

Persistence is Key to Entrepreneurship

An Interview with Dong Shaoling



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Dong Shaoling is a third-year student at the School of Transnational Law at Peking University. His other identity, however, is that of a young successful entrepreneur. With three other partners he founded Zhong Bei Ming Yi ( 中北明夷 ), an Internet venture company, in 2014. Since then their excellent product RabbitPre has brought his team many entrepreneurship awards. Recently his team, competing with other teams from Tsinghua University, Shenzhen University and so forth, successfully got the ticket to the final round of ELIFE Dark Horse Business Competition which will be held in Beijing.

ZBMY, based in Shenzhen Nanshan Entrepreneur Park, is an IT company providing advice on O2O strategies for specific firms. At the same time, it also provides other services like design services for mobile applications, data analysis and product promotion through WeChat. Founded in June 2014, ZBMY now has a staff of around 20 people from different universities and provides services for several golden clients already. The company grew even faster after receiving an angel investment of approximately five to ten million RMB, and the firm's value is expected to be grow to be several time larger than the initial investment. As they interpret the company name, ZBMY, to stand for zealous, brave, mission-driven

and young for each letter, it is easy to see a promising future for ZBMY.

RabbitPre is the main product of the company. It is an online tool which allows people to create a web applications freely. It is easy to use even for people who know nothing about app design or programming and the interface is as easy to use as Microsoft PowerPoint. Customers can create their own web app for various purposes such as company advertisement, product introduction and so on.

**The Beginning of the Story**

In China many students struggle to find a job after graduation while a selected few decide to start their own business instead. Dong said that one of the deciding factors for him to start a business had nothing to do with his personality. Dong claimed himself as person who wanted to change something. "Without innovation, I would rather die" he said. Even though he said that studying in a law school enabled him to gain deep insights into the society system and governance, he could not see himself as a person only providing advices to entrepreneurs. "I want to create something, find something and change something. That's what I want" Dong said.

Dong also shared a story that really inspired him. This year, he went to the U.S. to participate in a law program as a representative of PKU. During the program, he communicated with many top students from Stanford, Harvard and other top universities. He said," I saw the light in their eyes. I recognized that many excellent students had dedicated themselves to changing the world. We are not alone." We cannot sit back and find a comfortable zone to relax. After coming back from the U.S., he started his venture. In fact, he was presented with his first opportunity in June 2013, as his company was the among the first few third-party developers of WeChat. He started to cumulate capital for the project. Finally, he established the RabbitPre, the website.

Dong put a lot of emphasis on seizing

opportunities as they come. Although he said he was did not feel himself suitable for being an entrepreneur at first, he could not let the opportunity go without doing anything. First, one should have a good idea and what is more important is to start to move and get it done. Maybe you don't feel comfortable with that, but you know you are pursuing your dream.

**Difficulties on the Road**

When talking about the difficulties he faced in the past, Dong emphasized the importance of persistence. To show his point, Dong gave two examples. One scenario happened just the day before this interview: The night before he was talking with a client whom he really wanted to cooperate with. But things did not go well and to top it off at two in the morning the chance of something coming out of it felt slimmer than none. Nevertheless, he insisted and kept negotiating until they found out what this client really wanted. Finally this client agreed to cooperate with his team and even wanted to start another new business with them.

The other story happened at Shenzhen Hi-Tech Fair. Due to the delay of their application, ZBMY did not get the place to exhibit. With a lot of effort, they found a partner who agreed to share nine square meters of space with them. They decorated the place with many advertisements and put a screen there to show how RabbitPre is used to design a web app. Unfortunately their partner decided to reclaim the spot as many visitors there were more interested in RabbitPre instead of his products. The employees in ZBMY were very angry and wanted to leave immediately but Dong still tried to find a way to fix it. Finally, with the help of Professor Ma and Professor Shi from PKU, they could still keep exhibiting their product to the potential investors.

