CHAPTER 5

CONCLUSION AND SUGGESTION

1.1   Conclusion

Based on the findings regarding the mapping of the investment assessment criteria and the decision-making process, it is concluded that:

1. Based on 35 literatures that discussed the investment criteria that were analyzed, it found 11 specific criteria. These criteria are then reclassified into four factors, namely venture-specific factors, investor-specific factors, risk assessment factors, and environmental factors.

2. Based on the result, the investment criteria based on investment stages showed in the early stages, expansion stage and later stage, the most considered factors are venture-specific factors.

3. Based on the results of an analysis of 35 literatures, there are 4 literatures that develop the decision-making process. 5 step model and 6 step model are the decision model used by the 4 literatures when searching for the investment potential. The difference between the two-decision model lies only in the evaluation stage of start-ups as a potential investment by venture capital. In the study conducted by (Fried & Hisrich, 1994) the evaluation stage was divided into two stages, where there is a first stage evaluation and a second stage evaluation. Meanwhile, in the decision model put forward by (Silva, 2004), the evaluation stages are combined. Also, (Bouzahir & Ed-dafali, 2018) adopted

the same stage model with previous research, but there are some differences in post investment activities stage which were not stated in the previous stage model.

1.2 Research limitations

There are limitations exists in this research that described as follow:

1. Journals that examine investment criteria and decision making process of venture capital are limited.
2. The composition of the keywords used is limited to "investment criteria" "decision making process" and "start-up".

1.3 Research suggestions

The suggestions offered for futher research as described below:

1. Further research expected to use more and latest study of investment criteria so it will be able to reflect newest conditions.
2. Further research is expected to use a broader scope with more varied keywords.