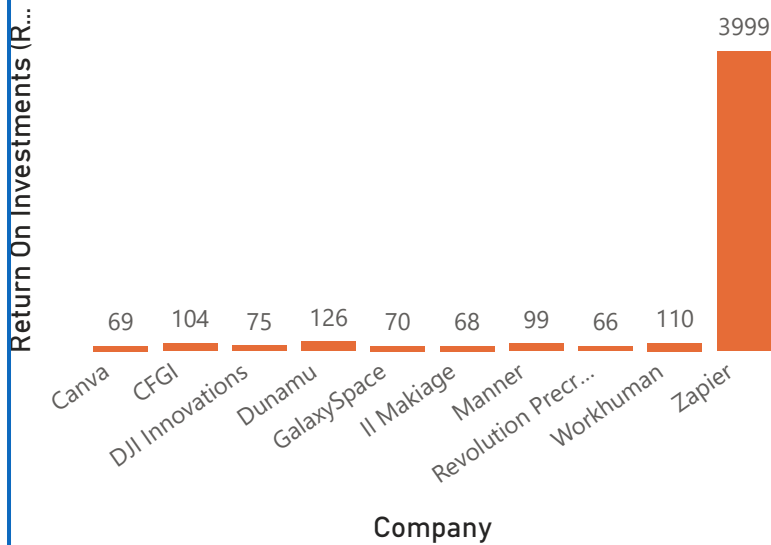
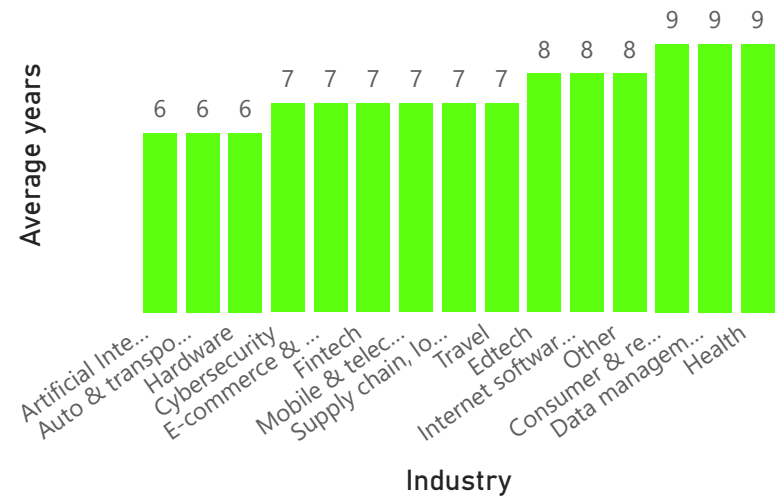


