

President Lu Feicheng published original keynote speech "entrepreneurship": Attend ICSB-China 7th annual meeting and international Intelligent Science & Technology Innovation Forum - Zhongguancun Summit



The word "Entrepreneurship" has been mentioned a lot, but now there is no authoritative explanation?

We also often communicate with each university, some universities explain "Entrepreneurship" is to seize the opportunity, to grasp the opportunity, to use a capacity. This issue, I have talked about it with the global entrepreneurship Federation President Matthews for the whole of

more than 2 hours, when I visited their university in 2009.

Finally we reached a consensus: Entrepreneurship is a new business model created by entrepreneurs and entrepreneurial organizations, which creates new high-tech products and transforms them into the most effective social and economic values.



Entrepreneurship is a process, it is the process of entrepreneur or entrepreneurial organizations activities. First of all, one is entrepreneurs and the other is entrepreneurial organizations. And secondly is the creation of new business models and new high-tech products, such as intelligent technology is a new high-tech.



Finally, entrepreneurship is the process of transforming entrepreneurial achievements into the most productive forces, or producing the most effective social and economic values.

Above is my understanding of the concept of "entrepreneurship".

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Many years ago, Entrepreneurship has been put forward lightly. I began to study entrepreneurship. I spent more than 10 years, finally exchanged ideas for hundreds times with global entrepreneurship research experts and other well-known experts.

Finally, it holds that entrepreneurship is the study of the law of growth of creators, the law of development of entrepreneurial organizations and the law of entrepreneurial activities. These three laws constitute the entrepreneurial disciplines and entrepreneurship.

If these things can get, we can guide the entire business law more rational.



The first is the law of creators growth. I delivered the keynote speech “entrepreneurial seed, sprouts, seedling and fruit” at the fifty-fourth session of the global entrepreneurship conference in 2009. The entrepreneur must be a seed, the seed gene of entrepreneurs is very important. Now academician Yuan Longping is very powerful, he can only use the original hybrid rice which yield is not high into a thousand catties of rice per mu though genetically modified. But he has no ability to put the rice into thousands of pounds per mu last peanut. So many times we say genes can only be improved.

Entrepreneur gene genius is important, can not be violated.

Second is the law of entrepreneurial organization development. The

entrepreneurial organization must follow the theoretical system”
Innovation, two innovation, multi innovation, innovation and innovation”.
This is my theme lecture at the fifty-fifth annual entrepreneurship
conference in 2010.

Third is the law of entrepreneurial activities. I formerly don't understand
one thing, what is creative, what is created, what is innovation and what
is the relationship between them.



Later, through a long time to study, I finally find out their relationship, I
put them into the four hit, called "one egg and four cells" theory, this is
my speech in the world's fifty-sixth entrepreneurship conference keynote
speech.

I graduated from the medical profession, like a mother gave birth to four
births, a cold, and several will sneeze.

What're the meaning of them?

In fact, a good idea is a creative, put this idea into outcome is creat, improve the outcome is innovation (such as Apple 2 into Apple 3). Then Apple 2, Apple3 's best selling process is Entrepreneurship.

The four is closely related to entrepreneurial activity, but also is in the cycle of continuous cycle.

I put four kinds of creative activities into "one egg and four cells" theory, each other is coherent, and is the first chicken or egg. In the process of continuing entrepreneurship they are sustainable development.



This is my interpretation of entrepreneurship. Because of this book, including Tsinghua University, Peking University, Zhejiang University Press want me to write this book. They want me out of this book as soon as

possible, and Zhejiang Dalian gave me the application number.

Recently, I also find a group of doctors and is ready to do modeling. Because this is a science and is not an ordinary book, it will stand up the testing to all the time, history and all the different aspects.

Because its theoretical system is like practice is the sole criterion for testing truth, just like innovation is the soul of entrepreneurship.

No matter what political party, whether in China or the United States, today or next century, it is ultimately a natural law, because a knowledge must have a number of original theoretical system.

Entrepreneurship is a multi-disciplinary integration of multi-disciplinary disciplines.

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Entrepreneurial classification and value": Attend ICSB-China
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1. Entrepreneurial classification

First, independent Entrepreneurship

Second, more fashionable is called entrepreneurial or called
entrepreneurial partnership

Third, social entrepreneurship

It means that the government can not solve, companies can not solve,
and even charity can not solve the problem.

Now American researchers put forward social entrepreneurship. It means
in this way can solve some existing very special social problem. This

problem was first proposed by York University, called social entrepreneurship.

2. Entrepreneurial value

First, the value is to create more jobs, in the future it will allow more people to engage in their favorite career.

Second, the value is to create more new products, good service, and more social wealth.

Just like our living standard has improved a lot than before. It is the value of the innovation and entrepreneurship to promote the social civilization development.



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Now vigorous social entrepreneurship activities are very good. However, due to the lack of understanding of the theoretical system of entrepreneurship disciplines and entrepreneurial concepts, resulting in a large number of social unsustainable greenhouse entrepreneurship. If this greenhouse continues to ferment, there will be a lot of entrepreneurial resources waste.



Greenhouse is made by man-made. If a plastic film is exposed or there is rainfall or frost this evening, it will put him in the back of sacrifice. So now this unhealthy greenhouse entrepreneurial environment is very scary. If you do not support ,a lot of people do not entrepreneurship. If support it, in fact you will put the man with a little thought, with a bit of a wild into the morbid psychology of entrepreneurship.Then it buried his wild.

But why do you say that?

Because entrepreneurship, you have to go to the community to compete with everyone fair it. If the country provide space for free, but also insured you. And then cause malignant competition, in order to grab the entrepreneurial team to obtain state subsidies funds.

If this space give you one hundred thousand yuan,the other give you two hundred thousand yuan, and promised to avoid tax and so on more concessions. Then he is useless to go out, so now this is very terrible. In this greenhouse conditions cultivate entrepreneurial seeds, after he can not in the wild conditions to venture, instead this will hurt him in future. In order to make entrepreneurship seeds develop more healthy and rapidly, as chairman of the general assembly, I advocate all walks of life, fronts, various fields actively encourage wild entrepreneurship. Let the entrepreneurial become countless rich fruits.