When starting one's own business, bumps on the road are to be expected. "But what an entrepreneur should do is never to give up. As long as there exists a one percent chance, we will put one hundred percent effort to achieve it" he said.

**Plans for the Future**

ZBMY does have some strategy plans for the coming days, but since the market changes very quickly, the firm needs to develop dynamically along with the market. Right now the next move of the company is to design a new browser which would be specifically suitable for web applications. There exist two main shortcomings for using web app: The first is, that it is hard to find a web app satisfying one's specific needs. The second is, that using web apps requires a good network signal and network flow. Dong considered this browser as an introduction to a new era where more and more people start using web applications gradually. This kind of browser will allow its users to search for a specific web app wherever they are. Dong believes that it would replace app stores in the future.

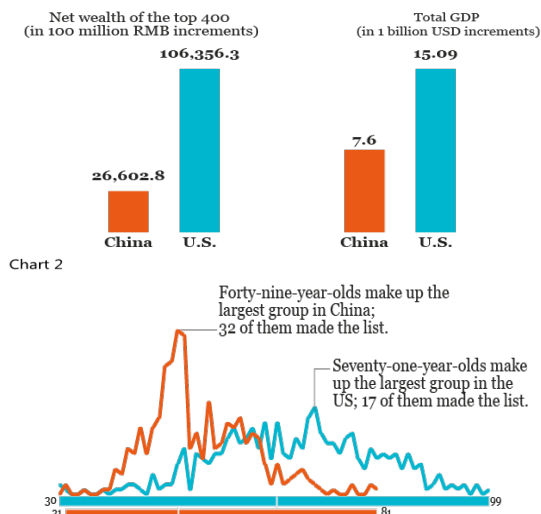
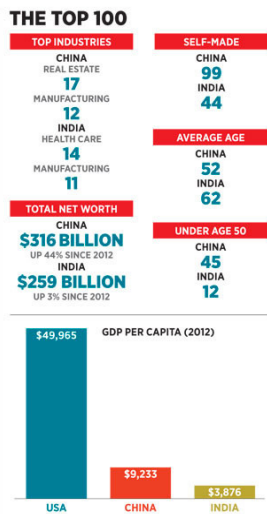
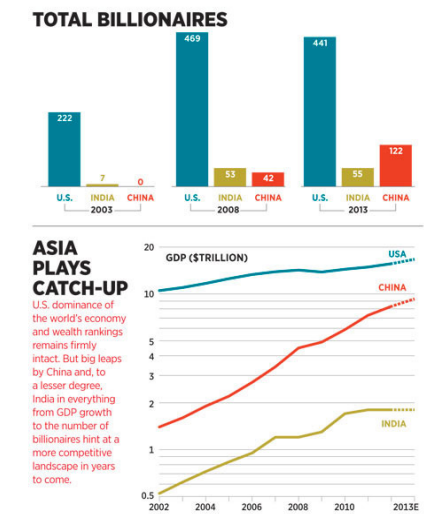
**The Only One Suggestion**

Recently, a new association called the Youth Entrepreneur Association was founded in PKU. The scope of the association is to provide a place and time to meet others interested in starting their own business. Dong gave his own advice to those people who were just like him. Despite the fact that he is from the law department, Dong admitted that high-tech has always been his passion. "After the first industry revolution, there has been one dominant form of production in every 120 years. Starting from 1990s, that dominant form of production is information technology. I have been trying to use this power as a tool to change something. It would make it easier to attract social capital investors to invest in us. It would be easier to negotiate with other people to find opportunities." he said.

When he was asked to give some suggestions to the other students, he said he was not capable of giving suggestions, for he also lacks experience as of right now. But finally he said "if I can give one suggestion, it would be: if you really want to do something, do it. Do not hesitate!"



# The Rising of Entrepreneurial Spirit In China



Entrepreneurial spirit differs from country to country. Culture, traditions and political or social environment – all of these and not only, have great impact on shaping the entrepreneurial spirit of the country.

