

DETERMINATION OF UNIVERSITY STUDENTS' AWARENESS LEVEL OF ANGEL INVESTORS

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Reference Mert, G. (2020). "Determination Of University Students' Awareness Level Of Angel Investors", Academic Social Resources Journal, (e-ISSN: 2636-7637), Vol:5, Issue: 13; pp:208-221.

ABSTRACT

One of the main challenges facing start-up businesses is creating the necessary funding source that will help them survive. In order to overcome these difficulties, it is necessary to know new financing methods and to reach this financing. Angel capital method comes first among these financing methods. Angel investors have an important role in funding entrepreneurs. In addition to funding, angel investors share their knowledge and experience with the entrepreneur and provide consultancy. As angel investor has important effects, to take charge in management, to provide marketing and sales support, to include human resources in the business and to enable entrepreneurs to benefit from their sectoral environment. Due to these effects, entrepreneurial and angel investor cooperation can turn into successful entrepreneurial activities. The angel capital method is a common financing method used all over the world. Turkey has been used since 2013. The number of licensed angel investors included in the application is known to be 510 in the first quarter of 2020. The aim of this study is to determine the awareness levels of foundation university students on the Anatolian Side of Istanbul, who have received finance and entrepreneurship education, about angel investment. In collecting data, the number of participants was calculated by stratification sampling, and the survey method was applied. The data obtained were analyzed by reliability, frequency and percentage analysis, independent sample t-test and one-way ANOVA test. Findings obtained as a result of the analysis show that university students have heard of the concept of angel investment, but they do not have detailed information. According to the analysis findings; As regards angel investment awareness, the level of female students is higher than that of male students.

Keywords: Angel Investment, Angel Finance, Entrepreneurship, Alternative Source, Funding

1. INTRODUCTION

In today's world, where technological developments continue at full speed and borders disappear, various obstacles are present to many bright ideas or talented entrepreneurs who have not succeeded yet. In today's world, where technological developments continue at full speed and borders disappear, various obstacles are present to many bright ideas or talented entrepreneurs who have not succeeded yet. Capital is one of the most important factors for businesses to continue their development. No business can continue its development without having enough capital (Bayar, 2012: 1). Angel investors come to the rescue of the entrepreneur just like an angel with the consultancy services they provide with their financial resources and entrepreneurship experiences (Pektaş & Uçar, 2015: 2).

Angel investor is a special investor technique that provides capital, invests, and transfers experience to entrepreneurs who have projects with risk and growth potential but need financing (Zachary & Mishra, 2013; Ding et al., 2014). The presence of angel investors is extremely important in order to support entrepreneurs who want to start their own business (Suh & Sohn, 2016) and to access the resources required for investment (Collewaert, 2012).

Although it is new in our country, the angel investor system has been actively operating in the world for nearly 60 years. Over the past 40 years, private investors have played a major role in the development of technological enterprises that have increased entrepreneurship and innovation. In 2018, angel investors invested 59.2 million dollars in venture projects. However, this alternative

source of funding is not known enough in Turkey. Angel investment in foreign sources is a subject of interest by researchers. Angels entrepreneurship practices in Turkey, compared to foreign sources, have not been studied enough in the academic field. In this study, the levels of university students on angel awareness are tried to be determined. For this purpose, the concept of angel investors have been examined, development of aAngel Investment has been put forward in the world and in Turkey, stated the fields of angel investors and the current situation of angel investment is indicated. Then, by mentioning the importance of angel investors in terms of entrepreneurs, the methods and findings of the research are included, and the results are interpreted and suggestions are made.

2. CONCEPTUAL FRAMEWORK

In this section, it has been examined in the literature subjects such as the concept of angel investors and types, characteristics of angel investors, advantages and disadvantages of angel investors, angel investors in the world and in Turkey and the importance of angel investors to entrepreneurs.

2.1. Concept and Types of Angel Investors

The expression angel or angel investor was first used by stock market traders in America for wealthy people, who they tried to influence to finance the shows staged on Broadway (Branscomb & Auerswald, 2002: 49). These investors provided financial support to the shows in order to meet and spend time with the artists participating in the shows. In this way, a simple but risky business relationship was established on both sides. This simple commercial relationship has gained a very different dimension today and has become an alternative financing tool. Although it changes systematically, today, angel investors are similar to classical angel investors, as they support an initiative or investment they like.

