Report of Data Visualization

## -Scoreecard 2

Yizhe Shang

forkaia

Abstract

- This report gives a general view of 160 startups in Scorecard 2. The porportion and the statistics are shown.

- Each startup will be graded from 1 to 10. Each number has different meanings for different category.

- The report will be presented by six parts: Innovation, Relevance to Need of Customer, Scope of Investment, Profitability, Conversion Possibility, and User Stickness.

- For each part, a pie plot will show the proportion of each schore for each category, and then a bar plot will show the overall statistics.

- There will be a summary an the end of each part, startups who get the highest and lowest score will be listed. The comment on each stratup will also be shown if there is one or hasn't been shown.
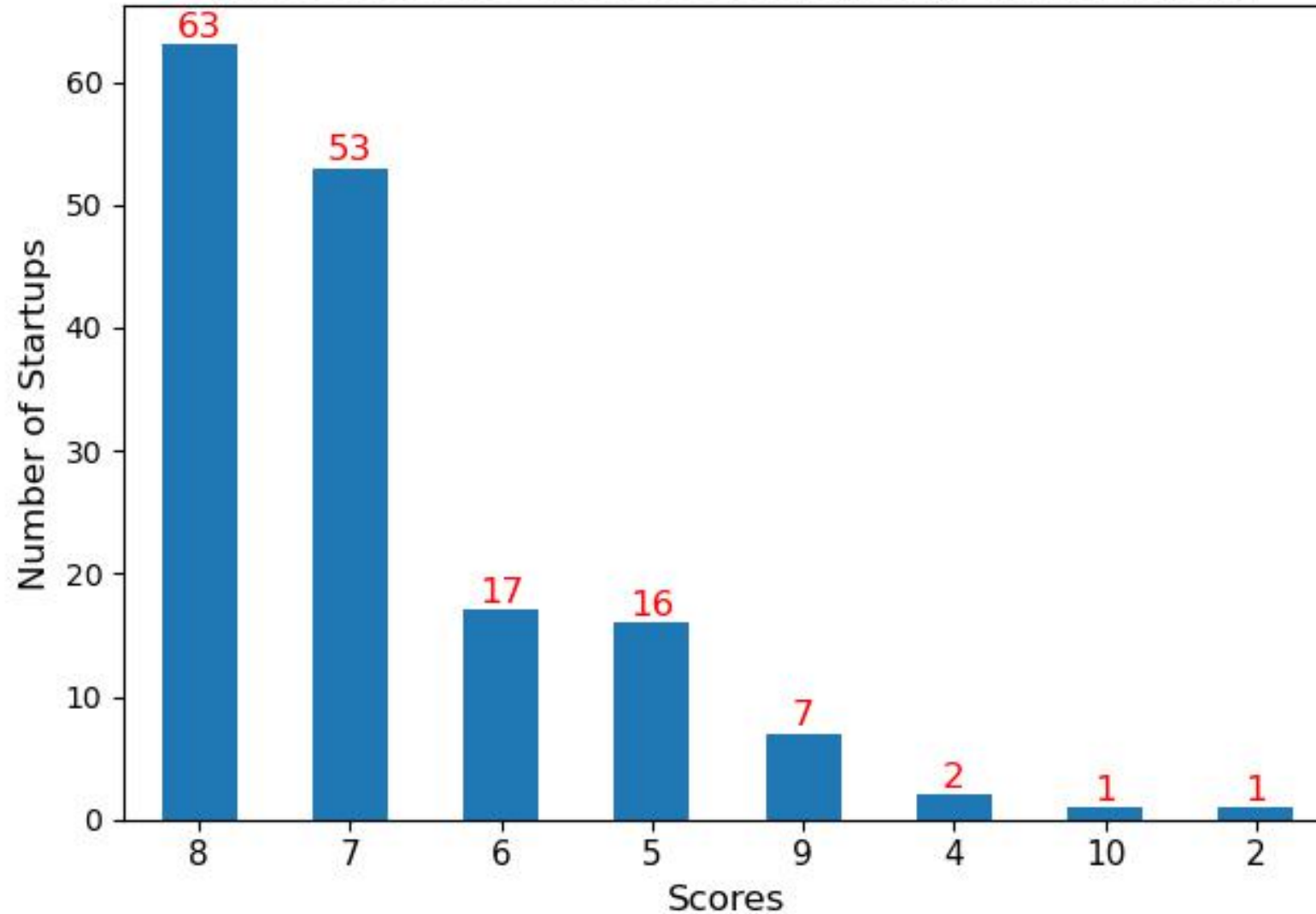
Distribution by Innovation(%)
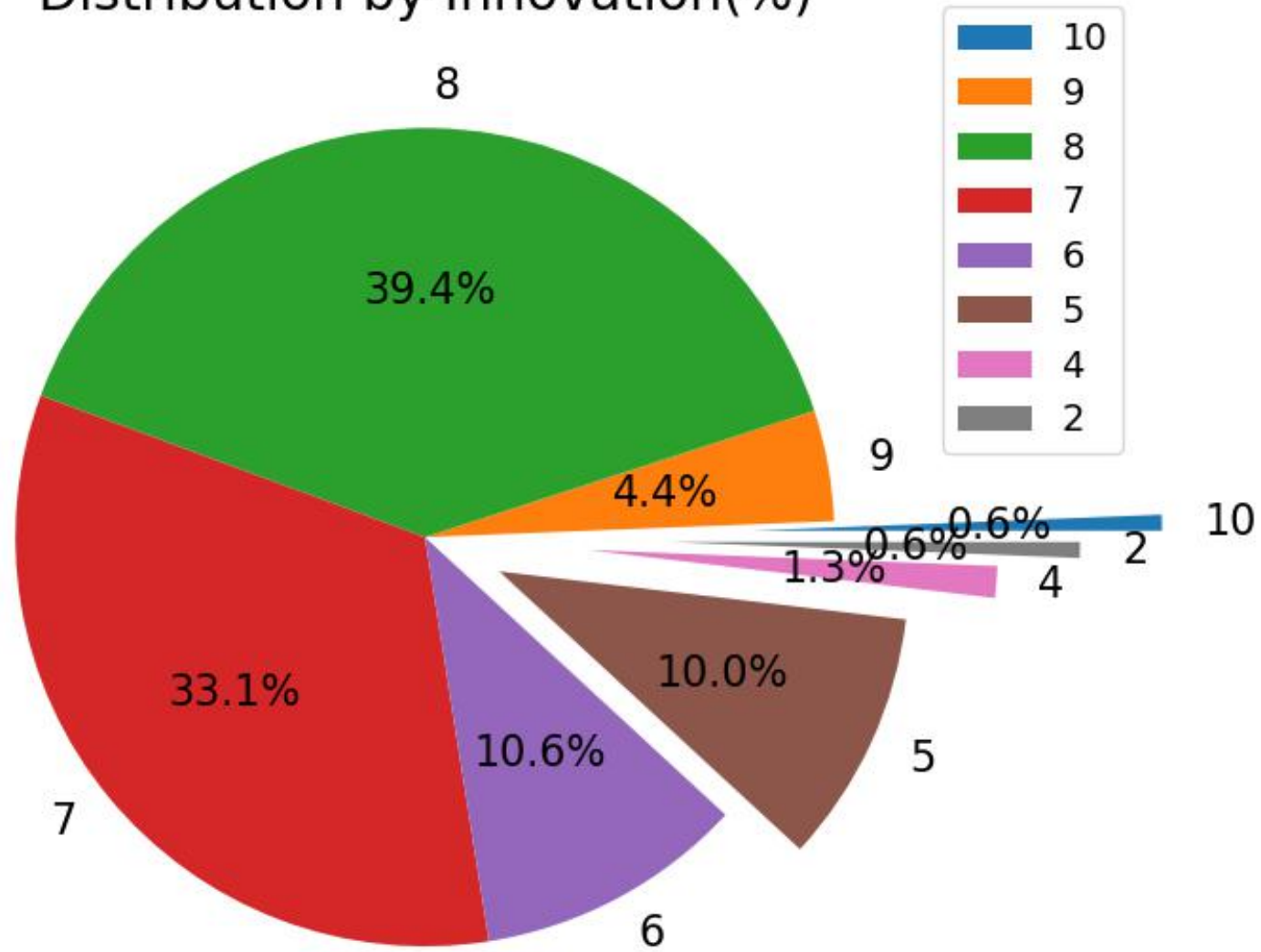
1: Not innovative at all.

