

I Can Meet with Dead Scientists

Chapter 321 191: Launch for Sale! (9.8K)_5

[902 words]

"Some people might watch for just two seconds before leaving, and there are quite a few schools where several people in one dorm room are watching."

"These IPs do provide the actual number of people, but think about it, in a four-person dormitory, will everyone buy a tube of adhesive?"

Xu Yun was slightly startled upon hearing this but quickly came to his senses:

"I understand, indeed, dormitories are a very special situation; estimating solely based on the number of people isn't reliable."

"Generally speaking, having one person in a dorm place an order is quite good, and it might even happen that two adjacent dorm rooms place a shared order..."

Tang Li nodded heavily, then continued:

"As for north of latitude 39 degrees... it means excluding the northern residents."

"Cockroaches aren't particularly common north of Yanjing, especially now in winter, they're even fewer."

"Surely there will be orders from the north, and the ordering process won't face any issues, but the proportion will certainly be low."

"At least when creating models, this should still be excluded."

Xu Yun was silent for a moment, somewhat grasping the situation:

"So based on Manager Gu's assessment, our products might be oversold?"

"Exactly, he believes the probability won't be less than 90%, but how much it exceeds is hard to judge, as it depends on consumer trust."

Saying this, Tang Li's face showed a hint of a peculiar expression:

"To be honest, the extermination live stream by Ke Da was unprecedented, with no example either past or present."

"No one is there to give us a reference, so it's naturally hard to assess the overall consumer enthusiasm."

Xu Yun nodded slightly, remaining silent for a while, making decisions in his heart.

Zheng Zu and Gu Qunqing can both be considered businessmen; at least from a commercial acumen perspective, they can put him to shame.

Thus, from a professional standpoint.

Their judgments must have their respective bases.

But at present, their views are somewhat conflicting, leaving Xu Yun inclined more towards Gu Qunqing.

After all, his expertise is much higher than Zheng Zu, with a far superior track record.

Moreover, like him, he is a seasoned cockroach detester, naturally hoping the products are well prepared...

Thinking here.

Xu Yun couldn't help but raise his head and said to Tang Li:

"Assistant Tang, let's follow Manager Gu's idea, but you must explain to Director Qian that workers' overtime allowances must be fully granted."

"Regarding food during overtime... please contact Director Yang in the development zone."

"Ask him to see if there's a nearby factory with good dining conditions, and if there is, have them prepare a few more meals, and we'll settle with them at 130% of the cost price."

Tang Li noted all these down in her memo, looking very diligent:

"Rest assured, I'll directly contact Director Yang on that side."

Afterwards, Xu Yun and Tang Li chatted briefly about adapting to the company initially, after which Tang Li quickly bade farewell and left.

Xu Yun then stood up and walked to the window.

Looking down through the window.

Due to some well-known reasons, the handover time of the Ke Da High-tech Zone was much later than initially anticipated.

Even towards the end of 2022.

Many areas could still see brown-yellow foundations and construction teams working on them.

According to the news from Ke Da.

Huadun Biotech was the second company to settle in the Double Innovation Mansion after Ke Da Xunfei.

The expansiveness and barrenness of the entire High-tech Zone were visible to the naked eye.

But in a few years, this would surely become a very important scientific research cradle in Huaxia.

And what Xu Yun needed to do.

Was to strive to let Huadun Biotech grow alongside the Ke Da High-tech Zone.

At last...

Towering into the clouds, overshadowing the sun.

.....

One day after Xu Yun and Tang Li finished their conversation.

Zhang Guangfei arrived at Lu Prefecture by plane, signing a contract and immediately shooting a full-body endorsement photo.

In the photo, Zhang Guangfei wore a slightly youthful casual suit, hugged his arms in front of his chest, with a resolute expression and eyes gleaming. (Apologies here to everyone; originally, this choice of person was meant to use Chu Yunfei entirely live, but the editor warned it might be sensitive; I stumbled in the last book, so I'll just use a photo instead of filming a video.)

After the photo shoot was completed.

Gu Qunqing immediately handed over the poster to two major brands, maximizing the operational efficiency of Huadun Biotech.

Thus.

A week passed in the blink of an eye.

The time quickly set to...

December 3rd, Saturday.

.....

"Wait a minute."

Xu Yun reached out his hand to interrupt her, asking:

"Why consider every four university IPs as one person? What's the meaning of excluding IP addresses north of latitude 39 degrees?"

Tang Li smiled slightly; she had actually had this doubt before and explained:

"Dr. Xu, you are the organizer and participant of the live stream, you should know, the number 43.96 million is a peak value, or an instantaneous value."

"Some people might watch for just two seconds before leaving, and there are quite a few schools where several people in one dorm room are watching."

"These IPs do provide the actual number of people, but think about it, in a four-person dormitory, will everyone buy a tube of adhesive?"

Xu Yun was slightly startled upon hearing this but quickly came to his senses:

"I understand, indeed, dormitories are a very special situation; estimating solely based on the number of people isn't reliable."

"Generally speaking, having one person in a dorm place an order is quite good, and it might even happen that two adjacent dorm rooms place a shared order..."

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Chapter 322 191: Launch for Sale! (9.8K)_6

[972 words]

Tang Li nodded heavily and continued:

"As for north of the 39th parallel north... it just means excluding the northern region residents."

"Cockroaches aren't particularly common north of Yanjing, and it's winter now, so there are even fewer cockroaches."

"There will definitely be orders from the north, and the ordering process won't have any issues, but the proportion will certainly not be high."

"At least when creating the model, those should still be excluded."

Xu Yun remained silent for a moment, having a rough idea in his heart:

"So according to Manager Gu's judgment, our product might be oversold?"

"That's right, he believes the probability is no less than 90%, but exactly how much it will exceed is hard to determine; it primarily depends on consumer trust."

At this point, a strange expression appeared on Tang Li's face:

"To be honest, Ke Da's previous pest control live stream was unprecedented both domestically and internationally, with no prior examples."

"Without anyone to refer to, it's naturally difficult to gauge the overall consumer enthusiasm."

