

STARTUPS

A **startup** is a company or project initiated by an entrepreneur to seek a problem worth solving and define a solution. Startups refer to the new businesses that intend to grow large beyond the solo founder. It faces high uncertainty and it has high rates of failure, however a minority of them become successful and influential.

PITCHBOOK DATA INC. & CB INSIGHTS

PitchBook Data, Inc. is a company that delivers data, research and technology covering the private capital markets, including venture capital(VC), private equity(PE) and M&A transactions.

The **CB Insights** is a machine intelligence platform that catches every private company financing and angel investment database to provide large enterprises with answers about growth, competition and the markets and technologies of the future

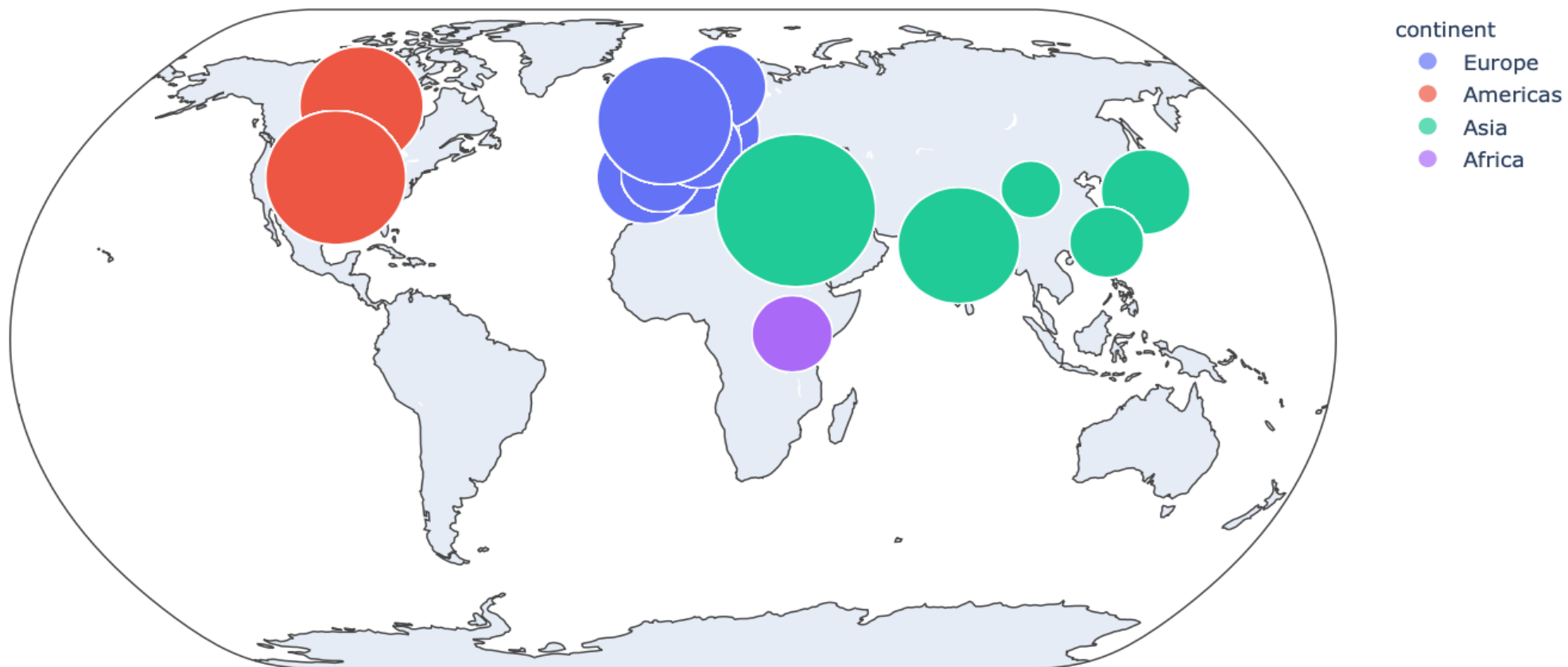
TOP 4 MOST PLACES WITH STARTUPS (USA)



