

ABSTRACT

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FACTORS THAT CONTRIBUTE TO THE DECISION OF VENTURE CAPITAL IN GIVING FUNDS TO START-UPS

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Over the last few decades, venture capitals have been incredibly valuable in funding business venture. Before deciding to invest in start-ups, venture capitalists go through some processes in order to make the best investment choice and reduce the risk related to the new business. Thus, the purpose of this study is to examine the factors that influence the decision of venture capital in giving funds to start-ups. This study is using qualitative method in which observation and interview with two different informants are conducted. To be able to understand and see from different perspectives, CEO of Navanti and Investment Associate of Venturra are taken as informants of this research, and triangulation is used for validity and reliability test. The result of this study shows that there are some important factors that contribute to the decision of venture capital. Those factors are gender equality, business model, experience, scalable, character, education level, dedication, relevant knowledge, firm innovation, and performance. This finding can be used for start-ups who are looking for funding from venture capital to understand the factors that might influence the decision of funding.

Key Words: *Venture Capital, Funding, Start-up*

Reference: 67 (2000-2021)