Xu Yun nodded slightly, remaining silent for a moment, as he made a decision in his heart.

Zheng Zu and Gu Qunqing can both be considered businessmen; at least in terms of business acumen, they could both easily outplay him.

So from a professional perspective.

Their judgments should both be reasoned.

But right now, their viewpoints are somewhat contradictory, and Xu Yun naturally leaned more toward Gu Qunqing.

After all, his professional level is much higher than Zheng Zu's, and his track record far exceeds Zheng Zu's.

Furthermore, like him, he is a seasoned opponent of cockroaches, so of course, he hopes the product can be as prepared as possible...

Thinking of this.

Xu Yun couldn't help but look up and said to Tang Li:

"Assistant Tang, let's proceed according to Manager Gu's plan, but make sure to explain to Director Qian that workers' overtime compensation must be paid in full."

"As for meals during overtime... please contact Director Yang in the development zone."

"Ask him to see if there's a factory nearby with decent dining facilities, and if there is, have them prepare more meals, and we'll settle with them at 130% of the cost price."

Tang Li diligently noted all this down in the memorandum, her expression very serious:

"Don't worry, I'll contact Director Yang myself."

After that, Xu Yun and Tang Li had a brief conversation about adapting to the company, and Tang Li soon took her leave.

Xu Yun then stood up and walked to the window.

Looking down through the window.

For well-known reasons, the handover time for the Ke Da High-tech Zone was much later than initially expected.

Even by the end of 2022.

Many places could still be seen with brown and yellow foundations and construction teams working on them.

According to the information provided by Ke Da.

Huadun Biotech was the second company to move into Double Innovation Mansion, following Ke Da Xunfei.

The entire High-tech Zone was visibly barren and empty.

But in a few years, this place would inevitably become a significant cradle of scientific research in Huaxia.

And what Xu Yun needed to do.

Was to work hard to ensure Huadun Biotech grows alongside the Ke Da High-tech Zone.

Finally...

Towering high, covering the sky.

.....

One day after Xu Yun and Tang Li concluded their conversation.

Zhang Guangfei took a flight to Lu Prefecture and immediately took a full-body endorsement photo after signing the contract.

In the photo, Zhang Guangfei wore a somewhat youthful casual suit, with his arms crossed in front of his chest, looking determined and radiant. (Apologies here, initially chose him hoping to use Chu Yunfei, but the editor warned me that it might be sensitive, learned a lesson from the last book, so I'm using a photo instead of a video) "Wait."

Xu Yun raised a hand to interrupt her and asked:

"Why treat every four college IPs as one person? And what does excluding IP addresses north of the 39th parallel north mean?"

Tang Li smiled faintly; she had this question before as well, so she explained:

"Dr. Xu, as the organizer and participant of the live stream, you should know that the figure of 43.96 million is a peak or instantaneous value."

"Some people might only watch for two seconds and leave, and there's a significant number of schools dealing with several people in one dorm watching the stream."

"While these IPs certainly provide real numbers, think about it, in a four-person dorm, would every person buy a tube of gel?"

Hearing this, Xu Yun was slightly puzzled, but quickly realized:

"I understand, indeed, dorms are a very special case, and we can't estimate based on just numbers."

"Generally speaking, having one person in a dorm place an order is quite good; it might even occur that two adjacent dorms place an order together..."

Tang Li nodded heavily again and continued:

"As for north of the 39th parallel north... it just means excluding the northern region residents."

"Cockroaches aren't particularly common north of Yanjing, and it's winter now, so there are even fewer cockroaches."

"There will definitely be orders from the north, and the ordering process won't have any issues, but the proportion will certainly not be high."

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Xu Yun remained silent for a moment, having a rough idea in his heart:

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Xu Yun nodded slightly, remaining silent for a moment, as he made a decision in his heart.

Zheng Zu and Gu Qunqing can both be considered businessmen; at least in terms of business acumen, they could both easily outplay him.

So from a professional perspective.

Their judgments should both be reasoned.

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Chapter 323 192: First-Day Sales and Unexpected Incident (6.4K)

[914 words]

December 3, 2022.

Saturday.

Eleven o'clock in the evening.

Xu Yun, Tian Liangwei, Zheng Zu, and other board members or department leaders of Huadun Biotech have all gathered at the company's headquarters.

The conference room has temporarily been transformed into the 'Combat Department,' responsible for coordinating all aspects of this sales event.

Actually, according to the last chapter... ahem, the previous plan.

The original release date for 'Mite Dead' was set for December 3rd at midnight, meaning it would officially launch at 0:00 today.

However, Xu Yun and the team suddenly realized during the final verification process that December 3rd was actually International Day of Disabled Persons.

Considering the limited attention on such public days, 'Mite Dead' would inevitably lose a considerable portion of topics and traffic on its launch day.

This kind of heat-stealing behavior is unnecessary and inadvisable.

Therefore, after a second discussion by the board, the company finally decided to postpone the release date by one day.

That is, it will officially start selling at 0:00 on December 4th.

After all, December 4th is not that special.

If one insists on saying it.

It's that on this day 22 years ago, Yanjing formally decided to bid for the Olympics and succeeded in the bid on July 13th of the following year.

Also, two years ago, on December 4th, Pan Jianwei and Lu Chaoyang's team successfully developed the "Nine Chapters" quantum computer, dominating the hot search list for a while.

Other than that.

Historically, this day has been fairly uneventful with no major news.

At this moment.

Inside the meeting room.

Gu Qunqing is holding a business tablet, presenting the final report to Xu Yun and others:

"Dr. Xu, Dean Tian, there is just one hour... oh no, only 59 minutes left until the product launch."

"All our offline channels are all set and ready for the real deal."

"Regarding logistics, we have reached a quarterly cooperation agreement with EMS, and tonight EMS has arranged an urgent transfer schedule, which should ensure the rapid shipment of the first batch of products."

Xu Yun nodded:

"Thank you for your hard work."

'Mite Dead' is currently being sold 100% online, with logistics on the JD platform naturally handled by JD's Lu Zhou Warehouse, while Huadun Biotech needs to select logistics for those on Taobao.

