

Research on the Promotion of Space Innovation Policy based on Entrepreneurial Ecosystem

-- Taking the Aba Ethnic Area as an Example

Chengbing Huang^{1,2, a}, Wu Xiang^{1, b}

¹Aba Teachers College, Wenchuan, Sichuan 623002, China;

²Aba Prefecture Ashi Technology Co., Ltd., Wenchuan, Sichuan 623000, China.

^a24951699@QQ.com, ^b2193762358 @QQ.com

Abstract. Analyze the overall requirements, basic principles and key tasks of the development of the space. Based on the characteristics, structure and mechanism of the space-creating entrepreneurial ecosystem, the path of improving the spatial performance of the public is analyzed. By comparing the outstanding experiences of Chengdu, Guangzhou, Nanjing, Hangzhou and other Shuangchuang Ten Cities in innovation and entrepreneurship, combined with the actual situation of Aba, explore the policy implications for the local construction of the space. Then from the spatial level of the creation of the public and the level of government entrepreneurship policy, the strategic choices and policy arrangements for the creation of space creation are proposed. From the three aspects of social power, public service and human environment, through the cultivation of spiritual culture, the prosperity of the maker community, the accumulation of entrepreneurial resources, focusing on the five aspects of the self-organization and support platform construction of Zhongchuang, we will build a space-promoting policy system based on the entrepreneurial ecosystem.

Keywords: crowd-creating space; entrepreneurial ecosystem; promotion policy; innovation and entrepreneurship.

1. Preface

The concept of the creation space was first proposed by Dell Dougherty. He believed that the maker space was brought together by people with different experiences and ideas, through communication and information sharing, using open studios and processing workshops. Some innovative ideas have turned into a real place [1]. The main purpose of Zhongchuang Space Entrepreneurship Ecosystem is to promote innovation and incubate entrepreneurial projects to grow, and adopt appropriate strategies and policies to improve their system performance. It is the starting point of platform design and institutional arrangement. In the current development of the mass creation space, there are many unresolved issues that have plagued the development of the space. Such as: Which industries and regions to choose to create space? What are the key tasks in developing the space? How should government policy support be arranged? How should it be implemented? At the same time, in the development of the creation space, there are still problems of separation from each other, inefficient allocation of resources, vague functional positioning, insufficient industrial docking, and further deepening of virtual space construction, which seriously affect the continuous development of this new thing [2]. Therefore, how to combine the actual conditions of the region, adapt to the local conditions, adapt to local conditions, and realistically formulate the construction strategy of the mass creation space, and introduce corresponding promotion policies, is the focus of the current space development of the public, but also difficult. This paper takes the creation space of the entrepreneurial ecosystem in the Aba ethnic minority area as an example, adhering to the overall requirements of the whole process of supportive policies, innovation service personalization, and entrepreneurial counseling specialization, and insisting on the role of market allocation resources and adhering to science and technology. Innovate to lead the role, adhere to the basic principles of service and support for the development of the real economy, explore the key tasks of the space development of the public, analyze and compare the relevant mature experiences and practices of China's

Shuangchuang City, and combine the actual situation of the Aba area to explore the design and construction of the space. Build a strategy and policy system.

