

ABSTRACT

Startups are the positive implication of digital transformation in Indonesia due to their contribution in boosting the national Gross Domestic Product in Indonesia. The widespread issue of commercial success from various Indonesian startup companies namely, Gojek, Traveloka, Tokopedia and Bukalapak has encouraged our community to establish startup companies of their own.. However, most of the newly established startup companies were incorporated without business incubator program that has been present in Indonesia since 1994, far before the establishment of the aforementioned companies. The case is dissimilar when compared to foreign startup companies namely AirBnB and Dropbox which are the alumni of business incubator which grossed roughly \$30 billion.

This research was conducted to learn the types of startup companies and the services provided by business incubator by identifying 992 startups and 23 business incubators that serve as a platform for the government in designing a master plan to establish and grow 1000 startups as a part of the government's movement target plan.

This particular research utilized descriptive analysis as its analysis technique. This research undertakes its data collection with saturated sampling technique (census). The data used are startup registered in Indonesia Mapping & Database Startup 2018 and business incubator in Indonesia.

The result of this particular research demonstrates that startup with independent model dominates the Indonesian business market with a total of 877 startups, with private ownerships 864 startups and from local communities 858 startups. Meanwhile, there is only one business incubator that has provided all the facilities.

The conclusion of this study is that a result of high unemployment rate, which encourages them to establish their startup on their own budget. Meanwhile, the business incubator has provided prime service to create the longevity of technopreneurship in Indonesia.

Keywords: *Startup Model, Startup Ownership, Startup Origin, Business Incubator, Indonesia.*