Currently, there's a saying on the internet.

It's that Huaxia only has three types of express, namely SF Express, JD, and other couriers.

The first two need no introduction.

Although each has its controversies, occasionally some black stories surface, yet they are indeed the top two logistics companies nationwide.

As for the remaining couriers, the various brands are somewhat mixed.

The worst among them is undoubtedly a certain four-character courier, which basically never receives praise online, while the remaining ones have their pros and cons.

If a choice must be made.

EMS, Yunda, and Shentong should be the top three.

To be truthful.

Among all couriers, the most desired choice for Xu Yun and others is obviously SF Express, but the shipping cost of SF is just too high.

If 'Mite Dead' could sell for 40 yuan, it would be alright, and even Debon Express could be chosen.

But with the current price of 19.9 yuan and a manufacturing cost of 7.8 yuan, the profit margin is quite limited, so SF Express had to be temporarily excluded from the list of candidates.

Over the past few days.

After multiple negotiations by Gu Qunqing, the company finally reached a consensus with EMS.

Both parties agreed on a monthly settlement of postage costs at secondary EMS partners' rates, with the agreement valid for one quarter.

Once the valid period expires.

Both parties can decide whether to continue the cooperation based on the actual sales situation of the product.

Then Xu Yun glanced at the time and said to Gu Qunqing:

"Aaron, how about the preheat?"

Gu Qunqing swiped a few times on the tablet and handed it to Xu Yun while explaining:

"The preheating officially started a week ago. We placed a soft article in the market, and the reading volume was quite good."

"The social media preheating started after 6 pm tonight, after all, the morning was still the promotion period for International Day of Disabled Persons—although the top search was still some celebrity's romance scandal, shamelessly."

"In any case, since 6 o'clock, Weibo has already provided a data stream, although the cost... tsk tsk, is indeed not low."

Xu Yun didn't speak, taking the tablet and glancing at it.

The tablet presented all the data from each channel in the form of images and text on a chart, making it very intuitive to read.

The expenditure highest on the list was the self-media end, with a cost of about 200,000 yuan.

More than a week ago.

Gu Qunqing and others contacted several public accounts through self-media channels, introducing the harm of the cockroach species in the form of soft articles.

The articles did not directly advertise 'Mite Dead,' but all mentioned Ke Da's pest extermination live broadcast.

During the dissemination of the soft article, many people also recalled this big event from over a month ago.

Additionally, they invited a few well-known insect video accounts to test the effect of 'Mite Dead.'

Now that the thesis and patent have already been approved, and the product is about to launch, Xu Yun and others no longer worry about leaks.

The item after the self-media end was the social port.

This part of the expenditure is quite terrifying, significantly higher than the self-media, reaching over 600,000 yuan.

The bulk of it was naturally occupied by the Weibo hot search.

Although Weibo is currently flooded with all kinds of ghosts and monsters, some people knock down Emperor Huang in one punch, it is indeed the social media platform with the highest daily activity at present.

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Chapter 324 324: Zhang 192 First Day Sales and a Sudden Accident (6.4K)_2

[936 words]

The remaining expenses go to Bilibili, Zhihu, and so on.

For instance, at this moment, some friends browsing Bilibili might notice that there is a new product link at the bottom of the video page, which redirects to JD.com when clicked.

These are all common promotional methods and necessary expenses for new product launches.

Even for a product like "Ghost Valley Eight Desolates" which claimed to have numerous organic fans, it actually incurred a lot of operational costs in the early stages.

Seeing this.

Xu Yun couldn't help but take out his phone and open Weibo.

At this time, the trending topic "Exterminate One Cockroach" was prominently displayed in the specially reserved advertising slot on the trending page, with one non-advertising topic appearing in the 30s.

Additionally, a promotional Weibo from Ke Da's official account could be seen in Xu Yun's feed:

[Highly anticipated, Ke Da's self-developed cockroach extermination tool "Exterminate One Cockroach" will launch tonight at midnight. As the cockroaches in your home become increasingly rampant, it's time to wipe them out! Click the link below to receive a Ke Da-exclusive three-yuan discount coupon!]

This Weibo post had garnered as many as 8,000 comments, whereas Ke Da's official Weibo typically only received a dozen, sometimes even single-digit, comments.

Xu Yun casually clicked into several account profiles and could clearly see they were not bot accounts; the Weibo data flow seemed to have taken effect.

Then he suddenly remembered something and said to Gu Qunqing:

"By the way, Aaron, how's the network security situation?"

Gu Qunqing pointed downstairs, where the company's network security center's server room was, and smiled:

"Dr. Xu, Brother Rong is personally in charge, and Director Wang from Ke Da is responsible on their end, so rest assured."

He then looked around and lowered his voice:

"On Taobao's side, Brother Rong specially invited Brother Dao to handle it, so there shouldn't be any issues. In all of Huaxia, besides those high-ranking officials within the system, there are probably no more than ten people in society who can gain Brother Dao's favor..."

Xu Yun finally breathed a sigh of relief.

This time, Xiaorong's task was straightforward: to oversee company homepage security and the security of all redirect links — primarily the latter.

After all, Huadun Biotech's company homepage was created less than a week ago and mainly serves as a portal for decoration.

Apart from product introductions, there are no secondary pages or visitors; to put it bluntly, even if it were hacked, chances are no one would notice...

As for the redirect links, they refer to the jump links on various websites, commonly known as portals.

Xiaorong just needs to ensure that there are no issues with these links; the product pages will be handled by the security departments of the two major platforms.

On Taobao's side, having Wu Hanqing in charge gives it an equivalent level of security to Double 11...

In summary.

Things have reached this stage, which is all about doing one's best and leaving the rest to fate.

All they could do was just one word...

Wait.

Meanwhile.

Besides Xu Yun and others at the company headquarters, many others were also eagerly awaiting midnight's arrival.

For instance, those like Zhou Peiyao, Chang Licheng, and Qiu Sheng, who had a good relationship with Xu Yun.

They counted as Xu Yun's close friends, planning to support Xu Yun's product sales as best as they could.

There was also Yuan Yin, who had once spread the first accident video.