10: Extremely innovative with huge potential

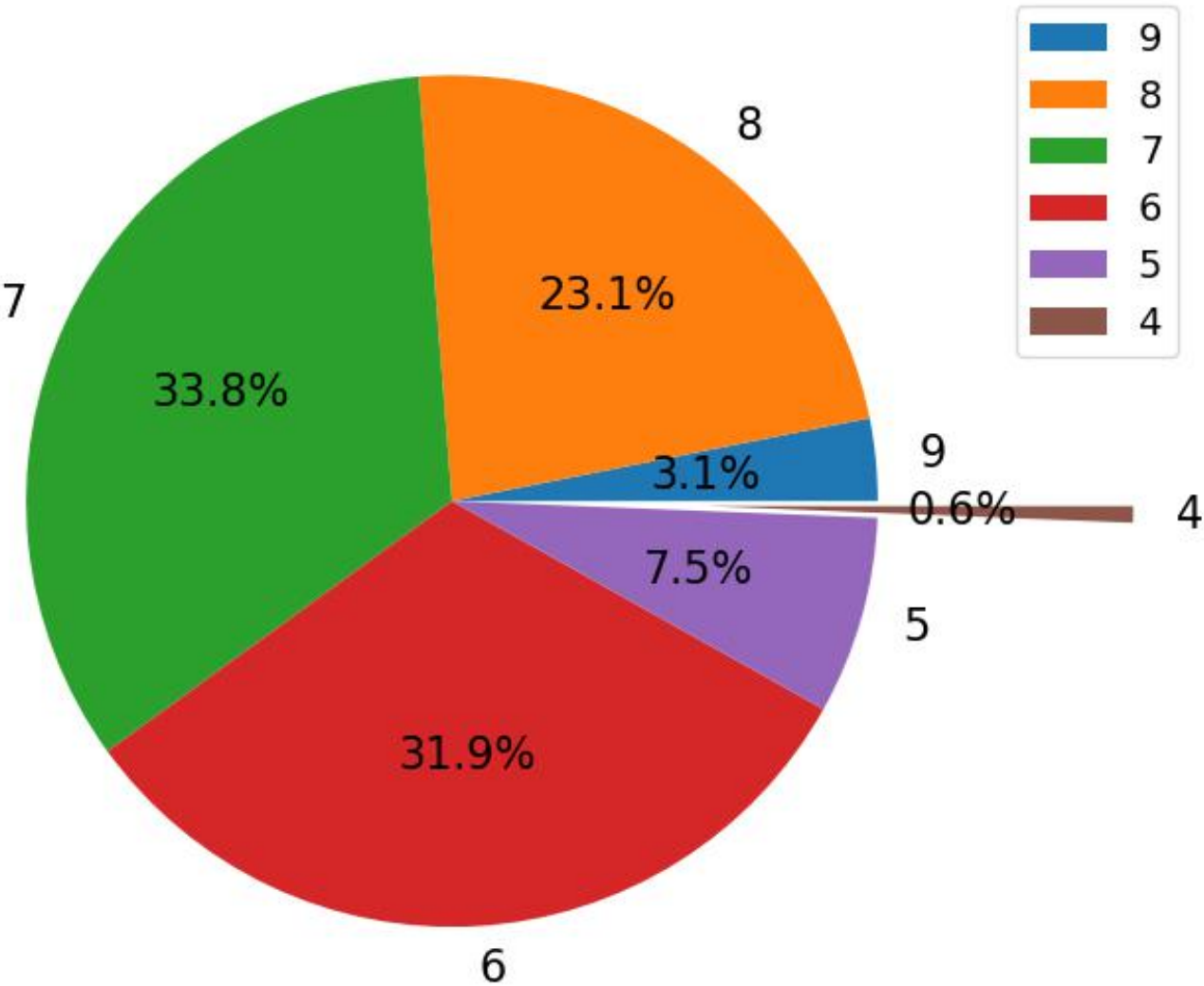The Statistics about Startups by Innovation.

Summary

- Only one startup get 10. That is BKFK.

- Most startups get 8 and 7 for Innovation.

- The startup who get 2 is BAM.

- Comment on BAM: I didn't see any innovation from your hoddies, if i need to spend 90 dollars for your hoddie, why don't I just buy lululemon? Which is more professional and the brand history is longer.