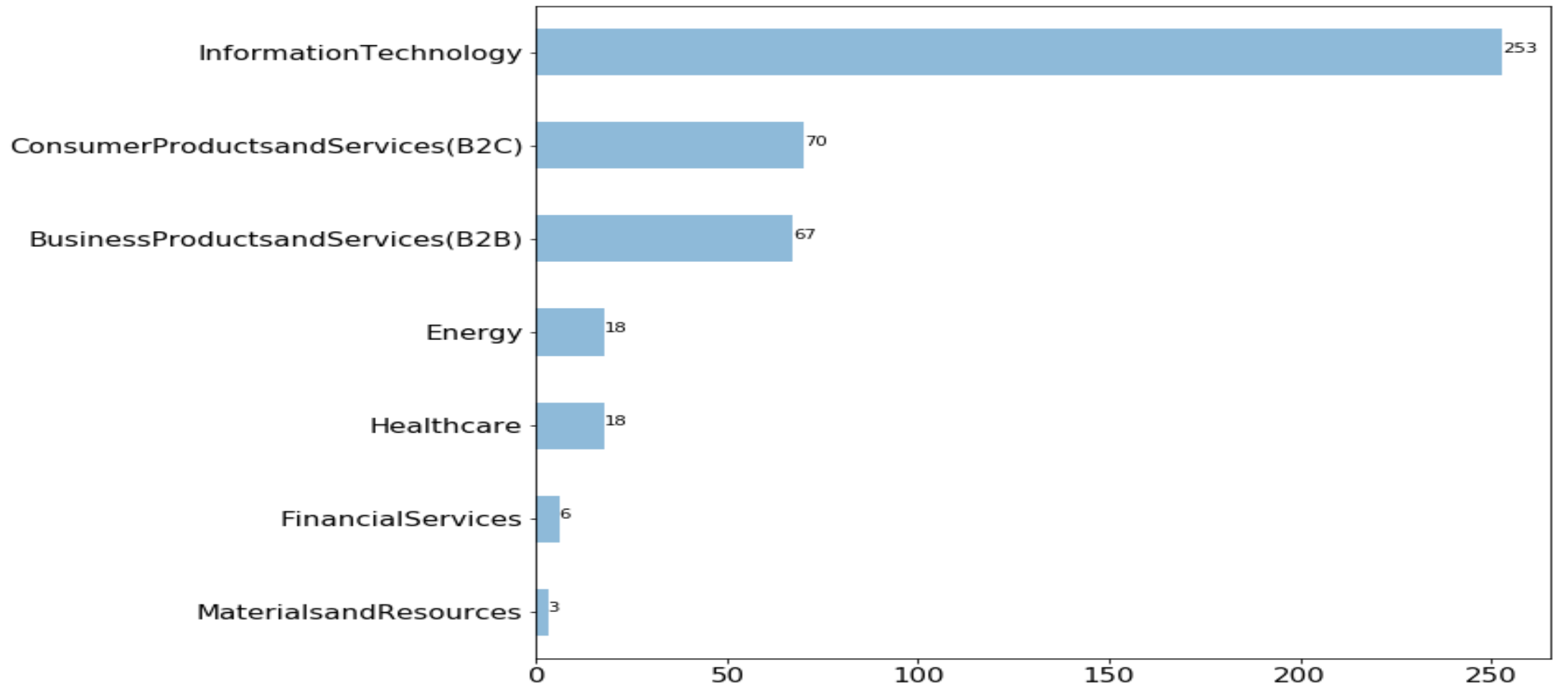
STARTUPS WORLDWIDE



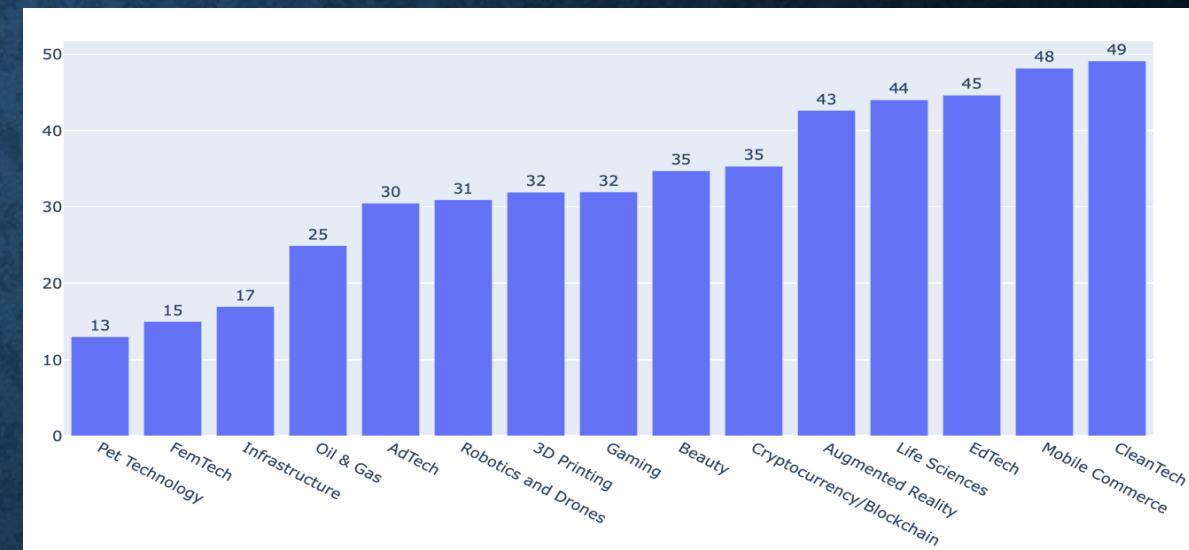
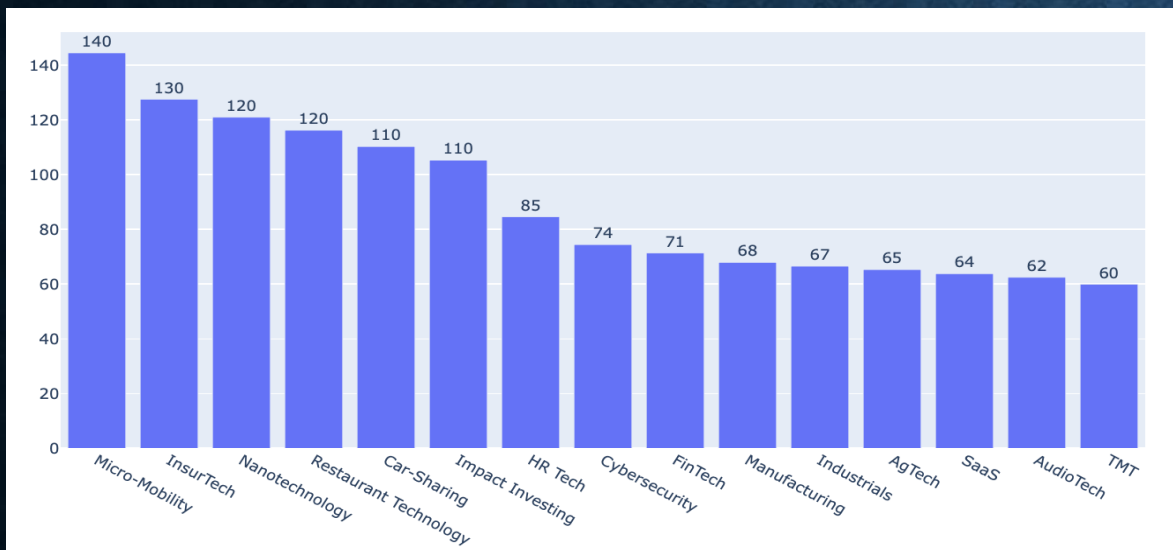
AVG FUNDING PER CONTINENT



