战略优势 Strategic Advantage

三方共赢：高校技术咨询+学生技术支持+企业资金投入
Three-party win-win: University technical consultation + student technical support + enterprise capital investment

中药新组方专利。
New prescription of Chinese medicine patent.

账务分析 Financial Analysis

- 企业资金 Enterprise Funding
- 税收优惠 Tax Policies
- 特种养殖行业补贴 Special Breeding Industry Subsidies
- 银行贷款 Bank Loans
- 社会融资 Social Financing

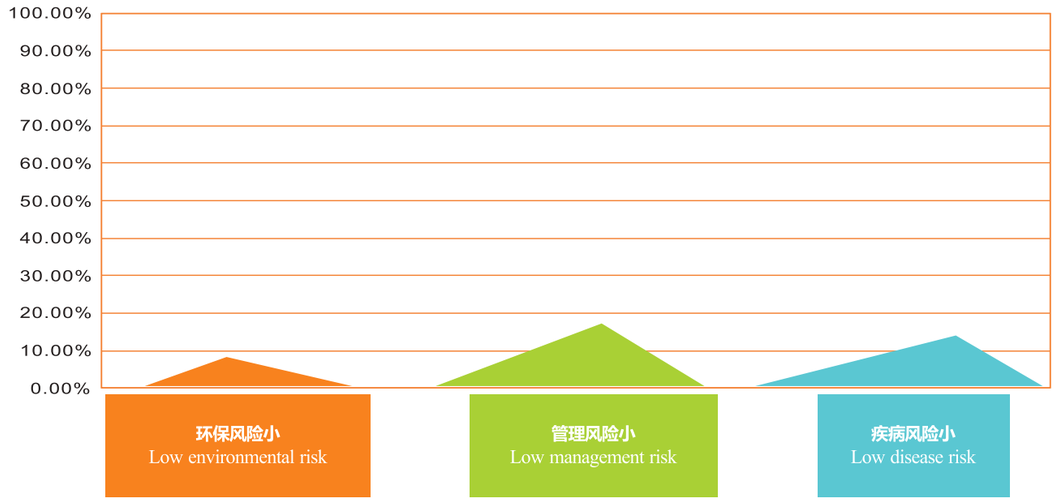
战略规划 Strategic Planning

构建国际扶贫振兴体系 Build an international poverty alleviation and revitalization system	建立闭环式环保体系 Establish a closed-loop environmental protection system	形成线上线下联动的销售网络 Form an online and offline sales network	打造一个综合性多功能中心 Build a comprehensive multi-functional center	提升畜牧兽医人才标准 Raise the standard of Animal Husbandry and Veterinary Professionals

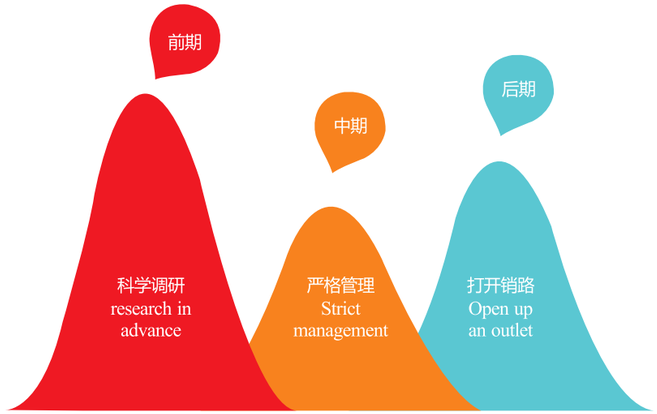
改良当地猪肉品质 Improve local pork quality	建成生态养殖基地 Built ecological breeding bases	改善日粮料饲品种及质量 Improve feed variety and quality	创新推广中药养殖模式 Innovative and promote TCM farming models

风险控制 Risk Control

养殖风险 Breeding Risk



养殖风险 Breeding Risk



市场竞争有力
Market competitiveness

资金周转灵活
Flexible capital turnover

产品优质、健康
Good quality healthy products

产品开发风险小
low product development risk

100%

本养殖基地符合国家一系列法律法规。
Breeding base conforms to a series of national lawsand regulations.

100%

符合《缅甸卫生法》及缅甸畜牧工作协会相关要求。
Comply with the Myanmar Health Law and the relevant requirements of the Myanmar Livestock Working Association.

100%

所有产品可以安全通过检验检疫，顺利出口。
All the products can pass the inspection and quarantine safely and export smoothly.

朋辈互助直播 服务一带一路

中外学生朋辈创业直播带货探索者

——浙江机电职业技术学院

公司介绍 Company profile

Our vision: to become the most respected and stylish cross-border e-commerce supply chain company.

Achieve the "four complete" sales form.

Co-own large-scale self-built warehouses and overseas warehouses with partners, which can solve customer problems quickly and efficiently.

