







businesses, will not only to lower the unemployment rate, but also accelerate the conversion of the results from the new technology industry. Currently, less than 2% of China's college graduates start their own businesses, while this rate reaches 20% [4] in the United States, Japan and many other countries. From this, we can see the great potential of Chinese university graduates' starting their own businesses. More meaningfully, university graduates' starting their own businesses not only can solve their own employment problems, but also may create more employment opportunities for the society [5].

In order to better motivate college students to start their own business, we must first cultivate their awareness of entrepreneurship and entrepreneurial spirit. Firstly, by taking a variety of ways, guide and encourage students to participate in the "Challenge Cup" and other entrepreneurship competitions during years in college, to stimulate their interest in their own businesses. Secondly, increase investment in entrepreneurship education and optimize the entrepreneurial environment. Establish the Technology Venture Fund for college students, and provide small low-interest loans or subsidized loans for graduates with entrepreneurial intention and entrepreneurial new technology projects or achievements, improve necessary support measures, regulations and policies protection for students' business starting, and strengthen the construction of college students' venture base.

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