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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.