

Growing Organically or be Invested: Analysis of Business Incubator's Participants at University

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Abstract

The Business Incubator aims to assist businesses under its auspices in order to increase their growth and business scale. The start-up era has an impact on the business landscape, which initially obtained capital conventionally, now pursues funding from venture capital. The purpose of this research is to see whether their business students want to run a business that grows organically or being invested. The survey was conducted on 448 students who were divided into 3 batches. The survey was conducted online, using open-ended questions. The results of the study show, with a value above 70%, the entire generation chooses to develop their business organically because they want to develop independently and without interference from investors. The rest are willing to scale their business with the help of investors. This research is useful for the business incubator team to place every business they supervise to get a companion and facilities that are in accordance with the wishes of the student so that his business can develop.

Keywords

Entrepreneurship education, business incubator, growth, organic, investment

Biography

Puji Prabowo is a creativepreneur lecturer, and also a sociopreneur who has been working for 10 years. He is also a coach for business incubator at Binus University. He is enthusiastic about the entrepreneurial ecosystem, entrepreneurial skills, innovation, creative ideas, and business development.

Santika Syaravina is a lecturer, entrepreneur, and business mentor. She is a head of business incubator at Binus University, Bandung. She is enthusiastic about creative industries, fashion and sustainable business.