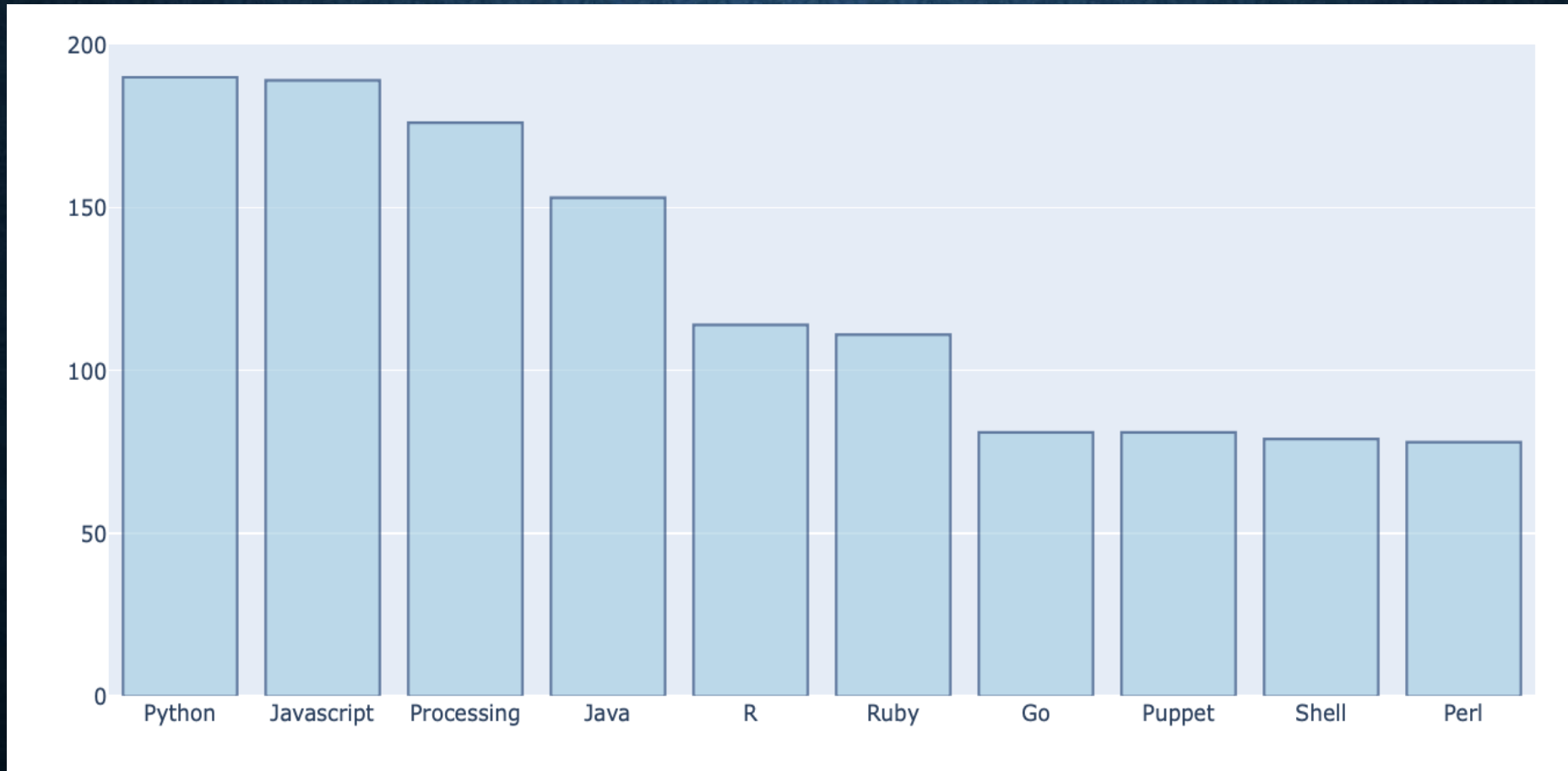
STARTUPS BY SECTOR



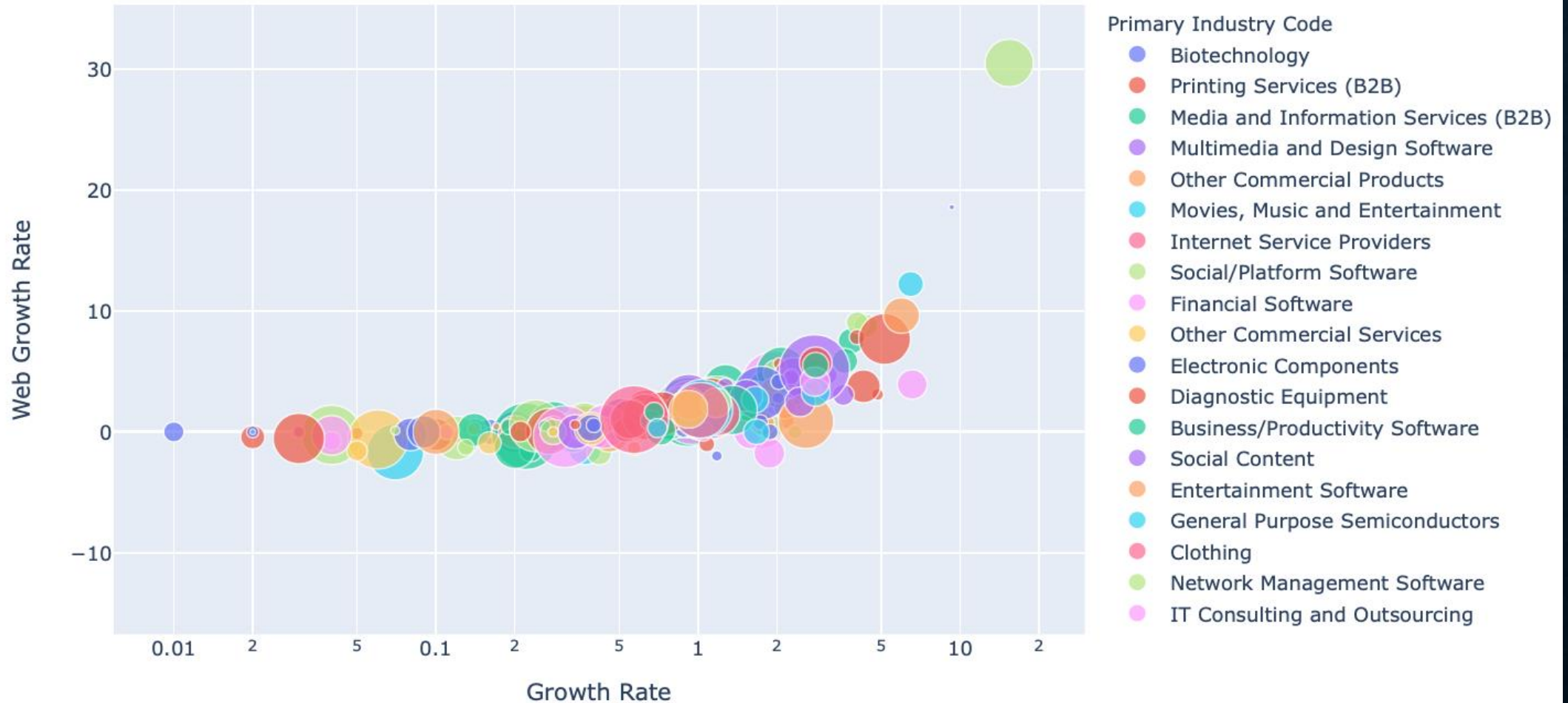
MOST AND LEAST FUNDED INDUSTRY VERTICALS



