



Lab/BA/SA:

Using Social Proof to Evaluate Start-up Investment Opportunities

Motivation and Informal Description

Finding a promising startup company to invest in has always been a difficult and strenuous task. Finding trustworthy information about a new company and/or its members and advisors continues to prove difficult. Similarly, convincing potential investors of your newly founded company is a challenge.

We can use (online) social networks to simplify both tasks. Startups can actively promote themselves to attract investors and advisors. Potential investors can obtain valuable information about a startup's success probability and other aspects through the startup's team, advisors or investors (social proof). Furthermore, as investors can follow other investors to stay informed in which company they trust. You can also follow successful entrepreneurs to make sure you are the first to invest in their new startup.

Your job is to work with anonymized real data of such a network to judge startups and all its associated team members, investors or advisors. Based on this, you shall rank investment opportunities for investors based on their social proof and the investor's personal preferences. Investors might prefer to invest in a specific industry or only in local companies. Some may only invest in startups whose founder has already been successful in the past. But apparently, there are many more facts to be considered and you shall do so.

You will work closely with the investiere (<https://investiere.ch>) team and partially at their offices (if desired).

investiere

venture capital

Requirements

Good web programming skills and a general understanding of economics and social networks. The student(s) should be able to work independently on this topic!

Interested? Please contact us for more details!

Contact

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