The angel investor is the person who invests in a job opportunity that is just at the press of the road, or provides capital for the growth or development of businesses. In another definition; The angel investor is referred to as a special investor type that invests in companies with high risk and high growth potential very early in their establishment. The angel investor concept also refers to the entrepreneur's angels. The aim of the angel investor is to develop projects by providing financial support, which is newly formed and promising potential (Kantar, 2008: 111).

When making an investment decision, angel investors consider non-financial elements along with financial elements. The angel investor does not always make investment profitability a goal (Osnabrugge & Robert, 2000; Benjamin & Margulis, 2000). The investment decision is influenced by social, economic or personal factors. Wetzel (1983) states that non-financial factors are an important factor in angel investor decision. The wish of the angel investor to engage in venture activity is a motivating factor.

Angel investors have many types. Gaston (1989) counts 10 types, Benjamin and Margulis (2000) 9 types, Mason (2006) 3 types. The most counted types are:

- ✓ **Active Angels:** They constantly look for jobs to invest and have experience in investment.
- ✓ **Secret Angels:** they are passive investors. He has experience in investment, but has not invested much in recent years. So they don't run from one investment to another.
- ✓ **Virgin Angels:** These are people who want and want to invest but have not yet made their first investment.

Sorheim and Landström (2001) identified investors in Norway as 4 types. These are below:

- ✓ **Lotto Angels:** These investors are with very limited experience in entrepreneurship and management. They invest very little in jobs where they will earn very little. They do not receive information from networks, but act only according to the information they receive from the media.

- ✓ **Commercial Angels:** They are active investors who make an average of 4.5 investments in 3 years. They invest in companies that are not known very well in the market and exit within 3 years.
- ✓ **Analysts Angels:** They have very good entrepreneurship and management experience. Their news sources their friends and the business environment. They show a low capacity on investment activity. They invest using a very small part of their wealth.
- ✓ **Real Angel Investors:** they have high investment activity. They make an average of 7.3 investments in a 3-year period. They have a high level of management and entrepreneurship experience. Personal and business networks are their news sources. They rarely use media information. They take active responsibility such as management or board membership in companies that they invest.

2.2. Characteristics of Angel Investors

Angel investors use the capital they have. They choose a region and invest in it. They always take into account the possibility that they may suffer losses when investing. They want to be among the enterprises where they make money, they provide guidance and consultancy to the enterprises where they make money. They have a sense of social responsibility. They are patient and know how to wait as they know that the initiatives they support will save money in the long term (Preston, 2007: 7).

When the number and amount of angel investment between 2010 and 2018 are analyzed, an increase is generally observed over the years. There are 11 angel investments of \$ 19.1 million in 2010. It is observed that there was an increase above the average in 2013 and 2017. However, in 2018, there was a 46% decrease in angel investments. While angel investment of \$ 110.5 million was made in 2017, angel investment financing fell to \$ 59.2 million in 2018 (Figure 1).

