

"MENTORING START-UPS IN ASSESSING FUNDING READINESS TO DRIVE ENHANCED ACCESS TO FUNDING CAPABILITIES"

by RR. Indah Mustikawati, Denies Priantinah, Ratna Candra Sari, Mimin Nur Aisyah, Arin Pranesti, Astri Mardanik, Anissa Agustina, Inkyrana Mahreza Ayuningtyas, Dian Sekar Ayoe Oktarin, Yohanes Lucky Listyaputra Pradana

ABSTRACT

Start-ups significantly contribute to the economic growth in Indonesia. Innovative start-up companies often face difficulties in obtaining external funding because they are frequently not considered financially ready. The issues faced by start-up companies include challenges in accessing capital and financial management. The purpose of this activity is to provide an overview of how the funding readiness of companies needs to be assessed by combining the use of digitally accessible applications. The Finval application is a financing readiness application designed to test users' readiness to secure funds for their business. This application encompasses several indicators used by users to assess the financial aspects of their business. This Community Partnership program is expected to assist partners in addressing issues identified through the Finval application's analysis of situations and problem-solving solutions.

The results of this activity indicate that participants have knowledge and skills in assessing their funding readiness with the assistance of the Finval application. As for the survey results based on the UTAUT (Unified Theory of Acceptance and Use of Technology) model, 72% of participants are very interested, and 29% are interested in using the Finval application in the future to aid in assessing funding readiness. Additionally, participants also provided positive feedback on the Funding Readiness Assessment Assistance Program for Start-ups, which aims to improve funding access capabilities. This is demonstrated by the satisfaction survey results, which show that 72% of participants are very satisfied, 20% are satisfied, and 8% are somewhat satisfied with their participation in this training.

Kata Kunci: *Funding Readiness, Access to Funding, Financial Assessment, Start-Up*