## So what is entrepreneurship?

It has been defined as “the process that takes place, that causes changes in the economic system through innovations brought by individuals who generate or respond to economic opportunities that create value for both these individuals and society.”

## Entrepreneurship is Spreading in China:

As MIT political scientist and China expert Ed Steinfeld says, “China is one of the most entrepreneurial places on earth.” (Source: Bloomberg) Perhaps this observation doesn't surprise you, given what's been happening to the Chinese economy in recent years. But you might not recognize how widespread entrepreneurship is in China, or why the country is so full of entrepreneurs (Chart 1)

Even though America's wealthy have more money than China's (Chart 2), China's wealthy are much younger than ones from the USA – 49 years old is the average age for Chinese entrepreneurs and 71 is for the USA's (Chart 3).

One of the obvious reason is business and economic environment, which is drastically changing in China. The recent slowdown in China's economic growth has naturally been a source of concern for the government. A continuation of the country's phenomenal economic growth is needed to maintain social stability. Sustainable economic growth has thus been identified as one of China's key challenges for the coming decade, so China's transitioning years have begun.

In fact, China has long been preparing the ground for entrepreneurial revolution. When Deng Xiaoping became chairman of the CPPCC National Committee in 1978, he ended China's era of economic isolation. The country de-collectivized its agriculture, opened up its economy to foreign investors, and liberalized its markets. Starting in the 1980s, the Chinese government actively encouraged entrepreneurship across the country and by now it is known that Chinese entrepreneurs are

Asia-Pacific Economic Cooperation is a forum for 21 Pacific Rim member economies. This year's summit took place in Beijing. The event was followed by a specific type of holiday- the coal factories were shut down, the car traffic restricted and the city's infrastructure largely disabled for the time of the talks, all in order to make the sky clear again. The state locally called APEC blue. The symbolism behind these actions is apparent when we consider that one of the topics under discussion was climate change. Indeed, important agreements were reached on this subject among many.

The two biggest member economies reached an agreement on the reduction of carbon dioxide emissions and, by doing so, sent a strong message to the international community by displaying willingness to cooperate and make sacrifices. China agreed to limit its rapidly growing emissions after 2030, the year when these values are predicted to peak. In order to do so, President Xi Jinping promised that China will fight against its current dependence on coal as an energy source by increasing the proportion of renewable energy in energy end-use to 20% by 2030. The US presented a schedule for the limitation of its own emissions with the ambitious goal of reducing them by 26-28% below their 2005 level by 2025. Both parties expressed the desire to motivate further breakthroughs in climate negotiations on the international level. The agreement was made public by a joint announcement, signalling the cooperative nature of the enterprise.

However criticism was also raised regarding the deal. The academic community expressed concerns and argued that

## Types of Entrepreneurs in China

It is important to note that entrepreneurship in China took many different forms. Three main varieties can be identified. The first occurred before reform and through the 80's, consisting of very small-scale activities in retail and services. The second group emerged in the late 1980s, with more highly educated individuals, often engineers or SOE managers, and the third type is the foreign educated or trained Chinese returning to China to start businesses. This type of entrepreneurship has been evident recently in the flourishing Internet sector.



## Characteristics of Entrepreneurs

Various researches confirmed that Chinese entrepreneurs share many characteristics with entrepreneurs worldwide. However, there were some characteristics of management style that were unique to China. Among the universal attributes, comfort with risk and even an enjoyment of risk is most obvious. In China, however, where quitting one's job at an SOE means sacrificing not only a stable income, but also significant fringe benefits such as housing, going into business for oneself is a major undertaking. While successful American entrepreneurs have been deified in American culture, entrepreneurs in China have only recently become respectable figures. Famous Holt's study suggests perhaps Chinese entrepreneurs might have to be more risk loving than their American counterparts in order to

overcome environmental barriers.