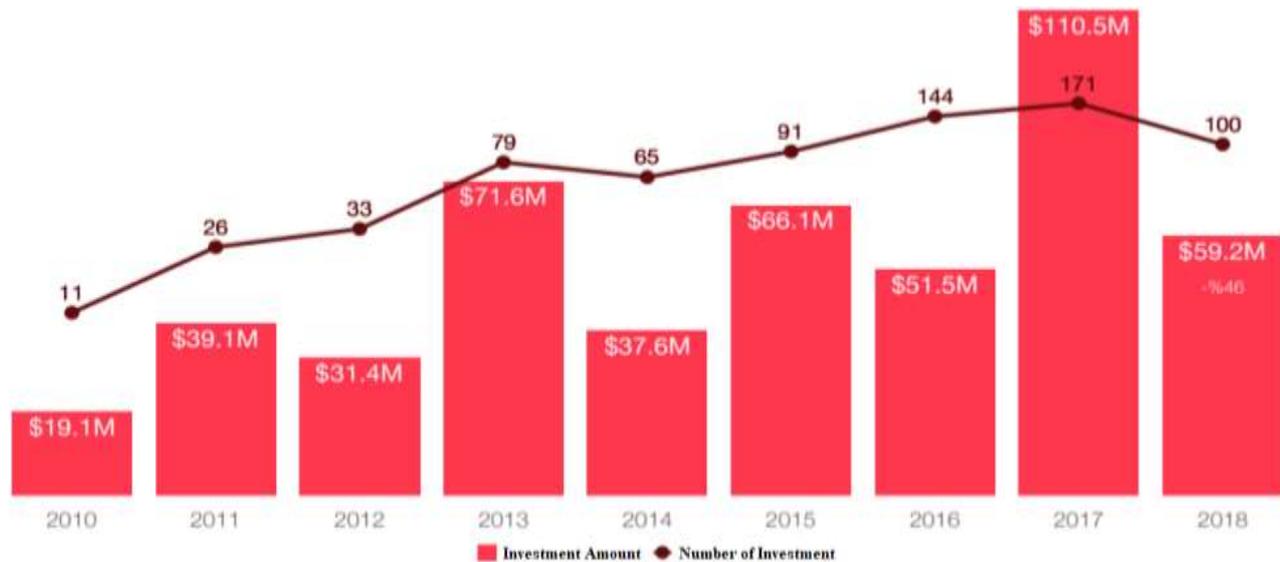


Figure 1. Angel Investment Quantity and Amount

Source: Ecosystem Venture in Turkey, 2019, (Date of Access: 11.04.2020).

When the distribution of angel investments in 2018 in terms of investment areas is analyzed, it is seen that financial technologies (predominantly payment systems) and SaaS (Software as a service) investments have a dominant share (Figure 2).

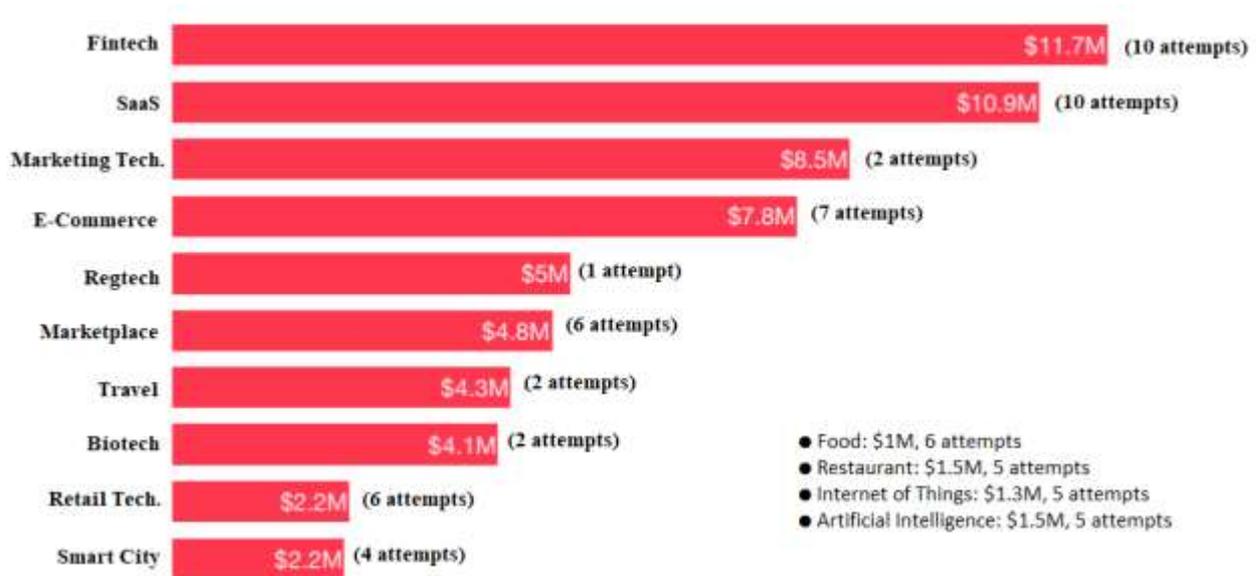


Figure 2. The Top Investment Sectors

Source: Ecosystem Venture in Turkey, 2019, (Date of Access: 11.04.2020).

In the study, information about the definition of angel investor model and investment models has been given so far. The term angel investor represents not only an investment group, but also different individuals who make independent investments. For this reason, the characteristics of angel investors are quite different from each other. The characteristic features of angel investors are as follows (Kurnaz & Bedük, 2017: 31-32):

- ✓ Angel investors can act independently as well as they can act as a group, thus responding to larger financial needs.
- ✓ In addition to supporting an investment that can be successful, angel investors also pursue venture opportunities that they can evaluate.
- ✓ In addition to their capital ownership, angel investors often have personal experience in the area where they invest.
- ✓ Angel investor expectation is not only providing the return of the money they invest, creating added value and taking part in the venture process, but there are also angel investors who have an expectation of spiritual satisfaction.
- ✓ Angel investors want to take an active role in the management of the companies they finance.
- ✓ The vast majority of angel investors are company owners between the ages of 35 and 65.
- ✓ Angel investors generally support investments within the range of 25-250,000 Euros in the European Union and 10-500,000 US dollars in the USA.
- ✓ Angel investors are most interested in the health, medical services, software and biotechnology sectors.
- ✓ Angel investors not only provide financial support to companies, but also provide management support and training services and play an active role in decisions taken on important matters.
- ✓ Angel investors support innovative companies and individuals who cannot provide support from corporate investors and that cannot be made public.

