Title	ベンチャーキャピタルの投資先選定プロセス―投資先選定追求段階における意思決定アプローチ―
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Citation	
Issue Date	2023-03
Type	Thesis or Dissertation
Text version	author
URL	http://hdl.handle.net/10119/18291
Rights	
Description	Supervisor: 神田 陽治, 先端科学技術研究科, 修士(知識科学)

Venture capital deal screening process - Decision-making approach at the deal screening pursuit stage -

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Venture capital intervention in venture firms is associated with higher investment valuations after the deal closes, and many researchers are engaged in research related to VC decision-making. However, few studies have identified what decision-making approach is taken in how potential ventures are pursued and selected during the deal screening stage. This research agenda also provides important insights for entrepreneurs pursuing the potential of new business ideas. Therefore, it is an important research theme from the perspective of promoting the construction of a theory of entrepreneurship. This paper surveys the literature related to VC decision-making, makes several hypotheses, and provides a structured approach to decision-making when pursuing deal screening.