

# 中华人民共和国教育部

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• Q 3 O2019 P8 -

## 教育部关于举办第五届中国“互联网+” 大学生创新创业大赛的通知

:-7 =8 "ñ p =-\*Eì 8 •6è » ´ • µ , æ+¼+U Ý 0Aô « •6è  
v , ? ©G L ´ ‹ f µ •6è . ´ v µG ” :Q 1• œ W =G -7 >  
0 :Q 1• œ W Æ

p\$' › Ce ±:s Ô ž 3 •6è ] P2ô” , žM~:s Ô -F © q œAæ  
5 c 3 È6Š5‡ ] œ+U Q æ Q P ]C' M^ a4Ø8"1‡ Ü • û  
] œ+U, °H ?· 2ô” , ?'• E 3 xL~ Ô ç » © Ä\$' LQ 1• œ W  
Q æ Q P •6è oMÿ, ° Ô ó E?÷ F1• ½ , ?·"x , Ö ! / ± Q æ Q P  
đ f , 75#%ö ] œ+U Q æ Q P'# û , ‹p Q æ Q P •6è F Ò ,  
c 0 ] œ+U Q æ Q PN^- \$ D/t PCz\$Æ / Ū © & , Đ Ä a  
>8) > t Ô1b Ê € c 3 È6Š5‡ ] œ+U Q æ Q P ]C' >æ  
< ? © ÁN^FP. , A >

~ p đ ~ tO M^ [ Ü ý1 %ª j 0 Õ æ ,

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]C' ^%ö      œ+U<sup>9</sup> QFV  
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o c 3 ]f ¼@ 3 û"G û, ^Q æ Q P c ÔKμ ° • f " , ^8!9  
• Í cKZ&ò E ÷C^, À%ö 8,°M^ [ Ü=Ã › U ],° c 3 Ü , à Ñ  
FKμ p í f ² =,° ? p ð f >

        À ]C' ' p \$' L Q æ Q P  
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Q æ Q P 73 Ñ>

        Þ ÞC' Á F ÒEç L Â Ý œ  
.J+^3] ü5 > , ùF È6Š5‡ æ P 7 ~ F , C x 5 #,, Q C^H  
‹ > Q æ KN¼ Q Þ Q P \ Þ g P , à Ñ ~ F Q W" P+U  
\*Q C^H Q P g P,° æ vM~ >

        1b Ê € ]C' < Ñ ç • f Ê ` \* >      6 e \* žM~ , • pQ •  
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Á ž?¼- > Â e \* 3L{ , ‹ 3L{C'F%o , \$' L 3L{ Ú#w > ' , \$'  
Ü=Ã› ž\*9 Q æ Q P# %œ > ? e \* c 3 , ]C' pE³ %o , Þ 0 Q

æ Q P •6è,° c 35 PÂ =c 3 W E , } G 3Q 1••6è,° § Ñ =  
 U " Ñ = ‡ F V Ñ > e \* •6è , ù F Q æ Q P •6è D S ) u"ñ •  
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 é Ê6è © & , @ ³ 6 8 6 ],° Q æ Q P B4 Ç\$' > 6 ‹ M^ a  
 4Ø8"1 ‡ Ü • û #q P , @ ³ 6 8 6 ],° 3 û S u B4 > Ê e \* Q æ ,  
 µ# 6 ‹ ]œ+U Â c œ+U Q æ#q P , ß P 0 .J F Ò E ç L Ê+^ , C  
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1b Ê ∈ ]C' < t Ô 31 M#q P > e q %0C' Á , ; "Q  
 • qC'F%0 'B ?÷Lz , µ#M^ a4Ø8"1 ‡ Ü • û C'F%0 'B ?÷Lz , ≠  
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 ?÷Lz , µ > e N¯ B U#q P , ; " M^ a4Ø8"1 ‡ Ü • û #q P =  
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 y v = 3 xL~ ¬Ca 6 N¼ 2 E4ú Ô ç Ú = §M^ c d Â#•"-7 ð  
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 Ó+UÂ#•"-7-7Kµ>· ì Ñ û 1 q 1 , ? © G L CUCY ðp F Ž ,  
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\$; | ># ,°. Aü Ý y L(ÿ y Ç°>ã = +^ = Ñ<• } † Ì LF  
-. ©# Á# ?ú 65 )æ © q ] g øC'- . © y \_ -8 CU 6 =# Á  
CY 1 >

øC'N-\$#¿ ð. Aü Ý y,° ,Û C ,M6 Ú Â a,° - ?  
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1•-. © C | , = ‹ f , ë =# Ð >ž ð û ë =6x y5 °1• > øC'  
N-\$ % Ñ % fCX x | œ = (9í ĚCz û ë =\ Þ g P û ë1•-. ©  
A÷ D † Ì > (9í ĚCz ´ L I > µ = y @,° øC'N-\$ ,B-  
^ ž 3 q éC' , Ñ-. Ê †A÷ † Ì >

øC'N-\$ o œ :C'F%o-. Ê,°?."x , 73F? 6 `1\ >?."x  
,°C'F%o øC' > ( 9í ¶ € c 3 È6Š5‡ ] œ+U Q æ Q P ]C' ž  
3 q éC' :C'F%oH Œ ÂK, Œ,°N-\$ , C % Û C ø Ö1b Ê € ]C' >  
: -7 ´ p = 8 µ •6è » ´ • µ , æ+¼+U Ý 0Aô « •6è  
v , : ? © œ W CUCY x n øC' /B—Cz r >

]C'Gý+^ W4Ý SC' =74Ý CC' =ž 3 q éC' ?4ÝC' I ´ C  
a:B8ó(~ • µ > W4Ý SC'+g :L~ WCUCY4ý,-74Ý CC'+g : f CU  
CY4ú4ý,ž 3 q éC'+g : f ?'• ]C'4ú P.œ Ð,°GfNÓ NFªF?  
Þ9†N-\$ >]C'4ú P < 52 >69<‡: f Û C LU | =øC' L~ W |  
Â Q æ Q P •6è ´ û ë 1• 3V <Gf ž 3 q éC' CNÓ >