成员介绍 Introduction of members

Introduction of members ------Chinese members

Tracy Han

Poppy Pan

Belle Shen

Derek Chen

Introduction of members ------Myanmar members

AUNG HTET PAING

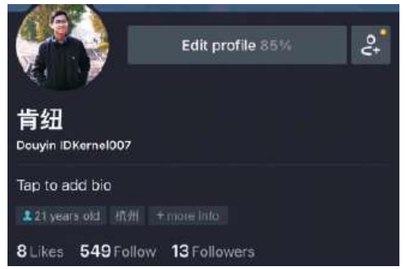
AUNG MYAT HEIN

KHIN NYUNT

Photos of life-Peer support

数据分析 Data analysis

Data analysis



Precision 精准

资源、需求、目标客户、消费者、品牌定位

Resources, needs, target customers, consumers, brand positioning

Pace 高速

下单后7天内发货

Shipped within 7 days after placing the order

New 4P

Partnership 合作

合作商

Partner

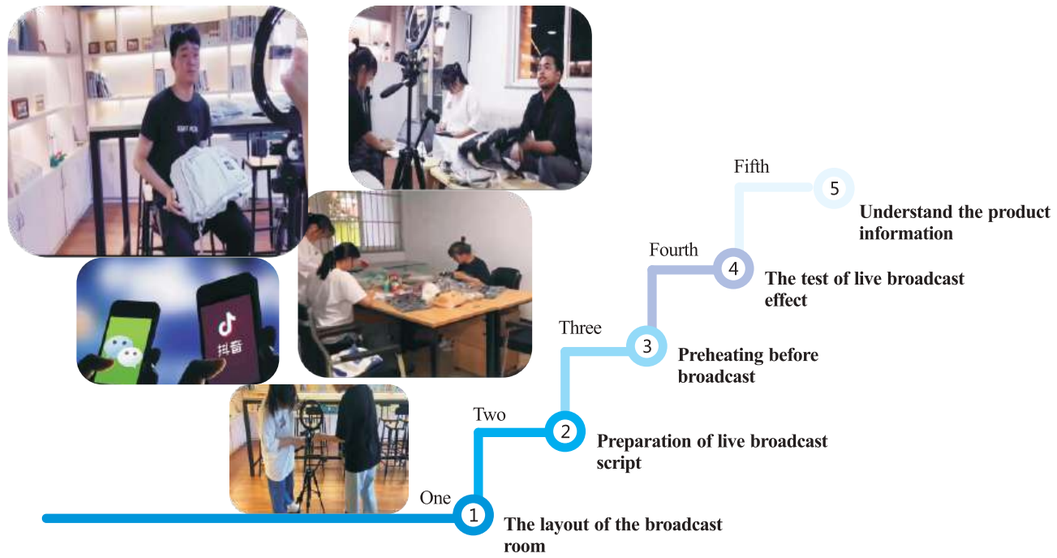
Personalization 个性化

全面了解受众群体

Fully understand the audience

直播流程 Live streaming process

Live streaming process ——Before the live broadcast



Live streaming process ——During the live broadcast

Multi-form display of selling points

Selling points, preferential activities

Multi-camera display

Products that require close-ups can be switched from different angles

For partners who enter the live broadcast room

1. Welcome in
2. Every
5 minutes, people will click to follow or subscribe.
3. Interact more and bring in products
4. Put your mentality well, don't ruin your mood because of which sentence

Anchor assistant and all related personnel

1. Keep an eye on inventory and purchase quantity
2. Maintain communication with the anchor and assist the anchor
3. Maintain the order of the live broadcast room
4. Always prepare for the next live product

STEP 01

Live data analysis

时长、点赞数、人数、评论转发数、转发数

STEP 02

Purchase data

订单量、购买链接来源、点击次数、支付次数、总金额

STEP 03

Collect fan feedback

评论记录、私信回访、客服反馈

STEP 04

Keep up with video works

在账号上发布相关视频，增加用户粘性，同时做发货信息提醒，告知消费者商品已发送，构建自己的私域流量池。

现场展示环节

On-site exhibition

蓝印花布&batik：纯天然、无污染

在历史长河中乘风破浪孕育出的美学文明

Pure natual, non-pollution
Aesthetic civilization bred from the wind and waves of the long history

蓝印花布 Blue calico
国家非物质文化遗产,青白相间
National intangible cultural heritage, blue and white

Batik
世界非物质文化遗产，明朝郑和下西洋
将印染技术传入爪洼岛，色彩绚丽
World intangible cultural heritage, printing and dyeing technology introduced by Zheng He of the Ming Dynasty from China to Java island , brightly colored

项目介绍

青燃&Batik团队致力于共享、研究、融合、发扬非物质文化遗产。以极具地域特色的艺术审美为基石，创新产品，利用信息大融合和市场竞争力滋养团队。创立IP品牌，赋能传统，助力公益，培养文创设计人才和文创品牌运营管理人才，定义印染新时尚。

Qingran &Batik team is committed to sharing, researching, integrating and carrying forward the intangible cultural heritage. Based on the artistic aesthetics with regional characteristics of China and Indonesia. The team optimized the strategy according to the information fusion and market competitiveness to establish IP brand and empower tradition, as well asassisted public welfare. The project has cultivated the talents of cultural and creative design and operation management related to this field, which has brought the new fashion of printing and dyeing.

项目背景 PROJECT BACKGROUND

丝路精神 The Silk Road Spirit

和平合作、开放包容、互学互鉴、互利共赢
Peace and cooperation Opening and inclusion
Mutual learning Mutual benefiting

后疫情时代 Post-epidemic era

绿色低碳可持续发展
Green, low-carbon and sustainable development

江苏经贸职业技术学院
Jiangsu Vocational Institute Of Commerce

2017年至2018年先后入选江苏省高水平、江苏省卓越高职院校建设单位，2019年入选中国特色高水平高职学校建设单位。

From 2017 to 2018, it was successively selected as the construction unit of high-level and excellent Higher Vocational Colleges in Jiangsu Province. In 2019, it was selected as the construction unit of senior higher vocational schools with Chinese characteristics.

国际化交流 International Exchange

来华留学质量认证单位
Quality-certificated college for foreign students studying in China

青出于蓝 而胜于蓝 The pupil outdoes the

1 整地 Preparing soil

2 育苗 Growing seedlings

3 移苗Transplanting seedlings

4 养护 Maintenance

5 打靛Making indigo mud

制作过程 Production process

1 刻版 Engraving

2 刮浆 Starching

3 晾晒 Sun-curing

4 染色 Dyeing

5 晾晒 Sun-curing

6 刮灰 Dust scraping

7 清洗晾晒 Cleaning and drying

同工之精 异曲之美

1 洗布 Cloth washing

2 点蜡 Wax pointing

3 染色 Dyeing

4 退蜡 Dewaxing

5 清洗 Cleaning

The essence of the same work illuminates the beauty of different artworks

项目成员 PROJECT STAFF

许文婷 Xu Wenting

法人代表兼总经理
Legal representative and General manager

商务英语专业
Business English major

“亿学杯”全国商务英语实践技能大赛三等奖
The third prize of "Yixue Cup" National Business English Practical Skills Competition

张金凤 Sarita Pertiwi

设计总监兼人事总监
Design director and Personnel Director

国际贸易专业
International trade major

参加2021年印尼社区节，2021年PPIT GOT TALENT南京代表入围，2020年江苏省跨文化能力大赛三等奖
Participate in the Indonesian community festival 2021
Win the finalist of the PPIT VIRTUAL GOT TALENT 2021 Nanjing representativeWin the 3rd prize of the national intercultural exchange ability competition in Jiangsu Province

陆佳妮 Jiani Lu

产品总监兼采购总监
Product director and purchasing director

广告设计专业
Advertisement design major

获得国家励志奖学金
Win the national inspirational scholarship in 2019-2020

林佩祥 Bethris Mebpung

财务总监兼销售总监
Sales director

国际贸易专业
International trade major

2021年PPIT中国虚拟达人大赛入围，参加2021一带一路名品展上海
Win the finalist of the PPIT VIRTUAL GOT TALENT 2021 Nanjing representative Participate in 2021 Belt and Road Brand Expo Shanghai

苏玮妮 Atania Pasimbu

售后经理
After-sale Service

国际贸易专业
International trade major

参加2021印尼年社区节
Participating in the indonesian community festival 2021

市场分析 MARKET ANALYSIS

行业剖析，精准定位 Industry analysis and accurate positioning

优势分析 Strengths
1.政策支持 2.国货潮兴起
3.材料优势

机会分析 Opportunities
1.传统文化被越来越重视
2.科技赋能，互联网为项目发展提空广阔空间

劣势分析 Weaknesses
1.疫情冲击
2.工艺问题

威胁分析 Threats
1.传承发展存在问题

S O W T

SO 利用机会 发挥优势
1．利用科技赋能，实现行业数字化，抓住国货潮打造非遗文创智慧平台
2.利用传统文化热和自身材料优势，打造实用性产品

ST 利用优势 减少威胁
1.利用政策支持，发掘传统匠人，为其打造自由品牌，保护文化传承

WO 利用机会 削减优势
1.利用科技赋能，打造线上云平台，减少疫情冲击的影响

WT 规避劣势 减少威胁
1.注重线上平台打造运营，让传统技艺教学实现数字化转型

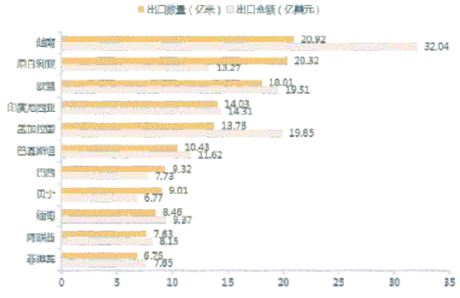
市场痛点 MARKET PAIN POINTS

1.新品种开发缓慢，同质化严重
2.与高端设计师合作，产品定价过高
3.目标人群定位过窄
4.销售渠道僵化

1.The development of new varieties is slow and the homogenization is serious.
2.The product designed by senior designers will be highly priced.
3.The positioning of target customers is too narrow.
4.The marketing channels are not flexible.

