EXPLORING STARTUP BUSINESS AND THEIR INTENTION TOWARDS INVESTMENT AMONG THE YOUTH OF POKHARA

Submitted By:

Anil Subedi

Symbol No.: 22031886

P.U. Registration No.: 2022-2-03-0568

A project Work Report submitted to Pokhara University in a partial fulfillment of the requirements for the degree of

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DECLARATION

I hereby declare that the project work report entitled "**EXPLORING STARTUP BUSINESS AND THEIR INTENTION TOWARDS INVESTMENT AMONG THE YOUTH OF POKHARA"** submitted in partial fulfillment for the degree of Bachelor of Business Administration (BBA) is my original work and the project work has not formed the basis for the ward of any degree, diploma, fellowship or similar titles.

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Anil Subedi
P.U. Registration No.: 2022-2-03-0568
March, 2025

ACKNOWLEDGEMENT

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Anil Subedi

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Chapter 1

1.1 Background of the study

In recent years, the entrepreneurial landscape in Nepal has experienced a notable transformation, particularly among the youth population in emerging cities like Pokhara. As traditional job markets become increasingly saturated and unstable, young individuals are turning toward entrepreneurship not only as a means of employment but also as a way to drive innovation and sustainable development. This shift reflects a broader global trend in which youth-led startups are playing a vital role in solving economic, social, and environmental challenges.

One significant initiative that has recently contributed to this entrepreneurial momentum is the Nepalese Young Entrepreneurs' Forum (NYEF) program conducted in Pokhara. This forum served as a dynamic platform where aspiring entrepreneurs engaged with experienced business leaders, investors, and policymakers. The program emphasized forward-thinking business practices, with particular focus on sustainable innovation, community empowerment, and green entrepreneurship. Such initiatives are instrumental in shaping youth perceptions about startup investment and aligning them with modern principles of ethical and sustainable enterprise.

Unlike conventional business models focused solely on profit, the modern startup ecosystem — especially among educated youth — is increasingly influenced by the Triple Bottom Line framework: people, planet, and profit. In a city like Pokhara, where environmental conservation and cultural tourism are tightly linked to the local economy, sustainability is not only a business trend but a necessity. Young entrepreneurs are becoming more conscious of launching startups that incorporate green technologies, such as solar-powered systems, organic farming tools, biodegradable packaging, and low-emission transportation services. However, it remains uncertain whether these environmentally conscious ideas are truly reflected in the investment intentions of Pokhara's youth.

Moreover, Pokhara's unique socio-cultural and ecological environment creates opportunities for community-based and site-specific entrepreneurship. Startups that integrate local identity — including eco-tourism ventures, ethical crafts, traditional wellness practices, and indigenous food processing — hold strong potential for sustainable growth. The role of youth in these sectors can be transformative, but there is a need to better understand how motivated they are to invest in such ventures, and what factors influence those decisions.

Despite the presence of support mechanisms like the NYEF program and growing awareness about sustainability, empirical research is still lacking on what truly drives youth investment behavior in Pokhara's startup ecosystem. Do they prioritize social impact? Are they influenced by environmental responsibility? Do they view sustainable startups as viable and profitable? These are the questions that this study aims to explore.

Hence, this research seeks to examine the intention of youth in Pokhara to invest in startup businesses, with a special focus on sustainability, green technology, and community-centered development. The findings of this study will contribute to the growing field of sustainable entrepreneurship and offer practical insights for ecosystem builders, policy planners, and educational institutions committed to empowering the next generation of responsible innovators.

1.2 Objective of the project work

The main objective of this study is as follows:

1.2.1 General Objective:

To explore what influences young people in Pokhara to become involved in entrepreneurship and what factors affect their willingness to invest in new business ventures.

1.2.2 Specific Objectives:

- To examine the level of awareness and knowledge of startup business models among the youth of Pokhara.
- To analyze the role of financial literacy in shaping youth investment decisions in startups.
- To identify key motivational factors that influence youth willingness to invest in new ventures.
- To evaluate the perceived risks and expected returns that affect investment behavior among youth investors.
- To investigate the role of the entrepreneurial ecosystem in Pokhara in supporting youth startup initiatives and investment motivation.

1.3 Statement of the Problem

Although many young people in Pokhara are interested in startups and entrepreneurship, there is limited understanding of what influences their intention to invest in these new businesses. Factors such as financial literacy, risk perception, and motivation vary, making it difficult for startups to attract sufficient youth investment. This study seeks to identify the key factors that affect youth investment intentions to help improve support for startups and encourage youth participation in the local entrepreneurial ecosystem.

The following questions guided the study:

- What is the level of awareness and knowledge of startup business models among the youth of Pokhara?
- How does financial literacy influence the investment decisions of youth in startup businesses?
- What motivational factors encourage youth to invest in new business ventures?
- How do perceived risks and expected returns impact the investment behavior of youth investors?
- What role does the entrepreneurial ecosystem in Pokhara play in supporting youth startup initiatives and motivating investments?

1.4 Organization of the study

• Introduction

The first chapter of this study includes Background, Objectives of the study, Significant of the study and Limitation of the study.

• Literature Review

Second chapter includes theoretical review, review related studies and research gap. Review of related studies briefs about the similar research that have been carried out previously.

• Research Methodology

This chapter explains the research methodology employed to conduct the study and techniques used in analysis of data. The research design, data collection procedures and processing and analysis procedures are mentioned in this section.

• Presentation and Analysis of data

Fourth chapter deals with presentation of primary data using different appropriate graphs and tables as well as analysis of those data using statistical tools.

• **Summary, Conclusion and Recommendation**

Fifth chapter concludes brief explanation of the whole report. Conclusions are drawn from the major findings of the study and finally, the required recommendations are provided for further improvement.

1.5 Significance of the study

It will be beneficial for upcoming researchers to conduct studies on similar topic and fields.

- Provides insights into factors influencing youth investment intentions in startups in Pokhara.
- Helps policymakers and business support organizations design effective programs to promote youth entrepreneurship.
- Contributes to improving financial literacy and reducing perceived risks among young investors.
- Enhances understanding of the local entrepreneurial ecosystem and its role in motivating youth investment.
- Supports economic growth and youth empowerment in the Pokhara region.

1.6 Limitation of the study

- The study focuses only on youth in Pokhara, so the findings may not be generalizable to other regions or age groups.
- Less sample size, as it is just 100 respondents due to the time constraints.
- The rapidly changing nature of startups and investment trends may affect the relevance of findings over time.
- Limited availability of reliable secondary data on local startup ecosystems

CHAPTER II: LITERATURE REVIEW

2.1 Review of the literature

New venture innovation is widely recognized as a key factor influencing investment behavior among youth. Innovation often reflects a startup's potential for differentiation, scalability, and long-term growth, which are attractive to young investors. Innovative ventures are more likely to exploit valuable opportunities and attract external capital due to their perceived potential for growth and competitive positioning (Shane, 2003). As startups become more innovative, youth investors are more likely to show interest due to the anticipation of higher returns and modern business appeal.