ž 3 § Ý+U `N-\$ › \* ž 3 q éC' ´ \$e%é & f p ø  
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F%o ` =6, •C'F%o ` =:B8ó(~ • ` >!š L , 3L{C'F%o  
Ý+U `N⁻-\$F › ž 3 q éC')æ p" C' >  
Q • qC'F%o" vQ W ›F? ž 3 q éC'N⁻-\$ q ! CC»Eý  
` ,M^ a4Ø8"1‡ Ü • û C'F%o =6, •C'F%o = 3L{C'F%o ' 3 » L  
œ2f2± µ=:B8ó(~ •" vL~ W ›F? ž 3 q éC'N⁻-\$ : CC»Eý  
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øC' LU FPEý± ‹ ž 3  
]œ+U Q P C x5‡ ' µ L ä ø M - ' C0& p ž  
3 ]œ+U Q P C x5‡ L c 3 È6Š5‡ ]œ+U Q æ Q P ]  
C' µ1 6 ï EF >, Û C >Û C315 6 t, L\* p a > ,  
`! ,L\*+g: f o æ CC' ¿ È8 >, é Ð ,| C Í • Ä > >  
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F >, ]C' 1x\* < Â ¥ -A >-74Ý1x\* <+^ m  
µ+^ ]C'4ú P5 6 <Gf, °C\ -F >,,± ‹ ,W4ÝC\ -+g :-74Ý1x  
\* <+^ mF >, 1x\* < > SC' CC', °" C')å8, =Aú x ï E1•+g :L~ W =  
: f 8 >, é Ð > : f ^ > f Â F-74Ý CC' ,FªF? ø Ö ž  
3 q éC', ° OF?N⁻-\$' b9†N⁻-\$ Ê ? C!W È Å , Ñ ž 3 q éC' ø  
69 µ»

]C' I ï Ž P /  
› \* ž 3 q éC'N⁻-\$ F >,5‡ @Aú x , NF? N⁻-\$F >, )æ p"  
C' , é 0 H Œ=K, Œ=K Œ>

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Ñ,°Cz\$Æ ,p øC' LU •³ C x > : L~ WF % FPEý7'Aå ä W©  
&F >,C' Á Ù V ' μ ,7'Aå Ç <  
o x øC' LU,°4ú a Ñ C B4Ý a,° fCo Ç C x e 7 5 ¾N-\$  
%ö ç Â « L = 2 >

B-,± < ž 3 ] œ+U Q P C x5† ' μ -A - %  
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-7 84ú4ý OE Â N/ö 2 > OE 'B ?÷Lz , μ >

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6è>, uG L ?• •³5 1- ...B9 ,Q • =6, • Â x •6,73 : Ú § B ø  
D , 4ú4ý •³-7 »" C' Â N-\$ Þ9† ' >: W?-AÚ-U4ú4ýÞ Ž  
LU øC' ,p ^ W+U Â" P+U ø D1 C' Ñ û?-,° — , Â e 7 , •  
³ œ W SC'4ú4ý ' >U| ç • > <0 ¶ F Ò Ý P L , \N¼ œ+U Q  
æ Q P >o x û ë4ú4ý >+U?ø-A ] œ+U Q æ Q PNÍ †+k §E %o G  
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æ Á 3 ì Ñ\$Æ\$Æ C ã,° ð f ° Ñ e Ç >

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]C'4ú P6Š31 ð Æ

ž 3Q 1• œ W œ+U ¥ ÞB D g P = 2 c ù .)K\%Ä

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f v Æ M â 8?μ p ] ^ 7 B -

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qC'F%ä ~

1b Ê € c 3 È6Š5‡ ] œ+U Q æ Q P ]C' M^  
a4Ø8"1‡ Ü • û #q Þ ï ~

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C'F%ä ~

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2019 a 3 > 25

## 第五届中国“互联网+”大学生创新创业大赛 高教主赛道方案

p\$' > Ce ±:s Ô ž 3 •6è ] P2ô"/ , žM~:s Ô -F © q œAæ  
 5 c 3 È6Š5‡ ] œ+U Q æ Q P ]C' M^ a4Ø8"1‡ Ü • û ]  
 œ+U,°H ?• 2ô"/ , Ce ±:s Ô E 3 xL~ Ô ç » © Ä\$' LQ 1• œ  
 W Q æ Q P •6è oMÿ,° Ô ó E?÷ F1• ½ ,?•"x , F 6!› \$' LQ 1•  
 •6è 52 > oMÿ,%ö ] œ+U,° QFV Ñ , / ±FV g ] M Q P = =  
 M Q æ +U Ñ Ñ , ]C' AôQ • qC' F%o , - %o ï ~ , A >

À ]C' ' p \$' L Q æ Q P •6è oMÿ,°H ?• É • , K 2 : f :  
 Q W q Þ C x 3 ì N+› Â p < , 0% • 6 ‹B40A %o31 = • œ ï  
 # = • >73 Ñ = 1x\* < | Ü1• ïM~,°52 > oMÿ , = Ô Q œ+U,°Q  
 æ2ô"/ = Q P EAü Â Q æ Q P 73 Ñ > Þ ÞC' Á F ÒEç L Â Ý œ.J  
 +^3] ü 5 > , ùF È6Š5‡ æ P 7 ~ F , C x 5 #,, Q C^H  
 < > Q æ KN¼ Q Æ Q P \ Þ g P , à Ñ ~ F Q W" P+U \*  
 Q C^H Q P g P,° æ vM~ >

øC'N-\$73 U <01 Þ È6Š5‡ = ÇA×1Í = ] ; α = ð °73 =  
 (ÿ6Š5‡ =A 6 FPAå ¶ e1• æ 6 ¥ ¶ e D5 #,,/t P :N¼ 3]  
 ü5 > , /6è æ Ý ÷ = æ C x = æ P 7 = æ W E Ç [ È6Š5‡ ^  
 ùF Ý P }4Ý ¥ L Â P L\$' Ü=Ã > c,° '+^ ,ùF IFV