市场需求 MARKET DEMAND

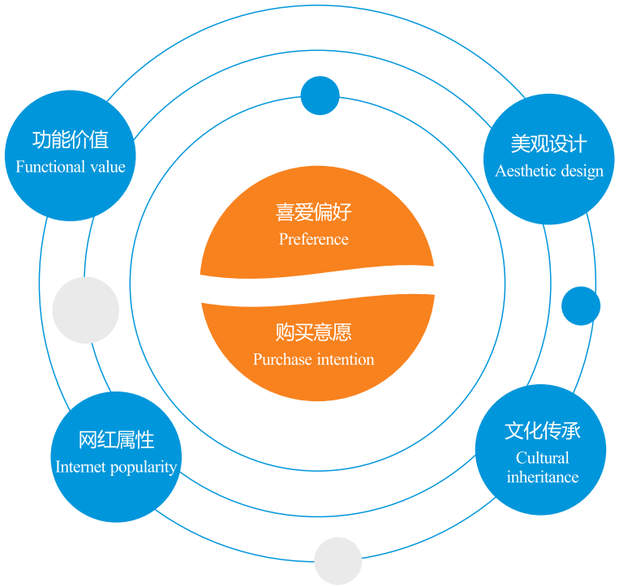
2019中国年印染布出口主要市场情况



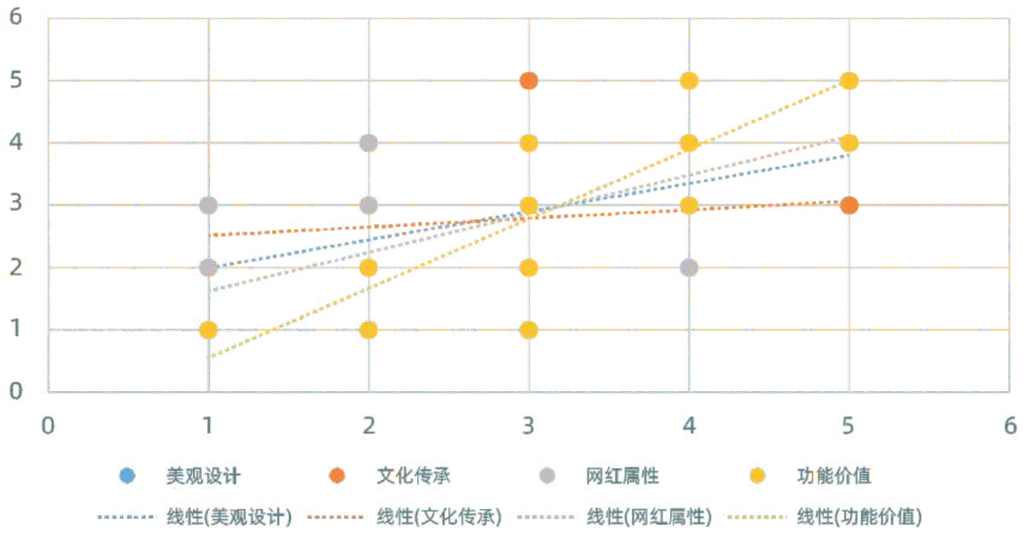
2015-2020年我国印花布消费市场规模走势图

印染布需求量大，印度尼西亚是中国印染布出口的第四大国
Printing and dyeing cloth is in great demand. Indonesia is the fourth largest exporter of Chinese printed cloth.

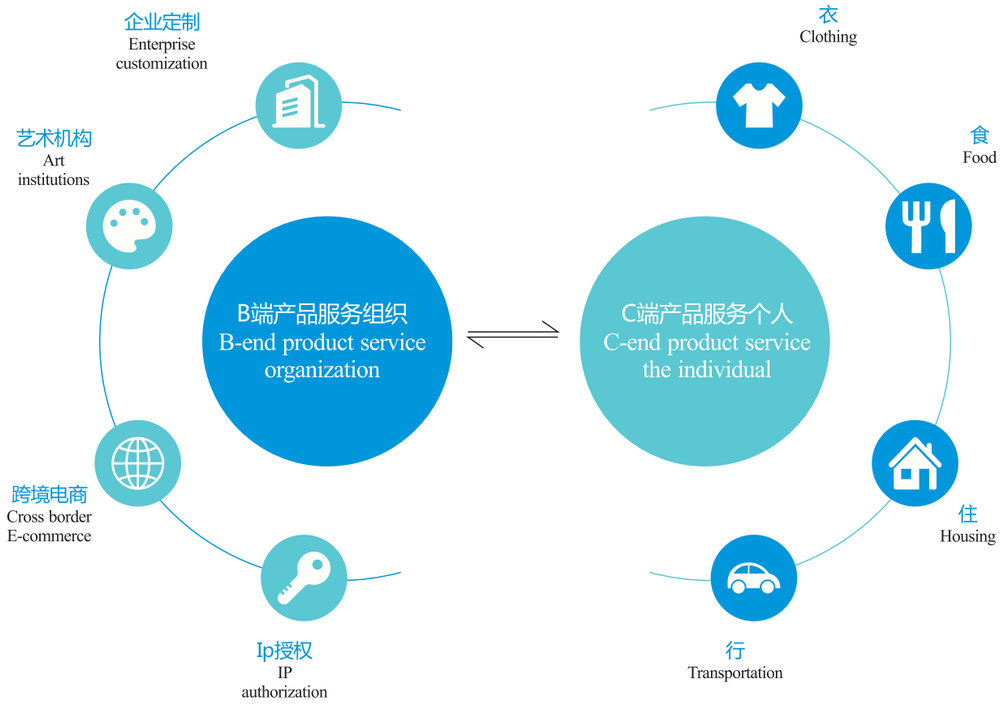
影响非遗文创产品购买意愿的四因素分析
Analysis of four factors affecting the purchase intention of non legacy cultural and creative products.



