

## **Abstract**

This research analyzes the role of venture capital (VC) in funding start-ups, focusing on the investment decision models used by venture capitalists to evaluate and support early-stage companies. Using a mixed-methods approach, the study explores the key factors that influence VC investment decisions, including market potential, management teams, technological innovation, and financial projections. The goal is to understand how these factors are weighed in the decision-making process and how they impact start-ups' access to capital and long-term success.

The research combines quantitative analysis of venture capital funding patterns and start-up performance data with qualitative insights gathered from interviews with venture capitalists, entrepreneurs, and industry experts. The quantitative component examines trends in VC investments across various sectors, stages of development, and geographical regions. It also assesses the correlation between VC funding and start-up growth outcomes. The qualitative component provides a deeper understanding of the subjective elements of VC decision-making, exploring how investors assess risk, return potential, and the strategic fit of start-ups within their portfolios.

Findings from this study offer valuable insights into the venture capital funding process and the factors that shape investment decisions. The research highlights the importance of both financial and non-financial factors in VC investments and provides practical recommendations for start-ups seeking to attract venture capital. These insights are essential for entrepreneurs, investors, and policymakers looking to improve the effectiveness of venture capital in supporting innovation and economic growth.