Main business models of Internet finance include:

1. third-party payment;
2. network lending (P2P and network microcredit);
3. crowdfunding;
4. Internet wealth management;
5. Internet consumer finance;
6. virtual currency;
7. Internet financial portal;
8. guarantee;
9. credit investigation.

The report focuses on Internet crowdfunding and Internet wealth management industries.

Crowdfunding Industry:

- Crowdfunding refers to the model that project sponsors release their creative ideas on Internet platforms to raise funds and, in return, give investors material objects, services or equities. It includes mainly rewards-based crowdfunding, equity-based crowdfunding, and donation-based crowdfunding. The first crowdfunding platform appeared in China in Jul 2011, and after 5 years of rapid development, the number of various crowdfunding platforms in China had totaled 332 by the end of April 2016. In 2015, RMB11.424 billion was raised by crowdfunding platforms successfully in China, an upsurge of 305.1% over RMB2.82 billion in 2014.

- Among various kinds of crowdfunding, equity-based crowdfunding is favored by capitals. During 2014-2015, Internet companies, brokerages, insurance groups, equity transaction centers, and equity investment funds have sped up their layout in equity-based crowdfunding field.

- In 2015, private equity financing raised the most funds which amounted to RMB27.119 billion, holding 54.79% of the total expected funds; reward-based crowdfunding accounted for 42.24% with RMB20.904 billion; public crowdfunding only occupied 2.97% with RMB1.469 billion. However, the average completion rate of public crowdfunding projects hit the highest level 42.95%, followed by reward-based crowdfunding projects with 26.80% and private equity financing projects with 19.14%.

Internet Wealth Management Industry:

- Internet wealth management refers to the service pattern in which relevant companies carry out cooperation with financial institutions to put wealth management products (including funds, insurance, trust, bills) online through internet technology and platform, thus realizing Internet-based wealth management.

With introduction of easy monetary policies by the People's Bank of China for several times since the second half of 2014, the yields of Internet wealth management products have fallen sharply, and a single money fund cannot fulfill peoples' demand for wealth management. Accordingly, Internet wealth management platforms introduced other wealth management products, such as bond funds, blend funds, equity funds, bills, insurance, loans, stocks, etc..

- At present, main Internet wealth management platforms in China include Ant Financial's Zhao CaiBao, JD Finance's financial channel, Tencent' Li Cai Hui, and Baidu Finance. From the perspective of asset size, Ant Financial'sYu'ebao outperforms its counterparts. By the end of 2015, Yu'ebao had served 260 million users with the total assets of RMB620.7 billion.

China Internet Crowdfunding and Wealth Management Industry Report, 2016 highlights the followings:

- Overview of Internet finance in China (definition, business models, development history, cases of financing, trends)
- Development environments for industry (relevant policies, deposit and financing, Internet user, big data, cloud computing)

- China's Internet crowdfunding industry (business models, development history, market size, rewards-based crowdfunding market, real estate crowdfunding market, equity-based crowdfunding market, trends)

- 13 major Chinese Internet crowdfunding platforms (profile, profit models, project financing, risk control, etc.)

- Chinese Internet wealth management market (definition, classification, relevant policies, fund sales institutions, fund sales payment institutions, operation of fund industry, market size of wealth management products, competitive landscape, wealth management platforms, mobile wealth management APP, etc.)

- 9 major Chinese Internet wealth management platforms (profile, layout in Internet finance, businesses, operation, etc.)

Contents:
1 Overview of Internet Finance in China
  1.1 Definition and Business Model
     1.1.1 Definition
     1.1.2 Business Model
  1.2 Case of Financing
  1.3 Development Trend

2 Development Environments for Industry
  2.1 Relevant Policies
     2.1.1 The Central Governmental Policies
     2.1.2 Local Governmental Policies
  2.2 Deposit and Financing
     2.2.1 Deposits of Financial Institutions
     2.2.2 Financial Institution's deposit
  2.3 Internet User
     2.3.1 Netizen
     2.3.2 Mobile Internet User
     2.3.3 Online Payment User
     2.3.4 Internet Wealth Management Users

3 China Internet Crowdfunding Industry
  3.1 Business Model
  3.2 Development History and Relevant Policies
     3.2.1 Development History
     3.2.2 Related Policies
  3.3 Market Size
     3.3.1 Number of Platforms
     3.3.2 Number of Projects
     3.3.3 Amount of Financing

