

## ABSTRACT

*Start-up phenomenon based on digital rised up since bubble do-com phenomenon in 1998-2000 period. Digital Start-up in Indonesia is around 1939 also being 6th world rank as country with greatest number of Start-up. According to research from Center Human Genetic Research (GHRC) amount of digital start-up in Indonesia will reach 13.000 start up in 2020. But, the number failed of start-up leaning very high. According to research from senior researcher Harvard Business Scholl name Shikar Gosh the digital start-up number of failed reach 95%. While according data from one of start-up incubator in Bandung, the digital start-up number of failed reach 62,2%.*

*An digital start-up can learn from previous start-up as reference. Then, it needs validation seeing some factors that could be the key of succesful the start-up according the previous start-up. Beside it needs to have strategy incubator to help the digital start-up reach success. According research, here are 11 factors that need to analyze; (1) Synergy, (2) Product, (3) Process, (4) Managerial Innovation, (5) Communication, (6) Culture, (7) Experience, (8) Information Technology, (9) Innovation Skills, (10) Functional Skills, (11) Implementation Skills. Method used is interview with informant from incubator start-up actor and start-up categorized success. Amount of informant in research around 5 informant with 3 informant from start-up and 2 from incubator actor.*

*Research result show 10 from 11 variable thorough according factors that effect the success of digital start-up. Functional skills is only factor that not give effect. Variable that helpful incubator to reach the success of start-up are (1) Product, (2) Process, (3) Managerial Innovation, (4) Communication, (5) Culture, (6) Innovation Skill, (7) Implementation skills ,(8) experience and (9) funcnional skills*

*Key words : Start up, incubator, digital, success, factor, startegy*