

ABSTRACT

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FACTORS AFFECTING BUSINESS MODEL INNOVATION IN TT Startup

Tutoria (TT) company is a digital startup that are currently providing services for educational purposes. In their early growth, TT startup is trying to innovate their business model to improve. In this study the researcher wants to evaluate factors influencing Business Model Innovation (BMI) in TT startup and how TT startup strategizes to achieve BMI by adopting an instrumental single case study involving interviews from the C-levels. The research will start with an introduction that covers the background of the study, followed by literature review that covers the base theories that is use as a foundation of the research. Third, the researcher will discuss the methodology that covers the research techniques that the researcher applies. Fourth, analysis and discussions where the researcher discuss about the gathering of the data and result. Lastly, conclusion and recommendation that summarizes the research and provide advices to future researchers. The findings evidence a mini model theory that influence TT startup's factors in affecting their BMI.

Keywords: *Startup, Education, Business Model Innovation, Case Study*