- ✓ Angel investors invest in Start-up companies with high risk and high return potential. However, when the firm they support reaches a profitable level, they leave the firm and turn to new projects.

2.3. Advantages and Disadvantages of Angel Investors

Angel investors contribute value to the enterprises they invest in with their human and social capitals as well as financial capital. The non-financial benefits of angel investors to entrepreneurs have not been given enough attention in the literature. One of the general assumptions about angel investors is that angel investors provide financial capital as well as support new ventures with their professional and personal knowledge and skills (Politis, 2008).

In many countries, it is seen that angel investment is needed to realize ideas, and many startup companies supported by angel investor funds have achieved great success. For example; According to the “Center for Venture Research 2018 Angel Investment Market Report” of New Hampshire University, in America, which is one of the leading economies in the world; There are 334,565 angel investors actively in 2018 (Angel Investment Yesterday and Today, 2019: 7). Angel investors provide the capital needed by the entrepreneur, implement flexible investment agreements with the entrepreneur, add value to the entrepreneur with experience and knowledge, and the entrepreneur can enter the investment with high risk thanks to the angel investor. With the support of angel investors, it prevents the entrepreneur from making high payments monthly. They create employment opportunities in the community and contribute to economic development. Although angel investors prefer to invest in technological fields, they can also invest in businesses that they expect profit and growth potential. They generally prefer small investments (Benjamin & Margulis, 2000: 33-35).

Angel investors avoid making subsequent investments to the same company. They want to have a say in important matters in the company. Angel investors can become a monster that moves alone rather than helping the company. In terms of reliability, angel investors may not have the name, reputation and prestige inside and outside the country (Kurnaz & Bedük, 2017: 32).

2.4. Angel Investment in the World

Focusing on the birth of business angel networks in the world, it is among the earliest founders: LINC Scotland, founded in 1993 in Scotland, The International European Angel Investment Network (EBAN) which was launched in Brussels under the leadership of the European Commission in 1999, The Italian National Association (IBAN) established in Italy in 1999, Business Angels Netzwerk Deutschland e.V (BAND) which was launched in Germany in 2000, FranceAngels founded in France in 2001, and The Business Angel Network of SouthEast Asia (BANSEA) which was established in Singapore the same year (OECD, 2011). After these structures, in Canada in 2002, in 2004, although different networks were established in America, England, Chile and Spain with similar structure and purpose, between the years 2006 and 2011, Portugal, Russia, Australia, China, New Zealand, Ireland, Spain, Israel, the Netherlands, followed by the newly established network can be specified in Finland and Turkey (OECD, 2011: 118).

According to Startups.watch data in 2019, angel investors including venture capital funds worldwide invested \$ 294 billion in ventures. While the initiatives in the US have received an investment of 124 billion dollars, the initiatives in China have received an investment of 53 billion dollars and the initiatives in India have received an investment of 16 billion dollars (Angels' 2020 Plans, 2020, www.ekonomist.com.tr).

The most striking data on angel investments are found in America. In the USA, since 1980, 80% of new employment and 50% of innovations have been realized by entrepreneurs supported by angel investors. In 2005, \$ 23 billion of capital was invested in 49,500 companies in the USA. For this, besides the “angel investors” individual investments, by aiming to create groups ranging from 10 to 60 people called the Angel Investor Club, it aims to approach both more professionally and share

the risk with other members of the group. In 2005, 227,000 individual Angel Investors and more than 250 active Angel Investor Clubs are located in the USA (www.endeavourturkey.org).

Table 1. Distribution of Total Angel Investment Amount and Number of Investment Entrepreneurs in the USA by Years

Year	Total Investments	Number of Investment Entrepreneurs
2001	\$ 30 billion	-
2002	\$ 15,7 billion	36.000
2003	\$ 18,1 billion	42.000
2004	\$ 22,5 billion	48.000
2005	\$ 23,1 billion	49.500
2006	\$ 25,6 billion	51.000
2007	\$ 26,2 billion	57.120
2008	\$ 19,2 billion	55.480
2009	\$ 17,6 billion	57.225
2010	\$ 20,1 billion	61.900
2011	\$ 22,5 billion	66.230
2012	\$ 22,9 billion	67.030
2013	\$ 24,8 billion	70.730

Source: Sohl, 2013: 1-2 .