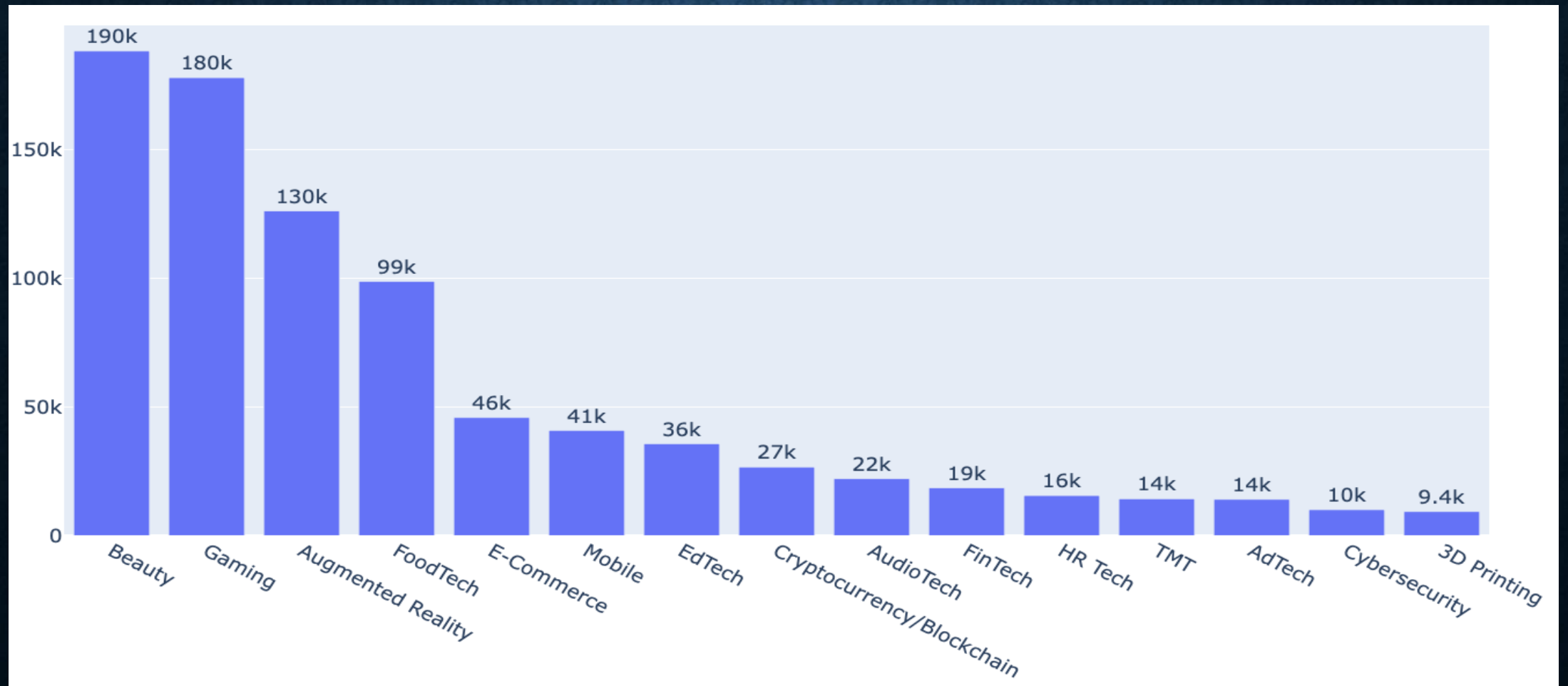
TOP 12 MOST USED PROGRAMMING LANGUAGES IN STARTUPS



Correlation between Startup Growth Rate and Web Growth Rate



INDUSTRY VERTICALS MOSTLY INVOLVED IN SOCIAL MEDIA

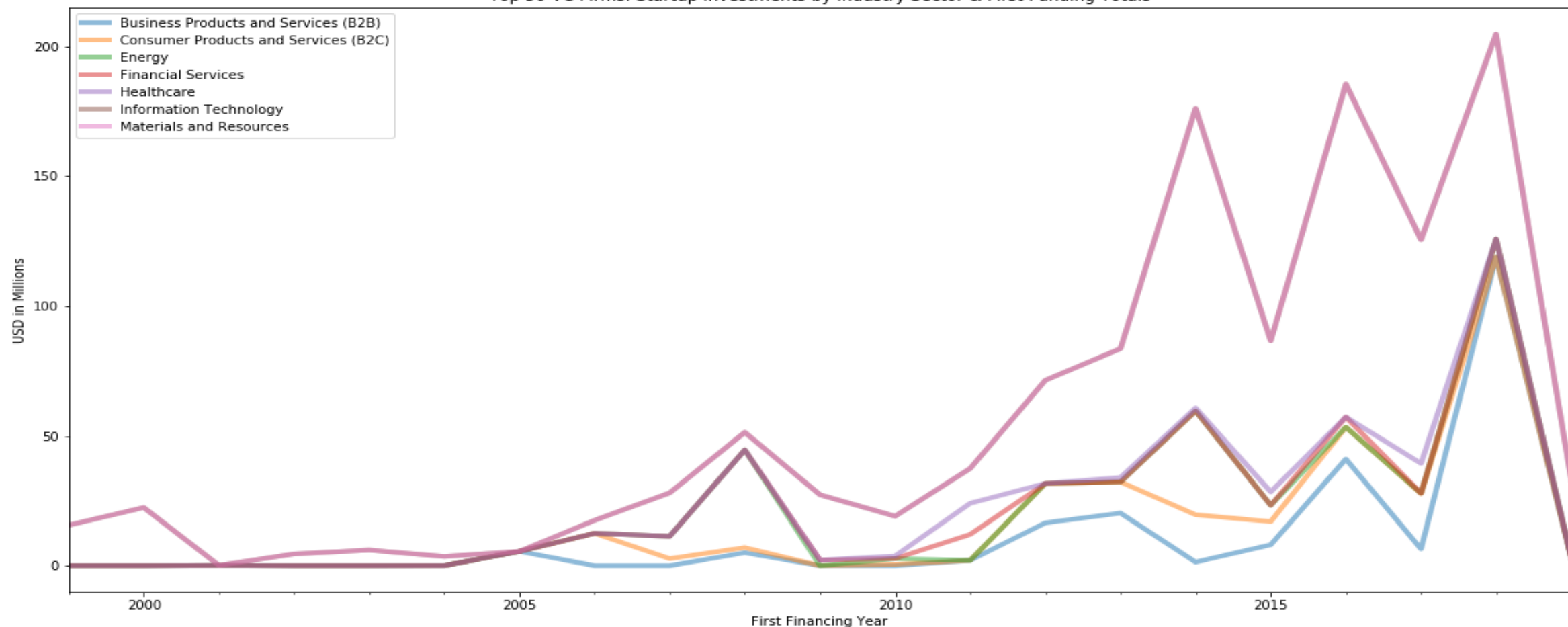


WHEN STARTUPS HAVE VC FIRMS AS INVESTORS, DO THEY INCREASE IN VALUE AT A GREATER PERCENTAGE OVER TIME?