4 Competition in Internet Crowdfunding Segments
  4.1 Rewards-based Crowdfunding
     4.1.1 Fundraising Amount
     4.1.2 Popularity
     4.1.3 Number of Projects
  4.2 Real Estate Crowdfunding
     4.2.1 Business Model
     4.2.2 Competitive Landscape
  4.3 Equity-based Crowdfunding
     4.3.1 Overview
     4.3.2 Profit Model
     4.3.3 Exit Mechanism
     4.3.4 Competitive Landscape

5 Major Internet Crowdfunding Platforms
  5.1 JD Crowdfunding (z.jd.com)
5.1.1 Profile
5.1.2 Business and Profit Models
5.1.3 Rewards-based Crowdfunding
5.1.4 Equity-based Crowdfunding
5.1.5 SWOT Analysis
5.2 Taobao Crowdfunding
5.2.1 Profile
5.2.2 Project
5.2.3 Users
5.2.4 Business and Profit Models
5.2.5 SWOT Analysis
5.3 ZhongChou
5.3.1 Profile
5.3.2 Operation Process
5.3.3 Profit Model
5.3.4 SWOT Analysis
5.4 Suning Crowdfunding
5.4.1 Profile
5.4.2 Operation
5.4.3 Profit Model
5.4.4 Crowdfunding Projects
5.4.5 Private Equity Financing Platform Is Unveiled
5.5 Renrentou
5.5.1 Profile
5.5.2 Profit Model
5.5.2 Project Financing
5.6 vc.cn
5.6.1 Profile
5.6.2 Business Model
5.6.3 Project Financing
5.7 Yuanshihui
5.7.1 Profile
5.7.2 Profit Model
5.8 Luyanba
5.8.1 Profile
5.8.2 Profit Model
5.8.3 Recent Dynamics
5.9 Zhongtoubang
5.9.1 Profile
5.9.2 Profit Model
5.9.3 Risk Control
5.10 Dajiatou
5.10.1 Profile
5.10.2 Project Financing
5.10.3 Profit Model
5.10.4 Risk Control
5.11 AngelCrunch
5.11.1 Profile
5.11.2 Profit Model
5.11.3 Project Financing
5.11.4 Risk Control
5.12 Real Estate Crowdfunding Platform
5.12.1 Kuaiqian Payment and Settlement Information Co.Ltd
5.12.2 Pinganfang.com

6 Chinese Internet Wealth Management Market
6.1 Definition and Classification
6.1.1 Definition
6.1.2 Classification
6.2 Relevant Policies and Institutions
6.2.1 Relevant Policies
6.2.2 Fund Sales Institutions
6.2.3 Internet Fund Sales Institutions
6.2.4 Fund Sales Payment Institutions
6.2.5 Operation of Fund Industry
6.3 Wealth Management Products
6.3.1 Market Scale
6.3.2 Competitive Landscape
6.4 Wealth Management Platform
6.4.1 Foreign Internet Wealth Management Platform
6.4.2 Chinese Wealth Management Platforms
6.5 Mobile Finance APP
6.5.1 Overview
6.5.2 WaCai
6.5.3 Tong Ban Jie

7 Major Internet Wealth Management Platforms
7.1 Zhejiang Ant Small & Micro Financial Services Group (Alibaba-related Company)
7.1.1 Equity Structure
7.1.2 Layout in Internet Finance
7.1.3 Yu'ebao
7.1.4 ZhaocaiBao
7.1.5 Cunjinbao
7.1.6 TaobaoLicai
7.1.7 Ant Fortune
7.2 JD Finance
7.2.1 Layout in Internet Finance
7.2.2 JD Finance
7.3 Tencent's Financial Platforms
7.3.1 Layout in Internet Finance
7.3.2 Li Cai Tong
7.3.3 Li Cai Hui (money.tenpay.com)
7.3.4 Financial Supermarket (finance.qq.com)
7.4 Baidu
7.4.1 Layout in Internet Finance
7.4.2 Baidu Finance
7.4.3 Baidu Caifu (caifu.baidu.com)
7.4.4 Baidu Launches the Crowdfunding Platform - cf.baidu.com
7.5 91JinRong.com
7.5.1 Profile
7.5.2 Profit Model
7.5.3 Risk Control
7.5.4 Development Strategy
7.6 eastmoney.com
7.6.1 Profile
7.6.2 Operation
7.6.3 Revenue Structure
7.6.4 Gross Margin
7.6.5 fund.eastmoney.com
7.6.6 Sales Models of Wealth Management Products
7.6.7 Operating Results of fund.eastmoney.com
7.7 jjmmw.com
7.8 5ifund.com
7.8.1 Profile
7.8.2 Operation
7.9 howbuy.com
7.9.1 Profile
7.9.2 Main Products and Services
7.9.3 Business and Profit Models
7.9.4 Operation
7.9.5 Revenue Structure

