

## TABLE OF CONTENTS

STATEMENT OF ORIGINALITY AND PLAGIARISM-FREE PAGE .....	i
LEGITIMATION PAGE .....	ii
ACKNOWLEDGMENTS .....	iii
STATEMENT OF PUBLICATION APPROVAL OF SCIENTIFIC WORKS FOR ACADEMIC PURPOSES .....	v
ABSTRACT .....	vi
CHAPTER I INTRODUCTION	
1.1. Background .....	1
1.1.1. Global Startup History and Phenomena .....	1
1.1.2. Indonesia Startup Phenomenon .....	7
1.2. Problem Identification .....	12
1.3. Research Questions .....	12
1.4. Objectives of the Research .....	13
1.5. Limitation of the Research .....	13
1.6. The implication of the Research .....	13
CHAPTER 2 LITERATURE REVIEW	
2.1. Former Research on the Topic .....	15
2.2. Startup .....	17
2.3. Startup Development Stage .....	18
2.4. Startup Innovation .....	21
2.5. Success for a Startup .....	22
2.6. Challenges Faced by a Startup .....	22
2.7. Challenges Focus .....	25
2.7.1. Market .....	25
2.7.2. Startup facility .....	26
2.7.3. Talent .....	28
2.7.4. Regulation and Government-related Environment .....	29
2.7.5. Funding .....	31
2.8. Sector Focus .....	32
2.8.1. Waste management .....	32

2.8.2.	Water management.....	33
2.8.3.	Financial Technology (Fintech) .....	34
2.8.4.	Healthcare .....	35
2.8.5.	Agriculture .....	36
2.8.6.	Logistics .....	38
2.9.	Conceptual Framework .....	39
<b>CHAPTER 3 METHODOLOGY</b>		
3.1.	Research Design .....	41
3.2.	Time and Location.....	42
3.3.	Data Collecting and Targeted Participants .....	42
3.3.1.	Data collection method.....	42
3.3.2.	Targeted participants .....	43
3.4.	Interview Protocol .....	44
3.5.	Data Analysis Method .....	45
3.5.1.	Data Collection and Documentation .....	45
3.5.2.	Data Organizing and Categorizing (Coding).....	46
3.5.3.	Finding Connection and Relation Between the Generated Data .....	46
3.5.4.	Ensuring Data Authentication, Taking Conclusions, and Reporting Findings .....	46
<b>CHAPTER 4 ANALYSIS AND RESULT OF THE STUDY</b>		
4.1.	Talent Challenges Faced by Startups that Affect the Startup Success ...	48
4.2.	Market Challenges Faced by Startups that Affect Startup Success.....	53
4.3.	Regulation and Government-related Environment Challenges Faced by Startups that Affect the Startup Success.....	60
4.4.	Startup Facility (Infrastructure and SAO) Challenges Faced by Startups that Affect the Startup Success.....	68
4.5.	Funding Challenges Faced by Startups that Affect the Startup Success	74
<b>CHAPTER 5 CONCLUSION AND RECOMMENDATION</b>		
5.1.	Conclusion.....	78
5.2.	Recommendation.....	79
5.2.1.	Startups.....	79
5.2.2.	SAO .....	80

5.2.3. Government .....	80
5.2.4. Future Study .....	81
BIBLIOGRAPHY .....	82
APPENDIX 1. Core Interview Questions List.....	91
APPENDIX 2. Respondent Transcript.....	92

