

The development android mobile application valuation model company : Angel Investor's Perspective

by Ratna Candra Sari, Patriani Wahyu Dewanti, Denies Priantinah, M.Andryzal Fajar

ABSTRACT

The purpose of this research is to develop a valuation model for early startup companies and develop this valuation model into an Android-based application that can be accessed and used by entrepreneurs of early startup companies in attracting angel investors. The research method uses the development method (research development) with two stages, the first is to develop a valuation model. In the first stage, the criteria will be determined using the Multi-criteria decision making (MCDM) method. Weighting) which was adapted from the MacCrimmon method which consists of three stages, the second is developing an Android-based application for the valuation model. The target that will be achieved is to help early startup companies evaluate their companies to attract angel investors. This study develops instruments and validates the weighting of the valuation model from the perspective of angel investors, practitioners and academics. The android based application will aim to provide the final score of early startup companies consisting of technology-based companies or non-technology companies.

Kata Kunci: Valuation models, early startups, angel investors, android based applications