

# Beijing's startup hub leads the way

## Haidian Science Park goes from strength to strength

By ZHUANTI  
zhuanti@chinadaily.com.cn

Haidian Science Park, or HSP, has taken the lead in China to help young entrepreneurs follow their dreams and ride the country's startup wave.

Echoing calls from the central government, the park's administrative committee introduced a series of measures to boost the number of entrepreneurs in the park in northeast Beijing.

One of its prime examples was transforming a road where textbooks were once sold into what is now known as InnoWay Street in June last year.

The once ordinary street, which covers 45,000 square meters, has become a startup microcosm in the past year and was honored as the "Group Innovation Space" in Beijing.

According to the park's statistics, every day 1.6 startups are founded after incubation in the street, which is home to more than 30 startup

business incubators.

Another success story for the park is X-lab, which was built by Tsinghua University and boasts the same top faculty resources as the prestigious institution.

Also in the park is You+ International Community, which offers unique ways to tackle challenges encountered when setting up new businesses.

The Zhongguancun Startup Finance Service Alliance was officially inaugurated recently.

### Technology transfer

To boost technological partnerships among startups and universities, HSP has helped create collaborations among



13 higher learning institutions and 70 companies in the past year.

The Beijing Technological Achievement Transfer Alliance was set up recently and other efforts include the Beijing Synergic Innovation Research Academy, which will be set up soon to make state-of-the-art technological advancements in intelligent robotics, advanced manufacturing, intelligent

grids and information safety.

More than 120 technological transfer agencies and 13 intellectual property promotion agencies moved to Beihang University's Zhizhen Building.

A platform to boost synergic innovation was inaugurated this year and its latest move was to start the Z-Park Innovation Service Platform's online service, 36lcy.com.

To date, 600 service agencies with 1,000 registered members have used the platform, which has led to 22 deals inked worth 20 million yuan in contractual value.

HSP's services for technological transfer and IP protection are being further developed. The park has seen more than

40 million yuan's worth of projects in this field since the beginning of the year.

A national-level IP public service platform is expected to be founded in HSP, a move that is seen as a new boost for entrepreneurs.

To help information sharing between the park and other counterparts in Beijing, HSP helped 78 incubators to share databases, including 56 incubators, seven accelerators and 15 sci-tech parks under universities.

Three new academic service stations have been set up, bringing the park's total number of technological service stations founded by academicians, overseas returnees and

post doctorates to 91.

### Environment

A good working environment is crucial for startups and their technological innovations.

HSP has stepped its efforts to optimize the environment.

It promoted the renovation of the Linglongxiang area, Mingguang village and the upgrade of the Dongsheng Science Park.

To better protect ancient and historical relics in the Xiangshan, Xishan and Yuquanshan mountains, some illegal houses were destroyed and more preservation projects are underway, according to HSP.

## Capital's innovation street shares its success stories

By HAO NAN  
haonan@chinadaily.com.cn

InnoWay, an innovation street in Beijing's Zhongguancun Haidian Science Park, is becoming an entrepreneurship landmark for grassroots entrepreneurs in the capital.

Since its establishment in June last year, the 220-meter-long street has incubated more than 600 startups, of which 350 received investments worth more than 1.75 billion yuan (\$269.25 million), said Yao Hongbo, general manager assistant of Beijing Haidian Property Group.

State-owned Haidian Property and Tsinghua Technology Innovation Holdings started to transform the street, which was once home to shops selling books and clothes, in March 2013.

"We collected the fragmented property rights and invested 250 million yuan to rebuild the hardware environment, such as water and electric facilities," Yao said.

The companies worked to create an environment that was suitable for the growth of entrepreneurial projects.

"There are many companies in InnoWay serving as service platforms for startup businesses, and we wanted the street to become a service platform for those platforms," Yao said.

In March this year, "Innohall" was built in the street to attract more young entrepreneurs.