消费者购买意愿与四因素散点图 Consumer purchase intention and four-factors scattering diagram



市场定位 Market positioning



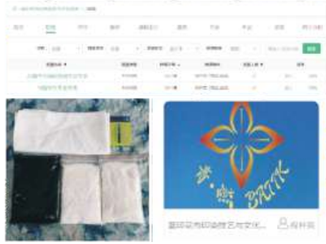
市场营销 MARKETING MANAGEMENT

UNIQUE AND ALL INCLUSIVE

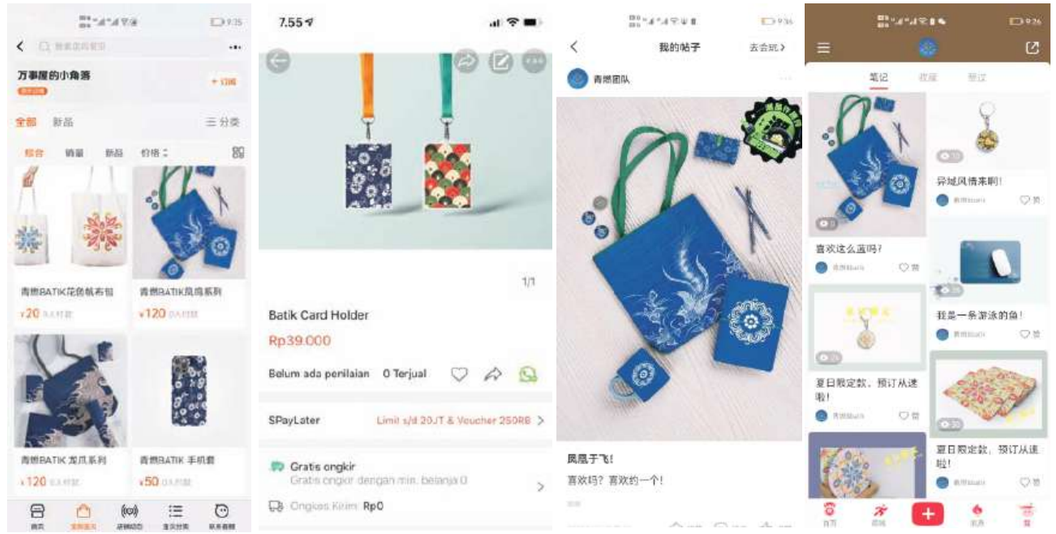
独具匠心
包罗万象

慧心巧思 独出心裁
Intelligent and ingenious

知者创物 巧者述之
Those who know how to create things as well describe them well.



独树一帜 别开生面
Unique, unique!



OFF-LINE

文创工作室（传承性、公益性）
Cultural and creative studio

文创实体店铺
Cultural and creative store

文创市集
Cultural and creative market

IP品牌及授权 IP brand and authorization

品牌=公平交换
Brand= Fair exchange

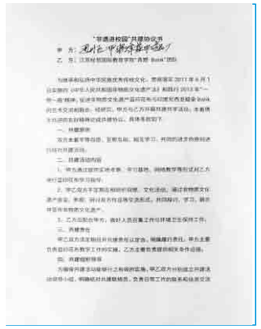
IP = 心灵依附
IP = Spiritual attachment

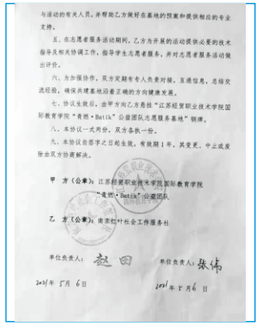
项目支撑 Project support

品牌发展，动力来源 Brand development, source of power

中、印尼印染大师
Chinese and Indonesian dyeing Masters

校企共建
School Enterprise Co Construction





社区共建
Community co construction

公益共建
Public welfare Co Construction

财务分析 FINANCIAL ANALYSIS

财务分析 Financial analysis

节源开流 Saving source and opening flow

资金来源	出资方式	出资额（万元）	参股比例（%）
团队成员自筹	一次性注资	15	75%
学校专业建设经费	一次性注资	5	25%

团队成员筹款表 | Team member fundraising

姓名	许文婷	张金凤	陆佳妮	林佩祥	苏玮妮
筹款金额	8万	3万	2万	1万	1万

2021-2025年度利润预测 | Profit forecast for 2021-2025

年度	2021	2022	2023	2024	2025
营业收入	300万	360万	430万	520万	622万
营业成本	210万	250万	300万	360万	430万
净利润	55万	65万	77万	95万	120万

风险预测与应对 RISK PREDICTION AND RESPONSE

风险预测与对应 Risk prediction and response

八面识别，管控风险 Identify and control risks from eight aspects

应对策略 Coping strategies

1.外部风险预防，把准团队战略方向
2.内部风险预防，完善内部保障体系

1.Adjust the team strategies through the external risk prevention.
2.Improve the internal security system through the internal risk prevention.

美人之美，美美与共——筑梦海丝路

Appreciate the culture of others as do to one's own, and the world will become a harmonious whole--Build the dream of the Maritime Silk Route

