

中华人民共和国教育部

• 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 / Û © & , 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 ,

]C' ^%ö œ+U⁹ QFV
Ñ, /±FV g]M Q P = = M Q æ +U Ñ ÑÇUI ç μ]M^ a „
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
•6è oMÿ,°H ? . É •, K 2 : f :Q W q Þ C x 3 i N+› Â p
‹ , 6 ‹B40A %o31 = • œ ï# = • >73 Ñ =1x* < l Ü 1 • ïM~ ,°
52 > oMÿ >]C' p (« K , \ Þ6, P •6è = 0.v •6è\$' L • œ o
Mÿ, žM~ ÞF 3VC^ •6è , = 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] 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 •
(~ • = • N6, • (~ • = •] 3 L { (~ • = Ø3X:B8ó (~ • , Ø3X ~ F
: œ!ë ? p>Š Û,° Q æ Q P •6èK4 — , Ô)æ p = œ W = œ+U2±
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 = ‡FV Ñ > e * •6è , ùF Q æ Q P •6è D S) u"ñ •
6è = I P •6è = %06è = 5Ä6è = é P •6è3] ü5 > , ° 0 í ° %05Ä
é Ê6è © & , @ ³ 6 8 6],° Q æ Q PB4 Ç\$' > 6 ‹ M^ a
4Ø8"1‡ Ü • û #q P , @ ³ 6 8 6],° 3 û S uB4 > Ê e * Q æ ,
µ# 6 ‹]œ+U Â c œ+UQ æ#q P , ß P0 .J F ÒEç L Ê+^ , C
x 3 ì Q æ ‹ >

1b Ê €]C' < t Ô 31 M#q P > e q %0C' Á , ; "Q
•qC'F%0 'B ?÷Lz , µM^ a4Ø8"1‡ Ü • û C'F%0 'B ?÷Lz , ‡
6, •C'F%0 'B ?÷Lz , ‡ 3L{C'F%0 'B ?÷Lz , µ Â:B8ó(~ • 'B
?÷Lz , µ > e N¯ B U#q P , ; " M^ a4Ø8"1‡ Ü • û #q P =
]œ+U Q Ø/ö ´]œ+U Q æ Q P F Ò ‹ µ =]C' N/öN¯-\$ / Û ‹ =
/B ` >0 ¶31 M#q P =# • | ½ L %0PÂ#q P =6Š > 3 •0 ½4ú
4ý Q P •6è 3L{ PAä >

b €]C'+g •6èG =c d5 NG =c d5‡5 ě ž Â ¥ L
Ž P Ô ç Ú =3 ì ‹ Â oMÿ = P Â ¥ LG =ð ÑCz\$Æ /t
P LÒG =Ò P Ò ‡G =c 30 œL~ =c 3 0AL~ =3 ì. Aü Ý
y v = 3 xL~ ¬Ca 6 N¼ 2 E4ú Ô ç Ú =§M^ c d Â#•"-7 ð
"G u Ò § B q Ô ,#••]œ Â £ 8 ð"G u Ò µ Ô >

]C' Aô1 4ú4ý Ž P ´1¶0&]C' 4ú P µ+g •6èG G KµL~
Ó+UÂ#•"-7-7Kµ>· ì Ñ û 1 q 1 , ? © G L CUCY ðp F Ž ,
CUCY]C',°4ú4ý Ô ó >

\$; | ># ,°. 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-\$#¿ 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 =# Đ >ž đ û ë =6x y5 °1• > øC'
N-\$ % Ñ %œ 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 Đ,°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
C' CNÓ ‹ Mµ - c Q • qC'F%o ` =M^ a4Ø8"1‡ Ü • û C'

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
` >

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
* <+^ 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 OE=K, OE=K OE>

]C'4ú P <FPEý ž 3]œ+U Q P C x5‡ p øC' LU

ÑN⁻-\$ </p = Q P = 2 = ĚCz / Ů1• C x > :N⁻-\$ LU % ,± <
ž 3] œ+U Q P C x5† -A-. © ¥ >: f % _+^5†1
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 - %
» ĭ >