She had no connection with Xu Yun, only wanting to be the first to grab the cockroach medicine, belonging to the standard definition of a consumer.

Also, people like Zhang Guangfei, the product spokesperson, and various media reporters who participated in the cockroach extermination live stream.

For instance, Cockroach Lady Chen Shanshan, who once entered the cockroach center for a live stream...

Along with others from Neon, Europe and America, and Australia.

These people stood in their respective small black rooms, faces solemn, and intentions nefarious.

And so.

Time ticked away second by second.

23:15.....

23:28.....

23:47.....

23:56.....

Finally.

Under the gaze of all these diverse figures, the time slowly reached the early hours of December 4.

Taobao's time calibration device is the cesium atomic clock, which, along with the rubidium hydrogen atomic clock, is among the world's most precise time calibration clocks.

It runs for an average of 20 million years before it would have a second's error.

Therefore, at the instant time reached zero on the 4th.

The platform's program immediately activated, changing the product status to available for purchase.

One second later.

On the big screen in the meeting room.

A number flashed onto the screen:

3/7.

The number on the left represents the number of customers who placed an order.

The number on the right is the number of adhesive packs sold.

The refresh rate is ten seconds.

In other words.

The moment the product was just launched, three customers bought seven packs of adhesive.

They might have used a program for a flash purchase or were three long-term bachelors quickly pressing payment without a password.

In total, coins +139.3.

Ten seconds later.

The number jumped once more:

17/28.

Then it was the twentieth second since launch...

The thirtieth second...

By the time one minute had passed, the numbers had become:

147/195.

Xu Yun and others then waited another ten minutes.

The numbers became...

1723/2189.

Seeing this number, everyone present felt their hearts finally at ease.

A moment later.

The meeting room filled with applause and cheers.

Zheng Zu even walked up to Xu Yun and Tian Liangwei, extending his hand:

"Dean Tian, Dr. Xu, congratulations!"

Xu Yun smiled and gave him a high five, saying:

"Secretary Zheng, New Creation Fund is also a company shareholder, so it's a collective celebration."

Zheng Zu nodded excitedly, just short of popping champagne.

Earlier, when Gu Qunqing was creating the first-day sales model, he had estimated the qualified sales during the time frame.

He had judged that the possible order count for the product launch in the given month could be 600,000.

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Chapter 325 192 First-Day Sales and Sudden Unexpected Events (6.4K)_3

[818 words]

Monthly product sales stand between 800,000 and 900,000, which is three times Bayer's monthly sales.

On the first day, about fifty thousand people placed orders. The numbers for the first hour, the first ten minutes, and the first minute are, respectively:

12000/1500/130. (The ratio is referenced from 10.14089/j.cnki.cn11-3664/f.2021.09.010, and all numbers have been shortened by a hundredfold)

Looking at it now.

The actual sales user profile didn't vary much from the model, and one could say it was extremely accurate.

Just as Tang Li mentioned before.

USTC's cockroach extermination live broadcast was unprecedented, with no data to refer to, and no one knew how high users' purchasing enthusiasm would be.

All the data was derived from Gu Qunqing's business acumen, truly a "handcrafted" model.

Being able to develop such a model under these circumstances showcases Gu Qunqing's capability.

If these numbers continue.

The first-day order count for "One Cockroach Eradicator" could be around seventy thousand, with product sales potentially exceeding a hundred thousand.

In the past eight days, the factory engaged in paid overtime as per Xu Yun and Gu Qunqing's request.

Daily production capacity reached 18,000 units, with total inventory around 136,000 units.

This inventory is sufficient to handle the initial sales of 'One Cockroach Eradicator' and even leaves a slight surplus.

The only regret is the high cost of 7.8 yuan per unit; after deducting value-added tax and logistics, the net profit might only be around eight hundred thousand.

Keep in mind.

A well-preheated product's sales volume on its launch day is far higher than subsequently daily averages, which is often called a "grand opening."

For instance, lipsticks and perfumes can often see their launch and shipping sales account for 15%-20% of the month's total.

Some e-commerce products, like phones or earphones, can even break 40%.

Therefore.

Huadun Biotech's monthly profit might be around four million, not a high figure.

Of course.

This is just an initial market, far from representing the product's final sales, let alone industry division.

Who knows how many people are choosing to wait and see, not to mention global cost compression issues.

If any of these points see a breakthrough.

The sales of 'One Cockroach Eradicator' could reach an incredibly staggering number.

All in all.

This is in line with expectations, a healthy starting figure, though not too surprising.

It's like a high school student scoring the middle range: performing decently with potential for further improvement, but currently just average.

No slack, with plenty of room for improvement in the next two years, but for now, that's about it.

Meanwhile.

Messages from familiar contacts started to appear gradually on Xu Yun's WeChat, and he began to respond to each.

For juniors like Zhou Peiyao and Ren Yongcun, he politely replied, 'Sales are good, in line with expectations, thanks for the support'.

For close friends like Qiu Sheng, he responded with an affectionate 'scram'.

As for spokespersons and veteran artists like Zhang Guangfei, Xu Yun made a formal phone call.

He communicated the precise sales figures to them.

Comparatively, Tian Liangwei and Zheng Zu were even busier than Xu Yun.

Since their connections went beyond the campus, handling them was more complex.

After hanging up, Xu Yun and others waited for another half-hour of sales data.

Everything was normal, with occasional small fluctuations, overall without any significant spikes like the stock market.

Just as Xu Yun intended to let Tian Liangwei and others go home.

Ding-ding-ding—

The internal phone on the desk suddenly rang, showing Xiaorong as the caller.

Xu Yun exchanged a glance with Gu Qunqing and quickly answered the call:

"Hello, Brother Rong?"

"Yes, it's me, Dr. Xu, two things just happened."

"What things?"

"The first thing is unsurprising: our website and redirect links were attacked, and the scale was pretty big."

"However, our team successfully blocked all of them without causing any damage to the company."

Xu Yun had been prepared for this, with little change in his tone:

"Thanks, Brother Rong. What's the second thing?"