项目背景 Project Background

饮茶习惯 Tea Drinking Habit

作为对老人的一种尊重
As a kind of respect for the elderly

作为道歉
As an apology

家庭聚会
Family Party

作为感谢和庆祝婚礼的标志
As a sign of gratitude and celebrating the wedding

药茶文化 Tea Medicine Cultural

抗菌消炎
Anti-bacterial and anti-inflammatory

降低血压
Lower blood pressure

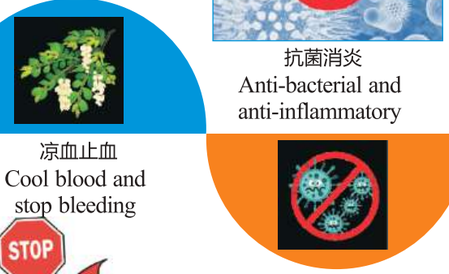
改善消化道
Improve the digestive tract

减肥
lose weight

增加身体新陈代谢
Increase body metabolism

中国市场 China Market

产品功效 Product Effect



凉血止血
Cool blood and stop bleeding

抗菌消炎
Anti-bacterial and anti-inflammatory

延迟老化
Delayed aging

提高免疫系统
Improve immune system

产品特点 Product Feature

包装 Package

口味 Taste

价格 Price

其他产品 Other Products

大瓶包装 Big bottle 380ml 5元

小瓶包装 Small bottle 250ml 2.5元

槐米啤酒
Flos sophorae beer

槐米黄酒
Flos sophorae Yellow wine

生产工艺 Manufacturing Technique

提取 Extract

调配 Deployment

杀菌 Sterilization

检验 Test

灯检 Light Inspection

糖化 Saccharification

罐装 Canned

发酵 Ferment

贴标签 Attach a Label

检验 Test

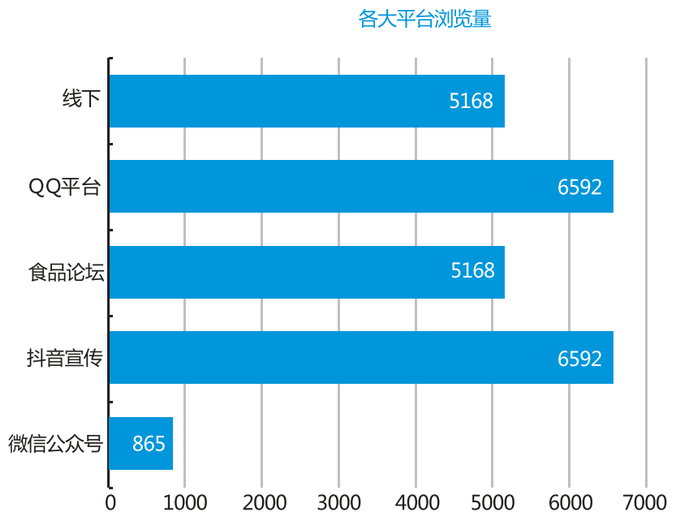
运营模式 Operating Model

产品销售
Product Salls

线下销售 Offline sale

签订采购合同 Sign a purchase contract

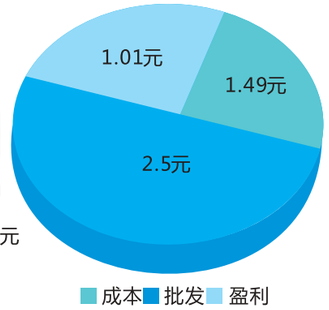
产品广告
Product Advertisement



采用大小容量相结合价格策略，满足客户不同需求。
The price strategy of combining large and small capacity is adopted to meet the different needs of customers.

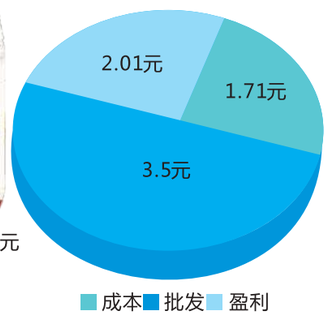
单瓶茶饮成本（248mL） Cost per bottle of tea(248mL)	
制作原辅料/元	0.41
包装/元	0.71
其他/元	0.37
共计/元 1.49	

市售3.5元



单瓶茶饮成本（380mL） Cost per bottle of tea(380mL)	
制作原辅料/元	0.63
包装/元	0.71
其他/元	0.37
共计/元 1.71	

市售4.5元



宿迁维乐商贸有限公司

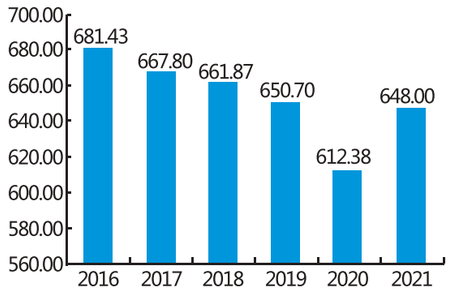
2018年3月至6月槐梦团队为企业研发柠檬饮料，同年7月投产后，当年销售额130万元，盈利40万元，利税3万元；截止到2021年6月，柠檬饮料销售额已达523万元。

宿迁苏秋饮品有限公司

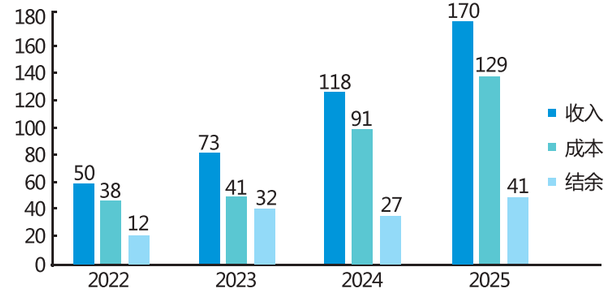
2019年1月至5月，槐梦团队为企业提供百香果饮料配方，投产后2019年销售额就已经达到了52万元，企业盈利26万元，利税1.2万元。截止到2021年6月，百香果饮料销售额已达218万元。

我国茶饮市场规模巨大，未来两年有较　大的发展空间，公司前景较好。未来将形成完整的生态产业链。
There is a big tea market in China, so we will have good prospects for development.The company has a good outlook. A complete ecological industrial chain will be formed in the future

2016-2021年中国茶饮料市场规模
（单位：亿元）



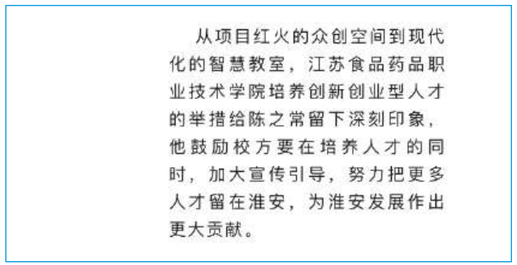
槐梦团队财务预测
Huaimeng team financial forecasting



江苏省教育厅厅长关注

淮安市市长陈之常关注

江苏省社科联主席曲福田关注



学校关注

各大创业平台宣传项目

印度尼西亚市场 Indonesia Market

市场需求 Market Needs

凉血止血
Cool blood and stop bleeding

抗菌消炎 Antibacterial and anti-inflammatory

提高免疫系统
Improve immune system

延迟老化 Delayed aging

美白滋养肌肤 Whitening and nourishing the skin

产品改良 Product Improvement

槐米
Flos Sophora

少糖
Less sugar

槐米
Flos Sophora

蜂蜜
Honey

价格 Price

包装 Package

5元→Rp 11,185

中国包装
Packaging in China

2.5元→Rp 5,592

印尼包装
Packaging in Indonesia

2元→Rp 4,437

1元→Rp 2,237

槐米茶包
Flos sophorae tea bags

槐米茶包
Flos sophorae tea bags

槐米干茶
Flos sophorae Dry tea

产品改良 Product Improvement

槐米果冻
Jelly flos sophorae

槐米珍珠奶茶
Flos sophorae boba milk tea

产品研发 Product Research

编制产品工艺设计书
Compile Product Process Design Book

指导产品生产
Direct Product Production

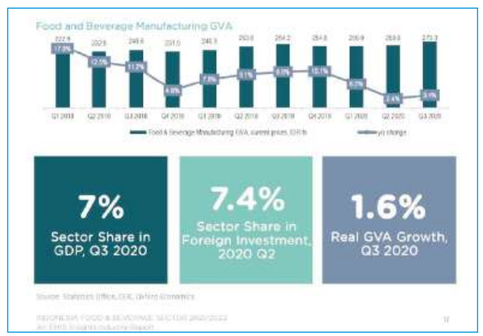
编制产品工艺设计书
Compile Product Process Design Book

收集资料研究探讨
Research on
Collecting Data

改善产品配方和工艺
Improve Product Formula
and Process

产品销售
Product Salls

产品广告
Product Advertisement

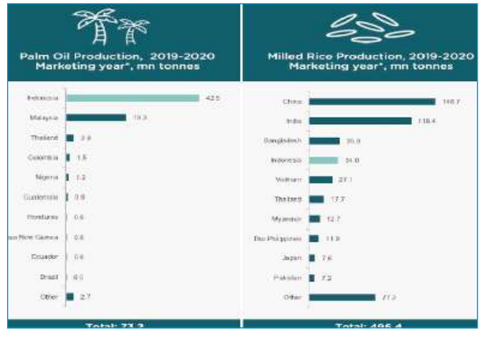


在2019年食品饮料制造业占印尼生产总值（GDP)的6.4%。
在2020年第三季度攀升到7.0%。

Food and beverage manufacturing accounted for 6.4 per cent of Indonesia?s gross domestic product in 2019.It climbed to 7.0 % in the third quarter of 2020.