]C'AôH OE =K, OE =K OE Â :2± <N⁻ OE Ç AôQ WLü %o OE =
-7 84ú4ý OE Â N/ö 2 > OE 'B ?÷Lz , μ >

: f : W?-AÚ-U•³]C' ,° Ù V Þ Ž Â4ú4ý ' >:-74Ý •
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 PNÎ †+k §E %o G
"#-LJ _0° F,%ö ç * P œ+U ¼@ Q = ĚDá Q >

: f : W?• •7 C' ù œ = C' ù • = C' ù Q ,0% • ÞF
œ+U Q æ Q PAã4ù Â ÔD+C,ã Q Q æ Q P ð f / ±"j© , Ð
C] M Q P = = M Q æ U ß Ñ Q }4Ý , p 0Aô Q

æ Á 3 ì Ñ\$Æ\$Æ C ã,° ð f ° Ñ e Ç >

]C' ' 5Ú pÆ ,B- øC'-7 ' p = 8 μ Á æ
+¼+U Ý 0Aô « = Ð Z C ' ð Ž Ö ›B 5Ú ,õ ÄC' Á '"ÖFP
Ú#w >

]C'4ú P6Š31 ð Æ
ž 3Q 1• œ W œ+U ¥ ÞB D g P = 2 c ù .)K\%Ä
6Š31+kB Æ , V-U Æ
+k †Fä1ç Æ
f v Æ M â 8#-#ö p M ?)â?μD%+h -]JÖ 0 c š μ p
Fä5L Æ
#•"•]œ V8¥ NT...
6Š31+kB Æ 1
V-U Æ 1
+k †Fä1ç Æ
f v Æ#•"-7 £ 8 • £ Ž D% -
Fä5L Æ
•6èG Q 1••6è .52 > : j5* R
6Š31+kB Æ , V-U Æ
+k †Fä1ç Æ @
f v Æ M â 8?μ p] ^ 7 B -
Fä5L Æ

Lz , Æ 1b Ê € c 3 È6Š5‡] œ+U Q æ Q P]C' Q •
qC'F%ä ~

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

1b Ê € c 3 È6Š5‡] œ+U Q æ Q P]C' 6, •
C'F%ä ~

1b Ê € c 3 È6Š5‡] œ+U Q æ Q P]C' 3L{
C'F%ä ~

1b Ê € c 3 È6Š5‡] œ+U Q æ Q P]C':B8ó
(~ • ï ~

• 6è G

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]
 ü 5 > , /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‡

¶ 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 ‹ = Þ%a g † = %o6è

1 ¶1• Ç

È6Š5‡ /t P C x , ;"+k † | x =#¾Co+U#q =H =Ã =

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

-. ©# Á# ?ú 65)æ © q] g øC'-. © y _ -8 CU 6 =# Á

CY 1 >

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

]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
 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 , -1\ > A — , Æ

øC' +i Û 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 Û 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 Û 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 aL† CC»Eý a
 ' a > D# Â µ >+U } % p ç .# ð >ž > 7 P#
 ð >ž ^]C'FP. 9 • DF >, *,° C ¾AU % >
 øC'+i Î ð N±p ¶FPQ 1• œ W ^ W+U ' % p b I0 +U =J
 0¬+U , C a ^6,+U µ L" P a »," P+U ' a • D"
 P,° b I0 +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' I >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 Î 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• ïM~,°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&ï =?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 ⇒å¹ 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^a =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% · ¿ -. ©G L =f ï u Ò = >, P 7 P =ç- p^o =ËCz p^o
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?. , •³⁵ 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^{a4Ø8}1‡ Ü • û F Ò < >

