的支出 | 10,891,835.49 |
| 工作人员工资福利支出   | 1,270,060.73  |
| 行政办公支出       | 534,483.33    |

## 三、财务会计报告摘要

#### 资产负债表摘要（2012年）

单位：元

| 资产      | 年初数            | 期末数            | 负债和净资产   | 年初数            | 期末数            |
|---------|----------------|----------------|----------|----------------|----------------|
| 流动资产    | 338,401,730.11 | 540,151,846.53 | 流动负债     | 142,709.77     | 58,897.99      |
| 其中：货币资金 | 274,701,183.27 | 273,680,780.76 | 长期负债     | 0.00           | 0.00           |
| 长期投资    | 371,324,754.98 | 282,520,571.54 | 受托代理负债   | 0.00           | 0.00           |
| 固定资产    | 1,247,258.81   | 12,038,654.74  | 负债合计     | 142,709.77     | 58,897.99      |
| 无形资产    | 8,952.97       | 4,549.93       | 限定性净资产   | 690,727,693.70 | 806,710,977.39 |
| 受托代理资产  | 0.00           | 0.00           | 非限定性净资产  | 19,912,293.40  | 28,015,747.36  |
|         |                |                | 净资产合计    | 710,639,987.10 | 834,726,724.75 |
| 资产总计    | 710,782,696.87 | 834,785,622.74 | 负债和净资产总计 | 710,782,696.87 | 834,785,622.74 |

#### 业务活动表摘要（2012年）

单位：元

| 项 目                        | 非限定性          | 限定性            | 合计             |
|----------------------------|---------------|----------------|----------------|
| 一、本年收入                     | 17,580,153.92 | 119,578,489.39 | 137,158,643.31 |
| 其中：捐赠收入                    | 71,356.00     | 6,300.00       | 701,356.00     |
| 政府补助收入                     | 0.00          | 118,235,000.00 | 118,235,000.00 |
| 投资收益                       | 13,278,183.92 | 0.00           | 13,278,183.92  |
| 二、本年费用                     | 9,476,699.96  | 3,595,205.70   | 13,071,905.66  |
| （一）业务活动成本                  | 7,296,629.79  | 3,595,205.70   | 10,891,835.49  |
| （二）管理费用                    | 1,804,544.06  | 0.00           | 1,804,544.06   |
| （三）筹资费用                    | 0.00          | 0.00           | 0.00           |
| （四）其他费用                    | 375,526.11    |                | 375,526.11     |
| 三、限定性净资产转为非限定性净资产          | 0.00          | 0.00           | 0.00           |
| 四、净资产变动额（若为净资产减少额，以“-”号填列） | 8,103,453.96  | 115,983,283.69 | 124,086,737.65 |

#### 四、审计报告结论

经会计师事务所审计的审计报告结论：

我们认为，大学生基金会财务报表在所有重大方面按照《基金会管理条例》和《民间非营利组织会计制度》的规定编制，公允反映了大学生基金会2012年12月31日的财务状况以及2012年度的业务活动成果和现金流量。

审计机构：上海众华沪银会计师事务所有限公司  
2013年3月23日

#### 五、监事意见

同意审计报告意见。

监事：王兴放、秦亮  
2013年3月23日

# 创业，我们在一起！

United for Entrepreneurship!

复旦：创业是一种生活方式，创业是一种思维方式  
同济：雄鹰雏鹰比翼飞，创业路上创佳绩  
交大：梦想没有大小，追梦不分成败  
上大：创业人生，睿智之选  
上理：创新创业，是推动社会发展的动力  
华理：如果准备好了，那大不了从头再来  
华师大：创业有苦有甜，不以成败论英雄  
松江：一个人就代表一个品牌

郁震：越大挑战背后，蕴含着越大的成长  
薛庆：创业让你体会更加丰富的人生  
江华：创业探求价值，传播智造思想  
金晨：伟业的建立，不在能知，乃在能行  
黄冠仪：业精于勤，行成于思  
何松：最痛苦的阶段是你成长最快的阶段  
李寓践：耐心与态度决定所能达到的高度  
游珊珊：人生就是一场关于营销自己的创业