List of Charts

- Business Model, Profit Source and Representative Firms in China's Internet Financial Industry
- Development Model of Chinese Internet Companies in Financial Sector
- Number of Financing Cases and Amount of Financing in China's Internet Financial Industry by Month, 2014-2015
- Number of Financing Cases and Amount of Financing in China's Internet Financial Industry by Field, 2014-2015
- Number of Financing Cases in China's Internet Financial Industry by Investment Institution, 2014-2015
- Number of Financing Cases and Amount of Financing in China's Internet Financial Industry by Round of Investment, 2014-2015
- Number of Financing Cases and Amount of Financing in China's Internet Financial Industry by Region, 2014-2015
- Crowdfunding Policies Issued by Local Governments, 2015-2016
- China's Aggregate Financing to the Real Economy and YoY Growth, 2009-2016
- Number of Internet Users, YoY Growth, and Internet Penetration in China, 2010-2015
- Number of Internet Users in China by Province as of the end of 2015
- Number of Mobile Netizens, YoY Growth and % of Internet Users in China, 2007-2015
- Number of Online Payment Users, YoY Growth and % of Internet Users in China, 2010-2015
- Number of Mobile Payment Users, YoY Growth and % of Online Payment Users, 2013-2015
- Internet Wealth Management Users and Utilization, 2014-2015
- Business Process of Crowdfunding Platform
- Comparison of Main Crowdfunding Models
- Relevant Policies on Internet Crowdfunding Industry in China, 2014-2015
- Number of Crowdfunding Platforms in China, 2011-2016
- Number of Operational Crowdfunding Platforms in China by Category as of Apr 2016
- Number of Crowdfunding Platforms in China by Province as of Apr 2016
- Number of Crowdfunding Projects in China by Category, 2015
- Expected Amount, Completed Amount and Completion Rate of Various Chinese Crowdfunding Projects, 2015
- Amount of Financing by Crowdfunding in China by Province, 2015
- Amount of Financing by Main Reward-based Crowdfunding Platforms in China
- Investors of Main Reward-based Crowdfunding Platforms in China
- Successful Projects of Main Reward-based Crowdfunding Platforms in China
- Business Models of Real Estate Crowdfunding
- Market Share of Real Estate Crowdfunding Platforms in China by Amount of Financing, 1H2015
- Business Process of Equity-based Crowdfunding
- Number of Equity-based Crowdfunding Platforms in China, 2011-2016
- Profit Model of Equity-based Crowdfunding Platform
- Exit Mechanism of Equity-based Crowdfunding Capital
- Major Participants in Chinese Equity-based Crowdfunding Market and Their Layout
- Advantages and Disadvantages of Major Participants in Chinese Equity-based Crowdfunding Market
- Amount of Financing by Main Equity-based Crowdfunding Platforms in China
- Ecosphere of JD Crowdfunding
- Project Operation Mode of JD Crowdfunding
- Performance of JD Crowdfunding's Major Reward-based Crowdfunding Projects, 2015
- JD Crowdfunding's Reward-based Crowdfunding Projects Worth RMB10 million or more, 2015
- Major Requirements of JD's Rewards-based Crowdfunding on Financiers and Investors
- Performance of JD Crowdfunding's Major Equity-based Crowdfunding Projects, 2015
- JD Crowdfunding's Equity-based Crowdfunding Projects Worth RMB10 million or more, 2015
- SWOT Analysis of JD Crowdfunding
- Performance of Taobao Crowdfunding's Main Projects, 2015
- Crowdfunding Amount of Taobao Crowdfunding's Successful Projects, 2015
- Participants of Taobao Crowdfunding's Successful Projects, 2015
- Operation Mode of Taobao Crowdfunding's Projects
- SWOT Analysis of Taobao Crowdfunding
- Operation Mode of ZhongChou's Crowdfunding
- Profit Model of zhongchou.com
- SWOT Analysis of ZhongChou
- Suning's Crowdfunding Business Models and Features
- Performance of Suning's Crowdfunding Projects, 2015
- Suning's Crowdfunding Projects Worth RMB10 million or more, 2015
- Performance of Renrentou's Crowdfunding Projects, 2015
- Renrentou's Crowdfunding Projects Worth RMB10 million or more, 2015
RESEARCH AND MARKETS