ø Ö M^{a4Ø8}1‡ Ü • û #q P, °N⁻-\$, 1\ >]C' øC'?. "x
,^o , %8 qF? ø Ö]C' M^{a4Ø8}1‡ Ü • û C'F%o L ¬ C'F%o
" C' 73F? ø Ö 6 `C'F%o µM^{a4Ø8}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<• } † Ì 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 %o fCX x ! α =(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 >

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%o,°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 ,^a

> / 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 † Ĩ =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<• } † Ĩ LF
-. ©# Á# ?ú 65)æ © q] g øC'-. © y _ -8 CU 6 =# Á
CY 1 >

øC'N-\$#ç ð. Äü Ý y, °, Ũ C ,M6 Ú Â a, ° - ?
Á ~ Ñ, ° v ? ð œ M~ 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 =\ Þ 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 ç .# Â aL† CC»Eý a ´ a > D# Â μ

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

• >0 ¶ F ÒEç L,°N⁻-\$ % ø Ö Q P 4ú ' C73 ø Ö Q E
 4ú , 0 ¶ F Ò,° Â F ð = v ? ð c ? øC'+i Ũ ð,°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⁻-\$, 73 ø Ö Q • qC'
 F%œ+U § Q4ú 'B ?÷Lz , µ, C73 Ũ 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 Ð,°GfNÓ NF^aF? b9†N⁻-\$ >]C'4ú P <
 52 >69<‡: f Ũ C LU i =øC' œ W i Â Q æ Q P •6è ' ũ 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⁻-\$ › * ž 3 q éC' ,FPEý5‡ @Aú
 x , Ý+U `N⁻-\$ › ž 3 q éC')æ p" C' >

:-7 f ?• F1 ?6, P •6èG L ø D,°6, •C'F%o ' E4ú , Þ
 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
OE=K, OE=K OE>

: 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⁻-\$ = ĚCz = 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
Ê € c 3 È6Š5‡]œ+U Q æ Q P]C' Ä a >8)
> t Ô ,]C'Âô1 3L{C'F%o > - %o ĩ ~ , A >

c 3 È6Š5‡]œ+U Q æ Q P]C'8 aC- (F Ő t
Ô ¼ € , FF!› FKµ p ž*9 øC'?'ú W 6],°]œ+U Q æ Q P"
C' > a t Ô,° 1b €]C' § ? c 3]L| vQ 1• œ W =
\$e%é & f p vQ 1• œ W Â ›8 ` 3 i Â f p,°Q 1• œ W ,
qAxC»Eý = C]œ+U Ũ C øC' , øC'N⁻-\$C»Eý = ` >]
C' UL* , C»Eý f c L ĚCz đ = 7 P ì = Q P « L ž 2 > =
Q æ Q P •6è l ì ø DAú F? Â = 2 ' > 6]⁻ NC^N⁻-\$7gNì6B
0,9í í ¼ * µ# ,° 8 p. C Ü , * 3,° f r Â * !,°FU Ü9í
í ĚCz >

1b Ê €]C' 3L{C'F%o F¶B- ž*9 Q æ Q P N/öM^ a 6 B ø D
F 6- Á ,")6• Q æ S5* = %ö Q P ý"J, B p1 ¶ = Ú#w ... ' =
§ B FKµ >

øC'N-\$ N±-U Ô = > í =># , 1 < C8¥ ¥ Ç øC'N-
-\$ C í ë(å ð. Aü Ý y Ç v#¿ ,° D QFV = l _ ¶ e = Cz\$Æ
1• ûN± ?\$; l ># ,°. Aü Ý y L(ÿ y Ç °>ã =- +^= Ñ<• }
† ï LF -. ©# Á# ?ú 65)æ © q] g øC'- . © y _ -8
CU 6 =# ÁCY 1 >