The term “business model” was first mentioned in an academic article in 1957 (Bellman et al., 1957). The business model of a startup plays a significant role in shaping youth investment behavior. A well-structured and sustainable model provides clarity on how the business will generate value and revenue. A strong business model reduces ambiguity for potential investors, allowing them to evaluate feasibility and profitability (Osterwalder & Pigneur, 2010). As a result, youth with limited investment experience are more inclined to invest when the business model is transparent and convincing. Recent advances in communication and information technologies, such as the emergence and swift expansion of the Internet and the rapid decline in computing and communication costs, have allowed the development of new ways to create and deliver value, which have offered scope for the creation of unconventional exchange mechanisms and transaction architectures (Amit & Zott, 2001)

The subscription-based business model (SBBM) has emerged as a significant innovation in the way businesses generate revenue. It enables companies to create long-term customer relationships by offering products or services on a recurring payment basis. This model is widely adopted across industries such as software, media, e-commerce, and more recently, consumer goods (McCarthy et al., 2017).

According to Kumar et al. (2021), the subscription model is a pricing and delivery strategy in which customers pay periodically to access a product or service. It contrasts with one-time purchase models and is often supported by digital platforms that facilitate automated billing and usage tracking.

Effective idea pitching has also been shown to influence the decision-making of young investors. The way in which entrepreneurs present their business ideas—through clear communication, logical structure, and confidence—can significantly impact initial investor interest. Strong pitching skills positively affect investment decisions, particularly in early-stage evaluations (Clark, 2008). Youth investors, who often rely on first impressions, are more likely to invest when the pitch is compelling and professional.

Risk-taking attitudes among youth are another important determinant of investment behavior. Investment in startups inherently involves uncertainty, and how youth perceive and handle this risk affects their willingness to invest. Individuals with higher risk tolerance are more likely to engage in startup investments, while those with lower tolerance tend to avoid high-risk ventures (Weber, Blais & Betz, 2002). Therefore, the youth's comfort with financial risk directly influences their level of investment activity.

Financial literacy significantly enhances the ability of youth to make sound investment decisions. A strong understanding of financial principles allows individuals to evaluate opportunities critically, manage risk, and assess potential returns. Financially literate individuals are more confident and informed in their investment choices (Lusardi & Mitchell, 2014). As financial knowledge increases, youth exhibit more rational and active investment behavior.

The potential for income generation within a startup is another motivating factor that influences youth investment decisions. Startups that demonstrate a reliable income stream or promise future financial returns are more attractive to young investors. Perceptions of profitability and long-term revenue growth are crucial in shaping investment behavior, especially for individuals looking for sustainable income opportunities (Coleman & Robb, 2012).

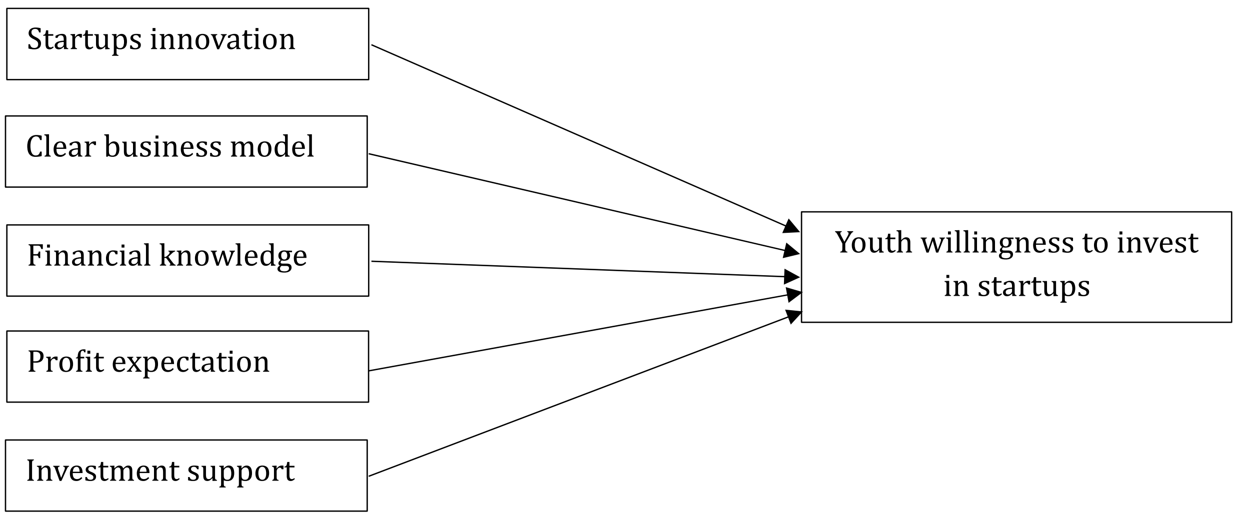
Youth are also driven by motivational factors—both intrinsic and extrinsic—when making investment decisions. Investment motivation can stem from a desire for financial independence, social impact, or personal growth. These motivational forces play a critical role in economic behaviors (Ryan & Deci, 2000). When startups align with youth motivations, the likelihood of investment increases, highlighting the psychological component behind investment behavior.

Finally, the local entrepreneurial ecosystem influences youth investment behavior by providing the necessary support and reducing perceived risks. A strong ecosystem, including mentorship, access to finance, entrepreneurial education, and a supportive culture, encourages youth to participate in startup investments. Regions with vibrant ecosystems tend to foster more youth involvement in entrepreneurship and related investments due to increased exposure and lower entry barriers (Stam, 2015).

2.2 Conceptual Framework

Conceptual framework shows the relationship between the dependent variable and independent variables. According to the research the research startup business and their intention towards its investment among the youth of Pokhara is dependent variable and are independent variables.

Independent variables Dependent variable



- **Startups Innovation**
  Startup innovation refers to the ability of new businesses to create or improve products, services, or processes in a unique way. Innovative startups often bring fresh ideas to the market, helping them gain a competitive advantage and attract investors or customers.

- **Clear Business Model**
  A clear business model outlines how a startup creates, delivers, and captures value. It includes strategies for revenue generation, cost structure, customer segments, and value proposition. A well-defined model increases the likelihood of business success and long-term sustainability.

- **Financial Knowledge**
  Financial knowledge involves the understanding of budgeting, investment, financial planning, and resource management. For startups, strong financial literacy helps in making informed decisions, avoiding losses, and ensuring effective use of funds.

- **Profit Expectation**
  profit expectation refers to the belief or estimation of earning financial returns from the startup. High profit expectations can influence an individual's motivation and willingness to take risks and invest in a new business.

- **Investment Support**

Investment support includes financial backing, funding opportunities, or resources provided by investors, government, or financial institutions. Such support can reduce startup risks and provide essential capital for growth and development.

Chapter III
Research Methodology

This chapter outlines the methods and techniques applied in the research. It covers the site selection along with its justification, the research design, types and sources of data, the target population and sample, as well as the tools used for data collection, analysis, and presentation. The following section presents the steps taken to address the research questions and achieve the study's objectives.