In parallel with the increasing trend in the world, the importance and number of angel investors are rapidly increasing in Europe. Along with the number of angel investors, which have increased significantly in Europe, new business networks are being established and manifest themselves in the European economy. Angel investors support entrepreneurs in the core phase of the enterprise with their management experience and financial resources. Angel investors encourage entrepreneurship in various sectors and lead the creation of new employment areas (EBAN, 2010; Çerçi, 2014).

2.5. Angel Investments in Turkey

In today's economy, knowledge and knowledge-based production is increasingly important. The importance of angel capital is also increasing. Entrepreneurs often experience financial difficulties while realizing their ideas. At this point, entrepreneurs seek various support. Entrepreneurs' process of putting the product into practice is interrupted (Atsan & Erdoğan, 2015).

Angels entrepreneurs application relies on older years in the world and has begun to show progress in recent years in Turkey. The law regulation regarding the angel financing system was made in our country in June 2012. After this arrangement, "Regulation on Individual Participation Capital" came into force in February 2013. With this regulation, unlike the international literature, the angel investor is defined as the "Individual participation investor". Thanks to this bill, angel investment networks have been established, and businesses that need financing have started to be supported. According to the regulation on individual participation capital, the desired targets are as follows (Canbaz & Öztürk, 2019: 209-210):

- ✓ Creating a new financial resource for businesses that have difficulty in finding financial support
- ✓ Increasing professionalism in this investment market, ensuring a certain behavioral culture and ethical rules.
- ✓ Institutionalizing individual participation capital and making it a safe financial market for entrepreneurs.
- ✓ With the support of the government, it was aimed to make individual participation capital investments more attractive and widespread.

In Turkey, for the first quarter of 2019 published by the Ministry of Finance and Treasury "Individual Participation Capital Progress Report" mentioned in "Individual Participation Capital System" by accredited networks it is available. These networks are listed below (Angel Investment Yesterday and Today, 2019: 8-9):

- ✓ Bahariye Angel Investment
- ✓ BIC Angel Investments
- ✓ BÜMED Business Angels
- ✓ EGIAD
- ✓ Istanbul Angel Investor Center
- ✓ Keiretsu Forum Istanbul
- ✓ My Company Partner Angel Investor Network
- ✓ TEB Private Angel Investment Platform
- ✓ TrAngels Angel Investment Network
- ✓ ERBAN Erciyes Angel Investment Network

Table 2. Investment Amount of Angel Networks and Number of Companies to Receive Investment in 2020

Angel Network	Company	Investment Amount
Angel Effect	20	2 million dollars
Startupfon	8-10	3,5-4 million dollars
Keiretsu Forum	8 and above	750 thousand dollars
ERBAN	6-8	3 million TL
TRAngels	-	10 million TL
EGİAD Angels	5	1,5 million TL
GAP BAN	5	-
Company Partner	4	1-5 million TL
Galata Business Angels	3	1 million dollars
Bahariye Angel Investment Network	2	1 million TL

Source: Angels' 2020 Plans, 2020, www.ekonomist.com.tr (Date of Access: 15.04.2020)

In addition, the Borsa Istanbul Private Market network brings companies to meet with their partners and investors together for financing, liquidity and new investment needs. So companies do not need for public offering. Private Market provides startups and emerging initiatives to meet Qualified and Angel Investors operating both locally and globally. It also offers the opportunity to benefit from financial and legal consultancy services (www.borsaistanbul.com). Angel investors and networks have made a total investment of \$ 52.7 million to 41 initiatives in Turkey in 2019. Angel networks and investments made by investors accredited to the Undersecretariat of Treasury reached 15 million TL in 2019. Nowadays, the market is low in Turkey compared to other countries, but it is stated that there is potential for its development (The 2020 Plan of Angels, 2020, the www.ekonomist.com.tr) (Table 2). yemeksepeti.com, kariyer.net, sahibinden.com etc. are some examples of initiatives which to them is a common angel investors in Turkey.

In addition, the increase of KOSGEB and TÜBİTAK supports affects the ecosystem positively. In 2019, TÜBİTAK and KOSGEB provided a total of \$ 8.6 million in government incentives to 985 initiatives that were in the process of thinking. The 1514 Venture Capital Support Program is expected to accelerate investments in 2020 through the use of funds (Angels' 2020 Plans, 2020, www.ekonomist.com.tr).

