Text Analysis of Beijing Innovative and Entrepreneurship Policy

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Abstract. The paper analysis four innovation and entrepreneurship policies in Beijing, including the Beijing Municipal Science and Technology Commission (two policies), Zhongguancun (two policies). These policies are all funded by government financial. It analyses the current situation of different kind of policy, point out the shortage, and put forward some suggestions.

Introduction

The paper analysis four innovation and entrepreneurship policies in Beijing, including the Beijing Municipal Science and Technology Commission (two policies), Zhongguancun (two policies). These policies are all funded by government financial. From carrier construction, mechanism innovation, environmental construction and other aspects, Beijing provide a comprehensive support for public innovation and entrepreneurship policies and measures, so that the introduction of policies and measures are more simple and clear, more operational.

Beijing takes the innovation incubator construction as the carrier to promote public entrepreneurship, innovation work. At present, Beijing has established including the science and technology business incubator, University Science and Technology Park, Overseas Students Pioneer Park, entrepreneurship training base, new business service platform, high-tech industry incubator base, strategic industry incubation platform, for the continued perfection of technology incubator system. Science and technology incubator system has become an important part of regional innovation system. The different type of incubators have different new mode and new mechanism, new services, and new culture, agglomeration integration of various elements of innovation and entrepreneurship, and create a good atmosphere of innovation and entrepreneurship, which has become an important force for public participation in innovation and entrepreneurship.

In addition, through the support of science and technology business incubator, University Science and Technology Park, maker space and other types of incubation carrier, Beijing held a variety of business competition, investment roadshow, entrepreneurship salon, Entrepreneurship Forum, entrepreneurship training camps and other activities to create a culture of innovation and entrepreneurship.

Text Analysis of Policy Elements

Policy Covers the Whole Process of Entrepreneurship

The policy covers the whole process of entrepreneurship, from the implementation of innovation to commercial venture, provide start-up company professional, marketization and characteristic services in phases, including support of office space and guide, strengthen the policy. The characteristics of Zhongguancun policy pay more attention to micro effect, improve the entrepreneurial projects and start-ups of mining, identification, cultivation and incubation mechanism, provide services to the whole process from the venture, transformation to industrialization. The characteristics of science and technology commission policy is focusing on macro guidance, strengthen the construction of the city's innovation environment and service system, through the support of science and technology incubator mechanism, transformation of science-tech achievements in strategic emerging industries, technology innovation platform, industry technology innovation strategic alliance to enhance the incubator for four special professional skills.
Simplify Management, Strengthen Policy Services

Through the management innovation of science and technology projects, Science and Technology Commission play the role of social organizations, carry out market evaluation, relying on the maker space, investment institutions, intermediaries and other social organizations as the science and technology policy recommendations and channels, set policies and procedures for innovation and entrepreneurship objects. Science and Technology Commission and the Finance Bureau have cooperation on implementation of the capital innovation voucher policy, promote the Chinese Academy of Sciences, Tsinghua University and other 18 research units, 559 laboratories to carry out scientific and technological services, take three party social service organizations such as maker space as the main recommendation in order to determine the object, include the entrepreneurial team into support.

Zhongguancun has a high concentration of angel investment institutions as well as new incubator, so that both sides of venture capital can have cooperation. Through the support of favorable policy such as maker space and public innovation and entrepreneurship policy, by daily entrepreneurship salon, venture roadshow, entrepreneurship training camp and other activities, which can make the entrepreneurship (has the geographical advantage) get angel investment.

Relying on Subsidies and Incentives, Promote Policy Implementation

Unlike the past pattern, the traditional pattern of incubators, innovation and entrepreneurship support mode has already been subverted, such as rent relief, public service platform, in the new era; the capital is the key to success.

In order to promote innovation and entrepreneurship, Beijing carries out subsidies and motivation policy. Zhongguancun provide financial support to the following activities: new entrepreneurial services, offering unique support high growth enterprises, build a professional incubator service platform, in the Beijing Tianjin Hebei region carry out entrepreneurial services, cross-border business services, sponsored or hosted with national and international market competition, entrepreneurship Festival and other activities to attract overseas talent, especially foreign born talent to open a enterprise, cutting-edge technology projects, attract overseas talents to return for innovation, Zhongguancun held policy propaganda activities, and so on. For angel investment risk subsidies and angel investment guidance funds, according to their actual investment in Zhongguancun enterprise, zhongguancun will provide a certain proportion of special funds.

Beijing S&T Commission has 4 special subsidy funding method for technology enterprise incubator, innovation alliance construction, achievement transformation base and innovation base construction.

And Beijing has built a financial system that covers the different stages of enterprise development, start-up, growth, maturity and so on. In the specific investment and financing services, put technology innovation, model innovation and integrated innovation projects into equity and securitization; facilitate investment, angel investment loan linkage, financing guarantees, equity to public institutions to provide comprehensive financial services to all sectors in the innovation chain.

