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Research on the Risks of Building the Start-up Team of College Students

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ABSTRACT
Under the background of mass entrepreneurship and innovation(I&E), our country vigorously promotes the development of students' innovation and entrepreneurship. In response to the call of the times, the entrepreneurship number among college students is booming. However, the practical problems of inadequate universal and feasible entrepreneurship curricula and insufficient resources result in the low survival rate of college students venture teams and their growing demand for entrepreneurial guidance. Through the method of literature review, this paper will induce the main characteristics of building the start-up teams of college students and analyse the main risks. And finally, the IEA curriculum system summed up by Liu Xianming, a teacher with years of entrepreneurial education in Hubei Polytechnic University, proposes the corresponding precautions such as cost resolving starts from the preparation period, standardization of selection procedure and retaining members thoughtfully.
Keywords: *team, newly-established, risk, anticipation, measures*

1. MAIN CHARACTERISTICS

1.1. Low survival rate of start-up teams

At present, China has vigorously promoted the development of innovation and entrepreneurship. A series of preferential policies launched by government departments aim to provide support such as resources and technology for college students to start their own businesses. As a result, a large number of college students choose to be self-employed. However, the lack of relevant education brings about a low survival rate despite the growing number of entrepreneurial teams of college students.

1.2. Difficult selection for team members

College students lack practical experience without having a systematic and comprehensive understanding of the ability elements needed to form a team, thus becoming arbitrary in selecting members. Most of them are driven by relationships. That is, the teams are organized by students from one college, major or dormitory or other acquaintances with blindness to some degree for team building. Without effective assessment of members, it is difficult to quantify the contribution members can make to the team development.

1.3. Poor team stability

Entrepreneurship in the form of teamwork plays an important role in the development of teams and projects in the early stage, but the motivation of college students who make up the start-up team is various. According to Maslow's hierarchy of needs theory, members' needs will change with the continuous development of teams and individuals in the later period. Moreover, different personalities and self-development orientation of members will lead to some problems such as different values and conflicts in communication, which will result in their departure halfway.

1.4. Inaccurate courses for start-up teams

Due to the limitation of students' knowledge and experience, they extremely need entrepreneurship courses and the courses are of great significance. The I&E education in China's higher education is greatly influenced by national policies and starts late, causing that the history of course construction and development is relatively short. Although this kind of education develops rapidly, it is not mature enough to form a systematic and comprehensive curriculum system. There are limited courses for entrepreneurship education for start-up teams, which is not suitable for the current development of the teams of college students.

2. MAIN RISKS

2.1. Insufficient resources to survive

In general, entrepreneurial students tend to use the available resources on a basis of their personal interests, and they are willing to give all they have without considering the cost of existing resources. However, a certain cost that is hard to get effects for the start-up teams is expected to develop resources, which needs more energy to do something uncertain. Therefore, entrepreneurial students often ignore this way of expanding resources, resulting in the shortage of resources.

2.2. Unsatisfactory selection results

Building a team requires a reasonable member structure with comparatively complete capability elements, yet it is difficult to choose the appropriate partners due to the limited communication circle. Entrepreneurship is a scientific process that needs rational support to think about how to solve the ensuing difficulties when facing the complex real environment. Being enthusiastic and impulsive, though, college students receive rare I&E education and lack systematic and feasible methods for team building, which makes a unstable team structure, ultimately leading to the team unable to survive in a competitive society.

2.3. Dissolution caused by value differences

College students' incomplete industry cognition and insufficient market insight lead to vague development direction of the team and unclear goals, hampering the overall operation and development of the team. Moreover, due to the differences of family background, knowledge and financial resources, thinking ability, etc., team members hold different opinions on the overall development direction of the team, which is also one of the important reasons for team disintegration.

2.4. High cost of member retention

2.4.1. Incompetent members in the development process

With the continuous development and progress of the team, the business types tend to be various, and the number of personnel will gradually expand. It is impossible for the team management to fully control the work efficiency and ability of all staff, and the selected employees cannot fully meet the requirements of the team. Due to the inertia of human, it is almost impossible to eliminate incompetence. Even if incompetent people will not stay in the team forever, it still takes some time to fire them, so the unworthy cost of retention is high relative to their ability and work attitude.

3. PREVENTION AND CONTROL METHODS AND TECHNIQUES

3.1. Cost resolving starts from the preparation period

3.1.1. Self-preparation of college students

In *The Doctrine of the Mean*, there is a saying: "Forewarned is forearmed." During the preparation period, students need to learn and master relevant skills, continuously refine and enrich their knowledge reserves, understand the qualities and capabilities required by entrepreneurs, and train their thinking skills. Furthermore, they ought to rationally think about entrepreneurial issues, and gradually improve their personal qualities and entrepreneurial practice capabilities.