3.1 Research Design

This is a qualitative research design since we are trying to study the relationship between the identified dependent and independent variables.

3.2 Nature and source of Data

The nature of the study will be both of qualitative and quantitative. The source of data collected will be from:

Primary Data Sources

- Questionnaire
- Direct information from local people or youth groups in Pokhara

Secondary Data Sources

- The websites
- Related Reports
- Existing Document

3.3 Population and Sample

I used convenience sampling method and collected the response from 100 undergraduate students studying in different colleges of Pokhara valley, with the help of questionnaires in Google forms and distributed it through social media.

3.4 Analysis of Data

The data collected will be edited, coded and tabulated. Visual display of the data will be presented and analyzed in bar chart, pie-chart and frequency table. Different statistical and modelling tools will be used.

Chapter IV

DATA REPRESENTATION AND ANALYSIS

4.1 primary data presentation and Analysis

This chapter is allocated for the data analysis and presentation. The data observed or collected directly from the first-hand source that has not been used before are called primary data. The primary data is taken by questionnaire method from the undergraduate students of different colleges in Pokhara valley. For the data collection 100 respondents are taken as sample using the convenience sampling method. The data presentation is as follow.

4.1.1 Respondents characteristics/Demographics Factors

4.1.1.1. Age of Respondents

The following charts shows the age of respondents.

Table No. :1 Age of Respondents

Age of Respondents	Percentage
Under 18	35%
18-25	63%
26-35	2%
36 and above	0%
Total	100%

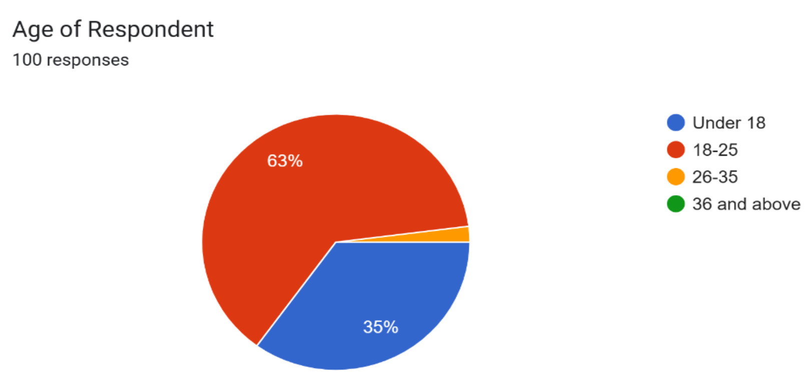


fig (i)

From the above diagram, out of 100 respondents 35% are below 18, 63 %are between 18-25 and 2% are above 26 -35 and 36 and above are 0%.

4.1.2 Start up Innovation Section

4.1.2.1 To know the important of innovation to take a decision to invest in startup

Important of innovation was analyzed. It was tried to know that how important is innovation to invest in startup?

Interest of respondent	% of respondent
Not important	27%
Slightly important	17%
Moderate important	12%
Important	20%
Very important	24%
Total	100%

Most respondents (44%) consider interest as either important or very important, while 27% don't consider it important at all.

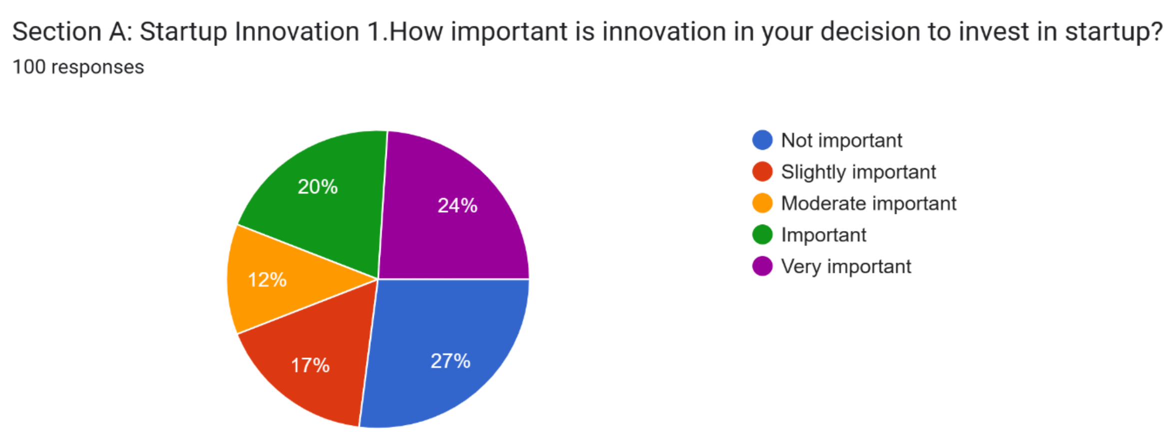


fig (ii)

The pie chart illustrates the responses of 100 participants regarding the importance of innovation in their decision to invest in a startup. The majority of respondents showed a positive attitude towards innovation, with 24% considering it very important and 20% rating it as important, totaling 44%. On the other hand, 27% of respondents stated that innovation is not important, while 17% considered it slightly important and 12% viewed it as moderately important.

4.1.2.2 **To understand how today's startups are perceived in terms of innovation**

The perception of current startups was analyzed. It was necessary to know whether youth view today's startups as traditional or innovative.

Perception category	**% of respondent**
Traditional	15%
Most traditional	18%
Slightly innovation	32%
Very innovation	22%
High innovation	13%
Total	**100%**

A majority of respondents (32%) view startups as slightly innovative, while only 13% see them as highly innovative. This shows that while innovation exists, many still find startups closer to traditional models.

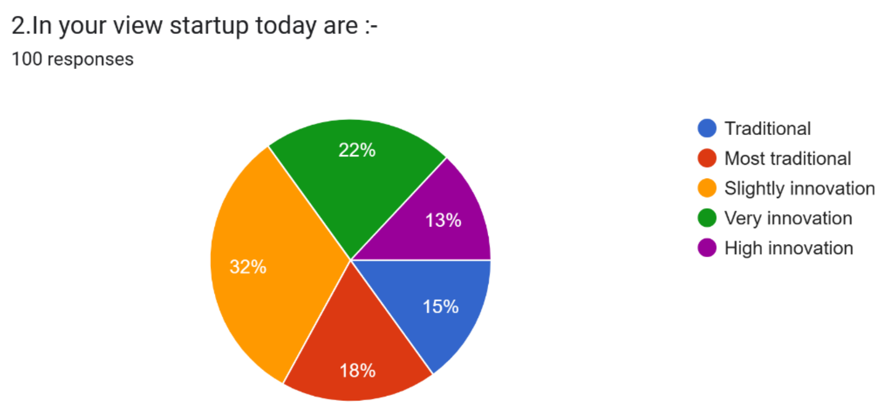


fig (iii)

Figure: Perception of Startup Innovation Level Among Youth Respondents

The pie chart presents how 100 respondents perceive the level of innovation in today's startups. A significant portion, 32%, considered startups as demonstrating slight innovation, while 22% believed they show very innovative traits. Additionally, 13% viewed them as highly innovative. On the more traditional side, 15% of respondents saw startups as traditional and 18% described them as most traditional. These results reflect a mix of opinions, suggesting that while many youths recognize innovation in modern startups, a notable group still sees them as rooted in traditional models.