2. Public Creation Spatial Function Positioning Analysis

In 2016, the “Guiding Opinions of the General Office of the State Council on Accelerating the Transformation and Upgrading of Entity Economic Development Service Entity Economy” (Guo Ban Fa [2016] No. 7) pointed out: To make full use of existing innovative and entrepreneurial policy tools and tap the existing policy potential, We will increase the implementation of policies and form a policy system that supports the development of space for all generations [3]. At present, Zhongchuang Space has become an effective carrier to promote mass entrepreneurship and innovation. Therefore, many regions have successively introduced measures and policies to support the development of local creative space. For example, Chengdu, which is adjacent to the Aba area, has launched the “Entrepreneurial Tianfu” Action Plan (2015-2020), and Nanjing has issued “Several Policy Measures for Building a City with Global Influence and Innovation”. Tianjin has issued the “Promoting Space for Development”. “Several Policy Measures for Public Innovation and Entrepreneurship”, Shanghai released the “Pioneering Pujiang” Action Plan (2015-2020), and formulated the “Shanghai Zhongchuang Space Cultivation Support Trial Measures” and other action plans [4]. These policy measures provide corresponding policy support from project establishment, investment and financing guarantee, talent settlement, venture capital, construction land, construction and operation funds. Through different promotion policies, different entrepreneurial factors are applied to develop in entrepreneurial culture, venture capital, talents, markets, infrastructure, and policies. The basic function of the creation space is to make these innovative and entrepreneurial resources flow rationally and efficiently throughout the innovation and entrepreneurial ecosystem, thus promoting the successful completion of innovation and entrepreneurship activities. By integrating various innovative and entrepreneurial resources and effectively configuring them to work together and develop together.

As a minority ethnic minority area in the Tibetan and Yi Autonomous Prefectures, the pace of entrepreneurial ecosystem cultivation and space creation is relatively slow. It is urgent to develop local creative space construction strategies and introduce corresponding promotion policies to promote local entrepreneurial ecosystem construction. Improve the elements of entrepreneurship.

3. Analysis of Aba Zhongchuang Space Operation

Some scholars have previously conducted relevant research and analysis on the current entrepreneurial promotion policies in China, but mainly focused on the space tax policies of Zhongchuang. For example, Guo Wenwu’s “Fiscal and Tax Policies in the Development of “Chuangchuang Space”” [5] Liang Mingyu's "Research on the Mechanism of Government Supporting the Development of Space for Massive Creation—Taking Guiyang City as an Example"[6], and there is still little research on the entire policy system of space development. Analysis of the current overall operation of Zhongchuang Space in Aba area, there are mainly the following problems: First, the number of innovative and entrepreneurial service carriers is small, the industrial synergy needs to be further released; Second, the homogenization of space creation is serious, and the incubation operation team Insufficient service capacity. It is mainly manifested in the entrepreneurial incubation talents, especially the high-end talents are scarce. The dual-creation personnel have large liquidity and poor stability, showing the current situation of the team's overall service ability and level. Lack of high-quality resources and experience of large enterprises and universities, it is difficult to effectively connect capital resources and high-field resources, and it does not form core competitiveness, and can not meet the needs of entrepreneurs and entrepreneurial teams. Third, the space-building capacity of the creation space itself is insufficient. Difficulties in profitability are common problems in China's private space operation industry. The main sources of space revenue in the past were government subsidies, rents, basic services and a small amount of

equity investment. However, due to the weak local incubation service capacity, entrepreneurs are not willing to pay, and the quality of the enterprises they enter is also uneven, which leads to insufficient space attraction and high resource idle rate. Fourth, external cooperation and exchange needs to be strengthened. Aba, which is located in an evasive area, needs to develop space for creation. It is completely inadequate to rely solely on existing resources and conditions. It is necessary to adopt a strategy of “going out and introducing” and strengthening communication and cooperation with other developed regions. In order to more effectively improve the effectiveness of incubation. The fifth is the dilemma of government work. The relevant government departments of Aba Prefecture are eager to further stimulate local ecological factors and promote regional economic development, but they cannot accurately judge the actual operation of the market and enterprises. They cannot guarantee the rational and efficient use of resources, and there is no relevant supporting data for the formulation of relevant support policies. reference. Sixth, there is a lack of entrepreneurial means of production. For some technology-based makers and start-ups interested in big data innovation and entrepreneurship, the current Aba Prefecture's customer clusters can't provide them with special space and help with big data as the main entrepreneurial content. But in today's society, the development of big data is changing with each passing day. More and more IT practitioners and related fields are willing to join the big data industry. However, these people lack a platform to develop innovation and data that can be used to mine value. Resources.

