Research on the Construction of Innovation and Entrepreneurship Platform in the Field of Agricultural Finance Based on Computer System Development

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Abstract. Agricultural information technology promotes the upgrading of agriculture. The optimization of industrial structure tells us that agricultural informatization is the stage that agricultural progress in the future must go through. The concept of agricultural entrepreneurship marks the progress of our society. Social progress will certainly drive the development of social financial field. This paper combines agriculture with finance. This paper puts forward the establishment of the entrepreneurial platform in the field of agricultural finance under the computer technology. It is expected that the concept of this paper can make some contributions to the construction of agricultural information service system in China and put forward new development ideas for the concept of agricultural entrepreneurship\(^1\).

Keywords: Computer System, Agricultural Finance, Entrepreneurial Platform

1. Introduction

In recent years, China's agricultural science and technology innovation and entrepreneurship competition has made outstanding contributions to the development of China's agricultural technology and financial field. There is no doubt that this is a good opportunity\(^2\). It is a new exploration and attempt of the combination and progress of agricultural science and technology and financial field in China. Agriculture is a traditional industry. Its development has spread the historical process of China for thousands of years. The emergence of the financial sector has led us to understand the skills of financial management. Therefore, I think that the combination of agricultural science and technology and financial field is the inevitable trend of the future renewal of our agriculture.

Agricultural science and technology includes many kinds of technologies. The development of agricultural innovation based on computer technology has been proposed by agricultural scientists many years ago. At that time, people wanted to use the developed computer technology to help...
agriculture to improve the output value efficiently. With the development of computer technology, scholars put forward the establishment of agricultural innovation and entrepreneurship platform under the maintenance of computer technology\(^3\). People put forward a new idea of entrepreneurship in agriculture. Until now, people put forward the establishment of innovation and entrepreneurship platform combining agriculture and finance from the perspective of computer.

2. The relationship between agricultural science and technology, finance and computer based on computer technology

2.1. The demand of agricultural innovation and entrepreneurship on the financial field

The development of financial industry has helped the progress of agricultural technology. We always want to use the form of innovation and entrepreneurship to maximize the benefits of the agricultural industry. Nowadays, the main problem we are facing is that the shortage of funds restricts farmers' entrepreneurship. The form of loan financing also makes it difficult for small and medium-sized enterprises in the agricultural industry to carry out a great degree of innovation and entrepreneurship. In addition, the transformation from traditional agriculture to modern agriculture also needs a lot of financial support\(^4\). Therefore, the shortage of funds in agricultural industry is a universal problem. That is why the agricultural innovation and entrepreneurship form in China has a high demand for the application of financial field. To carry out innovation and entrepreneurship, we must first solve the financial problems (see Figure 1).

![Figure 1](image_url)

**Figure 1.** Independent innovation and Entrepreneurship of agricultural finance

2.2. The role of financial field in agricultural innovation

Agricultural innovation refers to the progress of agricultural modernization. According to the requirements of China's agricultural modernization, the progress of computer-based science and technology is the main form of innovation and entrepreneurship to improve agricultural productivity and farmers' income. Financial field is an important component of modern service industry. In a sense, the financial field indirectly affects the progress and renewal of agricultural science and technology innovation. From a practical point of view, the financial sector is the main source of agricultural innovation and entrepreneurship. This is a problem that we can't ignore.
2.3. The influence of computer field on agricultural innovation and Entrepreneurship

Computer network is the product of the combination of social renewal and communication technology in the new era. Before the advent of computers, the main work of the agricultural industry was carried out manually. The accuracy of manual work is not high. The accuracy of the work indirectly affects the development of agriculture. The emergence of computer equipment has replaced most of the manual workflow. Computer simulation of crop analysis and calculation of crop yield data and other technologies have emerged. It can be seen that the development of crops is closely related to the development of computers. Computers can be said to be the biggest driving force for the renewal of the agricultural industry.

3. New exploration of the combination mode of agricultural finance based on computer

We can find that the biggest dilemma of the transformation from traditional agriculture to modern agriculture is the lack of technology, finance and information. Financial services and technical services are the two main parts. Most of agricultural related technical services are the integration of computer technology. Therefore, the development prospect of the combination mode of agricultural finance based on computer is very broad.

3.1. It effectively realizes the rural technology of computer technology reform and the effective combination of financial applications

In fact, the reform of science and technology in rural areas is an important deployment to optimize financial management based on the reality of agricultural project management. According to the main viewpoints of science and technology reform, we find that the relationship between agriculture and financial management is great. Computer technology has led agriculture into the era of innovation and independent entrepreneurship. The concept of financial management helps farmers to carry out reasonable capital management and investment arrangement. The combination of these three links is seamless.

