

# ABSTRACT

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TITLE: “STARTUP INDIA: ANALYSIS OF INCREASE IN FUNDING OF STARTUP COMPANIES IN INDIA”

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Start-up is a new venture in the form of organization which is designed for scalable business. They are created in the process of development of new products or processes. The base of the start-ups company is innovation where entrepreneur comes up with an innovative idea that can be commercialized and generate societal benefits. In the recent past, there has been increase in start-ups in India in different fields like retail selling, e-commerce, food delivery, consultant, medical care, delivery of grocery items, fitness etc. The start-ups are now being funded by other young start-up companies. There is definitely increase in number of start-ups over the years. In this project we get to see many start-up companies spread across different states and different cities in India. Bridge funding is becoming more and more prevalent, almost 10 per cent of deals. Further, it is noticed that the entrepreneurs find financial support from other funding sources, after the initial experimental phase. The results of chi-square test revealed that there is no significant association between stages of funding and level of development of start-up.

KEY WORDS: New products, Scalable business, Innovation, Societal benefits.