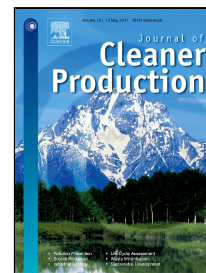


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Start-Up Sustainability: An Insurmountable Cost or a Life-Giving Investment?

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Highlights

- Investors internationally prioritize an exit over firm sustainability.
- Investors like investing in socially responsible national contexts.
- Firms that are sustainable in a sustainable national context do not attract investment.
- Firm missions and business models both influence investor choices.
- The *Start-Ups List* can improve the representativeness of international samples.

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