- Business Model of Crowdfunding on vc.cn
- Requirements on Investors’ Capital by vc.cn
- Profit Model of Yuanshihui
- Main Business of Luyanba
- Milestones of Zhongtoubang, 2014-2016
- Requirements on Crowdfunding Project and Lead Investor by Zhongtoubang
- Number of Crowdfunding Project and Amount of Financing on Dajiatou, 2013-2015
- Cumulative Amount of Crowdfunding Projects on Dajiatou by Industry, 2013-2015
- Profit Model of Dajiatou
- Financing Received by AngelCrunch
- Major Product and Service Profit Models of AngelCrunch
- Number of Successful Financing Projects and Amount of Financing on AngelCrunch, 2012-2015
- Released Projects and Successful Financing Projects on AngelCrunch by Industry, 1H2015
- Requirements on Eligible Investors’ Capital by AngelCrunch
- Amount of Financing via Crowdfunding Projects on pinganfang.com
- Chinese Institutions Securing Fund Sales License by the end of Apr 2016
- Independent Chinese Fund Sales Institutions Securing Fund Sales License by the end of Apr 2016
- Main Third-party E-commerce Platforms Securing Fund Sales License by May 2016
- Online Fund Distribution Channels in China
- Open-end Fund-related Rates in China
- Model Comparison between Online Fund Distribution Channel and Other Distribution Channels in China
- Third-party Payment Companies Securing Fund Sales Payment License in China by Apr 2016
- Number of Fund Management Companies in China, 2007-2015
- Issuance Structure of Open-end Funds in China by Type of Fund, 2012-2015
- Net Value of Funds in China by Type of Fund, 2012-2015
- Earnings of Funds in China by Type of Fund, 2009-2016
- Rate of Return of Internet Wealth Management Products in China by Month, 2014-2015
- Asset Size and QoQ Growth of Internet Wealth Management Products in China by Quarter, 2013-2016
- China’s Main Internet Wealth Management Products
- Top10 Internet Wealth Management Products in China by Asset Size as of the end of Mar 2016
- Top 10 “Bao”-suffixed Internet Wealth Management Products by Revenue, Q1 2016
- Business Model of Major Foreign Internet Financial Platforms
- Payment Instruments of Major Comprehensive Financial Platforms in China
- Introduction, Financing and Profit Model of WaCai
- Introduction, Financing and Profit Model of Tong Ban Jie
- Equity Structure of Ant Financial
- Alibaba’s Layout in Internet Finance
- Subscription Amount, Redemption Amount and Net Asset of TianhongYu’ebao Money Market Fund, 2013-2016
- 7-day Annualized Rate of Return of Yu’ebao Fund, 2013-2016
- Net Earnings and QoQ Growth of Yu’ebao Fund, 2013-2016
- Main Products on Zhao CaiBao
- Profit Model of Zhao CaiBao
- Comparison of Yu’ebao and Zhao CaiBao
- Data of Zhao CaiBao (Note: data as of May 16, 2016)
- Price Comparison between Domestic Gold and CunjinBao, April-May 2016
- JD’s Layout in Internet Finance
- JD’s Financial Platform and Business
- Tencent’s Layout in Internet Finance
- Wealth Management Products and Their Rates of Return on Li Cai Tong, 2014-2016
- Baidu’s Layout in Internet Finance
- Channels and Relevant Businesses on Baidu’s Financial Platform
- Financial Products and Their Features Introduced on “Investment” Channel of Baidu’s Financial Platform
- Main Projects of Baidu Caifu
- Main Platforms and Products of 91Jinrong
- Financing Received by 91Jinrong
- Revenue and YoY Growth of eastmoney.com, 2009-2015
- Net Income and YoY Growth of eastmoney.com, 2009-2015
- Revenue Structure of eastmoney.com by Business, 2009-2015
- Profile of fund.eastmoney.com
- Revenue and Net Income of fund.eastmoney.com, 2012-2015
- Revenue and Net Income of 5ifund.com, 2012-2015
- Product Line of Howbuy
- Revenue of Howbuy's Main Products, 2014-2015

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