4.1.2.3 To understand what attracts investors most to invest in a startup

The aim of this section was to identify the most appealing factors that influence investors when making decisions to invest in startups. The focus was to find out which elements—such as profit potential, innovation, team strength, or others—play the most significant role in attracting investors. To gather this insight, responses from 100 participants were collected and analyzed. Respondents were asked the question: "What attracts you most to invest in a startup?" The summarized data is presented below:

Attraction Factor	% of Respondents
Innovation	21%
Profit potential	36%
Team strength	16%
Market size	14%
Social impact	8%
Other	5%
Total	**100%**

Profit potential is the top attraction factor for investors, followed by innovation and team strength.

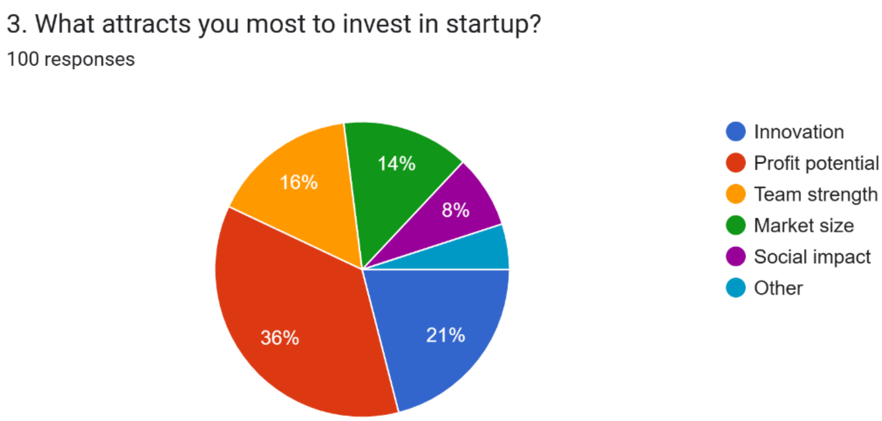


fig (iv)

the pie chart illustrates the preferences of 100 participants regarding the most attractive factors in startup investment. Profit potential was selected by the highest percentage (36%), followed by innovation (21%) and team strength (16%). In summary, most investors are attracted by the possibility of profit and innovative ideas when considering startup investments.

4.1.3 Clear Business Model

4.1.3.1 to know how important having a clear business model is when deciding to invest in a startup

This section focuses on understanding how crucial a clear business model is in influencing investment decisions. Investors were asked to evaluate the importance of a startup's business model during their investment considerations.

Level of Importance	% of Respondents
Not important	23%
Slightly important	23%
Moderate important	7%
Important	22%
Very important	25%
Total	100%

While interest in startup investment exists, opinions are divided — with nearly half valuing it highly and the other half seeing limited importance.

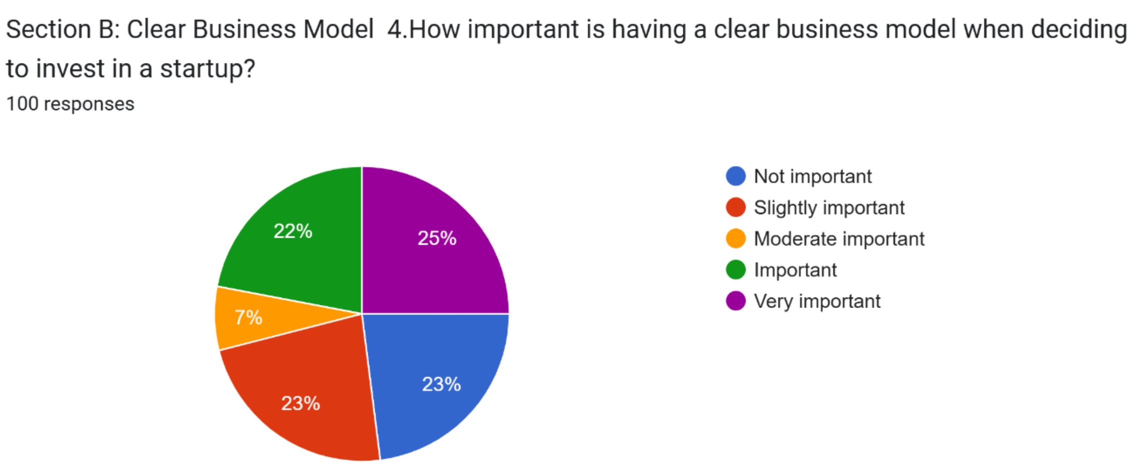


fig (v)

The chart shows that 25% of respondents rated a clear business model as very important, followed closely by 22% marking it as important. However, 46% (combined) of respondents considered it slightly or not important, and only 7% selected moderate importance.

In summary, while many investors value a clear business model, a significant portion still sees it as less critical in their decision-making.

4.1.3.2 Crucial Part of a Business Model When Evaluating Startups

This section explores which aspect of a business model investors consider most critical when assessing a startup. Respondents were asked to select the business model component they view as most important during evaluation.

Business Model Component	% of Respondents
Revenue model	32%
Customer segmentation	32%
Cost structure	14%
Value proposition	17%
Channel	5%
Total	**100%**

Investors view revenue model and customer segmentation as equally the most critical aspects of a business model, followed by value proposition and cost structure.

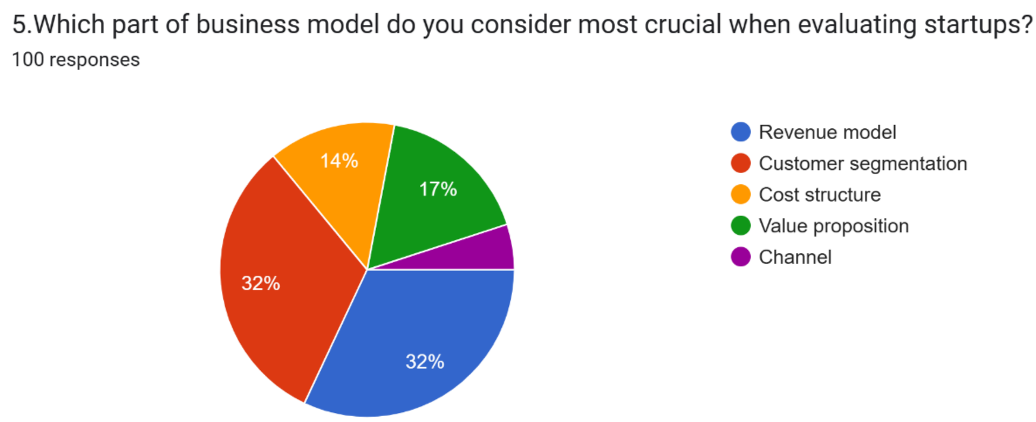


fig (vi)

The chart indicates that Revenue Model and Customer Segmentation were tied as the most crucial components, each receiving 32% of the responses. Value Proposition was next at 17%, followed by Cost Structure (14%), while only 5% considered Channel as the most important.

