

Development of Financing Readiness Instruments as Guidelines for Assessment of Start-Up Funding Readiness in the Digital Economy Era

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ABSTRACT

Startups are the driving force for the country's economy, even amid a pandemic, startup growth reaches 11%. The growth and development of innovative industries create jobs, strengthen the local economy, increase tax revenues, generates foreign exchange from exports, and encourage the use of local products. Innovative companies often face challenges in obtaining external funding, among others, because they are not 'financing-ready'. This study aims to develop a financing readiness measurement instrument and build a financing readiness checklist. The financing readiness dimension consists of market and industry, business model and operation, organizational structure, historical performance, growth strategy and projected financial performance, capital need, governance structure, and business impact. The development of a financing readiness instrument is carried out by holding a Focus Group Discussion (FGD) with experts in the fields of financing and investment

Kata Kunci: *Financing Readiness, Funding, Instrument, Start-up*