3.2. It has opened up a new development idea for the docking of scientific and technological achievements in the agricultural field and social capital

Social capital includes interest capital and progressive capital of many industries. The proportion of agricultural sector in social capital is quite large. The combination of agriculture and finance is a new bright spot in the development of modern agriculture. It is also an important enlightenment of the new ideas of the progress of social capital. It reflects the positive leading role of financial capital investment in modern agriculture. It has laid a great foundation for the future development of agricultural science and technology.

3.3. It effectively promotes agricultural innovation and entrepreneurship

As a traditional industry, although the agricultural production efficiency is very high, it has been unable to attract the attention of young capitalists. Many people think that agricultural innovation and independent entrepreneurship are relatively difficult things. Today's computer age, people are vigorously developing other new industries\(^5\). These industries include: the anchor industry, star traffic and the Internet. The combination of agricultural innovation and entrepreneurship and financial field
based on computer technology has opened people's horizons. People also gradually realize that using computer to develop agricultural innovation is a more effective way of independent entrepreneurship. Therefore, people put forward the construction of agricultural financial innovation and entrepreneurship platform based on computer system development.

**Table 1.** The main process of the construction of agricultural financial innovation and entrepreneurship platform based on computer system development.

| Steps                        | Primary coverage                                           |
|------------------------------|------------------------------------------------------------|
| Preparation in advance       | Integration of financial funds                             |
| Medium term preparation      | Technical development of website                           |
| Introduction of platform management talents | Training of agricultural finance talents                |
| Operation stage              | Carry out the trial operation of the platform              |
| Feedback mechanism           | Looking for vulnerabilities in platform functionality      |
| Final stage                  | The corresponding entity platform can be established       |

**4. Construction of agricultural finance innovation and entrepreneurship platform based on computer system development**

**4.1. Collection of financial funds**

The purpose of agricultural innovation and entrepreneurship platform is to help agricultural industry innovation and development and help people to start their own businesses. According to the concept of entrepreneurship, the foundation of entrepreneurship should be the integration of funds. The entrepreneurial process without financial support is just a shell. Therefore, we need to make preparations before establishing an entrepreneurial platform. The early preparation includes many processes. I think the most important process is the collection of financial funds in the early stage. If an entrepreneurial platform does not have the corresponding financial support, this platform can not be based on the agricultural industry competition.

**4.2. Technical development of corresponding website**

Generally speaking, the foundation of an innovation and entrepreneurship platform supported by computer system technology should be a good entrepreneurial website. Developers can carry out the development of Network Entrepreneurship website according to the function of the platform. According to the previous estimated cost, website designers should try their best to design different innovation projects and entrepreneurship projects for the platform. People can create their own user names on the website. When a person comes up with some importance innovations, he can publish his ideas through the website and let some users pay attention to it. In addition, users can also apply for financial support from the entrepreneurial platform according to their own entrepreneurial ideas.
4.3. Introduction of platform management talents

The establishment of agricultural financial entrepreneurship platform is a relatively innovative project organization. In recent years, China has only introduced this concept into the domestic agricultural field. Therefore, talents in this field are relatively scarce[6]. According to the above description, after the developers have established the website, the introduction of talents for website management is also an indispensable part. If we can't find the corresponding professional talents, we can use part of the funds to cultivate talents independently. Of course, talent training is not suitable for the initial stage of platform establishment (see Table 1).

5. Establishment of feedback mechanism of agricultural finance innovation and entrepreneurship platform based on computer system development

The birth of feedback mechanism means the maturity of a platform. Its significance can also be regarded as a platform from birth to maturity. Feedback mechanism can help platform enthusiasts better apply to the entrepreneurial platform. It can also help platform managers to see the details of the platform. These problems can be directly or indirectly feedback by people.

In addition, the existence of feedback mechanism can also make users' psychology more balanced. Agricultural financial entrepreneurship platform will not limit users' thinking and entrepreneurial ideas. Users can also explains to the developers and technicians of the platform through feedback mechanism according to their own needs. Developers and technicians can better design the corresponding functions of the platform according to these problems. This way can reflect the advanced technology of the platform. It can also reflect the good feasibility of innovative projects in the platform.

6. Conclusion

Computer technology can maximize the benefits of agricultural production. Financial management can help the actors of agricultural industry to better grasp the lifeblood of agricultural interests. In fact, the construction of agricultural financial innovation and entrepreneurship platform based on computer system development is a relatively broad concept. It can also be considered as an inevitable way for the development of agricultural finance. Generally speaking, the concept of establishing this entrepreneurial platform is relatively new. I believe that it has a cross era significance.

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