In summary, investors tend to prioritize how a startup plans to generate revenue and who its customers are when evaluating business models, with other components playing a secondary role in their assessment.

4.1.3.3 Confidence in Understanding a Startup Business Model

This section examines how confident investors feel about their ability to understand a startup's business model. Respondents rated their confidence on a scale from 1 (not confident) to 5 (very confident).

Rating	% of Respondents
1	8%
2	19%
3	34%
4	31%
5	8%
Average Rating	3.12
Total	100%

Most youth show a balanced or growing interest in startup investment, but strong commitment is still limited.

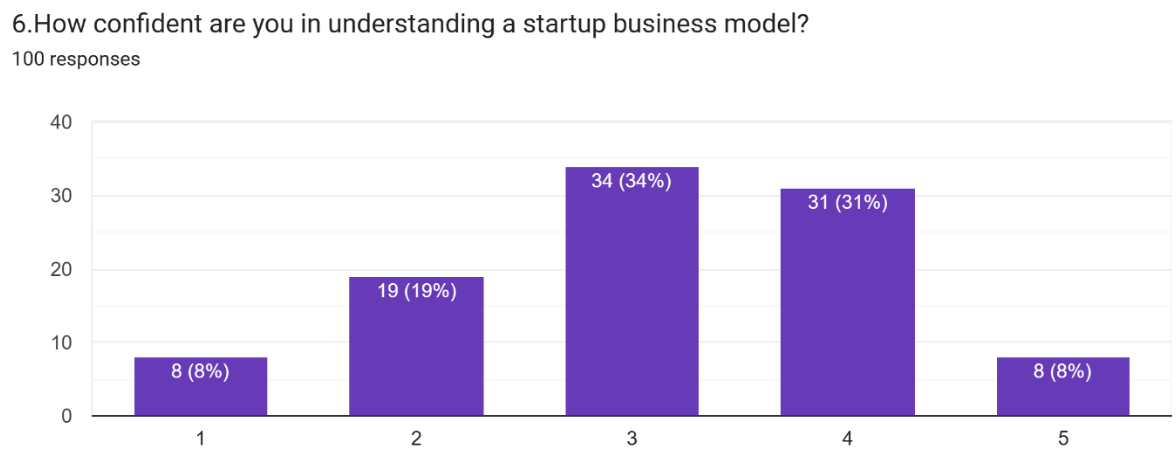


fig (vii)

The majority of respondents rated their confidence at a moderate level (3), accounting for 34%, followed closely by 31% who rated it at 4. Only 8% felt very confident (rating 5), and another 8% gave the lowest confidence rating (1).

In summary, while most investors show a moderate to high level of confidence in understanding startup business models, relatively few express strong confidences, indicating room for improved clarity or education in this area.

4.1.4 Financial knowledge

4.1.4.1 Engagement in Financial Knowledge Improvement Activities

This section explores how frequently investors engage in activities to enhance their financial knowledge, such as reading or consulting various sources.

Frequency	**% of Respondents**
Never	10%
Occasionally	33%
Sometimes	32%
Often	17%
Always	8%
Total	**100%**

Most investors (57%) engage in financial learning activities sometimes or more often, while 10% never do.

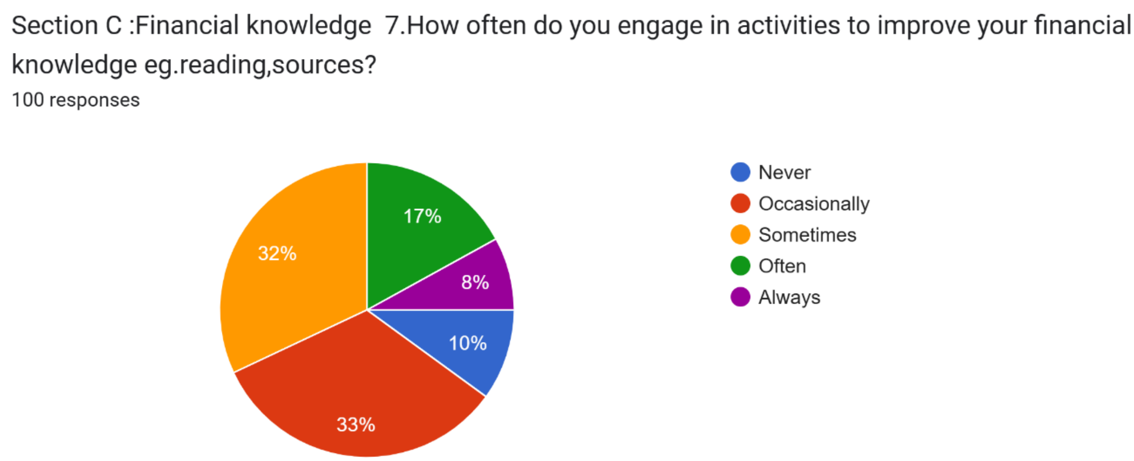


fig (viii)

The chart reveals that a combined 65% of respondents engage in such activities only occasionally or sometimes. Only 17% reported engaging often, and just 8% said they always do. Meanwhile, 10% indicated they never participate in financial knowledge-enhancing activities.

In summary, while some investors actively work on improving their financial literacy, the majority appear to engage infrequently, highlighting a potential area for growth in self-education.

4.1.4.2 Familiarity with Financial Terms like ROI and IRR

This section evaluates how familiar investors are with key financial terms such as ROI (Return on Investment) and IRR (Internal Rate of Return), which are commonly used in investment analysis.

Familiarity Level	% of Respondents
Not familiar	23%
Slightly familiar	20%
Moderate	22%
Very familiar	31%
Extremely familiar	4%
Total	100%

Most investors have moderate to high familiarity with key financial terms, while about 43% are less familiar or only slightly familiar.

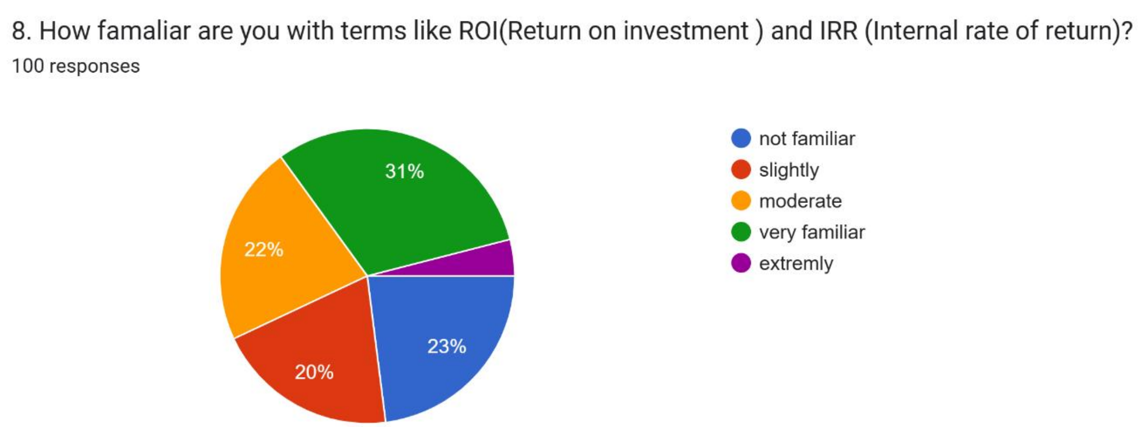


fig (ix)

According to the chart, 31% of respondents indicated they are very familiar with these financial terms, and only 4% consider themselves extremely familiar. On the other end, 23% admitted to not being familiar at all, while 20% are only slightly familiar. A moderate level of familiarity was reported by 22%.