4. The Experience of "Double Creation and Ten Cities"

Through the analysis of policies related to innovation and entrepreneurship in Guangzhou, Hangzhou, Nanjing, Wuhan, Xi'an, Chongqing, Hefei, Changsha, Qingdao, Shanghai and other cities with better domestic innovation, compare their policy environment, development and output. Relevant indicators such as effects, from the spatial level of the creation and the level of government entrepreneurship policy, explore the path of improvement of the space of the creation, and can draw the following experience:

4.1 The Formulation of Policies Needs to be Implemented from Two Aspects: “Soft” and “Hard”.

For example, Chengdu Municipality has also issued the “Chengdu Innovation and Entrepreneurship Funding Management Measures”, “Chengdu Innovation and Entrepreneurship Funding Management Measures” and “Chengdu Implementation Talents Development Strategy Action Plan”, which are innovative from two aspects: software and hardware. The entrepreneurial ecological environment is promoted, resources are integrated, and innovation is coordinated.

4.2 Open up and Optimize the Entrepreneurial Service Channel.

For example, Shanghai launched the “Convenient Startup” initiative. The initiative includes four “excellent”: one is excellent service. On the basis of the reform and entrusted management of the pilot state-owned incubator, the service model of “incubation+investment” is promoted [7]. The second is excellent security. For the start-up enterprises to build a centralized office area, explore the post-subsidy mechanism for the mass creation space. The third is excellent matching. Improve life support and create a “business community”. The fourth is the excellent environment. Relax the restrictions on business registration and optimize the business environment for innovation and entrepreneurship.

4.3 Diversified Forms of Funding.

Pre-subsidy, post-subsidy, activity support, achievement award, loan interest subsidy, etc. can be adopted to formulate corresponding conditions and implement them in a targeted manner. For example, the “Guangzhou Science and Technology Business Incubator Performance Evaluation Index System” and the “Guangzhou Science and Technology Business Incubator Special Fund Management Measures” issued by Guangzhou Municipality, according to the local government

development plan and actual conditions, targeted and multi-style funding Guide the work. Another example is Tianjin Zhongchuang Space Supporting “10 Articles”, which mainly include: identification, unified formulation of the management plan for the creation of space creation, and subsidies, giving a one-time financial subsidy of 1 to 5 million yuan for the identified mass creation space. Funds are set up; subsidies are applied to college graduates in the creation of space, giving one-year job subsidy and three-year social insurance subsidy.

4.4 Multi-agent, Full-Process Policy System.

For example, Wuhan “Starting Ten Articles” activates the Entrepreneurship Valley. Mainly include: First, the establishment of an electronic business license system. The second is to support the construction of various types of innovative incubators and various types of entrepreneurial activities. The third is to encourage university students, university researchers and young teachers to start a business. Fourth, support universities to set up technology transfer and transformation institutions to promote the transformation of results; and, for example, the “Management Space (New Incubator) Management Measures”, “Technology Enterprise Incubator Management Measures” and “Technology Enterprise Accelerator Management Measures” in Nanjing, respectively The main body formulates different management methods, and at the same time, it is also the construction of the business service carrier around the whole process of enterprise growth service.

5. Zhongchuang Space Promotion Policy System Design

By analyzing and drawing on the policy experience of “Double Creation and Ten Cities”, combined with the actual situation of the region, we must design a space-promoting policy system, which can be separately guided from the level of government entrepreneurship policy (creation of entrepreneurial ecological environment) and the space of all creations. Incentives) Two aspects to improve the overall service quality of the community:

5.1 Improve Public Services and Create a Good Entrepreneurial Ecology

Thinking from the level of government entrepreneurship policy, the main task is to actively create a local entrepreneurial ecological environment, so that it can form a manpower, capital and expert technical resources that can be easily obtained by entrepreneurs, and is encouraged by government policies to tolerate failure. The innovative and entrepreneurial environment attracts and improves relevant entrepreneurial elements. First of all, there should be an overall planning and design plan for the region, such as Chengdu “Entrepreneur Tianfu” Action Plan (2015-2025), Hangzhou Innovation and Entrepreneurship Implementation Plan, “Starting Xi'an” Action Plan (2017-2021), etc. The specific objectives, requirements, implementation steps, specific measures, etc. are given. Secondly, the creation of talents in the entrepreneurial ecological environment is the key factor. Therefore, it is necessary to improve the entrepreneurial talent service system, optimize the internal incentive mechanism, and realize the combination of incubation talent growth and regional development. Sustainable development; the third is to cultivate an entrepreneurial service market, such as actively attracting and strengthening the participation of universities and research institutions, and carrying out the construction of key laboratories for demonstration bases, technology centers, and financial support funds; Service platforms, for example, relying on local advantages, and introducing third-party service consulting organizations such as legal affairs, intellectual property rights, investment and financing institutions to serve as start-ups; the fifth is to carry out measures to go global and actively expand resource channels. Through the layout, construction of off-site incubation vehicles, and the use of cloud incubation platforms, high-quality talents outside the region can be recruited and registered in Aba Prefecture for virtual incubation.

5.2 Formulate Guiding and Incentive Policies, and Strengthen the Construction of Space for All Creations

The first is to formulate relevant measures for strengthening the construction of carriers. By establishing a promotion policy system for building space, it helps government departments to implement relevant incentives, subsidy policies, tax policies, and guide the support of financial capital, so that scientific and technological personnel can create space for people. Innovative entrepreneurship has a system to rely on, thus mobilizing the enthusiasm of enterprises to participate in the creation of space. The identification of the creation of the space created by the region; secondly, the relevant procedures and requirements for the identification of relevant carriers, in order to standardize management; third, the identified incubation carrier, can be targeted to develop performance evaluation indicators system, The subsidy is implemented hierarchically according to the evaluation results. Fourth, in the operation process of the incubation carrier, relevant operational subsidies can also be given, including the implementation of activity subsidies, output output financing, project funding, and other special subsidies. Through the promotion of policies in the process of creating space, it helps to establish an effective regional entrepreneurial ecosystem. By identifying the components of the space-creating entrepreneurial ecosystem, understanding the mechanism of each component and assessing its impact will help to identify the key to the current entrepreneurial ecosystem construction, so that regional entrepreneurship can be built more efficiently. system.

5.3 Strengthen the Guidance of the Incubating Enterprises

For the hatchery enterprises, the policy implementation can be carried out mainly from the three stages of pre-employment, early start-up and entrepreneurial growth. In the early stage of entrepreneurship: At this time, the focus of policy support should be to strengthen the propaganda of entrepreneurial culture, provide a platform for entrepreneurs to realize creative ideas, and a platform for exchange and collaboration of entrepreneurial experiences. Pre-employment policy tools can be subdivided into: education, training, internships, lectures, salons, and infrastructure construction. At the beginning of the venture: company registration, site rental, network connection, staffing, production facility purchase or lease, etc., the focus of policy support should be to reduce the cost of starting a business, provide convenient services, and lower the threshold for entrepreneurship. In the long-term business growth period: the focus of policy support should be to actively assist entrepreneurial enterprises to connect with social funds and provide financial support for enterprise development. The policy tools for entrepreneurial growth can be subdivided into: venture capital funds, finance and finance, equipment improvement, equity, etc.

6. Conclusion

The core of developing a space for innovation is to deepen the reform of the administrative management system, improve the public service of entrepreneurship and innovation, and create a social environment that encourages innovation and tolerance. As the guide of the dual-creation work - the government should improve the entrepreneurial and innovative public services, and do a good job in "protecting and escorting". At the same time, the synergy issues under the policy integration are also important for each entrepreneurial element in the entrepreneurial ecosystem. When formulating and implementing policies, policy makers must construct an organic and complementary policy system based on the objective relationship between policies to form a policy synergy to exert policy effects. As an Abo ethnic area, it is possible to build innovative industrial clusters around the region's high-quality industries such as agriculture, tourism, Kangyang, Tibetan Mastiff and other industries. Through the construction of distinctive space, we will give full play to the regional industrial advantages and gradually form a specialized incubation community.

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