What Cultural aspects differentiates Chinese Entrepreneurs from US Entrepreneurs:

Hard work and liquidity are factors Chinese entrepreneurs use to hedge for an unpredictable environment. But, interpersonal harmony and guanxi are important factors for further reducing risk. Guanxi is decidedly Eastern with roots in Confucianism. While good business contacts are important in the Western business world, merit and innovation alone can also carry a business to success in the U.S. but in China network plays enormous role in company's success.

“You don't just need connections, you need the right kind of connections.” An extremely successful Chinese entrepreneur in the early 90's, Lei Chen asserts that her success was due in part to the clients she interacted with, her Japanese friend who became an investor, and her contacts in the import and export industry after working with an SOE for five years.<sup>24</sup> Some prospective entrepreneurs may even join SOEs for a few years specifically for the purpose of building up contacts.

## Now Let's See What Data Shows:

The latest numbers from the Organization for Economic Cooperation & Development (OECD) show that China's rate of self-employment far exceeds that in the U.S.—51.2% versus 7.2% (source: Bloomberg).

According to the 2009 GEM report; China exceeds the U.S. in its rate of ownership of new businesses, and the rate of ownership of more established businesses. Furthermore, China scores higher than the U.S. (and many other nations) on realized rates of new business growth. So it's not just how much people expect to grow, but also what they accomplish in creating jobs that marks China's entrepreneurial activity.

What about the rest of the population in both countries? How many plan to become entrepreneurs some day? According to the 2009 GEM, only 7% of Americans between ages 18 and 64 not currently starting a business intend to start a company in the future. In China, the number is 23%.

So, why is China so entrepreneurial? When you think about it, to start a business in China is not simple, taxes are relatively high and hiring cost is increasing but Chinese entrepreneurs, whether because of cultural or other factors, have consistently proven willingness to establish businesses in a number of high-risk and unstable environments.

The evidence that China is a go-to place to see entrepreneurs suggests everyone should learn something from studying Chinese attitudes toward starting businesses.

In conclusion, with accelerating reform and increased exposure to the West, values in China are also changing. Perceptions of entrepreneurs are improving, and people are rushing to get rich. Successful entrepreneurs are upheld as role models and idols. The Internet is changing the nature of entrepreneurship by introducing stronger foreign involvement through foreign-educated entrepreneurs and foreign funding. It is evident that Chinese entrepreneurs will continue pursuing their dreams and ambitions. Their resilience and resourcefulness will continue to elevate them towards success.  
Reported by Sophiko Tsotskolauri

the international community by breaking the impasse which may prove to be the needed source of momentum for any further action necessary in the field to be completed.

## APEC: the Climate of Change



(A Caricature by Xinhua News Agency About the Special Blue Sky in Beijing During APEC Forum.)

waiting until 2030 for China to start reducing emissions may be too long for the environment to bear. Others suggest that this bilateral deal concluded in a secretive manner undermines the common effort of the international community to reach a universal agreement on the issue. Finally, pessimists point to the other conflicts between the member countries, with territorial disputes and human rights being in the spotlight. However, the co-operation between the two biggest economies on the crucial topic of climate change sends a clear and positive message to

It must be noted, however, that the recent negotiations between China and the US did not stop at the agreement on reduction of emissions. The package of deals was much more extensive: it involved the introduction of long-term visas and it clarified rules regarding maritime and air encounters in the Pacific. A breakthrough on the issue of eliminating tariffs on information technology products was also made, which may open the door to including these in the scope of future WTO agreements. This collection of mutual agreements seems to be a win-win situation for everyone that goes well beyond the ad hoc action on the urgent problem of climate change. Some suggest that it is also designed to be another blow in a series of moves seeking to undermine Russia's position on the international stage.

