An Investigation of Innovative Mode of Crowd-Funding Publishing under the Background of "Internet+"

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Abstract. An important application of 'Internet+' in publication is 'crowd-funding publishing'. However, the development of crowd-funding publishing has encountered some bottlenecks nowadays, such as lacking of commitment to return, higher credit risk and so on. Weigongyi has made it transparent and known to public in financial management, which can make donors see the operation of the entire project funds and the progress of project implementation at any time, its high credibility let more people participate in donation more times. Kickstarter is a website with perfect business model, which has received more money so that more excellent selection of books can obtain funds to publish. It also allows investors to benefit at the same time and makes investment for many times. This paper analyzes the experience of the two in fund management in details, and put forward a new mode of crowd-funding publishing management suitable to China's book publishing. This model will improve the investors' right to know and the transparency of capital operation, it will also enhance the reliability of the funds to use.

Introduction

Different from the traditional publication industry, crowd-funding publishing is the application in the field of crowd-funding. The funds are raised by the crowd-funding platform and then shows the success of financing if you raise the amount of money within the target period. Although crowd-funding publishing has many special advantages, the risks are still concentrated in practice. In this paper, we would like to study Weigongyi and Kickstarter's development model and give you an investigation of innovative mode of crowd-funding publishing in the background of "Internet+".

The Current Situation and Problems of Crowd-Funding Publishing

The Connotation and Development Model of Crowd-Funding Publishing

Crowd-funding publishing is the application in the field of crowd-funding, which the project sponsors will display book writing program and main content through the platform on the network, raise funds for publication from the net friends and after book publishing, give corresponding to the visit of writing process according to the number of people online, also the communication between the authors and readers which is not returned in the form of money. One of the most successful cases is the publication of 'social dividend'.

The funds are raised by the crowd-funding platform at first. If you raise the amount of money within the target period, then shows the success of financing, the funds raised are also allocated to the financing of people's accounts. When the implementation of the project is successful, the relevant material or non-material feed of the project will be implemented to the investors. [1]

The Advantages of Crowd-Funding Publishing

Crowd-funding publishing has several special advantages in traditional publishing, such as: research of topics, cost control, market forecasting, and promotion and so on.

Firstly, crowd-funding publishing is not just about raising money, it's about collecting ideas and suggestions from the participants, and incorporating valuable ideas into the program.

Secondly, crowd-funding publishing can determine the book market in advance and confirm the number of prints, especially the first print, so it could avoid high inventory and reduce market risk.

Thirdly, the process of crowd-funding publishing is a pre-network preheating propaganda in fact. Besides raising funds, it can also use the spread of the Internet to expand the impact of books, gathered from a larger readership, and affect the book after the listing of marketing and distribution.

The Risk of Crowd-Funding Publishing

As a new format under the development of the Internet, crowd-funding publishing in current time has not sustained a long time, the law and the market does not have a clear specification about it, therefore it faces a big risk in the process. At present, it faces mainly two kinds of risks which are policy risk and market risk. In practice, these risks are concentrated as follows.

Firstly, illegal fund-raising legal risks: because of the relatively short development period of the published by crowdfunding industry, many laws have failed to follow up in a timely manner. There is no clear definition of which of the public-raising acts are legal and which are forbidden.

Secondly, lack or perfunctory credit risk on promised returns. In a virtual environment, how to ensure honesty is the problem that each fundraiser must face. In the process of publishing, many writers or publishers will increase the number of attractive activities in the design of promises of returns, such as author meetings, symposia on related topics, etc. in order to make the public publishing project successful. If the author's attitude changes and this kind of behavior will cause disappointment or even cheated feeling of the participants of the crowd-funding publishing project, which will produce very bad chain reaction, and affect the development environment of crowd-funding publishing and hinder the sustainable development of crowd-funding publishing. Therefore, we would like to use Weigongyi and Kickstarter's development model of today's public-print mode to improve.[2]

The Fund Management Operations of Weigongyi

Weigongyi is an organization online which allows people using micro-blog to participate in charitable activities. It has three main features:

Firstly, micro-blog is seemed as a communication platform for public welfare spreading;

Secondly, Its attention to the event type and scope is very detailed;

Thirdly, the participants and even sponsors are the general public and grass-roots family. Weigongyi opened "personal help", "micro-auction", "forward donation", "brand contribution" and other projects. The public and transparent of Weigongyi projects is the model of crowd-funding publishing which is worth of learning from. In each project of Weigongyi, the donor's microblog links and donations will be listed at the bottom of the project page. In this way, donors can clearly see their contributions and the public can also see the progress of the donor, and supervise the project at any time. These eye-catching donation figures will make them believe that this project is true and credible. [3]

As we all know, traditional welfare crisis suffered the most important reason is the donated project information which is not open and transparent. On the contrary, Weigongyi has a convenient network distribution channels and the public can check for donation information at any time. The flow of funds for each project has an online mobile banking system, and each sum of money will appear immediately after arrival. Every day, the foundation will announce the arrival date of the previous day and every stage of each hospital's expenditure will be regularly reported through the network. The official website of the project will disclose the monthly revenue and expenditure, which includes not only the use of funds, also the use of internal and external funds, clarity of income and expenditure accounts make donors more assured. In addition, the follow-up progress of each project is also a most

concerned problem and on this point Weigongyi has also achieved a sustained public. After the donations, the progress and use of the project will also be sent through micro-blog to donors.

