

# Startup Valuation with Artificial Intelligence: A SWOT Analysis

**Ph.D. Candidate Athanasios Davalas<sup>1</sup>, Professor Yannis Charalabidis<sup>1</sup>, and MBA  
Panagiota Fenekoy<sup>2</sup>**

<sup>1</sup>Department of Information and Communication Systems Engineering, University of the  
Aegean, Greece

<sup>2</sup>Department of Business Administration, West Attica University, Aegean University  
KEDIVIM Student, Greece

## Abstract

The study in question is aimed at examining the use of AI in evaluation processes in startups. The research seeks to address the issues surrounding the use of AI in startup evaluation. The introduction presents some background information concerning AI use in evaluation processes in a newly created organization. A literature review presents more information as proof of the strengths and weaknesses of AI use in evaluating a startup. A clear presentation of the SWOT analysis of the use of AI in evaluating startup organizations. The findings paint a clearer picture of what startup organizations should expect when implementing the use of AI to evaluate themselves. A discussion of the findings is presented in the research to ensure that people understand the issues surrounding the use of AI in evaluating startups and that they know the strengths and weaknesses of using AI in such processes. A brief conclusion summarizes what has been discussed in the study.

**Keywords:** startup, startup evaluation, AI, SWOT analysis.