- Total Startups: 1,071 Startups
- Total Unique Investors: 5,664
- **Group 1: Top 50 VCs**
- Top 50 VCs Total Investments: 230 Startups
- Top 50 VCs (Based on CB Insights Best Performing VC Partners): investments in startups, ranging (15 – 109)
- **Group 2: All Other Investors**
- All Other Investors Total Investments: 841 Startups
- Total Unique Investors: 5,434 (including: PE firms, Individual Investors, Funds, VC firms outside the Top 50,
- Incubators, Governments, etc)

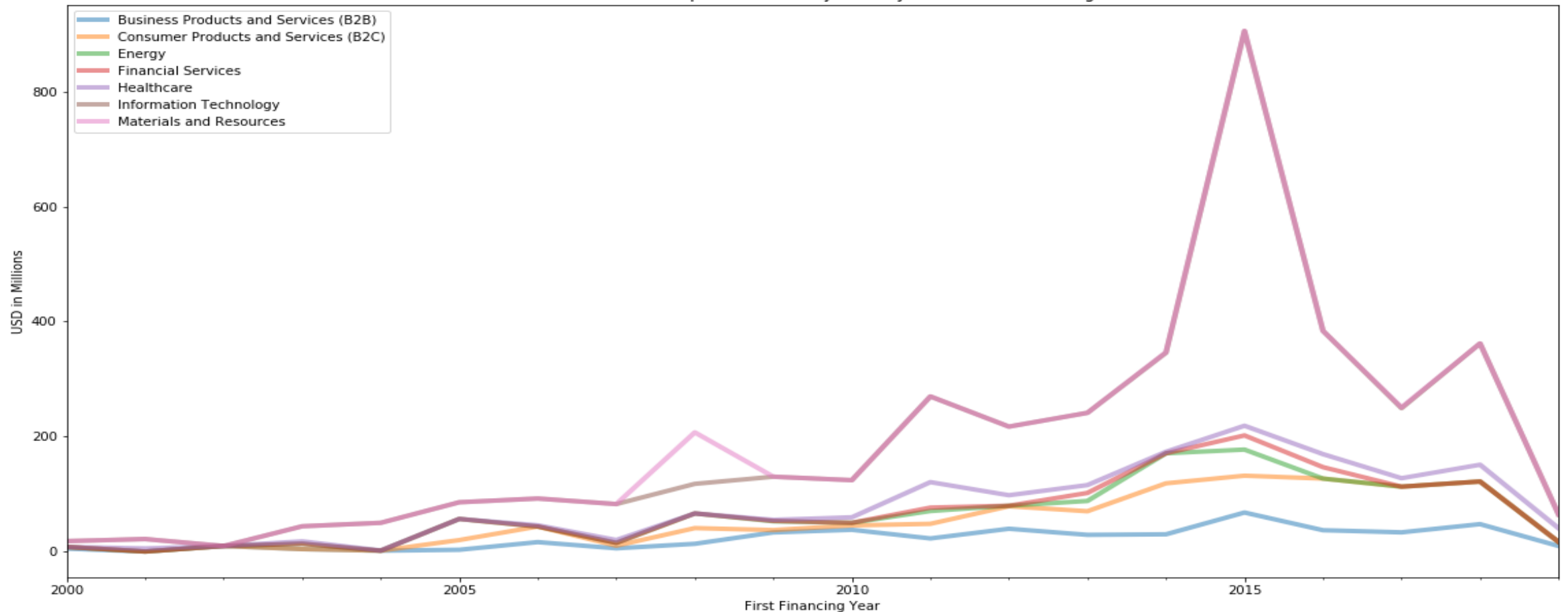
TOP 50 VC STARTUP INVESTMENTS BY INDUSTRY