In conclusion, it can be said that the agreements reached between the world's two biggest economies are not only a significant step in fighting the climate change which rose out of necessity, but also signify a step towards their co-operation. In advance of Obama's speech, one of the senior officials said that “we hope that this announcement can usher in a new day in which China and the U.S. can act much more as partners.” We can only hope that this quote will direct the course of future interactions between these two superpowers.

Written by Adam Strobeyko





# Research Experience at the Oak Ridge National Laboratory

One of the many significant advantages of studying at Peking University is that there are multiple programs for studying abroad whether you're interested in a short-term exchange program, a double bachelor's degree program or a Ph.D. program. At the PKU SZ School of Environment every year some students choose to study at the Drexel University for one semester, and some go to the University of Singapore to take a master's degree. The U.S. is often the first choice of many as a location for studies abroad as so many of the world's top universities and leading research institutes, which have the world's most advanced form of technology and education, are based there.

Li Pengsong is a Ph.D. candidate of environment engineering from the School of Environment and Energy. Last year, he was fortunate to get an opportunity to work at the Oak Ridge National Laboratory. Oak Ridge National Laboratory (ORNL) is a multi-program science and technology laboratory managed for the United States Department of Energy (DOE) by UT-Battelle. UT-Battelle was a part of the Manhattan Project, and is now the largest science and energy national laboratory in the department of energy with programs focusing on materials, neutron science, energy, high-performance computing, system biology and national security. During the past year, Li took part in some really great research projects, and during his stay, he managed to travel through almost the whole American Continent.

## Experiences in Oak Ridge National Laboratory

ORNL was once used as a nuclear site, which caused serious uranium pollution locally. Li was engaged in a program called Long-term Sequestration of Uranium in Iron-rich Sediment, which was a Sub-surface Biogeochemical Research Program of the Department of Civil and Environmental Engineering at Stanford University.

Given that ORNL is a part of United States Department of Energy, I put gently questioned him about energy security and national security issues that may arise from recruiting non-natives. He answered, "ORNL is quite open to recruit foreigners. There are many interviewees and visiting



scholars working at ORNL. Only when it comes to some special projects which involve national security and some workers from questionable countries of origin, they might be more conservative in granting a working visa". He once knew a doctor majoring in condensed matter physics who encountered obstacles; his application for a work visa was rejected because of his sensitive background, but he went to the US using a visa offered from another University, and successfully joined ORNL finally.

Domestic institutes have many advantages compared to ORNL such as laboratory management and researcher recruitment. ORNL belongs to the federal agency of the United States, so daily management, rules and regulations are quite strict. For instance, both gates of the laboratory are guarded 24 hours a day and only persons with a badge issued by Department of Energy can enter. Every lab has a separate access control system which requires a card and permission to enter. For every independent lab, the researchers are required to complete the necessary training in order to get their name on the access-list. "I would be exposed to radioactive material, so before experimenting, I was trained for two days until I passed the assessment about safety". When it comes to recruiting researchers, they have a fairly free range of choices based on the ongoing requirement of programs.

## Experience of studying abroad

Studying abroad is a very special life experience, after which one often has a different outlook on life, a different world view and different attitude towards facing difficulties. "During the past year, my research fields were broadened. I have a better understanding of geochemistry and groundwater repair. Secondly, I was fortunate to have met so many excellent teachers and nice friends, from whom, I received with a lot of help both in life and work. Overall I feel my life skills were improved. During the year, I cooked my meals myself and as a result now I can cook many different delicious foods. As Oak Ridge is a small city without public transportation, I drove to work every day, and now I'm a better driver, too." Li said.

Certainly, life in foreign countries is definitely not without difficulties and setbacks. "One of the biggest obstacles is the language barrier," Li said. "In order to adapt quicker to the unfamiliar environment, one should listen more English radio, watch English TVs, make customer service phone calls and talk with natives. In general you have to create an English listening and speaking environment." Li added.