P = Ò P =73\$Æ =>å 1• Ý PEç Á }4Ý Ç [ È6Š5‡ ^/t P C x  
c,° '+^ , Q æ5‡5 L C x W E , ùF È6Š5‡ D •6è =q+Í =Ú  
FP =H =Ã =#¾Co+U#q1•\$' Ü=Ã > > øC'N⁻-\$ q?· ;" A2± Á Æ

È6Š5‡ )æ Ò P , ;" Ò Í(•\$J1• Ç

È6Š5‡ IFV P , ;" ~F IFV = °73.ç , = P8

Þ L =+U(ÿ q9¥ =8,73)å = æ † Ì = Ñ 1• Ç

È6Š5‡ ¥ ¶ e C x , ;" ð °73 ¶ e =(ÿ6Š5‡

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5 = È %oL m = 7 P C x = A 6 FPAå ¶ e1• Ç

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½ L8° e = û\$ñ GL( =8° e ÷ Ú l = µ € P ‹ = Þ%a g † = %o6è

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CX5 # x = u Ý ì { =Q ~ (ÿ#w = •6è /Aã = q+Í › í = ÚFP =

ð ÑCz\$Æ C x1• >

øC'N⁻-\$ C L† Ä È6Š5‡ N⁻-\$ , UI ç :2± Q æ Q PN⁻

-\$ øC' , o æ>, P7 ¥F? -. Ê2± Á >

øC'N⁻-\$N±-U Ô = › í = ># , 1 ‹ C8¥ ¥ ,N⁻-\$1

E Ê N ç!™73H ,D+>,/t P q • n ù - r?ø >øC'N⁻-\$ C Í ë(å

ð. Aü Ý y Ç v#ç ,° D QFV = l \_ ¶ e =Cz\$Æ1• ûN± ?

\$; l ># ,°. Aü Ý y L(ÿ y Ç °>ã = +^ = Ñ<• } † Ì LF

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CY 1 >

øC'N-\$#j ð. Aü Ý y,° ,Û C ,M6 Ú Â a,° - ?  
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 Aæ# Â,° Q PN-\$ , Û C ,M6 Ú:[ P •• 5 6/t P +^ .7  
 1•-. © C | , = < f , ë =# Ð >ž ð û ë =6x y5 °1• >øC'  
 N-\$ % Ñ %o fCX x ! œ =(9í ĚCz û ë =\ Þ g P û ë1•-. ©  
 A÷ D † Ĩ > (9í ĚCz' L I > µ = y @,° øC'N-\$ , B-  
 ^ ž 3 q éC' , Ñ-. Ê †A÷ † Ĩ >

]C' LU p < f Û C øC' >wAîD W 4ú 0 LU , ` `   
 LU,° øC' F Ž C G Ä ð ,N± pN-\$,° ÔL{ F Ž >øC' LU v Û   
 øC' Q PN-\$ ,N± p b LU10E HL5 :[,°N-\$ ,C Í U+^ ð N-  
 -\$ øC' >

øC'N-\$ o œ :C'F%o-. Ê,°?."x , 73F? 6 `1\ >?."x  
 ,°C'F%o øC' > ( 9í ¶ € c 3 È6Š5‡ ]œ+U Q æ Q P ]C' ž  
 3 q éC' :C'F%oH OE ÂK, OE°N-\$ , C % Û C ø Ö1b Ê € ]C' >  
 :-7 ´ p = 8 µ •6è » ´ • µ , æ+¼+U Ý 0Aô « •6è  
 v , : ? © œ W CUCY x n øC' /B-€z r >

o œ øC'N-\$ v :,° Q PLI!ë = (9í ĚCz û ë ÂN-\$(-&i ,  
 < p Q E4ú =S Q4ú = FKµ4ú=>+U § Q4ú>- %o øC' — , , A Æ  
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 Õ Á L C x W E , ^ a > ´ A ,L\* } ; a %o µ  
 f P ` Â F | ,±Aæ# Â , -1\ > A — , Æ

øC' +i Ů ð N±p LUCUCY ð , N±p æFPQ 1• œ W ^ W+U  
´ % p b l0 +U =.J0¬+U , C a ^6,+U µ

Q W • >0 ¶ F ÒEç L,° øC'N⁻-\$ C73 ø Ö Q E4ú'0 ¶  
F Ò,° Â F ð = v ? ð c ? øC' +i Ů ð,°Lš L µ

øC'N⁻-\$ | ,±Aæ# Â `% a ´ a  
> D# Â µ J9í p ° L ` ð 6x y ĚCz CC»Eý Eæ!W , -1\  
> A — , Æ

øC' +i Ů ð N±p S Q 7 P# ð >ž , N±p æFPQ 1• œ W ^  
W+U ´ % p b l0 +U =.J0¬+U , C a ^6,+U µ L" P

P# ð >ž ^ ]C'FP. 9 • DF >, \*,° C ¾AU % >  
FKµ4úN⁻-\$,°6x y 5 ° c , øC' 7 P# ð >ž,°6x y C Í  
G Ä , øC' F Ž6x y >Ax C Í G Ä >  
Q W • >0 ¶ F ÒEç L,°N⁻-\$ % ø Ö FKµ4ú, wAî <  
?0 .J F Ò,° • >,°6x y D œ+U v 76x y > ¬Ax1Í ,> ¬Ax1Í  
,°6x y C Í G Ä ' œ+U LU v 76x y" Á C Í „ Ä ¶  
øC'N⁻-\$ cQ W • > 76x" Á ] Ä œ+U  
76x" Á,° 73 ø Ö >+U § Q4ú , ¬1\ > A — , Æ  
øC'N⁻-\$ ûN±# Â F1 ç . ,J ç .# Â ºL† CC»Eý a  
' a > D# Â µ >+U } % p ç .# ð >ž > 7 P#  
ð >ž ^ ]C'FP. 9 • DF >, \*,° C ¾AU % >  
øC'+i û ð N±p ¶FPQ 1• œ W ^ W+U ' % p b l0 +U =J  
0¬+U , C a ^6,+U µ L" P a »," P+U ' a • D"  
P,° b l0 +U =.J0¬+U , C a ^6,+U µ  
øC'N⁻-\$ c,° • > N± pQ W ^5L • > ' a >  
f!™ E >6, µ > øC'N⁻-\$,°6x y5 ° c , >+U6x y > ¬Ax1Í C „  
Ä , J œ+U øC' F Ž >Ax6x 3 C „ Ä >