Top 50 VC Firms: Startup Investments by Industry Sector & First Funding Totals

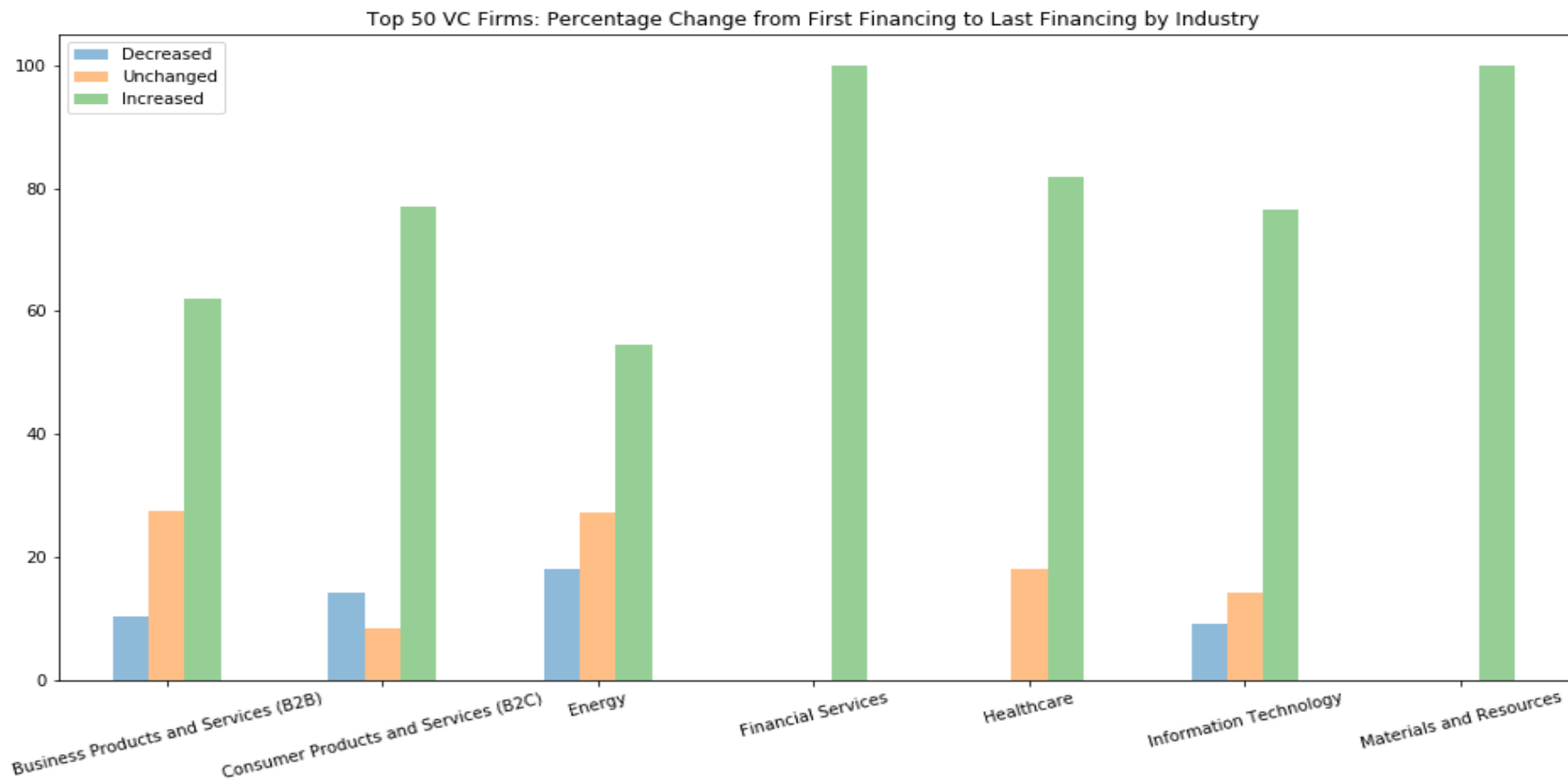


ALL OTHER INVESTORS STARTUP