When I asked Li's advice on studying abroad, he said: "Read ten thousand books and travel ten thousand miles. On the promise that you have good academic and economic conditions, just go out and look around, experience different cultures and customs. This will surely enrich your life." For science and engineering graduates studying abroad, he recommended reading more original relevant research papers to get inspired and to stay informed with what's new in the field. "Think more, and most importantly, actively participate in the experiments you get selected to work on. When you face trouble with the experiment, communicate with your advisers and colleagues and solve the problem with your collective wisdom."

Written by Chris Lee

# The Sixth Annual Thanksgiving Celebration

On the 28th of November, the 6th annual Thanksgiving Celebration took place at PKU Shenzhen. The event was sponsored by the Chancellor's Secretariat Office, the International Association, the English association, and the CA program -- with support from the HSBC Business School and the School of Transnational Law.



The event was an occasion for students from different backgrounds to come together and celebrate one of the most renowned festivities in the United States. During the event, funds were also collected to be donated for the Ebola relief efforts of "Medécins Sans Frontières" (Doctors without Borders).



Many smaller events took place that night and the first one was the speech given by Michael Greco, a visiting professor at the School of Transnational Law, former President of American Bar Association, and partner at K&L Gates LLP. He mainly talked about the origin and history of Thanksgiving in the United States.

Greco said that Thanksgiving is a holiday celebrated in the United States on the fourth Thursday of November. It has been celebrated as a federal holiday every year since 1863, when, during the Civil War, President Lincoln proclaimed a national day of "Thanksgiving and Praise to our beneficent Father in the Heavens". He concluded by saying that as a public holiday in the U.S., Thanksgiving is one of the major holidays of the year. Together with Christmas and New Year, Thanksgiving is a part of the broader holiday season.



(Mr. Michael Greco giving a speech.)

Later on that night, a very delicious buffet dinner was offered to the guests. Right after dinner, a karaoke session took place, where students and faculty came together to sing their favorite songs.

Special Thanks to all the people involved in making this event a success. Special thanks to The Chancellor's

Secretariat Office, International Association, English Association, the CA Program, PHBS, and STL.



(Faculty getting food)



(PHBS students singing songs)

By Hicham Lefnaoui



# Halloween Parties in Shenzhen

## History of Halloween

Halloween has its origins in the ancient Celtic festival known as Samhain (pronounced "sah-win"). The festival of Samhain is a celebration of the end of the harvest season in Gaelic culture. Over the centuries it has evolved and has been adapted by many different countries such as USA, New Zealand and the internationalization of China has seen the day being celebrated more and more.

## Halloween in PKU Shenzhen

Halloween was celebrated on Friday the 31st of October 2014; it was hosted by the School of Transnational Law in the Moot Court. The event started from 1900hrs till about midnight with an after party where first year Management student, Klaus was the DJ. The mood was very festive and for some students it was their first Halloween. Varieties of snacks were served that included fruit platters, sandwiches, Tshingtao and small cakes. A wide array of contests where designed where students had to participate in such as best dressed, best imitation and so much more. We even had a student from HIT, from Angola come to join us and he was dressed as Mr. Jamaica. There was Priah from India who was looking for her husband Harsh who won the best costume and did an Indian Dance in celebration.



(Priah (Anastasia) and her husband Harsh from India)

Part of the history of Halloween is the Halloween costumes. Students put some thought, time and money into what they were going to wear and it sure did pay off. A lot students from all faculties came disguised in the scariest costumes they could find and makeup. Some exchange students put on a theme called

'Where is Waldo?'



(Marianna, Merve, Alice, Carolina, Megan: Where is Waldo?)

## Halloween around Shenzhen

Parks such as Happy Valley in Shenzhen even had Halloween themed rides and decorations to celebrate the day. Some students and their classmates took some time to enjoy Halloween to the fullest and explore how China has adopted these celebrations.



