



# Global Landscape of Unicorn Companies

By

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# Objective

- To analyze and illustrate the current global landscape of unicorn companies, highlighting key insights and providing strategic recommendations.

# Overview

The Unicorn dataset contains 1,074 companies in 15 distinct industries but it is only 599 companies that can be referred to as unicorn based on the fact that they have over \$1B valuation and they span across 183 cities and 43 countries.

# Methodology

Here are the steps taken for data exploration and analysis:

- The dataset was gotten from CB Insights & Crunchbase including fields like City, Industry, Country, Valuation, Company, Date Joined, Year Founded and Select Investors.
- The data was explored in PowerBI using power query where the data cleaning was done which entails - removing duplicates, renaming columns, creating custom measures and columns.
- Power BI was also used for creating visualizations, applying filters, and sorting data for clear insights.



# Unicorn Dashboard

599

Unicorns

15

Industries

43

Countries

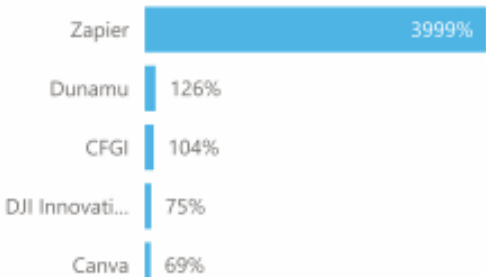
183

Cities

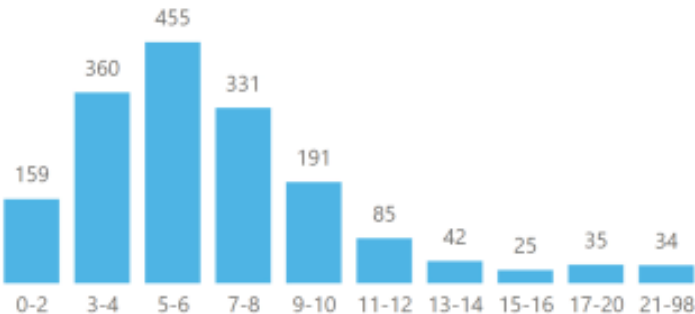
Year

All

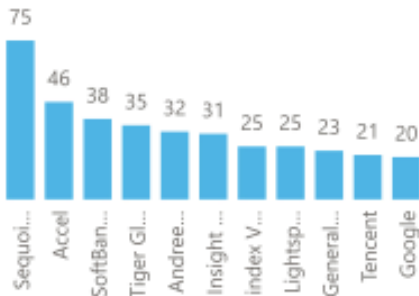
## ROI by Company



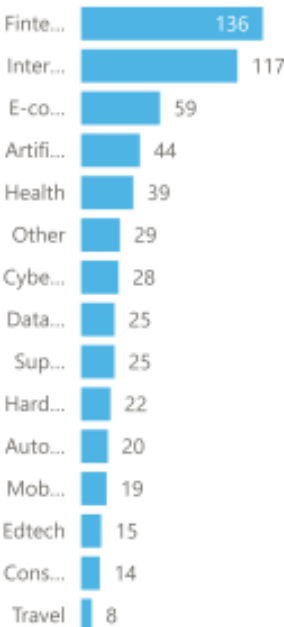
## Distribution of Time to Unicorn Status by Years



## Unicorns by Investors



## Unicorns by Industry



## Unicorns by Country



City	Unicorns	Industry
San Francisco	38	Internet software & services
San Francisco	32	Fintech
New York	15	Fintech
London	14	Fintech
New York	8	Internet software & services
San Francisco	7	Artificial intelligence
San Francisco	7	Health
New York	6	Health
Paris	6	E-commerce & direct-to-consumer
Shanghai	6	Auto & transportation
Bengaluru	5	Internet software & services
Beijing	4	Artificial intelligence
Beijing	4	E-commerce & direct-to-consumer
Beijing	4	Edtech
Bengaluru	4	Fintech
Berlin	4	Fintech
New York	4	Cybersecurity
San Francisco	4	Supply chain, logistics, & delivery
Total	599	

# Key Insights

- Zapier stands out with a 3999% Return on investment (ROI) amidst other unicorn companies, indicating high profitability in automation and software services. Other companies like Dunamu has 126% ROI and CFGI has 104% ROI.
- Fintech leads with 136 unicorns, followed by Internet Software & Services (117) and E-commerce (59).
- Majority of the companies, 455 in number attain the unicorn status within 5-6 years. The United States(337) and China(72) are the leading countries that dominate the unicorn landscape with high proportion of industry hubs in cities like San Francisco(84) and New York(29).
- The top 5 funding investors include Sequoia Capital(75), Accel(46), SoftBank(38), Tiger Global(35) and Andreessen Horowitz(32). This highlights their critical role in the growth of unicorns.

# Recommendations

- Investors should focus on emerging markets and also, diversify their investments by exploring opportunities in industries like AI, Health and Cyber security.
- Entrepreneurs should establish presence in cities with prominent industry tech hubs to attract investment and also, prioritise strategies that will enhance rapid growth in order to attain the unicorn status within the 5-6 years window.
- Policymakers should support the tech ecosystem by creating a favourable environment that fosters startups growth in high-potential cities/regions.

***Thank You***