]C'Gý+^ W4Ý SC' =74Ý CC' =ž 3 q éC' ?4ÝC' l >W4Ý  
SC'+g :L~ WCUCY4ú4ý,-74Ý CC'+g : f CUC4ú4ý,ž 3 q éC'  
+g : f ?• ]C'4ú P.¶ Ð,°GfNÓ NFªF? Þ9†N⁻-\$ >]C'4ú  
P <52 >69<‡: f û C LU ! =øC'L~ W ! Â Q æ Q P •6è '   
û ë 1• 3V <Gf ž 3 q éC' CNÓ >Q • qC'F%o" vQ W >F? ž 3

q éC'N-\$ q | CC»Eý ` >

ž 3 § Ý+U `N-\$ › \* ž 3 q éC' Q • q C'F%o FPEý5‡  
@Aú x , Ý+U `N-\$F › ž 3 q éC' )æ p" C' >\$e%é & f p  
øC' CNÓ ‹ M , FPEý5‡ @Aú x , Ý+U `N-\$F › q éC')æ p  
" C' >

øC' LU FPEý± ‹ ž 3  
]œ+U Q P C x5‡ ´ µ L ä ø M - ´ C0& p ž  
3 ]œ+U Q P C x5‡ L c 3 È6Š5‡ ]œ+U Q æ Q P ]  
C' µ1 6 ï EF >, Û C >Û C315 6 t, L\* p a > ,  
`! , L\*+g: f o æ CC' ¿ È8 >, é Ð , | C Í • Ä > >  
: f : L~ W , ± ‹  
F >, ]C' 1x\* < Â ¥ -A > -74Ý1x\* < +^ m  
µ+^ ]C'4ú P5 6 < Gf, °C\ -F >, ± ‹ , W4ÝC\ -+g :-74Ý1x  
\* < +^ m F >, 1x\* < > SC' CC', °" C')â8, =Aú x ï E1•+g : L~ W =  
: f 8 >, é Ð >: f ^ > f Â F-74Ý CC' , FªF? ø Ö ž  
3 q éC', ° OF?N-\$' Þ9†N-\$ Ê ? C!W È Å , Ñ ž 3 q éC' ø  
69 µ>

]C' I ï Ž P /  
› \* ž 3 q éC'N-\$ F >, 5‡ @Aú x , NF? N-\$F >, )æ p"  
C' , é 0 H OE=K, OE=K OE>

B-, ± ‹ ž 3 ]œ+U Q P C x5‡ ´ µ -A - %o



# 第五届中国“互联网+”大学生创新创业大赛 “青年红色筑梦之旅”活动方案

p\$' ›:s Ô -F © q œAæ5 c 3 È6Š5‡ ]œ+U Q æ Q  
P ]C' M^ a4Ø8"1‡ Ü • û ]œ+UH ?· 2ô/" ,•6èG < ^  
\* ]99 \* = \*Q x!W = \*\$'0A Ü @ 6 ‹ M^ a4Ø8"1‡ Ü • û #q  
P ,K 2 \* PM^ a œ+U ,, o c 3 ]f ¼@ 3 û"G û ,^ Q æ Q P  
c ÔKµ ° • f " ,^8!9 • Í cKZ&ò E ÷C^ , p c 3(8"/t P  
q • Á P / ± ?\* < ) = ? bN¼ = ? û %o,0'#>vM^ [ ÑH >#q P ï  
~ , A >

4Ø8"1‡ Ü&ï ä ð+U M^ [N¼8` e^ a c ,,

žM~Ce ±:s Ô -F © q œAæH ?· 2ô/" , 75# P P ~ F  
, ĵ 6 À&i , ž 3 6({4Ø , ° ‹ 7 õ , N ç 6 \_EÕ f,° 4Ø  
8o2ô/" , 1 Cé4Ø8" V µ = 1 Cé ÔL{M6"x = 1 Cé p 3 0Aô , 4ú4ý  
, ' = C ]œ+U ø D M^ a4Ø8"1‡ Ü • û #q P , \$' ›Mÿ 367 p =  
Ca & f p Â —/t p , Û S )#M/r , ß Ñ2ô ü ¬Ca = — ‡ e^ a  
Â/t p"ñ\* < , +^ Q æ Q P , °+U P ÔD+"}6•C-"G C^ a, °.û/j Ñ  
H >

:-74Ý •6è>, uG L ?· I Ð b f a M^ a4Ø8"1‡ Ü •  
 û #q Þ ï ~ >q Þ6Š31 %o f u Ò Ò P =-Ca ⇒å 1• ? ©G L ,  
 „ Ô • 3 — ‡ e a 2ô ü -Ca7gCa # p"ñ\* <1• iM~,°M6"xB9.J ,  
 D D`B9.J ¶ a M^ a4Ø8"1‡ Ü • û #q ÞN^- \$F ‹ û ë > I Ð b  
 fB 4ü#q Þ ï ~ , D.æ#q Þ ,L\* = f&i =?ú W = ~ E = e 7 — ,  
 1• » ï , - Ä > È f Û F7 ]C' 4ú P ' Fä 1ç Æ  
 ‡