This time Xiaorong paused for a moment before saying:

"The second thing is pitch-black... ahem, Director Wang Qingchen from USTC sent over a message."

Hearing Xiaorong's voice somewhat hesitant, Xu Yun's heart sank:

"Director Wang? Did something happen at USTC?"

Xiaorong remained silent for a few more seconds:

"Something did happen at USTC, but it's not USTC."

Xu Yun's face showed a question mark:

"?"

At the same time.

Opposite the communication device.

Xiaorong's expression was somewhat peculiar, seemingly trying hard not to laugh, patiently explained:

"Today, quite a few attacks came from abroad, but they seemed to confuse National Science University and USTC's relation, about 40% of the attacks hit National Science University..."

"National Science University's cybersecurity is backed by the Information Engineering Institute, usually not that weak."

"But the key issue was that the National Science side wasn't prepared, and many of the attackers were top-notch foreign hackers, so..."

"The USTC website is fine, but the National Science University's website got hacked."

"Incidentally, today was also National Science University's course selection day, so this thing has been gaining more traction on Weibo....."

.....

Also, two years ago on December 4th, USTC's Pan Jianwei, Lu Chaoyang team successfully developed the "Nine Chapters" quantum computer, dominating the trending list.

Aside from that.

The day was relatively peaceful in history, with no major news.

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Chapter 326 192 First-Day Sales and Sudden Unexpected Events (6.4K)_4

[931 words]

At this moment.

In the meeting room.

Gu Qunqing was holding a business tablet, making the final report to Xu Yun and others:

"Dr. Xu, Dean Tian, there is only one hour left until the product launch... oh no, only 59 minutes left."

"Currently, all of our offline ports are fully prepared and awaiting actual combat."

"In terms of logistics, we have reached a quarterly cooperation agreement with EMS. EMS is coordinating an expedited transit service for tonight, which should ensure the first batch of products is shipped promptly."

Xu Yun nodded:

"Thank you for your hard work."

The release method for 'One Cockroach Annihilation' is 100% online. The logistics on JD platform are naturally handled by JD's Lu Zhou Warehouse, while the logistics on Taobao need to be chosen by Huadun Biotech themselves.

Currently, there's a saying on the internet of things.

It goes that Huaxia has only three types of express delivery, namely SF, JD, and other couriers.

The first two need no further explanation.

Although both have their controversies and occasionally appear in negative news, they are indeed the top two logistics companies nationwide.

Among the other couriers, the brands are quite mixed.

Undoubtedly, the worst is a certain four-character express service, which you rarely see being praised online, with the remaining few each having their strengths and weaknesses.

If you have to choose.

EMS, Yunda, and Shentong should be among the top contenders.

To be honest.

Among all the couriers, the most desired option for Xu Yun and the others is certainly SF, but the shipping cost with SF is just too high.

If 'One Cockroach Annihilation' could be sold for 40 yuan, then even choosing Debang would be fine.

But right now, with a price of 19.9 and a manufacturing cost of 7.8, the profit margin is quite limited, so SF can only be temporarily excluded from the candidate list.

In the past few days.

Through Gu Qunqing's multiple negotiations, the company finally reached a consensus agreement with EMS.

The two parties agreed to settle postage monthly at the secondary partner price of EMS, with the agreement valid for one quarter.

Once the validity period expires.

The two sides can decide whether to continue the cooperation based on the actual sales performance of the product.

Then Xu Yun glanced at the time and said to Gu Qunqing:

"Aaron, what about the warm-up?"

Gu Qunqing swiped a few times on the tablet and handed it to Xu Yun, explaining:

"The warm-up officially started a week ago. We released a native advertisement in the market, and the readership was decent."

"The social media warm-up started after six o'clock tonight. After all, the morning was the promotional period for People's Day—even though the hottest topic was still a celebrity's romantic scandal, quite shameless."

"In any case, starting from six o'clock, Weibo has already provided a set of data streams, but the cost... tsk tsk, it's really not low."

Xu Yun didn't speak, took the tablet, and browsed through it.

The data from each channel is listed in a table on the tablet in both graphical and textual form, making it very intuitive to check.

The highest expenditure was for the self-media segment, around 200,000 yuan.

More than a week ago.

Gu Qunqing and others contacted several WeChat public accounts through self-media channels to introduce the hazards of cockroaches in the form of native advertisements.

The articles did not directly advertise 'One Cockroach Annihilation', but all mentioned the pest control live stream by Ke Da.

During the spread of these native ads, many people recalled the grand spectacle from over a month ago.

Additionally, they approached a few well-known insect video accounts to test the effectiveness of 'One Cockroach Annihilation'.

Now that the papers and patents have been successfully submitted and approved, and the product is about to go online, Xu Yun and others are not worried about leaks anymore.

Following the self-media segment is the social endpoint category.

This portion of the expenditure is quite staggering, a whole segment higher than self-media, reaching over 600,000 yuan.

The largest share is naturally occupied by Weibo hot searches.

Although Weibo is currently full of various clowns and demons, where even the Emperor Huang might be knocked down by a single punch from some, its daily active users are indeed the highest among social media platforms.

The remaining expenditures are on Bilibili, Zhihu, and the like.

At this time, some friends browsing Bilibili might notice that a product link has quietly appeared below the video page, which redirects to JD when clicked.

These are some common promotional techniques and necessary expenses for the release of new products.

Even 'Ghost Valley Eight Desolates', known for its countless grassroots promotions, spent quite a bit on operations early on.

Seeing this.

Xu Yun couldn't help but take out his phone and open Weibo.

At this time, the hashtag of 'One Cockroach Annihilation' was prominently featured in the third spot reserved for ads on the trending list, with a non-ad topic also appearing in the 30s.

In addition, Xu Yun could also see a promotional post from the official Ke Da account in his trending section:

[Highly anticipated, Ke Da's self-developed cockroach elimination tool 'One Cockroach Annihilation' goes online precisely at midnight tonight. The cockroaches at home are becoming increasingly rampant, it's time to annihilate them entirely! Click the link below to receive an exclusive three-yuan discount coupon from Ke Da!]

This Weibo post has 8,000 comments, while Ke Da's official account posts usually have only a dozen or single-digit comments.