øC'N-\$#¿ ð. Aü Ý y,° , Û C ,M6 Ú Â a,° - ?
Á ~ Ñ,° v ? ð œM~ ¾ yAî % œ = l _A÷ œ1•Ç (Â F ç .#
Â,° Q PN-\$, Û C ,M6 Ú < f , ë =# Ð >ž ð û ë =6x y
5 ° = - - . © A÷ D ½ , C l ,1•>øC'N-\$ % Ñ %o fCX x i
æ = (9í ĚCz û ë = \ Þ g P û ë =+U 7CW)d û ë1•-. ©A÷ D †
ï > (9í ĚCz ´ L l > µ = y @,° øC'N-\$, 0Aä Ñ
-. Ê †A÷ † ï >

]C' LU p < f Û C øC' > wAîD W =D 34ú 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 LU1œ H L5 :[,°N-\$, C í U+^
ðN-\$ øC' > LUCUCY ð,° œ2f v ^ W p+i Û œ W >

U l ç c 3 :Q W Þ9† b W L 3+• œ+U =#- L W =3 L >
'Q W >+U øC' > øC'N-\$ LUCUCY ð , Ò B , - = 3L{ Â 3 »
œ2f ,% B , >ž 3 » L Z `Q W øC' ,œN- % +g 3 » L
Z `Q W B ,9í í >

(9í ¶ € c 3 È6Š5‡] œ+U Q æ Q P]C' ž 3 q é
C' :C'F%oH œ ÂK, œ,°N-\$,C % Û C ø Ö b €]C' 3L{ C'F%o,°

| P 7 P4ú Â/t P 7 P4ú , % Û C ø Ö ³NÍ4úC' Á >

øC'N⁻-\$ œ+U F ŽN± p c „ ð"G § Â 3 •6èG !™ EAÚ %,⁰
3 L αFPQ 1• œ W ' ø ?÷ •6è G •6è#¿ L - 1x ¥5‡
μ . @,⁰^ W+U L" P a »
,⁰" P+U ' a •D" P μ , øC'+i Û ðN± p LUCUCY ð >
o αN⁻-\$]C^ Â2± a , < p | P 7 P4ú =/t P 7 P4ú =³NÍ4ú >
øC' — , , A Æ

øC'N⁻-\$ - ?E¹ œ,⁰ Q E =¶ e =Ý ÷ =|
P W E1• , ? D.α,⁰ Q PAx H , P `# Â ¢ . L (# Â ¢ .,⁰ Q
PN⁻-\$ } % øC' > (# Â ¢ .,⁰ , øC' 7 P# ð >ž,⁰6x y C Í
G Ä , øC' F Ž6x y >Ax C Í G Ä , 7 P# ð >ž ^]
C'FP. 9 • DF > , *,⁰ C ¾AÚ % >

øC'N⁻-\$ | P •!ë@ é/t PL\$NÍ , ~ F!™
G =8¥] =% 75#F > , W E , C x Ä — ‡ e a =/t p ‹ =g õ
5Ú %₀ =L Ô- % 75# ‹ p Í Â -\$ = , ¬ ? p | A ÷ ¬/t P
-\$ =0i Ð > ¬/t P § Ñ D 8 p F Ò e\$; | = % # • H ,⁰ >

/t P 7 P4úN⁻-\$?. "x | 7 P2± p q , _ Ä K ›/t P §
Ñ ËCz Þ Þ/t P 7 P ‹ ÇP `# Â ¢ . L (# Â ¢ .,⁰/t P
7 PN⁻-\$ } % øC' > (# Â ¢ .,⁰ , øC' 7 P# ð >ž,⁰6x y C
Í G Ä , øC' F Ž6x y >Ax C Í G Ä , 7 P# ð >ž ^
]C'FP. 9 • DF > , *,⁰ C ¾AÚ % >

75# .Lü ž*9] Á 7 P =u Ò p ⁰ =ç- p ⁰1•

g8 Dá ‹ L/t P §]L\$NĀAô1 øC'NĪ-\$ >1\ > øC' — „,°`
đ = LU = 7 P } % øC' „; " (9í ¶ €]C' 3L{C'F%oH K, ŒE,°
N̄-\$ L ç . , % B , ø D P ` ³NĪ >