]C'4ú P Ä > ^#•• ? a = \$OE t Ô a M^ a  
 4Ø8"1‡ Ü • û #q Þ ž 3 e Þ E >+g: f Þ9† `N^- \$ ø  
 Ö e Þ E ' B 4ü ¿ È >,FP. µ>  
 e Þ E D , < ^G < f p4ú4ý Ò Ý ÷K6 d ⇒å 1 Ú = û  
 \$nCz\$Æ 6 = ½ L Q E 1•-. ©>, PN¼ ,° ž 3 ]N^- \$ / Û#q Þ ,  
 ? E G µ Ô ž 3 / Û#q Þ ,°-7 ' p = 8 µ % ^#q Þ Ax H U 6 `  
 > f G ]C'4ú P 0+iB- >

:-74Ý •6è>, uG L ?·0% · L Î b-7 NC^ Q æ Q PN^- \$ ø  
 D#q Þ , 4ú4ý LU,± ‹ ž 3 ]œ+U Q P C x5‡ ' µ  
 L ä ø M - ' C0& p ž 3 ]œ+U Q P C x5‡ L c 3 È  
 6Š5‡ ]œ+U Q æ Q P ]C' µF >, Û C , Û C315 6 t ,L\* p  
 > 8) > >

: -74Ý •6è>, uG L CUCY4ú4ý b f,° M^ a4Ø8"1‡ Ü • û  
 #q Þ , • 3M6"x / Û = /Aã = Û V1• ' > 4ú4ý\* < = Ò Í = q

œ =>99 # Á =ð ½/t0 1• : I P ] œ+U 7 P ì =ËCz ð =  
/t P '6;1• , 0 ¶ c 3 E <LU › í c 3 E <LU ®/Å  
c 3 E <LU •6è c 3 E <LU # "ñ c 3 E <LU ~B— c 3  
E <LU u10E ÙAè E <LU LN⁻-\$ LU4ú 1• ~ E , C I F M Y ³  
67 p =Ca & f p = —/t p , — ‡ e<sup>a</sup> =2ô ü ¬Ca =/t p"ñ\* <  
1• P ` ïM~ 6 < d ¬ ' , P P %o f5 #,, 0Aô =u"ñ 0Aô =½ L  
0Aô =/t P 0Aô =+U 7 ½ D 0Aô , p žM~ 0 F E í/t P = Ö ! P  
F /t P q •)æ L 0AôCW)d ° • >

Q W?.FPEý ] œ+U Q æ Q PAã4ùAx HN⁻-\$ =Q æ Q P IN⁻5  
Co =>+U § Q = W f ... B1• P0 ~ E , à Ñ Ô)æ N⁻-\$Kµ U / Û ,  
¬ P 0 6 ⁻ d ¬ ÷,(N⁻-\$ Â d ¬/p99 p , [EÆ : \ P '+^ >?.  
0% · ç -. ©G L =f ï u Ò = >, P 7 P =ç- p<sup>o</sup> =ËCz p<sup>o</sup>  
1• : ï e 7 , FPEý u10E t Ò =CzH e 7 =Aô1 ç- 0H 1• ï E p  
#q P Ñ LÒ >

: f :Q W?. , •<sup>35</sup> PÂ q5 Â F Ò Ù V , F? G N/ö ®  
Á , t Ô N/ö LU ~F ÁF/ Û ∈ P >4ú P < ^ ž 3 q éC' UL\*  
t Ô M<sup>a408</sup>1‡ Ü • û F Ò < >

ø Ö M<sup>a408</sup>1‡ Ü • û #q P, °N⁻-\$ , 1\ > ]C' øC'?. "x  
,<sup>o</sup> , %8 qF? ø Ö ]C' M<sup>a408</sup>1‡ Ü • û C'F%o L ¬ C'F%o  
" C' 73F? ø Ö 6 `C'F%o µM<sup>a408</sup>1‡ Ü • û C'F%o < M  
OEN⁻ = <)"Aô5αAú x = = , 0· 0N⁻-\$, °/t PCW)d Â ç- - r >

ø Ö M^ a4Ø8"1‡ Ü • û C'F%8N^--\$?. ^ ÞF Mÿ 367 p =  
Ca & f p = —/t p5 #,,/t P <1• iM~ ? Q æ ] =Ô ~ ] Å %  
75# ] >

øC'N^--\$N±-U Ô = > í =># , 1 < C8¥ ¥ ,N^--\$1  
E Ê N ø!™73H ,D+>,/t P q • n ù - r?ø >øC'N^--\$ C í ë(å  
đ. Aü Ý y Ç v#¿ ,° D QFV = l \_ ¶ e =Cz\$Æ1• ûN± ?  
\$; i ># ,°. Aü Ý y L(ÿ y Ç °>ã = +^ = Ñ<• } † ï LF  
-. ©# Á# ?ú 65 )æ © q ] g øC'- . © y \_ -8 CU 6 =# Á  
CY 1 >

øC'N^--\$#¿ đ. Aü Ý y,° ,Û C ,M6 Ú Â a,° - ?  
# Á ~ Ñ,° v ? đ œM~ ¾ yAî % œ = l \_ A ÷ œ1• Ç( Â F |,±  
Aæ# Â,° Q PN^--\$ ,Û C ,M6 Ú:[ P •• 5 6/t P +^ .7  
1•-. © C | , = < f , ë =# Ð >ž đ û ë =6x y5 °1• >øC'  
N^--\$ % Ñ % fCX x ! x =(9í ĚCz û ë =\ Þ g P û ë1•-. ©  
A ÷ D † ï > (9í ĚCz' L l > µ = y @,° øC'N^--\$ , B-  
^ ž 3 q éC' , Ñ-. Ê † A ÷ † ï >

LU p < f Û C øC' >wAîD W4ú 0 LU , " ` LU,°  
øC' F Ž C G Ä đ ,N± pN^--\$,° ÔL{ F Ž >øC' LU v Û øC'  
Q PN^--\$ ,N± p b LU10E H L5 :[,°N^--\$ ,C í U+^ đN^--\$ ø  
C' >

(9í ¶ € c 3 È6Š5‡ ] œ+U Q æ Q P ]C' ž 3 q é  
C' :C'F%oH œ ÂK, œEN^--\$ ,C % Û C ø Ö1b Ê € ]C' >