2.5. The Importance of Angel Investors for Entrepreneurs

Angel investors make great contributions to enterprises by investing in financial capital and offering business skills and business connections (Mason, 2006; Kelly, 2007). Personal and professional knowledge of many angel investors is gained from previous entrepreneurship and managerial experiences (Aernoudt, 1999). It is important for the angel investor to make a decision that the company has a suitable business plan, a meticulous turnover model and a core management team to implement these plans. In the meeting of an investor and entrepreneur, the questions that the entrepreneur will face are generally market, product and production, competition, product

development, marketing and sales, leadership, business strategy, finance and necessary capital (Çerçi, 2014: 87).

Entrepreneurship cannot progress if angel investor activities do not take place. It derives a very new and innovative business ideas in the world and in Turkey. Few of these ideas turn into patents, but they cannot be commercialized. The commercialization of business ideas depends on the meeting and cooperation between the entrepreneur and the angel investor. A way to overcome the challenges of the entrepreneurship process is needed for the cooperation of a partner or angel investor who knows the market well, predicts which invention can transform into innovation, and has the necessary experience to survive and continue the business. Business ideas are commercialized in this way and an economic positive contribution is made. At the end of the entrepreneurial and angel investor cooperation, new sectors with high added value are formed. This increases economic development and provides new employment opportunities (Demir, 2016: 315). Angel investor takes many personal factors into consideration in his investment decision. Angel investor's enthusiasm about the project, entrepreneurial spirit and experiences gained from previous investments are important factors in making an investment decision.

When the entrepreneur and angel investor meet each other, the resulting harmony and trust is very important. Guiding services such as coaching and counseling that the entrepreneur will receive from the angel investor will be very valuable when it will need it most in the time such as crisis, falling business and bad days. They need to be aware that they will be together for a long time, at least 5-7 years, for the same purpose. The intangible benefits given by the angel investor are more important to the entrepreneur than money. It is not possible to quantitatively measure these aids (Çerçi, 2014: 88-89).

For investors, angel investors are very important for a number of critical issues. Angel investors increase the supply of financial capital and support many quality initiatives (Gaston, 1989; Mason & Harrison, 2000). In this way, the chances of success for enterprises increase. In cases where there is no capital inflow to the company, balance sheet weakness caused by borrowing is prevented and the balance sheet quality of the company increases. The angel investor's investment investment in a company is a good sign for other investors and the market. In this way, these companies are considered lower risk (Elitzur & Gavius, 2003). Angel investors provide an easier, long-term and cheaper loan to entrepreneurs. Angel investors increase the quality of the venture activity, provide consultancy and guidance, and provide added value such as access to other investors. Generally, investing in startups leads to the creation of employment by increasing the number of other startups.

3. METHOD

Research findings were obtained by using SPSS v25 statistics program. In the analysis of the data; the reliability coefficient of the scale used in the research was calculated. In revealing the findings, frequency and percentage distributions were examined and difference analyzes were applied according to demographic elements.

3.1. Scale Used in Research

In the research, face-to-face survey method was used as a data collection tool. The questionnaire applied consists of two parts. In the first part, there are demographic statements about gender and age. In the second part, there is a scale consisting of 13 statements measuring the angel investor awareness of university students. These expressions are in the option structure of 3 and are as "Yes", "No", "No Idea". In the study, the "Angel Investment Awareness" scale used by Canbaz and Öztürk (2019) was used. In the study conducted by Canbaz and Öztürk in 2019, the reliability coefficient of the scale was determined to be 0.908 and it was revealed by the researchers that it has a high level of internal consistency.

3.2. Universe and Sampling

The universe of the research consists of undergraduate students with entrepreneurship courses at foundation universities located in the Anatolian Side of Istanbul. Accordingly, there are 12 foundation universities on the Anatolian Side of Istanbul. These universities have 90.477 active students in the academic year 2019-2020 (statistics.yok.gov.tr). When the number of the main universe is known, the following formula is used (Arikan, 2004). According to this formula, the probability of occurrence of the examined event (p) is 0.5; the probability of non-realization was taken as (q) 0.5 (N = 90477; t = 1.96; d = 0.05).

$$n = \frac{Nt^2pq}{d^2(N-1) + t^2pq}$$

According to the formula, the minimum sample number was determined as 383. Stratification sampling method was used for field research. In the stratification sampling method, the proportion was made according to the number of students at the undergraduate level in the university's 2019-2020 academic year. Accordingly, a total of 395 questionnaires were reached from 7 universities. However, 4 inconsistent questionnaire forms were excluded from the analysis. Thus, 391 questionnaires were used in data analysis.