印尼从1872年开始引进印度茶种，自古便有饮茶的习惯。

Indonesia introduced Indian tea since 1872, and has the habit of drinking tea since ancient times.



食品饮料行业还是印尼制造业总产值的最大贡献者，2019年占总体的32.5%。

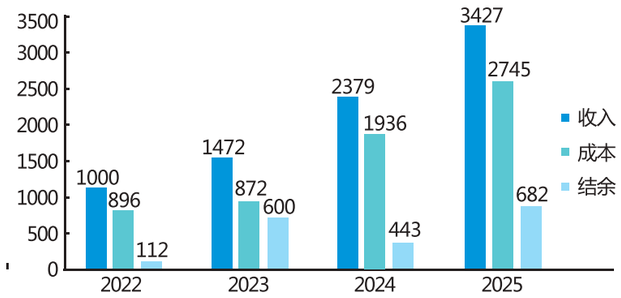
Food and beverage industry is the largest contributor to the total output value of Indonesia?s manufacturing industry, accounting for 32.5 % of the total in 2019.

喜爱在茶水加入牛奶、糖、冰块。

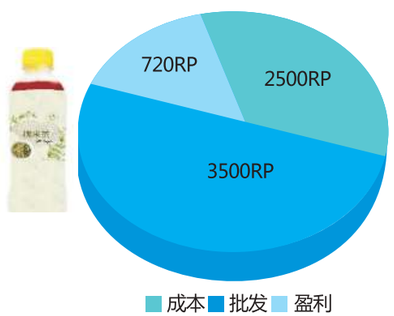
Like milk, sugar, ice in tea

Beverage industry development data in Indonesia:

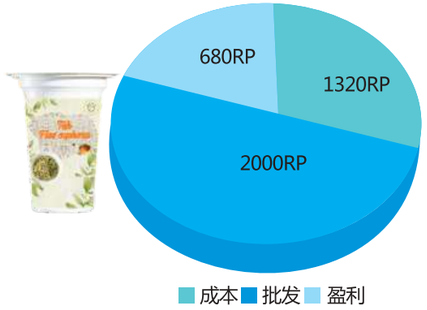
未来预测 单位：（1，000,000RP）
future prediction unit:1,000,000Rp

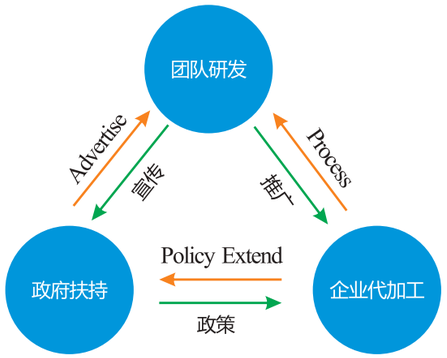


单瓶茶饮成本（350mL） Cost per bottle of tea (350mL)	
制作原辅料/RP	970
包装/RP	1250
其他/RP	556
共计/RP 2780	



单瓶茶饮成本（150mL） Cost per bottle of tea (150mL)	
制作原辅料/RP	450
包装/RP	608
其他/RP	262
共计/RP 1320	





东盟市场

茉莉花茶 Jasmine Tea

相似饮茶习惯 Similar Tea Drinking Habit

在印度尼西亚，喝茶的习惯通常是在早上做活动之前或下午与家人聚会时。喝茶时，通常会准备点心或油炸食品等喝茶伴侣。

In Indonesia, the habit of drinking tea is usually in the morning before doing activities or in the afternoon when gathering with family. When drinking tea, usually a companion for drinking tea is prepared such as snacks or fried foods.

相似文化 Similar culture

加强家庭联系
Strengthen Family Ties

与朋友聚在一起
Get together with friends

商务聊天
Business Chat

1. 降低血压 Lowering blood pressure
2. 反致癌物 Anti carcinogen ti carcinogen
3. 促进血液流动 Promote blood flow
4. 防止过早老化 Prevent premature aging

大健康需求
Comprehensive Health Needs

新加坡

遍布华侨华裔
喜好奶茶口味
槐米茶饮将增加奶味

泰国

与中国云南茶俗相似
喜好腌茶
槐米茶饮将从云南调研风味

缅甸

物质上受中国文化影响
喜好缅甸茶
槐米茶饮将增添炼乳风味

马来西亚

是文化丰富的多民族国度
喜好拉茶
槐米茶饮将提升口感

大健康需求

现代社会，人们对健康有了更多的需求，更加注重养生。

槐米茶饮优势
降低血压 Lowering blood pressure
反致癌物 Anti-carcinogen
促进血液流动 Promote blood flow
预防提前衰老 Prevent premature aging

顺应

符合当下国民经济发展规律，顺应市场发展趋势。

“晋”槐飘香，茶药相融——“槐”梦团队助推世界大健康发展

“Jin”Flos Sophorae Fragrance, Tea Medicine Compatibility
——Huaimeng Team Help Boost World Comprehensive Health

小雅芳斋传统文化工作坊

开启“一带一路”文化传承之旅

——陕西工业职业技术学院

项目概况

本项目立足于弘扬传统文化的基础上，旨在打造一张文化名片。项目以研学为主，通过文化创意设计，拓宽传统文化广度，希望将中国传统文化与创新理念相结合，用更符合年轻人的方式，在“互联网+”背景下，围绕“一带一路”进行文化创意的发展，加强中国与东盟的文化交流合作，推进构建中国—东盟文化共同体，将传统文化带给更多年青人。

With “belt and road” initiative, this programme aims at broadcasting traditional Chinese culture. Through cultural and creative design, it deepens the connotation of traditional culture and hopes to combine traditional Chinese culture with innovative ideas. Besides, it aims at developing traditional culture in a more vivid way catering to young people in the context of "Internet+" and strengthening cultural exchanges and cooperation between China and ASEAN countries.

项目介绍

项目背景

项目团队自2017年开始接触传统文化，感受到传统文化的博大精深逐渐开始深度学习国学及传统文化。结合近几年国家政策，尤其是党的十九大以来提出的四个自信之文化自信。大力的弘扬传统文化。我们建立了小雅芳斋传统文化工作坊。

Since 2017, members of this team have come into contact with traditional Chinese culture. Combined with the national policies in recent years, especially the policy of “establishing cultural self-confidence” by the Communist Party of China, we set up the workshop named “Xiaoya Fangzhai”.