ø Ö ]C' M^ a4Ø8"1‡ Ü • û C'F%,°N^--\$N± p ø Ö M^ a

4Ø8"1‡ Ü • û #q Þ,°N⁻-\$ >o ²N⁻-\$ ]C^ Â(-&ï ,< p ϕ- 4ú =  
| P4ú >

ϕ- 4ú > øC'N⁻-\$ /t P - r p 2 G , ^ ϕ- C xN¼ -  
?E¹³,° Q E = Ý ÷ L C x W E,° Q P A x H Â ÔD+ , ¬1\ > A  
— , Æ

´ µ øC'+i Û q %o p)"1 ,° ϕ- N⁻-\$ L6;/t P4ú4ý ,# Â  
L`# Â F1 ϕ- p° ´ L/t P4ú4ý µ ,°N⁻-\$ } % øC' >

´ µ øC'+i Û ð N±pN⁻-\$ ÔL{CUCY ð, N±p ²FPQ 1• œ W  
^ W+U ´ % p b l0 +U =.J0¬+U , C a ^6,+U µ L" P a  
»," P+U ´ a • D" P,° b l0 +U =J0¬+U , C a ^6,+U µ  
7 P# ð >ž ^ ]C'FP. 9 • DF > , \*,° C ¾AÚ % >

´ µ >+U § Q,° ϕ- N⁻-\$ ,9 1\ > M^ a4Ø8"1‡ Ü • û  
C'F%o?-"x, % ø ÖB 4ú >

| P4ú > øC'N⁻-\$ | P •!ë@ é Ò P Ò ‡ Â —/t p  
<,° , &ïL\$NÎ =ß Ñ2ô ü -Ca Â — ‡ e a , Ô)æ5 #,, - r Â/t P  
- r,°=Ã > , ¬1\ > A — , Æ

´ µ øC'+i Û ð N±pN⁻-\$ ÔL{CUCY ð, N±p ²FPQ 1• œ W  
^ W+U ´ % p b l0 +U =.J0¬+U , C a ^6,+U µ L" P a  
»," P+U ´ a • D" P,° b l0 +U =.J0¬+U , C a ^6,  
+U µ >7 P# ð >ž ^ ]C'FP. 9 • DF > , \*,° C ¾AÚ % >

´ µ# Â L`# Â F1 ϕ .,°N⁻-\$ } % øC' > ( Â F |  
,±Aæ# Â øC'N⁻-\$,°6x y5 ° c ,7 P# ð >ž,°6x y C Í G Ä  
, øC' F Ž6x y >A x C Í G Ä > , (# Â F1 p° L ϕ

. , œ+UN± p# ð >ž >

´ µ >+U § Q,° | P4ú N⁻-\$ 73 ø ÖQ • qC'F%o , C73 Û  
C ø Ö M^ a4Ø8"1‡ Ü • û C'F%o >

Gý+^ W4Ý SC' =74Ý CC' =ž 3 q éC' ?4ÝC' | >W4Ý SC'  
+g : WCUC4ú4ý,-74Ý CC'+g : f CUC4ú4ý,ž 3 q éC'+g : f  
?'• ]C'4ú P .æ Ð,°GfNÓ NF^F? Þ9†N⁻-\$ >]C'4ú P < 52  
>69<‡: f Û C LU ! =øC' œ W ! Â Q æ Q P •6è ' û ë 1•  
3V <Gf ž 3 q éC' CNÓ >" v œ W ›F? ž 3 q éC' M^ a4Ø8"  
1‡ Ü • û C'F%o,° LU q ! CC»Eý ` >

ž 3 § Ý+U `N⁻-\$ › \* ž 3 q éC' M^ a4Ø8"1‡ Ü •  
û C'F%o ,FPEý5‡ @Aú x , Ý+U `N⁻-\$F › ž 3 q éC')æ p  
" C' >

øC' Û C ´ a > µ> øC' LU FPEý± ‹ ž 3  
]œ+U Q P C x5‡ ´ µ L ä ø M - ´ C0& p ž  
3 ]œ+U Q P C x5‡ L c 3 È6Š5‡ ]œ+U Q æ Q P ]  
C' µ1 6 ĩ EF >, Û C >Û C315 6 t, L\* p a > ,  
`!~, L\*+g: f o æ CC' ĵ È8 >, é Ð , ] C Í • Ä > >  
SC' CC' ´ a > µ> : f : L~ W ,± ‹  
F >, ]C' 1x\* < Â ¥ -A > -74Ý1x\* < +^ m  
µ+^ ]C'4ú P5 6 <Gf,°C\ -F >,,± ‹ , W4ÝC\ -+g :-74Ý1x  
\* < +^ mF >, 1x\* < > SC' CC',°" C')å8, =Aú x ĩ E1•+g : L~ W =

: f 8 >, é Ð > : f ^ > f Â F-74Ý CC' , FªF? ø Ö ž  
3 q éC',° OF?N⁻-\$' Þ9†N⁻-\$ Ê ? C!W È Å , Ñ ž 3 q éC' ø  
69 µ

ž 3 q éC' ' a > c A " µ > ]C' l i Ž P /  
' \* ž 3 q éC'N⁻-\$ F >, 5 ‡ @Aú x , NF? N⁻-\$F >, )æ p"  
C' , é 0 H OE=K, OE=K OE>

B-, ± < ž 3 ]æ+U Q P C x5 ‡ ' µ -A - %o  
» i >

Aô M^ a4Ø8"1 ‡ Ü • û C'F%oH OE ` =K, OE ` =K OE  
` >Aô — ‡ e^ a OE 2ô ü ¬Ca OE 5 ‡ 5 § Ñ OE 1•  
<N⁻ OE9 " , OE ç / Ò ‡ f p • 6è =0 ¶ = Ò P = q+Í = ¬Ca1•  
iM~ ?0. 0CW)d,°N⁻-\$ >