In summary, although a portion of investors demonstrate strong familiarity with essential financial metrics like ROI and IRR.

4.1.4.3 Practice of Analyzing Financial Statements

This section investigates whether investors engage in the practice of analyzing financial statements as part of their evaluation process.

Response	% of Respondents
Yes	77%
No	23%
Total	100%

Most of them are analyze financial statement

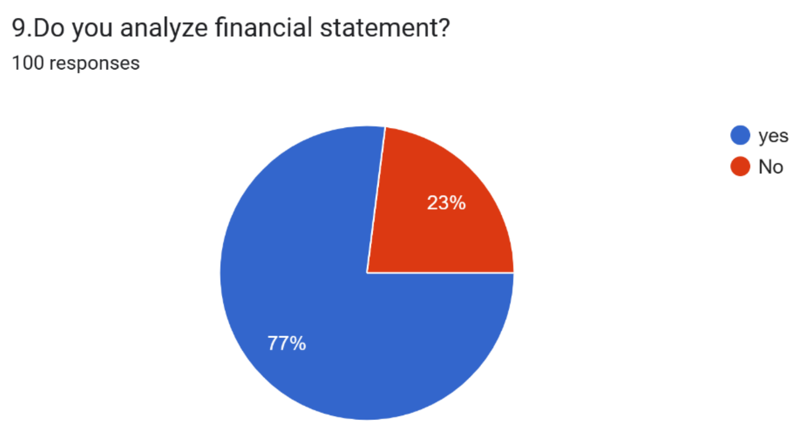


fig (x)

The chart clearly shows that a significant majority of respondents (77%) do analyze financial statements when evaluating startups. Meanwhile, 23% indicated that they do not perform such analysis.

In summary, most investors consider financial statement analysis an essential part of their decision-making process, reflecting a data-driven approach to evaluating startup health and performance.

4.1.5 Profit Expectation

4.1.5.1 Basis for Setting Profit Expectations

This section examines the primary methods investors use to set their profit expectations when evaluating startup opportunities.

Method	**% of Respondents**
Based on past experience	21.2%
Based on market research	48.5%
Based on advice from experts	23.2%
Based on startup business plan	10.1%
Total	**100%**

Investors mainly set profit expectations through market research, with fewer relying on experts, experience, or business plans**.**

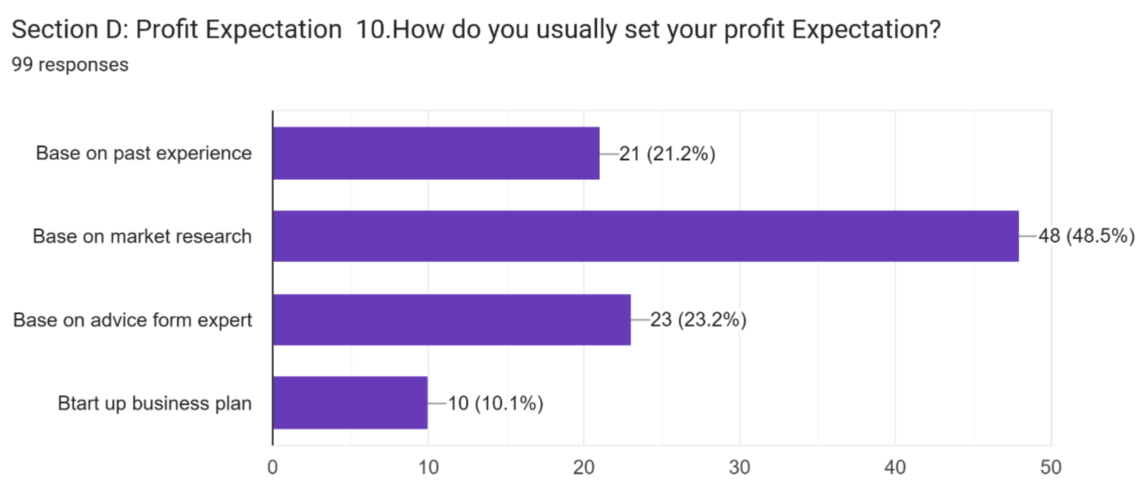


fig (xi)

As shown in the chart, nearly half of the respondents (48.5%) rely on market research to determine profit expectations, making it the most preferred method. Expert advice (23.2%) and past experience (21.2%) follow closely. Only 10.1% base their expectations on the startup's business plan.

In summary, market research is the dominant approach for setting profit expectations, highlighting the importance of data and external validation over subjective or internal planning.

4.1.5.2 ROI Timeframe Expectations

This section explores investors' expectations regarding the timeframe for receiving returns on investment (ROI) from startups.

ROI Timeframe	% of Respondents
Less than 6 months	17%
6 months to 1 year	39%
1 to 3 years	28%
More than 3 years	16%
Total	100%

Most respondents expect ROI within 6 months to 1 year, showing a preference for short to medium-term returns.

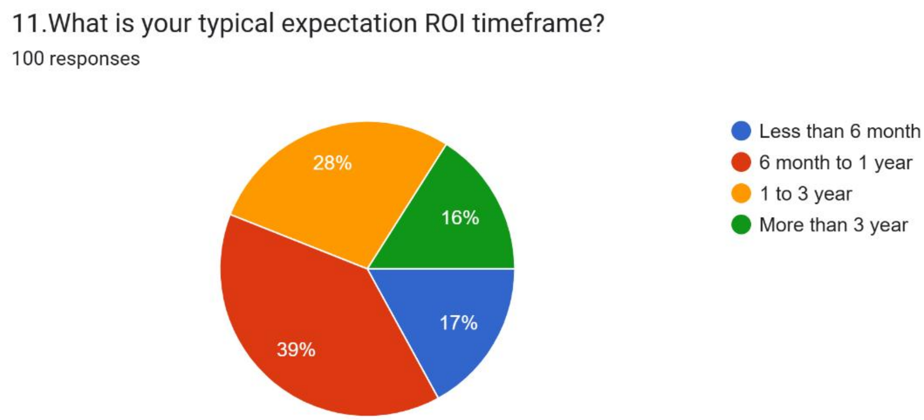


fig (xii)

The chart reveals that the majority of respondents (39%) expect to see returns within 6 months to 1 year, indicating a relatively short-term investment outlook. Meanwhile, 28% are comfortable waiting 1 to 3 years, and only 16% are willing to wait more than 3 years, suggesting that long-term return horizons are less preferred. A small portion (17%) seeks returns in under 6 months, indicating an even more aggressive timeline.

