

Danube Cup

Entrepreneurship Research Conference 2025

Conference theme: Entrepreneurship Research from a Small Business Perspective

Date of the conference: 10-11 October (Friday-Saturday) 2025

Location: Széchenyi István University, Management Campus Building
(Address: Egyetem tér 1, H-9026 Győr / Hungary)

Conference organisers:

- Széchenyi István University, Kautz Faculty of Business and Economics
- Corvinus University of Budapest
- Budapest University of Technology and Economics, Faculty of Economic and Social Sciences

Conference website: <https://danubecup.sze.hu/home>

Session 8 - Startup Evaluation Methods

Session head(s):

Zoran Rakićević, University of Belgrade, Faculty of Organisational Sciences, Serbia

Session description:

How to evaluate startup ideas appropriately? Factors and evaluation methods

This section aims to foster discussion on identifying the most appropriate methods for evaluating startup ideas and determining the critical factors in this process. Key questions include: What are the most significant factors for the evaluation of startup ideas? Are they the market opportunity and a unique value proposition, the feasibility demonstrated by an MVP and business model, the level of innovation, or the potential market impact, valuation, and scalability? Moreover, do these factors vary depending on the type of startup (e.g., student startups, corporate startups, academic startups, social startups, tech startups, or small business startups)?

Another pertinent dilemma is how to evaluate startup ideas that seem feasible for implementation but lack substantial impact potential or high levels of innovation, compared to those with higher risks of failure but the potential for significant market disruption and radical innovation.

We invite scholars and experts from the startup ecosystem to share their insights and experiences in identifying the key factors for evaluating startup ideas. Additionally, we welcome contributions from decision-making researchers who can provide practical examples and methodologies for evaluating startup ideas effectively.

Keywords:

startup ideas, startup evaluation factors, evaluation methods

References:

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Publication opportunity:

We will invite suitable papers from the track to also submit for an English language special issue in the [Journal of Business Venturing](#).

Participation and submission to this track in no way guarantee publication. The usual editorial process will apply. Those interested in submitting for that special issue are requested to also keep in mind the following key dates.

Submission of full papers: 15 June 2025

Reviewers' feedback on papers: 1 September 2025

Submission of revised papers: 31 October 2025

The deadline for submissions (i. Full papers, ii. Work-in-progress papers and iii. Good practice cases) is **1 June 2025**.

All submissions must use the submission template and follow the submission procedure described on the webpage <https://danubecup.sze.hu/submissions>. Otherwise, they will not be considered for review.