Aô M^ a4Ø8"1 ‡ Ü • û Q WLü %o OE ` =-7 8 N/ö 4ú4ý  
OE ` Â N/ö Q æ Q P 2 >9 " C 9í OE < f N. 9í OE A ÷ æ OE  
(, >

Q ÜH ?ü =2ô ù4ú4ý > : -74Ý • 6è>, uG L ?•Q ÜH ?ü ,  
F1 IN⁻ '4ú , Þ Þ ~ F u Ò = 7 P =/t P6Š Þ § Þ,° p l ,  
.æ :N⁻ ' :s f Ô : >

5 1⁻Cz\$Æ =Ö p LÒ > : -74Ý • 6è>, uG L ?• q Þ ...B9 b  
f p ¬Ca Ô Â ¬Ca4ú4ý , l ÐJ¾ / Q P d ¬ LU,° N u1OE ,<sup>a</sup>

> / iCz\$Æ /#q Þ ¾ e 7 > ]C'4ú P F1 M^ a4Ø8"1‡ Ü  
• û Œ ç 0H , / Ô ó ~ Ò0. 0,°N⁻-\$5 ¾ e 7 >  
μ# Ù V = [FV"Q \* >: -74Ý •6è>, uG L ?·AÚ-U •³#q  
Þ,° Ù V ' ,FPEýLü c e Þ = È %o V ã ,4õ @4õ A § B Ñ ,  
žM~ </p : f : WM^ a ] œ+U ø D#q Þ,°+U Þ ÔD+Â8¥ ³2ô/"  
O BÂ >

bLz , v#¿ —!t,° 64p@ H y ^1b Ê € c 3 È6Š5‡  
] œ+U Q æ Q P ]C'4ú P v ? >



È6Š5‡ IFV P , ; " ~F IFV = °73.ç , = P8  
P L =+U(ÿ q9¥ =8,73)å =æ † İ =Ñ 1• N¼ +U Ý Ö =5\*  
Ú = C x Ç

È6Š5‡ ¥ ¶ e C x , ; " ð °73 ¶ e =(ÿ6Š5‡  
¶ e =5‡5 0°L\* ç ž ¶ e =] | æ =ÇAx1Í = -E¥ , =/t Ú5‡  
5 = È %oL m = 7 P C x = A 6 FPAå ¶ e1• Ç

È6Š5‡ ½ L Q E C x , ; " µ ã §?ü =AôAx C x =  
½ L8° e = û\$ñ GL( =8° e ÷ Ú l = µ € P ‹ = P%a g † = %o6è  
1 ¶1• Ç

È6Š5‡ /t P C x , ; "+k † | x =#¾Co+U#q = ì u  
C x = ±67 C x =O ÷ ç ž =H =Ã =CX5 # x = u Ý ì { = Q ~  
(ÿ#w = •6è /Aã = › í C x = ÚFP =/t p C x1• >

øC'N⁻-\$ C L† Ä È6Š5‡ N⁻-\$ , UI ç :2± Q æ Q PN⁻  
-\$ øC' , o æ>, P7 ¥F? -. Ê2± Á >

øC'N⁻-\$N±-U Ô =› í =># , 1 ‹ C8¥ ¥ ,N⁻-\$1  
E Ê N ç!™73H ,D+>, /t P q • n ù - r?ø >øC'N⁻-\$ C Í ë(å  
ð. Äü Ý y Çv#ç ,° D QFV = l \_ ¶ e =Cz\$Æ1• ûN± ?  
\$; | ># ,°. Äü Ý y L(ÿ y Ç°>ã = +^ = Ñ<• } † İ LF  
-. ©# Á# ?ú 65 )æ © q ] g øC'-. © y \_ -8 CU 6 =# Á  
CY 1 >

øC'N⁻-\$#ç ð. Äü Ý y,° ,Û C ,M6 Ú Â a,° - ?  
# Á ~ Ñ,° v ? ð œ M̃ ¾ yAî % œ = l \_A ÷ œ1• Ç( Â F |,±

Aæ# Â,° Q PN⁻-\$ , Ū C ,M6 Ú:[ P •• 5 6/t P +^ .7  
 1•-. © C | , = < f , ë =# Ð >ž đ û ë =6x y5 °1• >øC'  
 N⁻-\$ % Ñ %o fCX x | α =(9í ĚCz û ë =\ p g P û ë1•-. ©  
 A÷ D † Ī > (9í ĚCz' L | > μ = y @,° øC'N⁻-\$ , B-  
 ^ ž 3 q éC' , Ñ-. Ê †A÷ † Ī >  
 ]C' LU p < f Ū C øC' >wAîD W 4ú 0 LU , " ` `   
 LU,° øC' F Ž C G Ä đ ,N± pN⁻-\$,° ÔL{ F Ž >øC' LU v Ū  
 øC' Q PN⁻-\$ ,N± p b LU10E HL5 :[,°N⁻-\$ ,C Í U+^ đ N⁻  
 -\$ øC' >

øC'N⁻-\$ o α :C'F%o-. Ê,°?."x , 73 F? 6 `1\ >?."x  
 ,°C'F%o øC' > ( 9í ¶ € c 3 È6Š5‡ ]œ+U Q æ Q P ]C' ž  
 3 q éC' :C'F%oH OE ÂK, OE°N⁻-\$ , C % Ū C ø Ö1b Ê € ]C' >  
 :-7 ´ p = 8 μ •6è » ´ • μ , æ+¼+U Ý 0Aô « •6è  
 v , : ? © œ W CUCY x n øC' /B—Cz r >

6, •C'F%o ūL†6, PL~ W ´ aQ 6,Q l =c6, c l μL~ W œ+U  
 Ū C øC' > < p Q E4ú D Q P4ú , - %o øC' — , , A Æ  
 øC'N⁻-\$ - ?E¹ ³,° Q E Â E¹ p F Á,° Ý ÷ Õ Á  
 L C x W E , ^ a > ´ A ,L\* } ; a %o μ f P  
 ` Â F |,±Aæ# Â >øC' +i Ū đ N±p LUCUCY đ ,N±p 6, PL~  
 W,° ^ W œ+U >