4.1.5.3 Annual Profit Growth Expectations

This section examines the annual profit growth that investors expect from their startup investments.

Expected Annual Profit Growth	% of Respondents
Less than 5%	12%
5% to 10%	28%
11% to 20%	33%
21% to 30%	17%
More than 30%	10%
Total	**100%**

Most youth expect moderate to high returns, with 78% anticipating over 5% profit growth annually from startups.

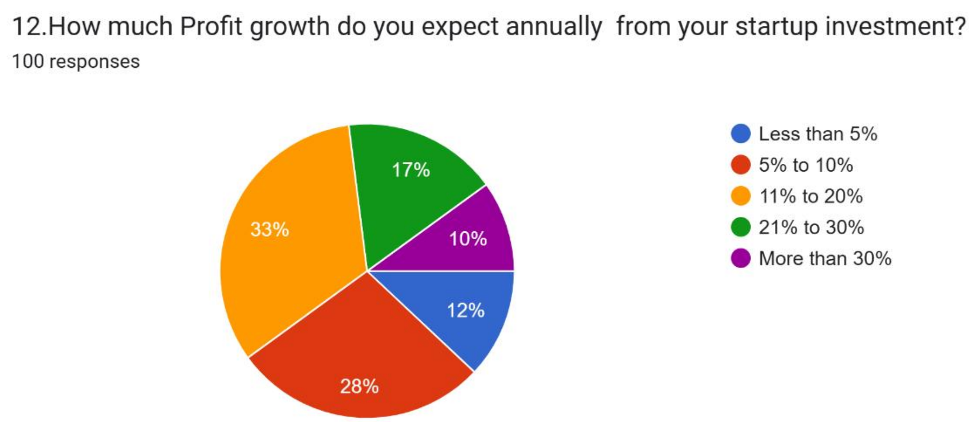


fig (xiii)

The majority of respondents (33%) expect a moderate profit growth of 11% to 20% annually, while 28% aim for a slightly lower range of 5% to 10%. A notable 17% expect returns between 21% and 30%, and only 10% anticipate returns exceeding 30%. On the lower end, 12% are satisfied with returns under 5%. Overall, the data reflects realistic yet growth-oriented expectations from startup investments.

4.1.6 Investment Support

4.1.6.1 Investment Support from Family

This section explores the frequency with which respondents discuss investment-related topics with family members.

Frequency of Family Discussion	% of Respondents
Never	14%
Rarely	13%
Sometimes	45%
Often	16%
Always	12%
Total	100%

Most youth occasionally talk about investments with their families, but regular discussions remain limited, highlighting a need for more financial engagement within households.

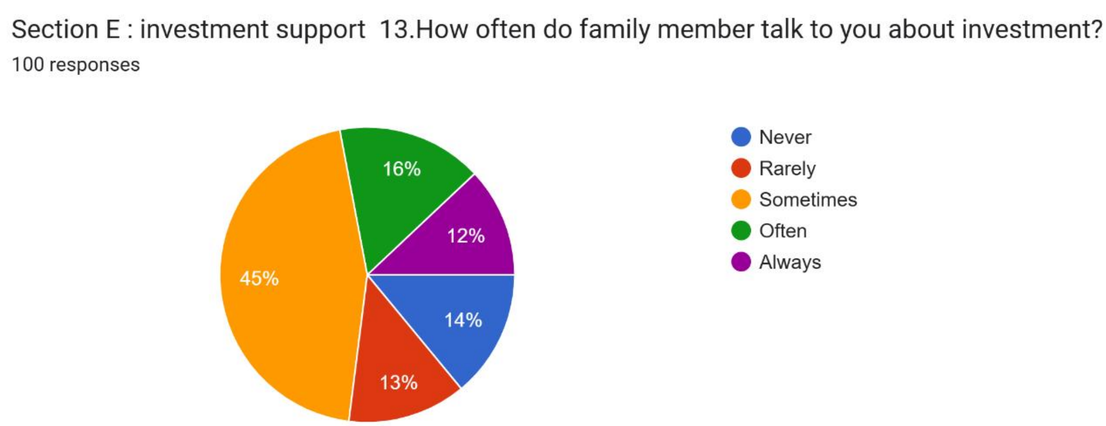


fig (xiv)

The data reveals that a significant portion (45%) of respondents sometimes engage in investment conversations with their families. A smaller group (16%) talk about investments often, and only 12% report consistent discussions (always). Meanwhile, 27% (14% never, 13% rarely) receive little to no input from family in investment matters. This suggests that while family discussions on investment are common, they are not consistently regular or influential for most individuals.

4.1.6.2 Preferred Investment Support Types

This question identifies which types of investment support respondents find most beneficial in their entrepreneurial or investment journey.

Type of Support	% of Respondents
Mentorship/advice	12%
Financial advice	25%
Financial funding	27%
Networking opportunity	18%
Training & workshops	18%
Total	100%

Youth primarily seek financial support and knowledge, followed by opportunities to learn and connect within the startup ecosystem.

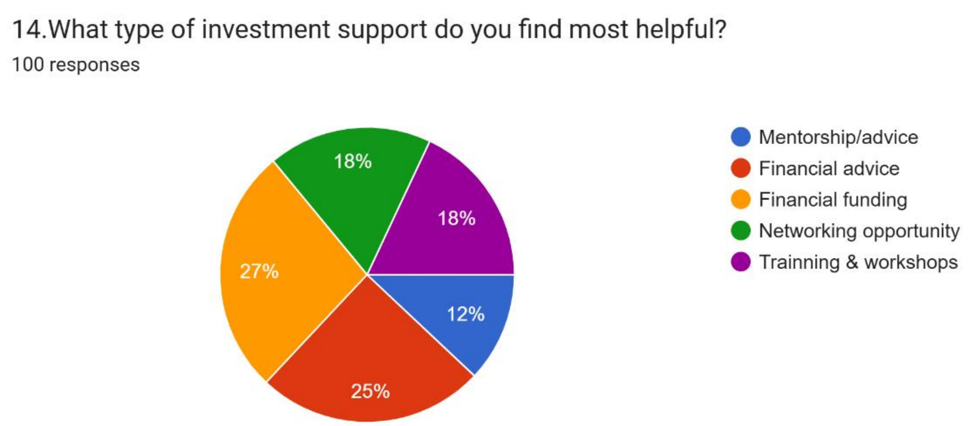


fig (xx)

The data highlights that financial funding is considered the most valuable form of support (27%), followed closely by financial advice (25%). This suggests that access to capital and sound financial planning are top priorities for respondents. In comparison, support in the form of mentorship, networking, and training/workshops received moderate but still noteworthy attention, each appealing to 12–18% of the participants.

4.1.6.3 Preferred Types of Investment

This question aimed to understand w

hich investment vehicles are most preferred by the respondents.

