

題目	新創事業吸引創投資金的說服內容分析－以 A 公司為例
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摘要	典型的新創事業所擁有的資源多以創業者本身的專業能力為主，其餘資源皆相當有限，包括創業資金的短缺，而創投資金的引進則是新創事業取得資金的重要來源。在先前的文獻中，多是以創業投資公司為對象，探討投資案的評估準則。然而，從實務運作的角度，在創業者面對創業投資公司時，仍需善加敘述與組織說服內容，以爭取創業投資公司的青睞。本研究選取已贏得創業投資公司第二次訪談機會的新創事業－A 公司為研究對象，記錄與分析創業者在資金媒合會中的說服內容，從中初步地歸納新創事業吸引創投資金的說服方法。研究結果發現，在內容敘述面向上，新創事業的創業者會運用歸納推理、因果推理與類比推理的說服邏輯，以及權威觸媒、對比觸媒、一致觸媒與順應觸媒的說服工具；在內容組織面向上，新創事業的創業者會依序表述公司概況與資金需求、技術條件與產品功能、產業環境與產品定位、發展現況與潛在市場等四大部分，對應於概說、主張、反駁與結論的內容綱要。
關鍵字	新創事業、創投資金、說服內容
Title	Analysis of Persuasion Content of New Ventures in Raising Venture Capital – A Case of Company A
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Abstract	The typical resource a new venture possesses is the professional capabilities of the entrepreneur, but other resources are very limited, including the shortage of entrepreneurial funds. Venture capital is one of the important sources for new ventures to obtain funding. Existing literature has been exploring the evaluation criteria used by venture capitalists (VCs). However, in terms of practical operations, new ventures still need to carefully narrate and organize persuasion content to earn VCs' favorable impression and trust during direct interaction between them and VCs. This study chooses company A as an example and analyzes the oral presentation content in the setting of a pitch meeting. Through content analysis, we discover some important persuasion methods. In the content narration, entrepreneur use inductive reasoning, cause-effect reasoning and analogy reasoning of persuasion logic, and also use authority trigger, contrast trigger, consistency trigger and conformity trigger of persuasion skill. In the content organization, entrepreneur presents company profile and capital need, technology condition and product function, industry environment and product positioning, development status and potential market in order.
Key Words	New Venture, Venture Capital, Persuasion Content