øC'N⁻-\$ ^ a > f ( Â F |,±Aæ  
 # Â , J ϕ .# Â aL† CC»Eý a ´ a > D# Â μ

øC' +i Ů đN± p 7 P# đ >ž ,N± p 6, PL~ W ^ W œ+U L" P  
 a »," P+U ' a • D" P μ 7 P# đ ^ ]C'FP. 9  
 • DF >, \*,° C ¾AÚ % >Q P4ú ( Â F |,±Aæ# Â øC'N<sup>-</sup>  
 -\$ ,°6x y5 ° c , 7 P# đ >ž ,°6x y C Í G Ä , øC' F Ž  
 >Ax C Í G Ä >

• >0 ¶ F ÒEç L,°N<sup>-</sup>-\$ % ø Ö Q P 4ú ' C73 ø Ö Q E  
 4ú , 0 ¶ F Ò,° Â F đ = v ? đ c ? øC' +i Ů đ,°Lš L μ, wAî  
 < ?0 .J F Ò,° • >,°6x y D œ+U v 76x y > ¬Ax1Í ,> ¬Ax  
 1Í,°6x y C Í G Ä ' œ+U LU v 76x y" Á C Í „ Ä ¶  
 • > 76x" Á ] Ä œ+U LU 76x" Á,°N<sup>-</sup>-\$ , 73 ø Ö Q • qC'  
 F%œ+U § Q4ú 'B ?÷Lz , μ, C73 Ů C ø Ö 6, •C'F%o >

Gý+^ W4Ý SC' =74Ý CC' =ž 3 q éC' ?4ÝC' I >W4Ý SC'  
 +g :L~ W CUC4ú4ý ,74Ý CC'+g : f CUC4ú4ý ,ž 3 q éC'+g :  
 f ?• ]C'4ú P.æ Đ,°GfNÓ NF<sup>a</sup>F? b9†N<sup>-</sup>-\$ >]C'4ú P <  
 52 >69<‡: f Ů C LU i =øC' œ W i Â Q æ Q P •6è ' Ů ë  
 1• 3V <Gf ž 3 q éC' CNÓ > vL~ W ›F? ž 3 q éC' 6, • C'F%o  
 ,° LU q i C C»Eý ` >

6, •C'F%o § Ý+U `N<sup>-</sup>-\$ › \* ž 3 q éC' ,FPEý5‡ @Aú  
 x , Ý+U `N<sup>-</sup>-\$ › ž 3 q éC')æ p" C' >

:-7 f ?• F1 ?6, P •6èG L ø D,°6, •C'F%o ' E4ú , P  
 F A :Llë,°C' Á4ú4ý ' Æ

øC' LUFPEý,± < ž 3  
]œ+U Q P C x5‡ ' μ L ä ø M - ' C0& p ž  
3 ]œ+U Q P C x5‡ L c 3 È6Š5‡ ]œ+U Q æ Q P ]  
C' μ1 6 ï EF >, Û C >Û C315 6 t ,L\* p a > ,  
`! ,L\*+g: f o x CC' ž È8 >, é Ð , | C Í • Ä > >  
: f :L~ W,± <  
F >, ]C' 1x\*<Â ¥ -A >-74Ý1x\*<+^ m  
μ+^ ]C'4ú P5 6 <Gf,°C\ -F >,,± < ,W4ÝC\ -+g :-74Ý1x  
\*<+^ mF >,1x\*< > SC' CC',° C')å8, =Aú x ï E1•+g :L~ W =  
: f 8 >, é Ð >: f ^ > f Â F-74Ý CC' ,FªF? ø Ö ž  
3 q éC',° OF?N⁻-\$' þ9†N⁻-\$ Ê ? C!W È Å , Ñ ž 3 q éC' ø  
69 μ>

]C' I ï Ž P / > \* ž 3  
q éC'N⁻-\$ F >,5‡ @Aú x , NF? N⁻-\$F >, )æ p" C' ,é 0 H  
Œ=K, Œ=K Œ>

: f 6, •C'F%o IN⁻ '4ú?-AÚ-U.J0⁻ , Ð b f6, •C'F%o  
' ï ~ , [ r x n øC' /B—Cz r >?·5 1⁻ : ïCz\$Æ , p øC' LU  
ÑN⁻-\$ </p = Q P = 2 = ĚCz / Û = « L:s f1• C x , þ þ ~  
F u Ò = 7 P =/t P6Š þ § þ,° p l , .x :N⁻ ' :s f Ô : >

B-,± < ž 3 ]œ+U Q P C x5‡ ' μ -A - %o  
» ï >

6, •C'F%oAôH OE `=K, OE `=K OE ` ,9í OEN-\$  
 <+g4ú PN· 9í OEA÷ œ , Ñ Ë=ÃCz / Û =:s f « L1• C x >  
 Aã~ WLü %o OE ` = -7 8 N/ö4ú4ý OE ` ' D Q • qC'F%o  
 > ¬Ax1Í µ, N/ö Q æ Q P 2 >9 " C >9í OE < fN· A÷ œ OE  
 (, >

bLz , v#j —!t,° 64p@ H y ^1b Ê € c 3 È6Š5‡  
 ]œ+U Q æ Q P ]C'4ú P v ? >

# 第五届中国“互联网+大学生创新创业大赛” 国际赛道方案

pF 6!›%ö ]œ+U Q æ Q P'# û , ùF Q æ Q P •6è 3L{  
=Ã > ‹ , Þ Þ N⁻-\$ = ĘCz = 8 p1• Q æ Q P-. ©Cz\$Æ?·3V Ú#w  
D § á , c 0 : 3 ]œ+U p •@ é ž\*9 § B G N,° > ' © & ,F  
6!› Ÿ ]c 3 •6è / L 6 t, +gc „ đ"G § Â 3 •6èG q Ô,° 1b  
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