Investment Type	Respondents
Stocks	32%
Mutual Funds	19%
Real Estate	16%
Bonds	14%
Startups	12%
Cryptocurrencies	7%
Total	100%

While youth are exploring diverse investments, startups remain less popular compared to more familiar and safer options like stocks and mutual funds.

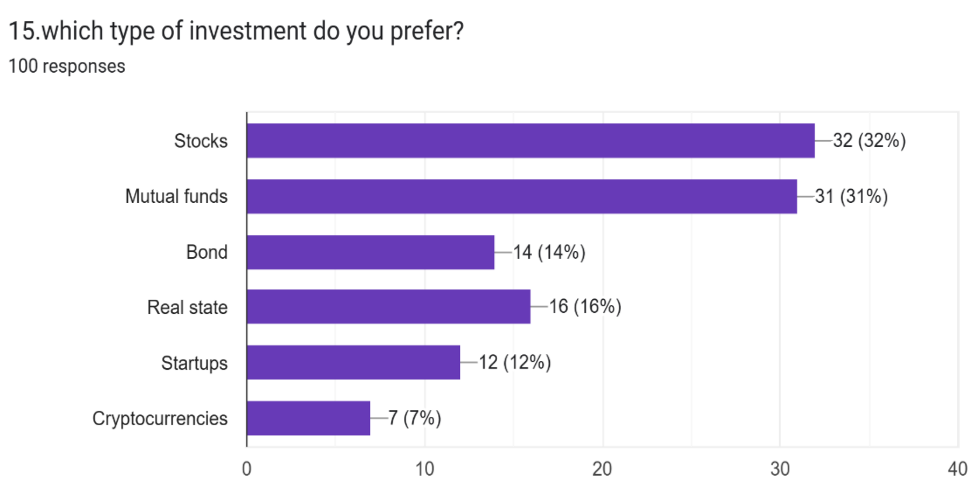


fig (xvi)

The data shows a clear preference for stocks (32%), followed by mutual funds (19%). Real estate and bonds also hold moderate appeal. Startups (12%) and cryptocurrencies (7%) are less favored, possibly reflecting perceptions of higher risk or lower familiarity among respondents.

This suggests a moderate to conservative investment mindset, with most respondents favoring relatively stable and regulated instruments over high-risk options.

4. 2 Major findings

1. High Level of Startup Innovation Among Youth
2. Lack of Clear Business Models
3. Limited Financial Literacy
4. Strong Profit Motivation
5. Insufficient Access to Investment Support
6. Entrepreneurial Mindset Is Growing There is a growing
7. Business Sustainability Is a Challenge
8. Training and Mentorship Gaps
9. Weak Market Research Practices
10. Government and NGO Support Is Underutilized
11. More Youth Are Interested in Entrepreneurship

Chapter V

5.1 SUMMARY AND CONCLUSION

This study explores the entrepreneurial mindset and investment intentions among the youth of Pokhara, with a particular focus on key factors influencing startup engagement. Using a structured questionnaire, data were collected from 100 young respondents to assess their perspectives on startup innovation, business model clarity, financial knowledge, and profit expectations.

The findings reveal that a significant portion of Pokhara's youth express strong interest in starting their own ventures. Startup innovation is widely appreciated, with many respondents valuing creativity and market differentiation as critical for success. However, only a moderate number demonstrated a clear business model, suggesting a gap between ideation and structured planning.

Financial literacy emerged as a major determinant of investment readiness. Respondents with a higher understanding of budgeting, funding, and risk management showed greater confidence in launching startups. Furthermore, profit expectation plays a dual role — while ambitious profit goals motivate entrepreneurship, unrealistic expectations may lead to hesitancy or early failure.

Overall, the study concludes that while the youth of Pokhara are increasingly inclined toward entrepreneurial activity, targeted support in financial education, business planning, and innovation strategies is essential to translate their intentions into sustainable startups.

5.2 Recommendation

Here are clear and actionable recommendations based on my study, “Exploring Startup Businesses and Their Intention Towards Investment Among the Youth of Pokhara”:

1.Enhance Financial Literacy Programs

2. Support Startup Education in Institutions

3. Establish Mentorship Networks

4.Promote Access to Startup Funding

5. Facilitate Innovation Hubs and Incubators

6. Raise Awareness of Realistic Profit Expectations

7. Encourage Government Policy Support

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APPENDIX

Survey Questionnaire

My name is Anil Subedi, a Bachelor of Business Administration (BBA) student at Nepal Tourism and Hotel Management College, affiliated with Pokhara University. I am currently conducting a research study titled **“Exploring Startup Business and Their Intention Towards Investment Among the Youth of Pokhara”** as part of my academic project.

The main objective of this study is to examine how startup businesses and investment intentions are developing among the youth in Pokhara. I kindly request you to take 5 minutes of your time to complete this short questionnaire. Please note that all information provided will be kept strictly confidential and will be used exclusively for academic purposes.

Your participation is highly appreciated. Thank you for your time and cooperation.

Warm regards,

Anil Subedi

- Age
  a. Under 18
  b.18-25
  c.26-35
  d.36 and above

Section A: Startup Innovation

1.How important is innovation in your decision to invest in startup?

- Not important
- Slightly Important
- Moderate important
- important
- Very important

2.In your view startup today are :-

- Traditional
- Most traditional
- Slightly traditional
- Very innovation
- High Innovation

3.What attracts you most to invest in startup?

- Innovation
- Profit potential
- Team strength
- Market size
- Social impact
- Others

Section B: Clear Business Model

4.How important is having a clear business model when deciding to invest in a startup?

- Not important
- Slightly Important
- Moderate important
- important
- Very important

5.Which part of business model do you consider most crucial when evaluating startups?

- Revenue Model
- Customer segmentation
- Cost structure
- Value proposition
- channel

6.How confident are you in understanding a startup business model?

- 1
- 2
- 3
- 4
- 5

Section C: **Financial knowledge**

7.How often do you engage in activities to improve your financial knowledge eg.reading,sources?

- Never
- Occasionally
- Sometimes

- Often
- Always

8. How familiar are you with terms like ROI (Return on investment) and IRR (Internal rate of return)?

- Not Familiar
- Slightly
- Moderaste
- Very familiar
- Extremely

9.Do you analyze financial statement?

- Yes
- No

Section D: Profit Expectation

10.How do you usually set your profit Expectation?

- Based on Past experience
- Based on market Research
- Base on advice from expert
- Base on startup business plan

11.What is your typical expectation ROI timeframe?

- Less than 6 months
- 6 months to 1 year
- 1 to 3 years
- More than 3 years

12.How much Profit growth do you expect annually from your startup investment?

- Less than 5%
- 5% to 10%
- 11% to 20%
- 21% to 30%
- More than 30%

Section E: investment support

13.How often do family member talk to you about investment?

- Never
- Rarely
- Sometimes
- Often
- Always

14.What type of investment support do you find most helpful?

- Mentorship/ Advice
- Financial advice
- Networking opportunities
- Training and development

15.which type of investment do you prefer?

- Stocks
- Mutual funds
- Bond
- Real state
- Startups
- Cryptocurrencies