

# Analisis Proses Inovasi Perusahaan Startup Di Indonesia Yang Dibiayai Oleh Perusahaan Venture Capital Atau Angel Investor = Innovation Process Analysis of Indonesian Start-ups Invested by Venture Capital Firms or Angel Investor

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## Abstrak

Tesis ini membahas tentang bagaimana inovasi yang dilakukan oleh perusahaan startup dapat memberikan pengaruh kepada <em>Venture Capital</em> berminat untuk memberikan dana kepada perusahaan <em>startup</em> tersebut. Perusahaan <em>startup</em> di Indonesia saat ini banyak yang berbasis teknologi.. Penelitian ini adalah penelitian kualitatif dengan pendekatan melalui <em>Interview</em>. Sampel penelitian ini adalah 4 perusahaan startup yang didanai oleh <em>Venture Capital</em> yang terdiri dari Tech in Asia, Pedals.id, Taralite, dan perusahaan yang tidak dapat disebutkan namanya (perusahaan XYZ). <em>Interview</em> dilakukan di berbeda waktu dan tempat oleh masing-masing narasumber dari perusahaan tersebut. Hasil penelitian yang didapat adalah jika perusahaan <em>startup</em> mengimplementasikan inovasinya dengan melibatkan banyak pihak di perusahaan tersebut, maka semakin tinggi juga minat dari perusahaan <em>Venture Capital</em> dalam memberikan pendanaan dan pendampingan manajemen berupa pemantauan dan saran yang dapat membuat perusahaan <em>startup</em> tersebut dapat berkembang.

....This thesis concerns analysis of the innovation process given by Indonesian Start-ups Invested by Venture Capital Firms or Angel Investor, whether or not the intention of <em>Venture Capital</em> invest, including the requirement from <em>Venture Capital</em>s to the start-ups in order to get the next stage of financing. As awareness of the importance of technology increased, many Indonesian start-ups was established, most of them are technology-based companies. These companies' needs of funding are not something very easy to met. Therefore, approachment to <em>Venture Capital</em> or Angel Investor can be met as all the startups in order to develop and compete with others in long term. Innovation should be required in the process and could make a consideration for <em>Venture Capital</em> and Angel Investor to fund. This research uses qualitative method by conducting in-depth interviews. The unit of analysis are Indonesian start-ups funded by <em>Venture Capital</em>s or Angel Investor. Object of analysis are 4 (four) Indonesian startups. Participants of the study are four representatives of four start-ups who occupy a strategic position to be able to understand the innovation process of each start-ups. We found that Indonesian start-ups financed by <em>Venture Captal</em>s or angel investor implement their innovation by involving all of company's stakeholder that can trigger willingness of <em>Venture Captal</em> or Angel Investor to give advice in all aspects.