文化自信，是更基础、更广泛、更深厚的自信。在五千多年文明发展中孕育的中华优秀传统文化，在党和人民伟大斗争中孕育的革命文化和社会主义先进文化，积淀着中华民族最深层的精神追求，代表着中华民族独特的精神标识。

——2016年7月1日
习近平在庆祝中国共产党成立95周年大会上的讲话

市场分析

市场调研

初步调查结果：

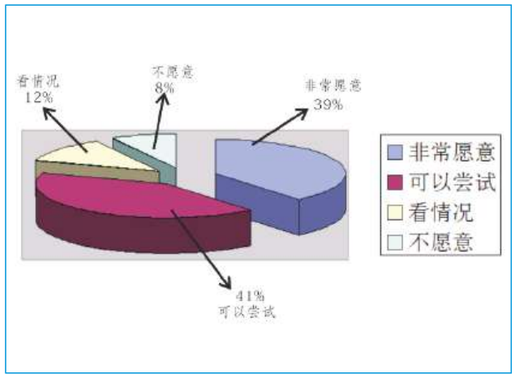
1.随着国外入华人数的增涨，很多外国友人对中国传统文化感兴趣，并希望进行文化体验；

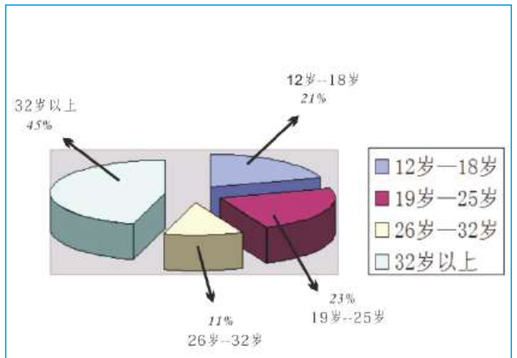
2.介绍文化平台少，但很多人表示愿意为此消费；

3.传统文化市场空缺，项目前景广阔

Basic survey:

1. With the increase of the number of foreign visitors to China, many foreign friends are interested in Chinese traditional culture and hope to have cultural experience;
2. There are few platforms to introduce Chinese culture;
3. The traditional culture market is vacant, and the project has a bright future.





东盟市场调研

调查结果：

1.随着中国市场经济的发展，中外文化交流增多，尤其是中国—东盟自由贸易区的建立，各国青年学生尤其是东盟国家学生对学习传统文化的兴趣浓厚；

Strong passion for traditional Chinese culture

2.印度尼西亚日惹艺术大学国际事务部部长普里玛·唐娜·哈普萨里表示，希望中国与东盟能通过开展联合表演、展览、艺术节、会议、联合研究等形式，促进双方传统艺术传承与发展的探索。

China and ASEAN countries can promote the inheritance and development of traditional arts of both sides through joint performances, exhibitions, art festivals, meetings and joint research.

市场需求

党的十九大明确提出倡导，四个自信之文化自信，大力弘扬传统文化。

1.大量的教育和消费需求；

2.需求与资源之间的缺乏；

3.文化创新与文创产品种类匮乏。

At the 19th National Congress of the Communist Party of China, it is clearly proposed to advocate the cultural self-confidence and vigorously carry forward the traditional culture.

1. The need of large amounts of education and consumption in traditional culture;
2. The imbalance between culture appeal and resources;
3. The lack of cultural innovation and cultural creative products.

传统中式婚礼

传统汉服舞台剧

汉服配饰品

项目痛点

行业痛点

壹 ONE

传统文化缺乏创新点；

Traditional culture lacks innovation;

贰 TWO

市面文创产品品类稀少，缺乏吸引力度；

Cultural products lack of attraction;

叁 THREE

传统文化失真，文化特色无法体现。

Traditional cultural characteristics cannot be fully reflected.

解决方案

旅游研学

Tourism Research

以旅游研学为主线，进行相关产品开发

Take tourism research as the main line to develop related products

壹 ONE

开设传统文化课程教育

Offering traditional culture education

- 线上线下教学
- 特色绘本

贰 TWO

进行文化复原 文创产品创新

Developing cultural restoration and innovation

- 汉服设计
- 文创产品设计

叁 THREE

针对性进行课程定制

开设研学旅游等线下体验

Course customization

- 线下体验馆
- 课程定制

解决方案

壹 ONE

传统文化缺乏创新点；
Traditional culture lacks innovation;

→ 开设传统文化课程教育、文创产品创新 →

使传统文化变得多姿多彩
Enrich traditional culture

贰 TWO

市面文创产品品类稀少，缺乏吸引力度；
Cultural products lack of attraction;

→ 针对性进行课程定制开设研学旅游等线下体验并进行相关产品开发 →

文创产品种类不再稀少
Increase cultural and creative products

叁 THREE

传统文化失真，文化特色无法体现。
Traditional cultural characteristics cannot be fully reflected.

→ 进行文化复原 →

传统文化不再失真
Truly carry forward traditional culture

商业模式

解决方案

微信公众号
APP
第三方平台

二十四节气
声律启蒙
国学文化

线上课程

研学
一带一路、三秦之影、贵州

政府、学校

受众人群

东盟国家

一带一路、三秦之影、贵州

线下课程

外国友人
传统文化爱好者

萌学堂
体验官

旅游研学

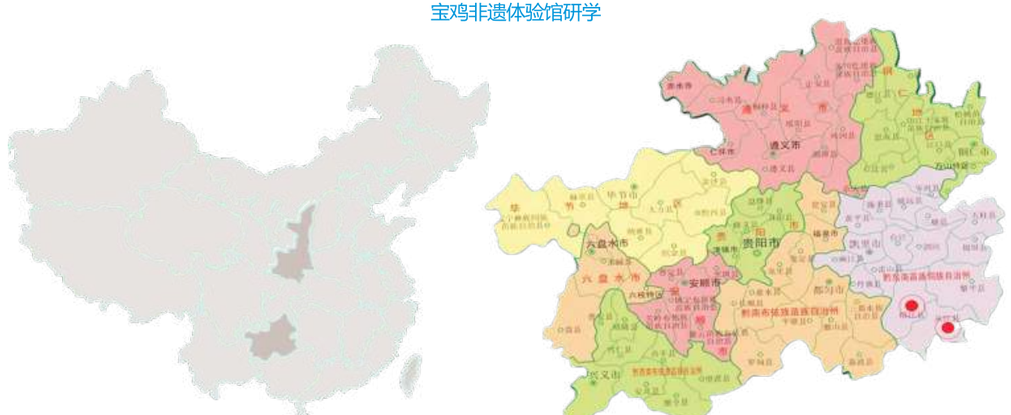
1、研学路线
（1）苗岭侗寨体验路线
（2）“三秦之影”专题旅游路线
（3）“一带一路”专题板块研学

1. Research and study route
(1) Miao Ling Dong village experience route;
(2) Special tourism route of “the shadow play”;
(3) Special study on the “belt and road” Initiative.

2、研学模式
线上：疫情期间，通过网络进行云端研学
线下：就近进行研学体验路线

2. Research and learning mode
Online: Cloud research is carried out during the epidemic period; Offline: Research and learning experience route nearby;

宝鸡非遗体验馆研学



目的是为了通过旅游研学带动相关衍生品的兴起，同时带动当地经济发展。

Through tourism research, it aims at developing related derivatives and promoting the development of local economy.