"It is a service-oriented place, not management. Individuals or startups can get a series of free services they need in the initial entrepreneurial period, such as finance, human resources, intellectual property rights as well as legal and policy consultations," Yao said.

More than 60 professional service firms and governmental agencies are housed in Innohall.

It also provides a one-stop service to help prepare documents needed to start a business. "Applicants can get four licenses - business license, tax registration certificate, organization code certificate and statistic certificate - that are necessary for a new company at one time in four days," Yao said.

The street is home to 37 innovation companies and service institutions, an increase from 10 in June 2014. They cover all elements of entrepreneurship, including human resources and marketing.

### On InnoWay

Angel Crunch, one of the first companies to move to InnoWay, helps startups find their first round of funding, according to Lan Ningyu, founder of the company.

Lan, who was born in 1980, founded six companies since 2000 then worked as angel investor before establishing Angel Crunch

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billion yuan

total investment received by 350 startups in InnoWay since June last year

in 2011. He said he started the company after finding many "sore points" in the financing process and wanted to solve them.

"In 2011 there were no effective approaches for startups to find investors, only some traditional and inefficient ways such as sending emails and attending conferences, so I built the online platform to link young entrepreneurs and investors together," Lan said.

"Entrepreneurs can clearly see the experiences and preferences of every investor on the platform, so they can make targeted deliveries of their business plans," he added.

The young CEO said solving the financing difficulties often encountered by small- and medium-sized companies was a tough issue worldwide and one of the most effective ways is through angel investments.

"We believe that entrepreneurs and their teams will get the first round of investment if they have done ample preparation and meet some basic requirements like perseverance, good judgment and execution capabilities. Angel Crunch makes the process easier," he said.

The online platform has two strong features, its quick and it uses co-invest-

ment, Lan said.

"Investors must make the decision as soon as possible when they meet a good project, otherwise it may be snatched by others. And several investors can fund one project to share the risk," he said.

Unlike most Internet financial institutions, which only record borrowers' credit, Angel Crunch also records the bad behavior of investors.

As of July, about 140,000 entrepreneurs and 4,800 investors were registered on the platform and the company had helped nearly 400 entrepreneurial projects get more than 4 billion yuan in investments.

Another Zhongguancun company, Zhiguoguo.com innovates the way trademark registrations are done by integrating the services of traditional intellectual property agencies with the Internet.

Liu Sisi, founder of the online IP service provider, said she started to think about the business model in 2013 with a simple idea. She wanted to build a fair, convenient and transparent service platform and to lower the IP costs for startups in their early days.

However, Liu said she was not confident if the public would like the model, so the company decided to provide a free trademark registration service to test it.

"It's actually a win-win decision, because it is the fastest and most effective way for us to accumulate customers," Liu said.

"Many of our customers got to know Zhiguoguo through the free service. We then could tell them the importance of core technologies and patents based on their needs of industrial transformation to further increase IP awareness," she added.

Customers can get online one-on-one service from the company's law consultants after they register as a member and then place an order to enjoy the service package if they want to register a trademark.

"Customers will be informed of every working procedure and all progress by phone and email message," Liu said.


The high-quality services and thriving development of e-commerce means Zhiguoguo soon became renowned nationwide. It now has about 40,000 customers in more than 370 cities and regions, including Singapore and Japan.

Zhiguoguo hit a record high of 10,000 trademark registration orders in July, which is equivalent to a year of orders at a 10-year-old traditional IP agency, Liu said.


On Aug 8, the platform launched two new services for patent and copyright applications and sales revenue this year is expected to reach 100 million yuan.




The 2015 K-Global Connect@Beijing and South Korea Startup DemoDay was held in the Haidian Science Park on Aug 19.



## Zhongguancun Haidian Science Park



Innovation Street



Logos of major startup enterprises at the InnoWay Street

- WHERE ENTREPRENEURS MAKE THEIR DREAMS A REALITY  
- WHERE INNOVATION AND ENTREPRENEURSHIP MEET  
- WHERE PIONEERS CREATE BUSINESS MIRACLES