The research was carried out between January-April 2020. While doing field research, the first question was "Did you take entrepreneurship and / or finance lessons?" statement was directed. If the student marked "No" to this question, no questionnaire was applied to him.

4. FINDINGS

In this section, demographic characteristics of the participants are examined. The reliability of the research scale was analyzed, the frequency and percentages of the scale expressions were calculated, and the results of the difference analysis according to the demographic elements were revealed.

4.1. Demographic Findings

As a result of the questionnaire applied to undergraduate students who took the entrepreneurship lesson at the foundation universities in the Anatolian Side of Istanbul, the demographic features of the participants are shown in Table 1.

Table 1. Demographic Features (n = 391)

	Frequency	Percent
Gender		
Female	186	47,6
Male	205	52,4
Age		
18-25	212	54,2
26-35	161	41,2
36 and over	18	4,6

4.2. Reliability and Normality Analysis

Before proceeding with the reliability analysis, the answers of the questions determined to be negative were transformed (1=3, 2=2, 3=1). These questions are: "Banks provide angel investment funds.", "In Turkey, there is no angel investors.", "Angel investors accept all projects that apply to them.", "Angel investors provide financial support to companies at the bankruptcy stage.", "The reimbursement of the angel investment is made monthly." and "In Melek investment support, there is interest payment." Cronbach's Alpha coefficient was used to measure internal consistency for reliability analysis. According to Kalaycı (2009), Cronbach's Alpha coefficient should be at the minimum level of 0.60. The reliability coefficient of the angel investment awareness scale was calculated as 0.851, and it was seen that the scale had an internal consistency.

Normality analysis was applied to determine whether the data showed normal distribution or not. According to the study of George and Mallery (2010), the skewness (± 2) and kurtosis (± 1) values were examined and it was assumed that the data were normally distributed.

4.3. Descriptive Findings Related to Scale Expressions

13 statements were made to the participants regarding angel investment awareness. Table 2 shows the frequency and percentage analysis results of the answers given to the statements.

Table 2. Descriptive Findings Related to Scale Expressions (n = 391)

Sentences	Yes		No		No Idea	
	n	%	n	%	n	%
Have you ever heard of the angel investment concept?	237	60,6	154	39,4	-	-
I know the concept of angel investment financing.	177	45,3	126	32,2	88	22,5
Banks provide angel investment funds.	131	33,5	49	12,5	211	54,0
In Turkey, there is no angel investors.	142	36,3	40	10,2	209	53,5
Angel investors accept all projects that apply to them.	50	12,8	148	37,9	193	49,4
Angel investors provide financial support to companies at the bankruptcy stage.	34	8,7	35	9,0	322	82,4
The reimbursement of the angel investment is made monthly.	28	7,2	146	37,3	217	55,5
In Melek investment support, there is interest payment.	36	9,2	149	38,1	206	52,7
Angel investment has a feature of increasing employment.	33	8,4	169	43,2	189	48,3
Angel investment provides ease in realizing the business idea	38	9,7	148	37,9	205	52,4
Angel investment provides financial and moral support to the entrepreneur.	44	11,3	140	35,8	207	52,9
Other financial providers start to look positively at an enterprise that benefits from the angel investment method.	55	14,1	124	31,7	212	54,2
Angel investment gives angel investors the right to control and make decisions about the business.	48	12,3	147	37,6	196	50,1

When Table 2 is analyzed, it is stated that 60.6% of students have heard of angel investment concept and 45.3% of them have heard about angel investment financing beforehand. However, when detailed questions about angel investment are asked, it is seen that the vast majority of them have no idea or do not know.

“Banks provide angel investment funds”, I have no idea of the statement of 54% of the students, and 33.5% answered yes. “There are angel investors in Turkey,” I have no idea 53.5%, 36.3% yes, there is no response of 10.2%. The statement “Angel investors accept all projects that apply to them” indicates that 49.4% of the students have no idea.

“Angel investors provide financial support to companies at the stage of bankruptcy”, 82.4% of the students have no idea; “The payment of the angel investment is made on a monthly basis”, 55.5% state that they have no idea.

“There is interest payment in angel investment support”, 52.7% of students have no idea, 38.1% say no. “Angel investment has an employment-enhancing feature”, while the majority of students answered the statement as “no idea” (48.3%).