For Supporting Objects, Establish Strict Performance Management System

When the project is approved, establish the performance objectives, evaluation indicators and standards. Science and technology commission organizes and implements performance evaluation for various types of support object establishes tracking guidance, supervision and inspection of the project, promote performance appraisal work. In accordance with the comprehensive evaluation results of the incubation, including service capacity, incubation efficiency, incubation effect and other indicators, S&T commission will provide incubator a certain proportion of subsidies; According to work foundation, platform construction, operation and service effect, comprehensive assessment results of collaborative innovation project, such as advancement and innovation, S&T commission will provide subsidies; According to technology research and innovation platform, evaluate from the following aspects: scientific and technological innovation ability, research level and achievements, talents and scientific research condition, operation mechanism and open
cooperation, technology research and innovation platform are divided into three categories, S&T commission will provide subsidies; According to the foundation time of science and technology alliance, it will be divided into two types, maturity and growth, S&T commission will evaluate and support respectively. Maturity alliance which has been established more than three years will be assessed on promoting the construction of public service platform, cross-border collaborative innovation, alliance standardization, scientific and technological achievements, international resources docking and other aspects of the work. Growth alliance which has been which has been established less than three years will be assessed on positioning and objectives of the union, standardized management, industrial promotion activities.

For Zhongguancun innovative incubator, (including Zhongguancun venture accelerator) and Zhongguancun characteristic industry incubation platform and Zhongguancun venture overseas talent service agencies, which are all taken into support system that very year, after 6 months, will be evaluated. According to the number of service enterprise, services effect, attract talent and industry concentration, Zhongguancun will provide one-time financial support to qualified venture services. At the same time, for all types of support objects, Zhongguancun are setting up strict access conditions, including the basic conditions of the registration area, operating mode, financing services, management system, etc.

Existing Problems

The Policy Doesn't Work Together Well

Overall, the current policy between departments need further coordination and connection, Theses policies don’t work together well policy implementation is the "double" policy force of City Committee of science and technology, Beijing S&T commission innovation and entrepreneurship policy Mainly through the 4 special institutions, the establishment of science and technology business incubator, innovation alliance construction, achievement transformation base and innovation base construction, the government can support science and technology enterprise incubator to establish public service platform, promote the development of Beijing regional industry alliance, provide basic services for business start-ups, build a public platform for scientific and technological achievements, promote Beijing City University of science and Technology Park, key laboratories and engineering centers and national key laboratories and engineering centers, support the development of small and micro enterprises and entrepreneurial team.

Innovation and entrepreneurship policy from Zhongguancun, mainly by angel investors, venture capital, venture capital and entrepreneurial services, support angel investment institutions, venture investment enterprises, entrepreneurial incubator, incubation platform, characteristic industry park of University Science and technology innovation, and promote the activities of the Zhongguancun innovation and entrepreneurship. Zhongguancun and S&T Commission support several kinds of incubators such as University Science and Technology Park repeatedly.

Innovation and Entrepreneurship System Is Not Perfect

Venture companies need to be provided technical support, financing needs, industry consulting, business services, etc., to meet the needs of the soft environment. At present, the western region of Zhongguancun, such as entrepreneurship and innovation ecological high density gathering area is taking shape, but there are some problems in the development of business incubator. Inadequate coverage of innovative services, weak ability to incubator, management mechanism is not smooth, dependent on government investment. To a great extent, it restricts the development of enterprises.

Integration and Utilization of Innovation Resources Is Not Enough

According to the results of policy analysis, entrepreneurship policy support system is in continuous improvement, also exposed the characteristic of acute and fragmentation, various innovative platform are not overall planning, resources scattered, lack of sharing, it is difficult to form a synergy innovation effect. At present, there are many problems such as the lack of systematic,
Suggestions

Further promote the transformation of government functions, optimize public service processes, and promote service innovation, and the implementation of the policy, so that innovation and entrepreneurship policy can be more convenient and smooth. Give full play to the role of social organizations, from the actual needs of enterprise innovation and entrepreneurship, refine the policy services.

Promote the sharing of professional platform for science and technology innovation and entrepreneurship, so that talent, technology, capital, market, supply chain and other types of resources can be fully used, promote the enterprises, scientific research institutions, colleges and universities, creating innovative subject of collaborative innovation, provide better service to development of science and technology innovation.

Increase government procurement of new technologies and new products, relying on market players to build new technology and new products starting platform, then new technology and new products can enter the market more smoothly. Vigorously develop science and technology services, improve technology services platform to provide support for industrial restructuring and upgrading, provide a new impetus to structural reforms on the supply side.

Reference