Xu Yun casually clicked into a few account profiles, and it was evident that they were not Navy accounts, indicating that the Weibo data stream was effective.

Then he suddenly thought of something and said to Gu Qunqing:

"By the way, Aaron, how's the network security going?"

Gu Qunqing pointed downstairs, where the company's network security center's server room was located, and smiled:

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Tip: You can use left, right keyboard keys to browse between chapters.

- Chapter 327 193: Collaboration Between 2 Top Elite Academies (6.6K) -

Chapter 327 193: Collaboration Between 2 Top Elite Academies (6.6K)

[935 words]

Speaking of the three words "National Science University."

Many people might associate it with the abbreviation for "National University of Defense Technology."

But in reality.

National Science University refers to Huaxia Academy of Sciences University.

English name: University of Chinese Academy of Sciences.

That's UCAS, located in Yanjing.

USTC, on the other hand, is the Huaxia University of Science and Technology.

English name: University of Science and Technology of China.

Abbreviated as USTC, located in Lu Prefecture.

To be honest.

If we only look at the English letters, these two schools seem to overlap just like that; the IP addresses are poles apart.

Theoretically, it shouldn't cause so many hackers to misfire.

But this is just the shallowest layer on the surface.

Those familiar with the rivalry between the two academies know that they share similarities beyond just the Chinese names.

The relationship between the two is quite complex, tangled in myriad ways, and Huaxia may not have many top schools with such "fated bond."

Earlier, when introducing USTC's history, the Southward move of Ke Da was briefly mentioned:

At that time, Ke Da faculty and students took the train, with all their belongings, leaving Yanjing, and moved south to what is now Lu Prefecture.

This happened between 1969-1970, closely related to the situation at the time, to put it bluntly, it was a huffy departure.

By 1978.

The situation began to change, and the relationship between Ke Da and Yanjing slightly eased, so Ke Da established a branch campus in Yanjing.

The full name of the branch campus is the Graduate School of Huaxia University of Science and Technology, Huaxia's first postgraduate institution approved by the state.

After 1982.

The Chinese Academy of Sciences approved the simultaneous use of the names: Huaxia Academy of Sciences Graduate School and Huaxia University of Science and Technology Graduate School.

All this seemed to be progressing in a very positive direction, unfortunately, Ke Da later appeared with an odd character.

It was the person previously mentioned who preached quantum Buddhism, Zhu Xishi, the shame of Ke Da.

This person had so many bizarre actions, shouting slogans louder than anyone, but not doing anything substantial.

Wasted a decade of great development opportunities; the students of Southern University of Science and Technology should understand the feelings of USTC students.

During his tenure, the relationship between Ke Da and the Chinese Academy of Sciences deteriorated to a freezing point, with many projects from the Science Institute sidelined, and even instances where Academy leaders were turned away during inspections.

How could the Chinese Academy of Sciences tolerate this, so they turned their attention to Ke Da's graduate school in Yanjing.

Finally, in 2012, it was separated, establishing National Science University, located at Ke Da's original location.

Later, outsiders referred to USTC as Nicole—a homophonic name for "You Ke Da," with Ke Da calling itself Snail Shell, and National Science University called Shell.

After the establishment of National Science University, it received a large influx of resources, hence the emotions of USTC toward National Science University are very complex:

It's like the eldest son went out to explore the world, and the family suddenly had a younger son, showered with extreme affection.

There is definitely a blood relation, but a certain animosity and conflict between them are inevitable.

For example, when National Science University failed to make the "Double First-Class" list, USTC celebrated joyously; when certain USTC individuals failed to be recognized as academicians, National Science University couldn't hide their happiness.

Back then, a retired USTC teacher went to Yanjing for a meeting and arrived at National Science University, using a paper with the word "Technology" to cover up the word "Academy."

After all, for many elders, Yuquan Road is their Ke Da.

It's where they attended classes, ate, and slept, it's their youth.

The entanglement of grievances between USTC and National Science University lasted for two to three generations, and in many people's eyes, they are essentially a family in a quarrel.

Moreover, due to National Science University only starting enrollment in 2014, internationally quite a significant number of people...or institutions, treat National Science University as a branch of USTC.

After all, back then, Shell was still non-exclusive, and many international institutions completely did not understand why the Science Institute would establish two schools with almost identical positioning.

For example, in 2017.

A delegation from National Science University exchanged visits with the National University of Xing Po through the Science Institute's lead.

As a result, during the preparation phase of the visit, the invitation was sent to USTC's president's email...

Another example is both schools using the Chinese Academy of Sciences' academic system, with telecommunication central located in a room at the Academy, etc...

Even in the journal world, currently, some journals have marked Shell with Snail Shell's notes—most absurdly, several Chinese journals are doing this.

Additionally, in 2021.

Moutan Middle School even had someone apply to National Science University thinking it was USTC, only realizing the mistake upon arriving in Yanjing.

By the way, it's worth mentioning.

Annually, National Science University enrolls just over four hundred undergraduates, with master's and doctoral students totaling 15,000.

The adorable university freshmen are surrounded by scruffy, high-hairline uncles and aunts—imagine the depth of the psychological shadow this scenario casts...

In any case.

The industry is like this, let alone those hackers...or rather their funders.

The primary attack IP they provide is naturally USTC, but likewise, National Science University's IP is classified as a branch in the backup column.

And very coincidentally.....

Tonight happens to be the course selection day for Shell's second semester.

With over fifty thousand students, even after deducting those who don't need to select courses, the instantaneous hits far exceed the quantity on a "bug exterminator" product page—the product page barely gets a thousand orders in ten minutes.

Now the question arises:

Two "USTC" IPs, one with high instantaneous traffic, the other with low instantaneous traffic, which would you choose?

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Chapter 328 193: Collaboration Between 2 Top Elite Academies (6.6K)_2

[870 words]

Some high-IQ hackers immediately thought of a saying:

"Make a feint to the east but attack in the west."

This is also a common tactic in the hacker world; they give you a target to distract you while secretly transmitting data.

And so.

The unlucky ones appeared.

