ABSTRACT

The purpose of this research was to identify which factors are working as the facilitator or inhibitor of successful startups operating in Hyderabad. The findings shows that these are the five factors (experience, knowledge, role of universities and, failure in previous business, and lack customized training) which are of high significant when it comes to the facilitator or inhibitor of successful startups. This research focuses on the startups operating in the Hyderabad region as it discusses various factors which are divided into two broader categories, facilitators and inhibitors respectively. The facilitators include knowledge and experience whereas inhibitors include self-efficacy and educational factors. This research analyzed various factors that were directly or indirectly effecting the startup eco-system in Hyderabad region. The target population for this research was startup owners operating in Hyderabad region. For this purpose, qualitative research was conducted and interviews 17 were taken from various startup owners who were operating diverse startups in Hyderabad. To analyze the data a thematic analysis was conducted to know about the complex dynamics and workings of multiple factors which were affecting the startup success. It was also revealed in the results that along with above mentioned factors there were many other factors which were impacting the overall success of startups. These additional factors included economic condition, bad strategy, lack of leadership capabilities and the financing of the startup. Furthermore, this research also contributes in the existing literature and information available on the success and working of startups. This research is a significant milestone for the Hyderabad region in the field of startup. Currently very little or no information is available on the stated topic and the available data is seeing things on the macro level or targeting different regions, but this research is focusing on a specific area to get a clear and accurate perspective and view of startup. This research is contributing by helping multiple stakeholders to learn about the significance of critical factors and how these factors are impacting the success of startups. This study will help the policy makers and different startups by providing actionable measures to grow the startup phenomenon which will eventually contribute to growth of economy.

Keywords: *thematic analysis, startups, entrepreneurship, knowledge, experience, self-efficacy, educational factors, resource allocation, role of universities.*