(Students at Happy Valley)

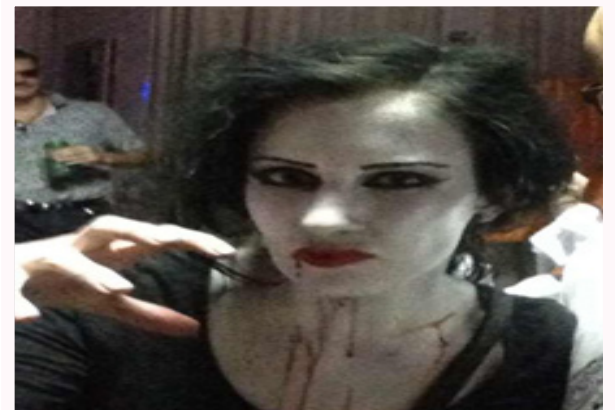
I was very impressed with how the Chinese Culture is slowly adopting the Halloween celebration and getting so creative in their decorations. Seen below is the disguised 'voodooorized'

entrance to one of the clubs in Shenzhen.

On a personal note it was my first Halloween and I thoroughly enjoyed it. The eerie décor, the screaming ghosts, bloodies dolls, skeletons and zombies. I must say it made my blood crawl; I would not have wanted to be left in that hall alone. My personal favourite Halloween makeup was Cindy, second year Quantitative Finance student and Lisa an exchange student from Germany. Lisa even dyed her blonde hair black for this day alone. They were dressed as the vampire sisters.



(Fortune(left) with Cindy)



(Lisa's vampire dressing)

A big thanks to School of Transnational Law for making this day truly memorable. I am so hyped up for next year and I am sure the outfits will even be more scary and outrageous. Watch this space 2015!!!!

Written by Fortune Sanyanga

# The 5th PKU Shenzhen Annual Field Day Games

On November 26th 2014, the 5th PKU Shenzhen Annual Field Day Games were held at PKU Shenzhen's sports field. Hai Wen, Deputy Director of the school of PKUSZ and dean of PHBS, Zhiqiang Bai, Deputy Secretary General of PKU and executive vice President of PKUSZ, Hongwei Niu, deputy dean of the PKUSZ, Xiaopeng An, vice secretary of the party committee at PKUSZ and other leaders from different colleges, took part in the Field Day Games.



The Field Day Games began with the opening show from all colleges and the team from Administrative departments. Every college team presented their creative choreography - the students from SCBB performed the dance "Little Apple", SEE students did a dance show combining Spanish dance with cheerleading won the crowd and the dynamic hot rhythmic gymnastics performed by teachers and staff from the functional departments brought the opening shows to a new high tide. Every performance was unique and exciting. After all the college teams were in place, Yoobao, the sponsor of the event, presented a unicycle performance for everyone to enjoy. Then, the executive vice President of Zhiqiang Bai declared the official beginning of the Field Day Games.

The first event, "catch the pig", was for school leadership. The

scope of the competition was to run to the finish line as fast as possible whilst pushing a basketball forward with a badminton racket all the way to the finish line. The students were able to participate in five different games which were tug-of-war, rope skipping, a relay race, leggings running and hula hoop transfer.



(The Relay Race)



(Tug-of-War)

CBB won the whole competition with a combined highest score of 194 points, closely followed by PHBS with a score of 192 points. SUPD ranked as third.

A detailed scoring & ranking table on the competitions held during the Field Day are as follow:

schools item scores	schools								Administrative departments
	SECE	SCBB	SEE	SUPD	STL	PHBS	SHSS	SAM	
tug-of-war	32	72	32	56	32	40	32	32	48
rope skipping	25	35	5	10	30	45	15	20	0
relay race	28	14	7	42	35	63	21	49	0
leggings running	0	49	21	63	35	28	14	7	42
hula hoop transfer	4	24	36	0	8	16	20	28	12
total	89	194	101	171	140	192	102	136	102
Rank	9	1	8	3	4	2	6	5	6



(The Champions Receiving the Awards)

Reported by Zhao Chang