INVESTMENTS BY INDUSTRY

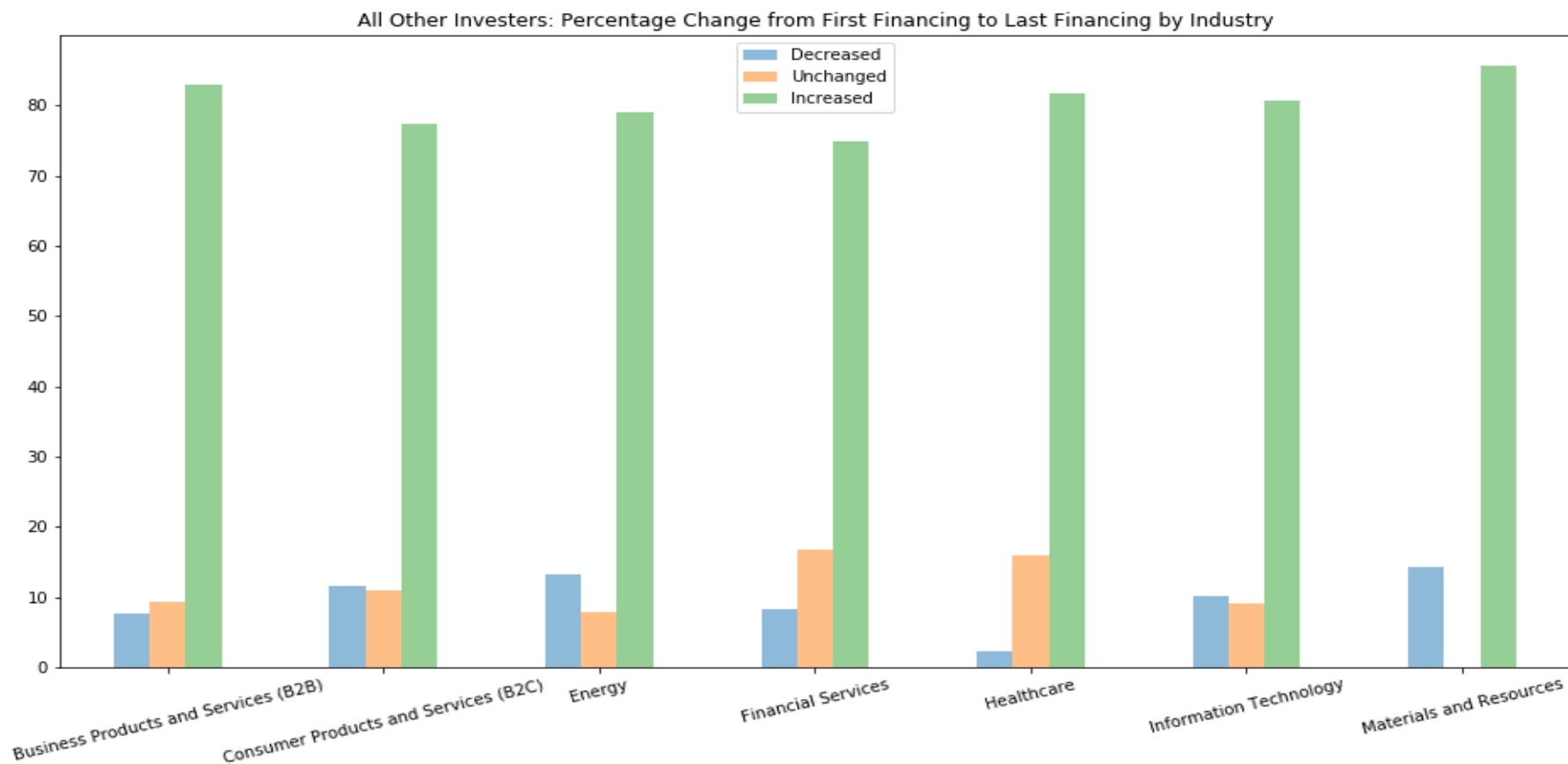
All Other Investors: Startup Investments by Industry Sector & First Funding Totals