Actually.

Just like I said before.

The cybersecurity strength of the National Science University is very strong, mostly from the Information Engineering Institute, all with rich experience.

Even though they may be slightly inferior compared to USTC with Wang Qingchen overseeing things, they aren't too far behind.

But the issue is that the current situation is rather unique, a classic example of a planned attack catching them off-guard.

To make matters worse, there weren't many cybersecurity staff on duty late Sunday night, and many top foreign hackers were among the attackers.

How do you hold up against this...?

Huadun Biotech Headquarters.

Inside the server room.

Xu Yun, just coming down from the meeting room, looked at Xiaorong, his expression somewhat peculiar:

"So, the National Science University is taking the fall for us?"

Xiaorong nodded, pointing at the screen:

"Not only that, a lot of students from National Science University are complaining on Weibo. There aren't many late-night topics, you see, it's even trending at number sixteen."

Xu Yun looked over accordingly.

Indeed.

On the Weibo trending list, there was a noticeable topic '#NationalScienceUniversity/NetworkAttack#'.

Xu Yun's expression became even more peculiar.

As a 'Ke Da Person' who has lived through two lifetimes, he indeed holds little personal grudge against the National Science University.

And he certainly doesn't enjoy seeing them make a fool of themselves.

But now that NSU not only got into trouble but unexpectedly took the hit for Huadun Biotech.

This is kind of dramatic...

He then glanced at Xiaorong and asked:

"Brother Rong, can we lend a hand? After all, this incident is essentially collateral damage."

Xiaorong paused momentarily before saying:

"Helping is not hard, after all, both USTC and National Science University use systems provided by the Science Institute, and many data scripts are interconnected."

"In a sense, the two can be considered backups for each other."

"As long as Qingchen helps out, the situation should quickly return to normal—after all, the hackers attacking us are just some peers hired for this, not at the level of a national challenge."

"Moreover, National Science University has a few experts as well; although they were initially caught off guard, I reckon they've more or less figured it out by now."

Indeed.

Just like Xiaorong said.

Right now.

A thousand and thirty kilometers away in Yanjing.

National Science University.

Cybersecurity Center.

Director Xiang Haihua, who hurried to the scene, stood in front of the console, his brows furrowed, listening gravely to Wang Qi's report:

"Director Xiang, the attack started around midnight and five minutes past, with the initial SYN Flood attack."

"A large number of SYN packets were sent in a short time, leading to excessive CPU and memory resource usage within the campus system, disabling it from responding to other operations."

"Subsequently, there was a high-level DDoS attack, generating over 4 million traffic requests within 15 minutes."

"Things were urgent at the time, so I used admin privileges to disconnect the cloud connection, ensuring databases above svt were not compromised, but the student course system was..."

Before Wang Qi could finish, Xiang Haihua patted his shoulder affirmatively:

"Xiaowang, you did a good job on this; there's nothing to blame yourself for. By the way, have we found the source and reason for the attack?"

Wang Qi glanced at the other programmers patching the vulnerabilities, shaking his head:

"Not yet; the attack came extremely suddenly without any warning. We are still in the dark about what's happening now."

"As for the source... We haven't had the spare time to trace back the attacker's IP."

Xiang Haihua paused in thought, nodding subtly:

"I understand."

Then he looked around, seeing only fingers typing away on keyboards and checked shirts.

14.

This number is currently the maximum number of experts gathered at the Cybersecurity Center.

After all, today is a weekend, and it's already approaching 1 AM, considered late night.

Many people's phones have been turned off, making them unreachable.

And what they are up against...

is the largest hacker attack since the founding of National Science University.

Then Xiang Haihua sighed softly and returned to his seat to begin fending off the attack.

Like USTC's Wang Qingchen, he was once a key member of the Red Alliance, with equally strong capabilities.

However, as an excellent graduate from Beiyu, he was recruited by the Information Engineering Institute around 2002 and is relatively low-key.

Yet, even with Xiang Haihua's extraordinary skills, he still felt an immense pressure.

Because he was facing a system that had already been breached.

It was like a city defense battle.

If the city walls are sturdy and the troops strong, the defenders can still manage even if the enemies are fierce—at worst, engage in hand-to-hand combat on the city walls.

But once the walls are blown open by explosives, the difficulty of defense increases several times.

Xiang Haihua is currently facing just such a situation.

And he is dealing with more than just one breach, with holes as big as those in a web novelist's cloth, seven or eight on one side...

Clack, clack, clack—

Xiang Haihua quickly typed on the keyboard, but the enemy's attacks, like waves, came one after another, never ceasing.

A massive amount of data merged into a thick and hard spear, frantically stabbing at those holes, frequently changing angles.

For instance, one of the attacks he just intercepted.

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Tip: You can use left, right keyboard keys to browse between chapters.

Chapter 329 193: Collaboration Between 2 Top Elite Academies (6.6K)_3

[839 words]

The target of this attack is the online code management service iuxilua inside the National Science University, involving some internal research documents.

The attackers did not involve a botnet, but instead exploited an amplification effect of a popular database caching system called memcached.

Eventually, they flooded the memcached server with deceptive requests, amplifying their attack by thousands, even tens of thousands of times.

This is a relatively novel attack method, with high technical demands that currently only a limited number of individuals can accomplish.

"Damn it..."

Xiang Haihua blocked a POST request attack with a command once again, as a bead of sweat trickled down his forehead.

Amidst his anger and frustration, he was also intensely puzzled:

Where the hell are these attacks coming from?

What is their purpose?

If there's any crucial project at the National Science University, the cybersecurity center theoretically must be notified in such cases, it can't be kept secret even from the center.

It's one thing for outsiders to be deceived, but it's unheard of to deceive insiders as well.

It doesn't make sense...

However, just as this thought flashed by, Xiang Haihua felt the enemy's attacks intensified...

As he gritted his teeth and persevered, a bespectacled engineering expert, standing four or five meters away, suddenly shouted:

"Director Xiang, there's a situation!"

Xiang Haihua's heart skipped a beat. The expert who spoke up was Wu Jiao, his long-time partner, who rarely acted out of composure.