UI ç >+U § QN̄-\$, © % +g ^ W • > Ā1\ > ø C' — „,° œ+U
§ B4úLU øC' , LUCUCY đN±+g1\ > øC' — „,° œ+U û 1 , wAĭ
< ?0 .J F Ò,° • >,°6x y D œ+U v 76x y > ¬Ax1Ī , > ¬Ax
1Ī,°6x y C Í G Ä , J œ+U øC' F Ž >Ax6x 3 C „ Ä >

Gý+^SC' =5‡5 CC' Ā)æ p q éC' ?4ÝC' I †FPEý5‡5Aú x ,
v ?+i ŪN̄-\$ cFªF? 0K ŒEN̄-\$ ´ CC»Eý ` μ , ¬ ^ ¬ c
AúF? 0 ` N7 N̄-\$ ø Œ)æ p q éC' > 3 » L œ2f2±Q W ›
F? q éC' 3L{C'F%N̄-\$ q ! CC»Eý ` >)æ p q é C'ĀôH ŒE
` ,K, ŒE ` ,+g]C'4ú P N· 9í ŒEA÷ œ , øC' ŒEH >
³NĪ4ú+g]C'4ú P ·LüF? Đ,°³ NĪ ĩ Ñ øC'NĪ-\$ ĀAú
x = ü ,³NĪ ĩ Ā]C'4ú P § B4ú4ý I ìF >,5‡5 S x Ā)æ p
4p x >³NĪ4ú Aôĭ " C' ŒEH ,F ›)æ p4p x,° LU !H Ā ŒEH !
NÓ+g ³NĪ ĩ.æ Đ , ¬ D ³NĪ B , ç 9 >³NĪ < ^ ž 3] œ+U Q
P C x5‡ ´ μĀ ž*9M^ a Q æN¼>ì § B %o ùF P Ī
5‡ ´ μ >, ç 9 >

3L{C'F%oAô54ú4ý = Û V ŒE, UI ç / øC'N̄-\$4ú4ý L Û V •
00· 0CW)d,° p ° L ` đ , N· A÷ œ ŒE(, >

øC' LU %FPEý,± ‹ ž 3] œ+U Q P C x5‡
´ μ L ž*9M^ a Q æN¼>ì § B %o ùF P Ī5‡

μF >, øC'# Â > Û C315 6 t, L* p M
â, L* a > , '! , L* p M â, L* a >
>

v ? øC' † Ĩ Â)æ p1ŠEβ5 6 μ+^9'B#, ûN± ÑN^- \$B*
D , LF % Ú = (~, ° | PAx H œ L < JÕ?üNÇ
' pE» ßCz Ĩ >

]C'4ú P < p ø Ö)æ p q é C', ° LU Ñ 8) ð, ° ø
C' 3L{ ûCo 'L†5 #, 8g μ Â øC' UL* b fO ð >
b!W]C' < Ä a >!™ E e P, > ^ £ t,)æ p
q é C' ÂN· OE E >

Aú x?ú O Â-. ©B* DB-, ± ‹ ž 3] œ+U Q P C x5‡
' μ L ž*9M^ a Q æN¼>ì § B %ò ùF P Í5‡
' μ -A - %ò » Ĩ >

]C'Aô1 4ú4ý Ž P=Iì Ž P Â4à Á D- -™ Ž P> 3
L{C'F%ò+g ž*9M^ a Q æN¼>ì § B %ò ùF P' μ ... Ô, 7'Aå ø
.1•C" ß e 7 , -M~ G ž*9 >' O j >
bLz , v#ž —!t, ° 64p@ H y ^ c 3 È6Š5‡] œ+U
Q æ Q P]C'4ú P v ? >

