

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

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v , ? ©G L ´ ‹ f µ •6è . ´ v µG ” :Q 1• œ W =G -7 >
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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 / Ū © & , Đ Ä a
>8) > t Ô1b Ê € c 3 È6Š5‡] œ+U Q æ Q P]C' >æ
< ? © ÁN^FP. , A >

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]C' ^%ö œ+U⁹ QFV
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o c 3]f ¼@ 3 û"G û, ^Q æ Q P c ÔKμ ° • f " , ^8!9
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FKμ p í f ² =,° ? p ð f >

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52 > oMÿ >]C' p(« K, \ Þ6, P •6è = 0.v •6è\$' L • œ o
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Q æ Q P 73 Ñ>

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.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~ >

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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 = ‡ F V Ñ > e * •6è , ù F Q æ Q P •6è D S) u"ñ •
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 é Ê6è © & , @ ³ 6 8 6],° Q æ Q P B4 Ç\$' > 6 ‹ M^ a
 4Ø8"1 ‡ Ü • û #q P , @ ³ 6 8 6],° 3 û S u B4 > Ê e * Q æ ,
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1b Ê €]C' < t Ô 31 M#q P > e q %oC' Á , ; "Q
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 6, •C'F%o 'B ?÷Lz , ≠ 3L{C'F%o 'B ?÷Lz , µ Â:B8ó(~ • 'B
 ?÷Lz , µ > e N¯ B U#q P , ; " M^ a4Ø8"1 ‡ Ü • û #q P =
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b €]C'+g •6èG =c d5 NG =c d5 ‡5 ě ž Â ¥ L
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 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 >

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\$; | ># ,°. 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-\$#¿ ð. Aü Ý y,° ,Û C ,M6 Ú Â a,° - ?
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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 Ð,°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'

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Ý+U `N⁻-\$F › ž 3 q éC')æ p" C' >
Q • qC'F%oo" vQ W ›F? ž 3 q éC'N⁻-\$ q ! CC»Eý
` ,M^ a4Ø8"1‡ Ü • û C'F%oo =6, •C'F%oo = 3L{C'F%oo ' 3 » L
œ2f2± µ=:B8ó(~ •" vL~ W ›F? ž 3 q éC'N⁻-\$: CC»Eý
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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 - %o
» 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 PNÍ †+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
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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 >

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+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

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#••] œ V8¥ NT...

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f v Æ#•"-7 £ 8 • £ Ž D% -

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•6èG Q 1••6è .52 > : j5* R

6Š31+kB Æ , V-U Æ

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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 ~

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1b Ê € c 3 È6Š5‡]œ+U Q æ Q P]C‘:B8ó
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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 %o 31 = • œ ï
 # = • > 73 Ñ = 1x* < | Ü 1 • 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 x 1 Í =] ! α = ð °73 =
 (ÿ6Š5‡ = A 6 FPAå ¶ e 1 • 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

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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

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CY 1 >

øC'N-\$#j ð. Aü Ý y,° ,Û C ,M6 Ú Â a,° - ?
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 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 Ũ 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 Ũ 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 Ũ 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 û 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 û C LU ! =øC'L~ W ! Â Q æ Q P •6è '
 û ë 1• 3V <Gf ž 3 q éC' CNÓ >Q • qC'F%" 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
* < +^ mF >, 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&ï , 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• iM~,°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&i =?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^{a408}1‡ Ü • û F Ò < >

ø Ö M^{a408}1‡ Ü • û #q P, °N⁻-\$, 1\ >]C' øC'?. "x
,^o , %8 qF? ø Ö]C' M^{a408}1‡ Ü • û C'F%o L ¬ C'F%o
" C' 73F? ø Ö 6 `C'F%o µM^{a408}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<• } † ï 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 % fCX x ! α =(9í ĚCz û ë =\ Þ g P û ë1•-. ©
A ÷ D † ï > (9í ĚCz' L I > μ = y @,° øC'N^--\$, B-
^ ž 3 q éC' , Ñ-. Ê † A ÷ † ï >

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%,°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 † İ =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± ?
\$; l ># ,°. Äü Ý y L(ÿ y Ç°>ã = +^ = Ñ<• } † İ LF
-. ©# Á# ?ú 65)æ © q] g øC'-. © y _ -8 CU 6 =# Á
CY 1 >

øC'N⁻-\$#ç ð. Äü Ý y,° ,Û C ,M6 Ú Â a,° - ?
Á ~ Ñ,° v ? ð œ M̃ 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 =\ p 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 Ů đN± p 7 P# đ >ž ,N± p 6, PL~ W ^ W œ+U L" P
 a »," P+U ' a • D" P μ 7 P# đ ^]C'FP. 9
 • DF >, *,° C ¾AÚ % >Q P4ú (Â F |,±Aæ# Â øC'N⁻
 -\$,°6x y5 ° c , 7 P# đ >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 đ = v ? đ c ? øC'+i Ů đ,°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 Ů 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 Đ,°GfNÓ NF^aF? b9†N⁻-\$ >]C'4ú P <
 52 >69<‡: f Ů C LU i =øC' œ W i Â Q æ Q P •6è ' Ů 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 , P
 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')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
œ=K, œ=K œ>

: 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,° fr 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 ... ' =
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øC'N-\$ N±-U Ô = > í =># , 1 < C8¥ ¥ Ç øC'N-
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