

Understanding a Unicorn

Daniel Gaza

Total Companies	Number of Countries	Average Time to Become a Unicorn	Number of Industries	Number of Investors
1074	46	7	15	1,059

Year Company was Founded

1919

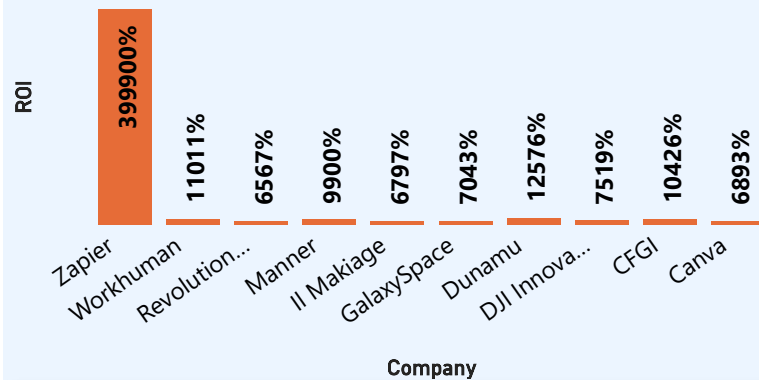
2021

Year Company became a Unicorn

2007

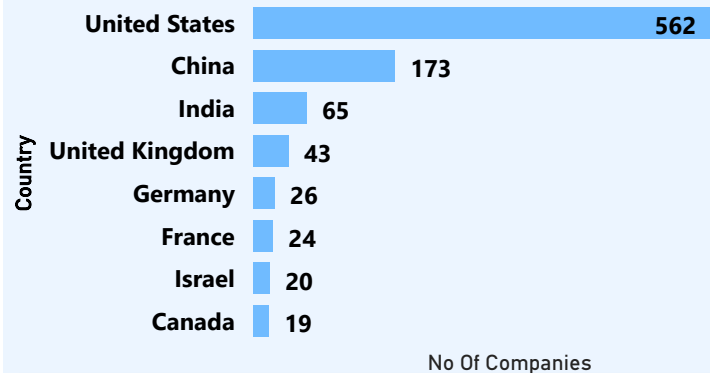
2022

Top10 ROI



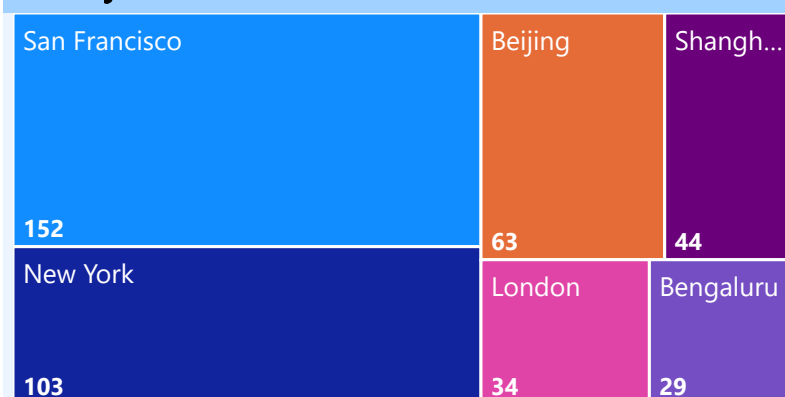
Zappier had the highest return on investment, with a ROI of 399900%, which is a good return on any investment.

Counties with the Most Unicorn



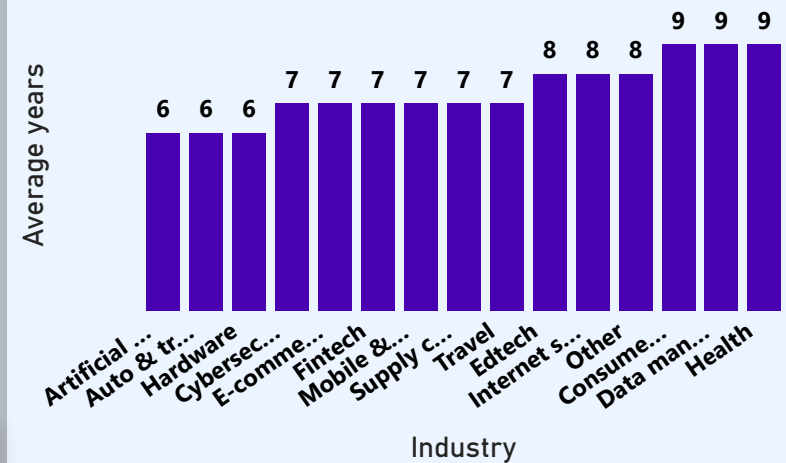
Countries with the most unicorns, the United States (USA) came in first with over 500 unicorns, with China close behind, and San Francisco identified as an industry hub.

Industry Hub



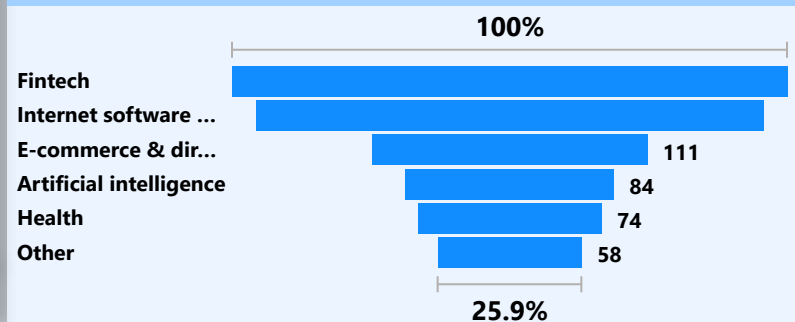
Cities that have produced the most unicorns thus far

How it takes a company (in a industry) to become a unicorn



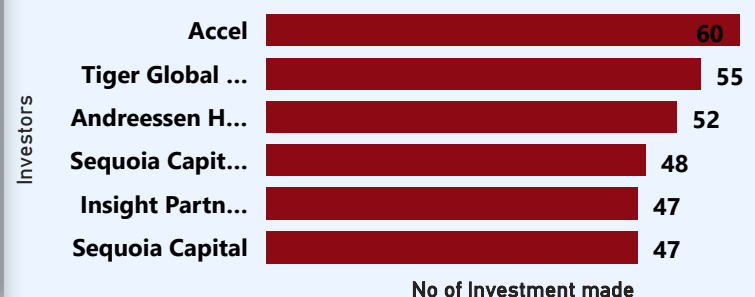
On average, we found that it takes a startup 7 years, but when we take some criteria into account, such as the year founded, we find that it takes approximately 24 years for startups founded between 1919 and 2000. From 2001 to 2021, it takes an average of 7 years; we also looked into how long it will take startups in various industries, which is shown in the chart above

Industries To Produce The Most unicorn



Fintech, Internet software & services and E-commerce & direct-t-consumer are the top three industries to produces unicorns.

Top Investors



Top investors, who have invested in the businesses that have become a unicorn