Then, he irritably scratched his dense black hair, asking:

"What's the situation?"

Wu Jiao was silent for a moment, a hint of astonishment flitted across his face, as he pointed at the screen and said:

"It seems... it seems someone is intercepting the attack traffic!"

Upon hearing this.

Xiang Haihua's fingers ceased their rapid typing on the keyboard:

"What did you say?"

Wu Jiao observed the data seriously again, confirming:

"That's right, someone is intercepting the information attacking us, the RPS is dropping, 7557...7210...6835..."

As he spoke, Wu Jiao seemed to notice something else.

He pressed a hand firmly against his headset, his voice suddenly heightening:

"Wait, they also have our system keys, there's an external bandwidth provider connecting to a high-level IP!!!"

Xiang Haihua's pupils contracted instantly, and a phrase burst out of his mouth:

"They have the system keys? Is it the Science Institute intervening?"

Gulp—

Wu Jiao's Adam's apple bobbed a few times as he shook his head.

His expression turned peculiar as he said:

"It's not the Science Institute, they didn't hide their internet switch IP, they are from... Lu Prefecture."

"Lu Prefecture?"

Upon hearing this place name.

Xiang Haihua instinctively opened his mouth, but eventually said nothing.

Across all of Huaxia.

Apart from the core inner circles, only two entities possess the National Science University's administrative system keys:

The Chinese Academy of Sciences, and...

USTC.

The Science Institute is in Yanjing, and USTC is in Lu Prefecture.

Thus, the source of reinforcements was clear.

Xiang Haihua graduated from Beiyu, so he had no emotional ties between USTC and the National Science University.

But he was acquainted with Wang Qingchen; their relationship was neither good nor bad.

There was no deep animosity, but they often competed while with the Red Alliance, both pursuing the hacker beauty from the Red Alliance, Luo Yue Yinghui, unsuccessfully.

Ironically, after being recruited, the two became cyber security directors of two universities.

Their past and their current affiliations made their relationship more intricate.

Knowing his old rival had helped him, it was impossible for Xiang Haihua not to feel something.

But thoughts were just thoughts, and the current situation was still critical, leaving no room for sentimentality.

Therefore, shortly.

Xiang Haihua refocused his attention on the defense and offense of the National Science University's system.

With the help from USTC, a significant amount of data attacks were intercepted and sniped.

The pressure on the National Science University's cybersecurity center immediately lessened considerably.

Xiang Haihua and others began to calmly patch vulnerabilities and self-check for potential viruses.

Given the special circumstances, Xiang Haihua straightforwardly chose to block any web requests with "Ping-To" and "Ping-From" HTTP headers.

And so.

As each second ticked by.

The system deficiency degree of the National Science University recovered from a peak of 39% to 48% gradually.

Then to 61%...

75%...

88%...

Finally...

When a script bypassed an XSS vulnerability.

The system finally returned to...

100%.

Seeing this scenario.

Xiang Haihua instantly relaxed his shoulders, ruffling his thick black hair, and exhaled deeply.

Although the administrative system suffered severe losses, student complaints would surely be abundant.

But at least the database above associate professor level was not breached, and the school only needed to appease the internal students.

If worse came to worst, adding 0.1 to the GPA would surely make them forget immediately.

However, just as Xiang Haihua's thoughts drifted.

A task log suddenly appeared in front of him.

The contents of the log were simple, starting with two IP addresses.

One of them was Neon.

The other was somewhat unfamiliar to Xiang Haihua, and it took him a moment to recall it was Australia.

And below the two IP addresses, there was a very simple letter:

[fb, go?]

Seeing these words.

Xiang Haihua's eyes widened immediately.

Here, fb was not an abbreviation for Facebook, its full spelling was fightback.

Which translates to Chinese as...

Counterattack!

It was evident.

Wang Qingchen's side not only repelled the attack but also traced the attackers!

This log appeared not only on Xiang Haihua's screen but also in front of every cyber security expert's computer.

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Tip: You can use left, right keyboard keys to browse between chapters.

Chapter 330 193: Collaboration Between 2 Top Elite Academies (6.6K)_4

[994 words]

Almost in an instant.

The atmosphere in the entire server room turned solemn, and all the experts simultaneously turned to look at Xiang Haihua, their eyes ablaze.

Everything was understood without words.

Seeing this situation.

Xiang Haihua took a deep breath, suddenly stood up, and ripped off his wig.

Moments later.

A shiny Big Bald Head gleamed under the fluorescent light:

"Everyone, prepare for a counterattack!"

.....

This was the biggest hacker attack since the founding of National Science University.

Xiang Haihua then sighed softly, returned to his seat, and began to fend off the attack.

Like Wang Qingchen of Ke Da, he was also once a main force of the Red Alliance, with equally strong abilities.

However, he was a legitimate top student who graduated from Beiyu, so around 2002, he was recruited by the Information Engineering Institute, and kept a relatively low profile.

But even with Xiang Haihua's extraordinary skills, he still felt immense pressure at this moment.

Because he was facing a system that had already been breached.

This was like a city defense battle.

If the city's walls are solid and the troops are strong, then even if the enemy is extremely fierce, the defenders can still handle them with ease—at worst, engage in close combat on the walls.

But once the walls are breached with explosives, the difficulty of defending the city instantly multiplies.

Xiang Haihua encountered just such a situation.

And he was not facing just one gap; the hole was like a web writer's clothes, with seven or eight holes on one side...

Tap tap tap——

Xiang Haihua quickly tapped on the keyboard, yet the enemy's attack was like relentless waves, coming one after another, never stopping.

A massive amount of data converged into a thick and hard spear, madly thrusting towards those holes, and frequently changing posture.

For example, an attack he had just intercepted.

The target of this attack was the iuxilua online code management service within National Science University, involving some internal research documents.

The attackers did not employ a botnet but used an amplification effect of a popular database caching system called memcached.

Ultimately, they flooded the memcached server with deceptive requests, amplifying the attack thousands or even tens of thousands of times.

This is a relatively novel attack technique, with key technical requirements being very high, and currently, only a few can achieve it.

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