3.1.2. Support from entrepreneurship guidance education in colleges

Colleges should carry out entrepreneurial general education for students, set up professional courses for start-up teams, and integrate the characteristics of each major into the training of I&E thinking, forming a guidance course system of I&E education with the integration of two. On this basis, according to the national development strategy and foreign policy, colleges are supposed to focus on the international market and set up personalized I&E courses under different economic and cultural backgrounds to form a curriculum system that covers the whole process of entrepreneurship, integrates sorts of profession, and orients pluralistic backgrounds, assisting to cultivate international high-end interdisciplinary talents with innovative abilities. Also, universities may cooperate with enterprises, inviting entrepreneurs with rich experience to give lectures to students and constructing an entrepreneurial guidance education mode of synchronous teaching of theory and practice.

3.1.3. Resource sharing: the foundation of the project

Before assembling a team, college students need to know the essential ability of the team and select team members on demand. In the entrepreneurial period, the team should give priority to those who can provide team with resources or business experience as shareholders, and carefully

accept pure financial investors. During the start-up period of the project, sufficient discussion and calculation should be carried out, especially the analysis of resource matching. Sharing sources among shareholders guarantee the start-up of the project.

3.2. Standardization of selection procedure

3.2.1. Defining a standard of common aspiration

"Giving full consideration before making decisions and knowing the destination before gaining something." Planning is the premise of decision-making and the basis of action. Before founding a team, realistic factors and the internal and external environmental conditions should be taken into consideration so as to formulate a practical assessment mechanism, avoiding formalism and achieving the purpose of building a team.

3.3. Procedural shareholders' running-in

3.3.1. Communication running-in: making organization charts

The management team should have a global view and have an overall understanding of the relevant departments of the team, especially the main responsibilities of each department and the data-link relationship---whom we ask for or pass on statistics. The improper management will leave the impression of layman or show a poor sense of team cooperation. The organization chart is the best communication process as well as the most efficient skill to determine the responsibilities of each department. Through joint consultation and discussion, the management team will work out the organization chart in accordance with the customer demand process or the project business process, and agree on the core value of the team and the main responsibilities of each department step by step.

3.3.2. Efficiency running-in: making institutional systems

Professionalization is the standardization on the basis of procedure. The documents that correctly and normatively describe how to connect the work between departments and posts, as well as the handover standards, make up the management systems of the team, which constitute the system for the sound operation of the team, and hence its importance is self-evident.

3.4. Retaining members thoughtfully

3.4.1. Enhancing employee satisfaction: standardization based on procedure

The main reason for low employee satisfaction is not the payment, but the comparison of internal position salary. The best way to reduce the disappointment raised by comparison is to work out an objective, fair and understandable salary calculation method. And this assessment method and score must be set by extracting the content of the job description and combining with the phase objectives of the team. Similarly, if every job of the enterprise has procedural regulations for employees, and every process has corresponding assessment standards, the satisfaction of employees will certainly not be too low. In the final analysis, low employee satisfaction is a reflection of inadequate enterprise management.

3.4.2. System restraint: the guarantee of development

Shareholders must cooperate according to the rules, and the shareholders who lack integrity are the "time bombs" of team development. The biggest risk of entrepreneurial teams is not the insufficient profit, but the distribution mechanism, which shows the fact that countless members of entrepreneurial teams have frequent conflicts and parted ways after the enterprises thrive.

3.4.3. Stable development platform providing for employees

According to the Corporate Culture Theory, which is the basement of many enterprises advocating intrapreneurship, the treatment based on ability belongs to the category of material culture, which is the cornerstone for employees' stable employment, and the enterprise culture without material basis has no cohesion. The guarantee for development belongs to the category of system culture, whose implementation is the foothold for the fair guarantee of the team's employees. And without the fair and just system guarantee, the employees with outstanding ability will not focus on advancing and retreating with the enterprise. Not all employees are satisfied with the decent income and fair development opportunities, entrepreneurs are the best embodiment------ 1% chance of getting rich is better than a high income! Therefore, spiritual culture, the highest level of corporate culture, is to provide a development platform based on interests for business employees!

4. CONCLUSION

The development of national economy, the improvement of people's living standards and the further introduction of entrepreneurship support policies launched by the government contribute to an increasing number of college students' entrepreneurship, and it is of great practical significance for the research on how to effectively avoid the risk of establishing the start-up team and improve their survival rate.

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