ž*9M^ a Q æN¼>ì § B %ò ùF P' PILC μ Tú ÆĨ
6Š31+kB Æ086-15600745333

+k †Fä1ç AËfo@pilcchina.org
f v AË M â 8#-#ö p\$; „0 ¶ #0 ¶] Ü A Ý 705 Ú
F ä 5 L AË0080
ž 3Q 1• œ W œ+U ¥ ÞB D g P = 2 c ù .)K\ %Ä
6Š31+kB AË086-18368806231
+k †Fä1ç AËshijinpeng@moe.edu.cn
f v AË M â 8#-#ö p M ?)å?µD%+h18 -]JÖ 0 c š µ p
F ä 5 L AË0098
#•"•] œ 3L{ > ' D Ú#w : AË9ï
6Š31+kB AË086-13386539581
+k †Fä1ç AËxuying90@zju.edu.cn
f v AË #•"• -7 £ 8 • £ ŽD% 866 -
F ä 5 L AË10058
•6èG Q 1• •6è .52 > : j5* R
6Š31+kB AË086-10-66097850
+k †Fä1ç AËinternetplus@moe.edu.cn
f v AË M â 8?µ p] ^ 7 B

第五届中国“互联网+”大学生创新创业大赛 萌芽版块方案

p\$' >Ce ±:s Ô ž 3 •6è] P2ô/” , F 6!> < c 3 È
6Š5‡] œ+U Q æ Q P]C' Ô73 , P P ~ F : œ!ë ? p>Š Ū,°
Q æ Q P •6èK4 — ,)æ Â / ± Q æ Q P D = ð f , 1b Ê €]C'
ÔAô:B8ó(~ • , - %o ' ï ~ , A Æ

P P Q æ Q P3VC^6è , Ø3X 0.v •6èL!ë Q æ Q P •6è,°
æ W E , K 2 c œ+U 6 <0 ¶ Q æ = D QFV =t P ÔD+ 1• Q æ
] ÔD+#q P , / ± Q æ2ô/” = %ö Q æ S5* = á QFV †CÙ =
} Q æ73 Ñ >

¤FPQ 4Ý c œ^ W œ+U% ø Ö1b Ê €]C':B8ó(~ • ? ©#q
P >Ul ç œ+U LU p < f ø Ö , wAîD W 4ú 0 LU >

CC»Eý ` >

øC'N-\$N±-U Ô => í =># , 1 < C8¥ ¥ , C Í U
+^ ðN-\$ øC' > 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#¿ ,° D QFV =I
_ ¶ e =Cz\$Æ1• ûN± ?\$; ! ># ,°. Aü Ý y L(ÿ y Ç °>ã =
+^ = Ñ<• } † Ì LF -. ©# Á# ?ú 65)æ © q] g øC'-.
© y _ >

: f?• F1 ? 0.v •6èG L ø D,°]C':B8ó (~ • ' E4ú ,
AÚ-U.J0→ → I Ð ' ï ~ , ÞF A :L!ë,°C' Á4ú4ý ' Æ
N-\$FªF? ' a > µ : f ?• •³ b f N/ö Q æ
N-\$,°FªF? ' ,FªF?)å8, Â ï E1• %8 >, é Ð >
N-\$ Þ9† ' a > µ B- : f Ä > f , G]
C'4ú P ÛF7 ø Ö ž 3 q éC',°:B8ó(~ • OF?N-\$ >
ž 3 q éC' ' a > µ]C' I ï Ž P /: f
Þ9†,°N-\$F >, FªF? ,.α Ð 64þ)æ p </pN-\$, ^ > ž 3 q
éC')æ p" C' UL*F >, </p Ú#w >

:B8ó(~ •Aô ` Q æ%' Ñ Œ ÂN' ŒE9 " ` >Aô:B8ó(~ •
Lü %o Œ ` , N/ö Q æ Q P 2 >9 " C >

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

!š , q P ϕ 6 μ

G » F7 Æ ? ©G N¼ 2 , Ô ϕ »

•6èG Ô ϕ »

2019 ^a 3 > 27 ¡