

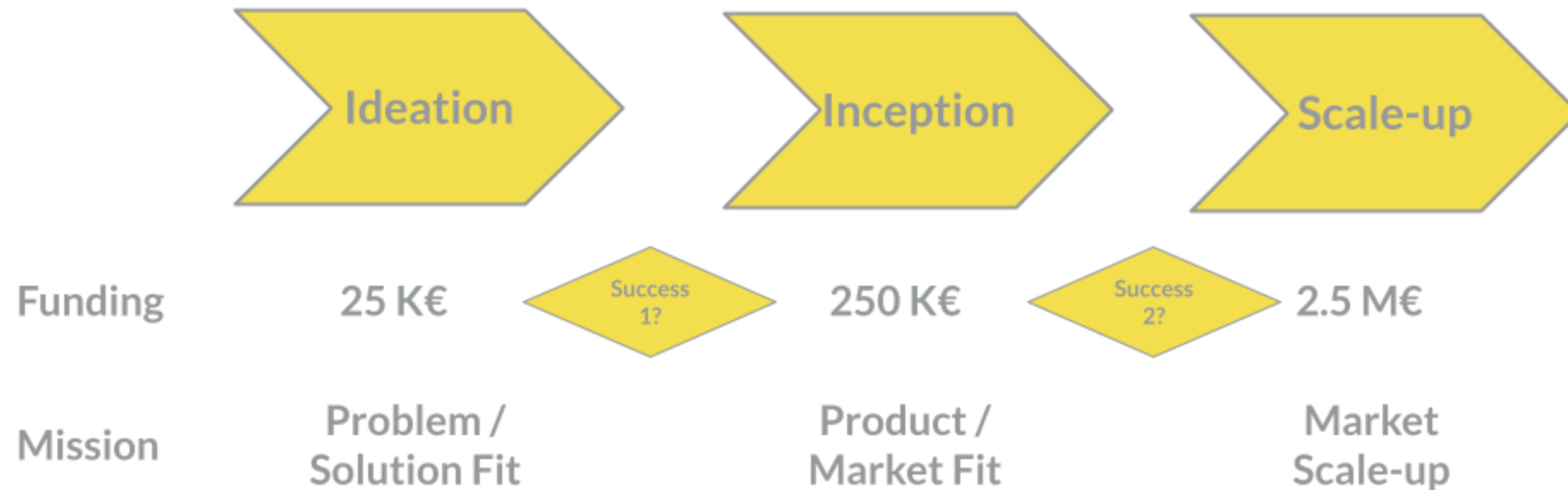


IN015 Project - Startups

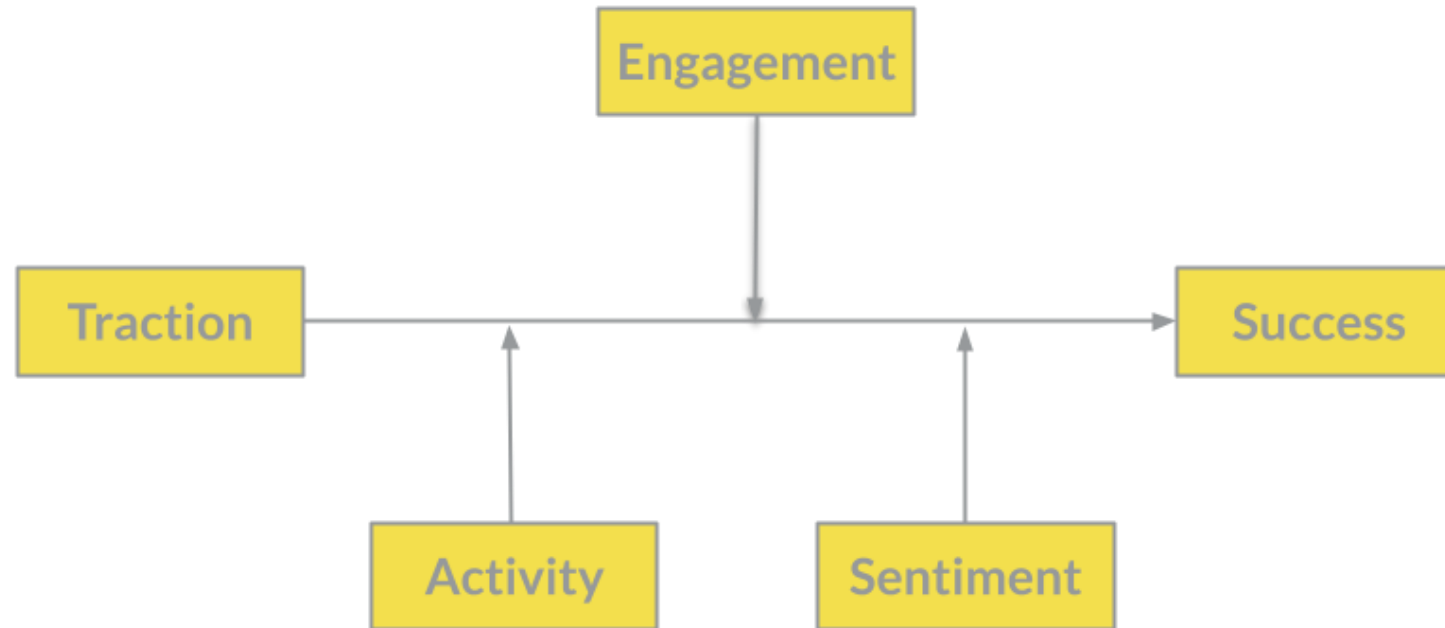
Pablo Hernández

Can we predict startup success
using Twitter?

Entrepreneurship Process



Twitter as a proxy of Traction



Twitter Activity Variables

Variable	Description
Tweet count	Total number of tweets sent
Tweet rate	Rate of tweets sent by day (Tweet count / Number of days)
Original ratio	Ratio of original tweets (Original count / Tweet count)
Retweeted ratio	Ratio of retweets (Retweeted count / Tweet count)
Replied to ratio	Ratio of replies (Replied count / Tweet count)
Quoted ratio	Ratio of quotes (Quoted count / Tweet count)

Twitter Engagement Variables

Variable	Description
Retweet count	Total number of retweets received
Retweet ratio	Ratio of retweets received (Retweet count / Tweet count)
Retweet rate	Rate of retweets received (Retweet count / Number of days)
Reply count	Total number of replies received
Reply ratio	Ratio of replies received (Reply count / Tweet count)
Reply rate	Rate of replies received (Reply count / Number of days)
Like count	Total number of likes received
Like ratio	Ratio of likes received (Like count / Tweet count)
Like rate	Rate of likes received (Like count / Number of days)
Quote count	Total number of quotes received
Quote ratio	Ratio of quotes received (Quote count / Tweet count)
Quote rate	Rate of quotes received (Quote count / Number of days)
Engagement count	(Retweet count + Reply count + Like count + Quote count)
Engagement ratio	(Engagement count / Tweet count)
Engagement rate	(Engagement count / Number of days)

Modeling Process