线上课程教育

线上以在网络教学为主，开发一带一路板块，线上了解东盟文化，为东盟与中国文化交流奠定一定的基础。研学过程中，开发多语言和非遗课程，利用微信公众号app第三方平台进行课程和流量的推广。

Through online platform, cultural exchange between China and ASEAN countries will be built. Besides,in the processof research,we develop multilingual and intangible cultural courses, and use WeChat official account to promote theicurriculum.

线上课表

课程分类	课程类型	备注
公共教育（免费）	传统游戏	在特定的传统节日或者节气内，组织免费体验活动。如：着传统服饰参观历史遗址、踏青、赏花。
	国学文化普及	
专题课程（收费）	非遗课程（20节）	课程独立，一课一主题。手工艺部分按年龄细分为“亲子项目”、“青少年、儿童项目”、“成人项目”等。
	配饰制作课程*（40节）	
	手绘*	
	刺绣*	
	古风妆发	

传统文化线上课程

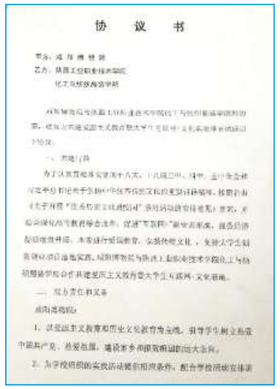
线上课程累计浏览量15万+，线下组织“萌学堂” 特色课程教育每周一次，学生人数累计1800人次。

线下课程教育

线下以游学与线下体验为主，与其它传统文化机构合作，文创产品辅助开发，最终文创产品在小雅芳斋线上平台进行销售。

Through offline platform, it mainly focuses on study tour and offline experience. Cooperating with other traditional cultural institutions, it aims at developing cultural and creative products, and finally selling these products on the online platform.

萌学堂课堂教育


协　议　书

甲方：
乙方：
化工与轻纺高等学院

为了认真贯彻落实学习十六大、十八届三中、四中、五中全会精神全面中共中央关于加快中国传统文化的发展的若干意见，根据省市《关于开展“传承和发扬文化精神”系列活动的实施意见》要求，开展中华优秀传统文化与教育综合改革，促进“五育并举”新时代要求，提高学生的综合素质，本着优势互补、资源共享、实践传统文化，发扬大学生社会责任感的原则，经甲乙双方协商，达成合作协议如下：

一、合作目的

为了认真贯彻落实学习十六大、十八届三中、四中、五中全会精神全面中共中央关于加快中国传统文化的发展的若干意见，根据省市《关于开展“传承和发扬文化精神”系列活动的实施意见》要求，开展中华优秀传统文化与教育综合改革，促进“五育并举”新时代要求，提高学生的综合素质，本着优势互补、资源共享、实践传统文化，发扬大学生社会责任感的原则，经甲乙双方协商，达成合作协议如下：

二、双方责任和义务

甲方责任：

1、以党的教育方针为指导，以社会主义核心价值观为引领，以立德树人为根本任务，以培养德智体美劳全面发展的社会主义建设者和接班人为目标，坚持社会主义办学方向，坚持教育为人民服务，坚持教育与生产劳动相结合，坚持理论与实践相结合，遵循教育规律，全面贯彻国家教育方针，落实立德树人根本任务，培养学生社会责任感、创新精神和实践能力，促进学生德智体美劳全面发展。

2、为学校组织的实践活动提供相应条件，配合学校组织实施活动。

小雅芳斋传统文化体验合作意向书

甲乙双方为实现中华传统文化，弘扬中华优秀传统文化的精神和责任，互补和降低甲乙双方的各项费用，本着平等互惠互利的原则，经过相关友好协商，就合作事宜达成如下意向：

甲方：小雅芳斋传统文化体验馆

乙方：

经甲乙双方友好协商，就甲方在乙方的教育基地开展小雅芳斋传统文化体验馆项目事宜，经甲乙双方协商，达成如下合作意向：

一、合作事宜

1、甲方在乙方教育基地开展小雅芳斋传统文化体验馆项目，乙方为甲方提供场地，甲方负责装修及设备投入。

2、甲方在乙方教育基地开展小雅芳斋传统文化体验馆项目，乙方为甲方提供场地，甲方负责装修及设备投入。

二、合作期限

1、甲方在乙方教育基地开展小雅芳斋传统文化体验馆项目，乙方为甲方提供场地，甲方负责装修及设备投入。

2、甲方在乙方教育基地开展小雅芳斋传统文化体验馆项目，乙方为甲方提供场地，甲方负责装修及设备投入。

甲方：小雅芳斋传统文化体验馆　　乙方：

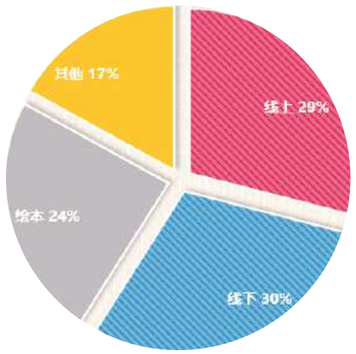
代表人：　　代表人：

线下制作指导

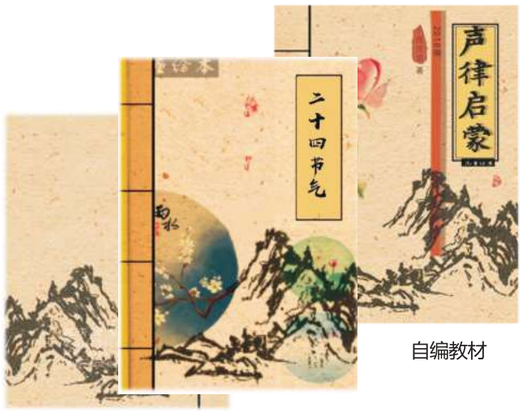
绘本教学

为了使课程更加系统化，我们还推出了《声律启蒙》绘本教学。目前线上课程累计浏览量16万+，线下组织特色课程文化教育，每周一次，学生累计数2100人次。

In order to make the course more systematic, we also launched the picture book teaching of "Temperament Enlightenment". At present, the online courses have a total of 160000 + views, and the offline courses are delivered once a week, with a total of 2100 students.



课程教育所占比例图



自编教材

汉服设计

本团队成员所获汉服外观设计专利

文创产品设计

合作开发

独立开发

获得全国“黄炎培杯非遗大赛”获二等奖

产品参加省级以上展览

课程定制

我们通过调研，针对不同人群、地区、文化进行的课程定制。
由传统的老式教学，升级采用新媒体和定制系统双模式进行推广运营，用文化作为媒介。为中国及东盟特色创新产品的流通起到了促进作用，同时也让更多外国友人能深入了解我国文化。

Through research, we have customized courses for different groups,regions and cultures. Meanwhile, thenew media and customized system are used in specific teaching procedure, so as to promote the circulationof innovative products with characteristics of China and ASEAN countries. At the same time, more foreign)friends can have a deep understanding of Chinese culture.

香包制作

手工布鞋

给外国友人讲述苗族配饰

手工蜡染

线下体验馆

- 手工制作
- 拍照写真
- 汉服租赁
- 棋牌/剧本杀
- 虚拟游戏体验

Handmade
Take photos
Han Chinese Clothing leasing
Chess / script
Virtual game.experience