“Angel investment provides ease in realizing the business idea”, 9.7% of the students answered yes, 37.9% no, 52.4% no idea. “Angel investment provides financial and moral support to the entrepreneur”, 11.3% of students say yes, 35.8% no and 52.9% cannot express an opinion on the statement.

“Other financial providers start to look positively to an enterprise that benefits from the angel investment method”, 31.7% of the students answered no, and 54.2% had no idea.

“Angel investment gives angel investors the right to control and make decisions about the business they support”, 50.1% of students respond as I have no idea.

4.4. Difference Analysis

The difference of angel investment awareness according to gender was analyzed according to “Independent Sample t Test”. Analysis results are given in Table 3.

Table 3. Difference Analysis by Gender (n = 391)

	Gender	n	Avg.	Std. Dev.	f	t	p
Angel Investment Awareness	Female	186	2,27	,40	1,940	,093	,026*
	Male	205	2,03	,44			

According to Table 3, angel investment awareness varies by gender ($p < 0.05$). Accordingly, angel investment awareness of female students is higher than male students.

The difference in angel investment awareness by age was analyzed according to “One Way ANOVA Analysis”. Analysis results are given in Table 4.

Table 4. Difference Analysis by Age (n = 391)

		n	Avg.	Std. Dev.	f	p
Angel Investment Awareness	18-25	212	2,24	,45	1,084	,339
	26-35	161	2,31	,38		
	36 ve +	18	2,30	,41		
	Toplam	391	2,27	,42		

According to Table 4, angel investment awareness does not differ significantly by age ($p < 0.05$).

5. CONCLUSION and SUGGESTIONS

In this study, the angel investment awareness levels of undergraduate students studying at foundation universities in Istanbul Anatolian Side were investigated. For this purpose, students taking entrepreneurship or finance lessons are included in the research. The research was carried out between January-April 2020. In the analysis of the data, the answers of 391 students were examined.

In the study, “Angel Investment Awareness” scale, which is composed of 13 expressions and used by Canbaz and Öztürk (2019), was used. The reliability level of the scale was calculated as 0.851 and it was revealed that the statements had a high degree of internal consistency. The normality of the data, flattened and skew coefficients were examined and determined. Accordingly, it was determined that the data were normally distributed and “Independent Sample t Test” and “One-Way ANOVA Analysis” were applied in the difference analysis, using parametric techniques.

Frequency and percentage analyzes of 13 questions in the angel investment scale were made. According to the results, students taking entrepreneurship or finance lesson state that they have heard about angel investment concept and angel investment financing before. This level of awareness is higher in female students than in male students.

When students are asked detailed questions about angel investment, even if they take finance or entrepreneurship lessons, it is seen that the vast majority of students do not know the details of the subject. It can be seen that this situation is in line with the results of Canbaz and Öztürk’s 201 students studying in university in Afyonkarahisar in 2019. In order to eliminate this negativity, alternative sources and methods of funding for entrepreneurs, supporting institutions and organizations and opportunities should be explained in the lessons.

Angel investors; in addition to realizing the aims of new entrepreneurs, they create a synergy by allocating some of these resources to existing entrepreneurs and SMEs in financial distress, adding their own knowledge and experience. Thus, angel investor not only reduces the risk, but also prevents the entrepreneurs from going bankrupt, protecting the scarce resources in the country’s economies. With angel investment financing, new and creative ideas of entrepreneurs are revealed. By ensuring that these ideas come true, at the same time, funds that are inactive in the economy are

made operable. Financial markets will be operational. The society will be able to reach the level of technological development.

In the current situation, the entrepreneur can only go to the capitalists in his immediate vicinity in order to find funds. However, with the increase of angel investors, they can get a more competitive value by introducing their ideas and initiatives to this group.

The low number of angel investors causes this effect to be low. In developing countries, as the number of angel investors increases, entrepreneur options increase and the chances of success increase. Due to these positive effects, it is recommended that students are informed in detail in university education and connections with investors in the sector are provided.

The research was carried out in some foundation universities in the Anatolian Side of Istanbul in 2020. The study is not yet in the state and private universities in Turkey constitutes a constraint. The study was researched only on students and the results were revealed. It is thought that researching angel investment awareness on entrepreneurs is important as it can also provide sectoral comparisons. The sample examined in the study is in a restricted situation in this respect.

For future academic studies, researchers can work on larger samples. A comparison can be made by examining the awareness of students studying in public universities. At the same time, current entrepreneurs' awareness of angel investment can be explored. Entrepreneurs, especially SMEs, should contribute to what needs to be done by examining whether they receive knowledge and support on angel investment and angel financing.

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