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Sustainable Startup Financing: Venture Capital, Impact Investment, and Entrepreneurial Growth

[1]Dr. Adrian S. Volkov
Centre for Entrepreneurial Finance, Baltic School of Economics, Riga, Latvia
[2]Prof. Naomi E. Sterling
School of Business and Enterprise, Westbridge International University, Wellington, New Zealand

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Abstract
Access to financial resources remains one of the most important determinants of entrepreneurial success and sustainable enterprise development. Innovative startups frequently encounter financing constraints during their early stages despite possessing strong technological capabilities and growth potential. This paper investigates the evolving landscape of startup financing by examining the complementary roles of venture capital, angel investment, crowdfunding, impact investing, and government-supported entrepreneurial financing mechanisms.
The study reviews contemporary literature from entrepreneurial finance, innovation economics, strategic management, and financial markets to construct a conceptual framework explaining how financing diversity influences startup survival, innovation performance, and long-term business scalability. The proposed model identifies investor expertise, entrepreneurial capability, governance quality, financial literacy, market readiness, and institutional support as major determinants of successful financing outcomes.
The paper discusses the growing importance of sustainable finance and environmental, social, and governance (ESG) investment principles in entrepreneurial ecosystems. Investors increasingly evaluate startups based not only on financial performance but also on environmental responsibility, social impact, and governance standards. This shift has encouraged entrepreneurs to integrate sustainability objectives into business planning while attracting long-term investment partnerships.

Keywords: Startup Finance, Venture Capital, Impact Investing, Entrepreneurial Finance, Sustainable Growth, Innovation, Angel Investment, Crowdfunding