王道臻：支持适合创业的人创业  
牛斐斐：创业服务，以人为本  
刘康成：创业，让梦想天堑变通途

市创：机会总是留给有准备的人  
工技大：激情创业，演绎人生华彩  
外贸：创业启动凡人梦想，倒逼社会进步  
电力：创业辛苦路艰难，柳暗花明方觉甘  
华政：创业有乐有苦，没人能随随便便成功  
东华：风雨同行基金会，携手共圆创业梦  
交大安泰：支持创新创业，扶上马送一程  
奉贤光明：坚持走下去，坎坷创业路也将磨平  
视觉艺术：依托艺术特色，打造创业摇篮  
天使伙伴：专注于心，专业于行

陈强：用互联网思维思考，服务创业  
李铮：想做好的愿望，加百分百的努力  
陆娇娇：谁沉冥到那无边的深，将热爱着这最生动的生

夏旻：创业是一种人生，我们为您汲智铸力  
程毓媛：雄关漫道真如铁，而今迈步从头越  
张晓婷：现在你是过去所造；未来是现在所造  
王晓嫣：投资要沙里淘金，创业需百炼成钢  
钟立：锲而不舍，精益求精，创造价值  
刘洁洁：处处是创造之地，人人是创造之人  
王通：希望越来越好

陈克宏：创业—改变生活、丰富人生、收获未来  
陈鸣波：坚持公益，走向市场，借政策东风，双轮驱动  
夏科家：青年影响社会，创业成就梦想  
罗宏杰：创业者的摇篮  
胡寿根：当代大学呼唤创新思维与创业精神  
应鸿庆：创业是带动就业最有价值的行动  
金为民：善于发现需求是成功创业的第一步  
吴俊：创业需要激情，更需要专业与专注  
朱健：创业，无限风光在险峰  
秦亮：创新助力创业，创业实现梦想  
王兴放：让创业者成就梦想，让教育成就跨越  
张德旺：定位于社会企业、发展于体制创新

袁凡：插上梦想翅膀，严谨认真  
张艺琼：人之所以能，是相信能  
邵洁：毋意，毋必，毋固，毋我  
朱珮怡：创业你我他，困难大家帮

沈宇捷：小成功靠自己 大成功靠团队  
吴占起：做人做事，处之泰然，进中求稳  
汪晓莉：尽心尽职，一切以解决问题为目标  
刘汪慧子：融商融智融天下，创业创势创未来  
吴文娟：让我们面对现实，让我们忠于理想  
吴秀娟：创业，始于梦，孕于持，成于势  
黄金晶：创业是一场跟自己的较量  
叶萌：你创业，我助力，成就新梦想  
金添：关注初创企业，助成创业梦想  
沈翱：我们的价值来自于成就创业的成功

张迪：再接再厉，创造奇迹  
封雪：精益求精，更上层楼

倪奕松：青年将会因追逐创业梦想变强大  
朱阳：为创业者的梦想，我们甘当绿叶  
司雪梅：激活创业基因，激励创造行动

胡蘋蘋：创业使人进步，让人永远年轻  
李青楠：享受挑战，创造希望

高静华：陪伴着创业者共同成长  
周瑾：天下没有学不会的事，只要你肯努力  
胡秉清：可以成功，可以失败，但不可放弃  
任舜龙：认真严谨做尽调，诚恳热心供服务  
秦湘奇：投贷联动新模式，接力助推中小微  
陈小草：莫为浮云遮望眼，风物长宜放眼量

邓飞：守护创业，梦想起航  
李俊：创业，知易行难，唯有坚持  
张俊磊：使命感的团队让我感受到动力  
曹子腾：我体会到大平台上协同的力量

王欢莹：创业，创造自己的价值  
陆海艇：努力工作，共同展望美好未来  
胡圣晶：创业因基金会而更有激情  
胡新铭：共同奋进，蒸蒸日上  
陈长辉：认真做事，低调做人

陈韵：业精于勤荒于嬉  
王辉：态度决定一切

欧阳金：受智于企、创智于己、赢智于众  
陈静：常怀感恩的心，世界越来越宽广  
吉鸣：工作无进展，改变处理方式有收获  
沈波：没做好准备，那就等着失败  
王寅磊：责任感、求知欲是完美工作的基石  
杨娴：你的需求是我们永远的追求  
杨金华：不找借口失败，只找理由成功  
倪旭舟：所有的创业企业服务，请找我

祁玉伟：专注早期，弃华取实，助力转型  
余道孔：付出不亚于任何人的努力  
徐毅律：要求要明确，执行要坚决  
刘春松：专注早期，接力未来，共同成长  
倪修斯：从坏处着想，向好处努力  
陆燕雯：有志者事竟成  
范静：对工作的感悟 自助者天助