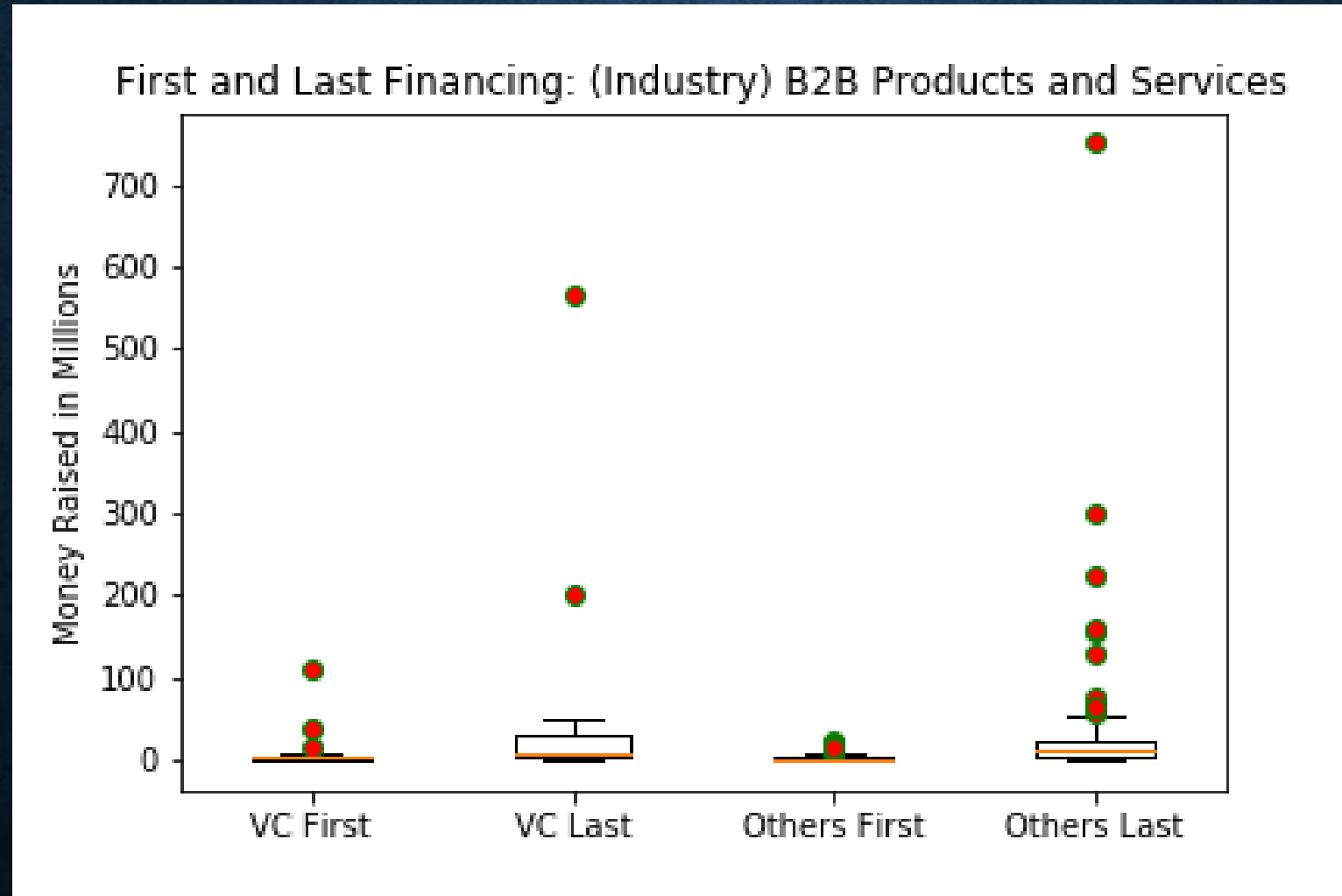
TOP 50 VC STARTUPS: PERCENT CHANGE FROM FIRST/LAST FINANCING BY INDUSTRY



ALL OTHER INVESTORS STARTUPS: PERCENT CHANGE FROM FIRST/LAST FINANCING BY INDUSTRY



B2B INDUSTRY SECTOR: FIRST & LAST FINANCING



- The highest number of startups is in Information Technology.
- The average funding size and median for each geographical region are very close.
- Investors are interested in funding technology related areas, and the top three industry verticals are Micro-Mobility, InsuTech and Nanotechnology.
- Social media involvement is correlated with startup growth rate, signaling that social media involvement could be beneficial for startups.
- The Other Investors Group startups had a greater percentage of increase from First to Last Funding than the Top 50 VC Group by Industry (Greatest Difference: B2B Industry Sector)
- Both Groups had B2B representing approx 13% of total investments
- 83% of Other Investors Group startups vs. 62% of Top VC Group startups in B2B sector had increased