## Understanding Unicorns

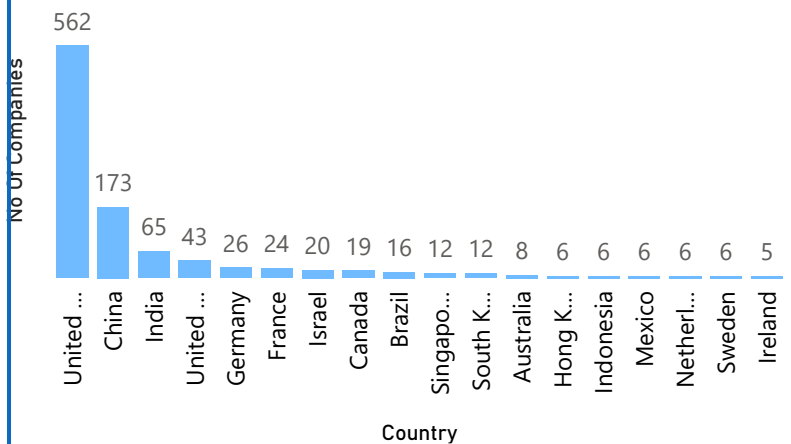
### Top10 Return On Investment



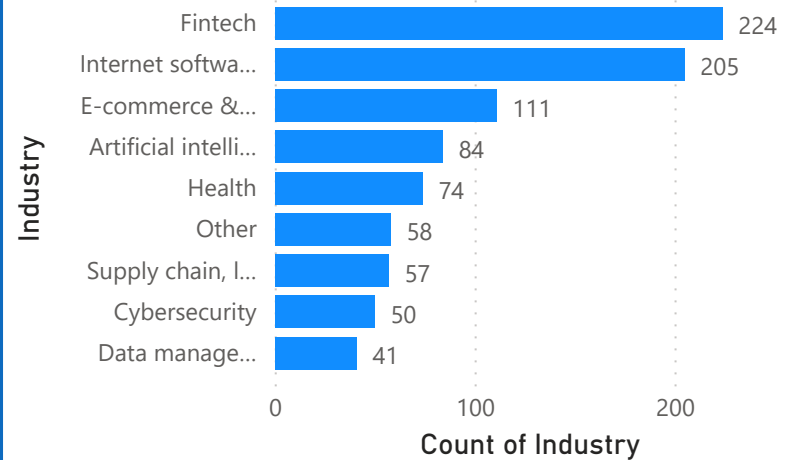
### How it takes a company (in a industry) to become a unicorn



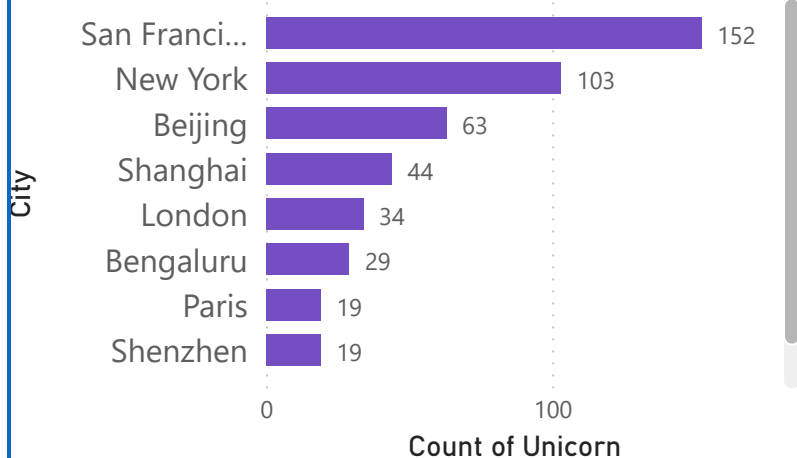
### Countries with the Most Unicorn



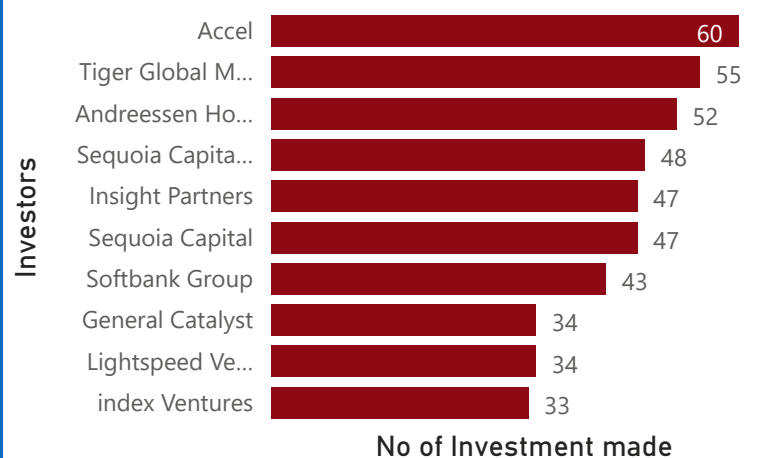
### Industries To Produce The Most unicorn



### Industry Hub



### Top Investors



## Insights

- Zapier had the highest return on investment, with a ROI of 399900%, which is an excellent return on investment.
- How long does it take for a company 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.
- 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.
- Fintech, Internet software & services and E-commerce & direct-to-consumer are the top three industries to produce unicorns.
- The final question was to identify the top investors who had funded the most unicorns. Accel has funded 59 unicorns, which is a good track record, and Tiger Global management has funded 53 unicorns.