Figure 1. An example of Weigongyi[4].

The Fund Operations Management of Kickstarter

Kickstarter's business model is the combination of investment, creativity and philanthropy. The basic model is proposed by the project presenter to create their creative or product design ideas. They can be made into text, pictures or video, distributed through Kickstarter and set a certain funding standard or conditions. If the total amount of funding achieves the target amount in the specified time, the project will be able to complete and Kickstarter is responsible for the management of the entire process. "Consumers will respond to passion, sincerity and execution, they want to see these things from our projects, and want to provide you with a fair and reasonable return on the idea at the same time. " Foreign consumers will support you if they feel something is fun, and strong sense of design products is more popular with Kickstarter users. Through this model, the community members will become cultural "gatekeeper" because they could feel another value of connotation and this model can create a new relationship between the author and the reader. [5]

The Inspiration of the Crowd-Funding Publishing from Weigongyi and Kickstarter

China's current publishing model has suffered a bottleneck, the biggest reason is that the public funding information is not open and opaque; also the crowd-funding publishers do not go far enough in the link of feeding back the material or non-material results to the investor. "Consumers will respond to passion, sincerity and execution, they want to see these things from our projects, and want to provide you with a fair and reasonable return on the idea at the same time. " Foreign consumers will support you if they feel something is fun, and strong sense of design products is more popular with Kickstarter users.

Firstly, we can learn and improve Harwood's innovation in the crowd-funding publishing, setting up a different amount of support, consumers who funded 1 yuan will be able to enter the book's list of thanks, a higher investment may be in the branch section to join the creative content of the supporters. What's more, investors who invested 999 yuan are able to participate in various types of communication, and the author will write a novel in accordance with the idea of sponsors, when the novel is published after the official production, the only hardcover version will be given to the sponsor as his unique collection. In addition, the author can communicate with readers online through their own micro-blog, and give different feedback to supporters at the different stages. For example, the author can chat with the sponsors and express thanks to them, present some electronic version of the greeting cards and so on. And it will also be rolling update the progress of all the chips. After the

publication of the book, the sponsor will continue to carry out meetings through the authors and readers under the line and the readers who have funded will be thanked on the book activities, supporters can get books for free or buy books at a lower price, what's more you can get souvenirs which are related to the activities, such as T-shirts and books with authors' signatures or commemorative books to thank the readers who have done their share of the force for the publication of these new books. Of course, the sponsors will also appreciate the readers in different forms with material and spiritual gratitude according to the number of donated money and wisdom, for example, publishers can print a list of names of supporters and contributors on their books, or even make public contributions in the name of their supporters. Fundamentally speaking, in the operation of the published by crowdfunding process, the authors who propose a plan must understand the audience and get the audience recognition, so as to put their publishing plans to sell out. The website of crowd-funding publishing has built an online community where authors, readers and sponsors are members of the community who can provide financial support to any of their favorite publications projects or participate in any discussions. When they participate in the production process in such a way, they become co-creators of the publishing program. In the public platform, the sincere interaction between the authors and the readers, this makes the sponsor feel another value of connotation and creates a new relationship between the author and the reader.

Secondly, each donor will be feedback well in the welfare donation project of Weigongyi, they will appreciate the donor himself through the "private letter" function of micro-blog and continue updating the project progress for example, and some projects will send the letter of thanks and a different material or spiritual gratitude to each honor after the end of this event. Similarly, in the model of the published by crowdfunding, it is extremely important to raise funds and awareness. The financial information will be fully disclosed to the donors, and the public will have access to the information on financing and the number of fund-raising and cash-raising at any time. The publication industry can also open an online mobile banking system, so that each sum of money will appear immediately after arrival, of course, it can also display "wisdom". Project expenditure includes not only the use of funds, but also the organization's internal and external use of funds on each online donation platform. The foundation will announce the fund-raising and cash-raising situation every day, progress in each phase of the financing entity or individual will be released through the network packets.

Summary

In this paper, we analyze the problem of "the existence of the lack of commitment or perfunctory credit risk", and put forward a new capital operation and management model. Crowdsourcing publishers should maximize the return on value to themselves and the publishers as much as possible, while designing and planning follow-up initiatives. China's Weigongyi and Kickstarter in the operation and management of funds have brought a very good inspiration to learn from their business model and the formation of a new model is our goal. Our model learns the benefits of open and transparent mobile capital operation, management and draws on the unique advantages of kickstarter in the feedback of consumers. But our model is not perfect though, for instance learning from the operation and management of the kickstarter model is also applicable in the case of China, so how should we solve such a problem? Weigongyi is using micro-blog which is a very powerful social platform for publicity to improve the media exposure and the success stories of crowd-funding publishing are still not so many, in order to make participation the number of people should also do a good job and other preparatory work.

Acknowledgements

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