Relevance to Need of customer

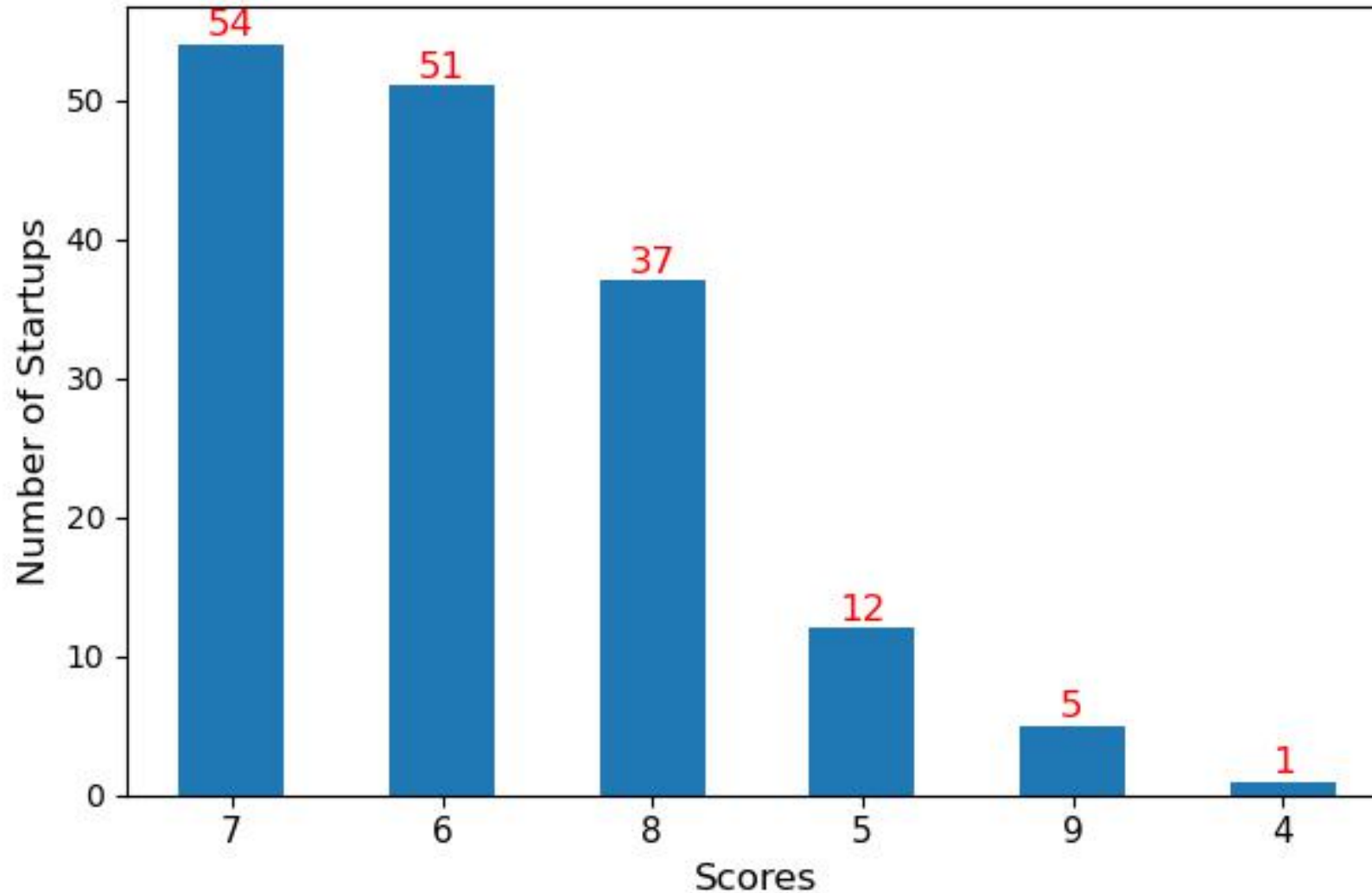Distribution by Relevance to Need of customer(%)

Relevance to Need of Customer

The Statistics about Startups by Relevance to Need of customer.

1: Irrelevant.

10: Very attractive to the target market.

Summary

- Five startups get 9, which is the highest score for Relevance to Need of Customer. They are PLAID, Toy Trader, LANKING, FORWARD, abd TOLL'D. No comment on PLAID.

- Comment on Toy Trader: How do kids exchange or trade their toys? Shipping? Or they need to meet each other?

- Comment on LANKING: Similar website existed, more functions need to add to attract customers.

- Comment on FORWARD: Similar website existed, need add some different service from linkedin

- Comment on TOLL" D: Similar service existed, need to have different function to atrract customers.

- Most startups get 8 and 7 for Innovation.

- 4 is the lowest socre for Relevance to Need of Customer. The startup who gets 4 is ELEVATE. The comment on ELEVATE is "this technology is difficult to achieve and the customer demands might be low."
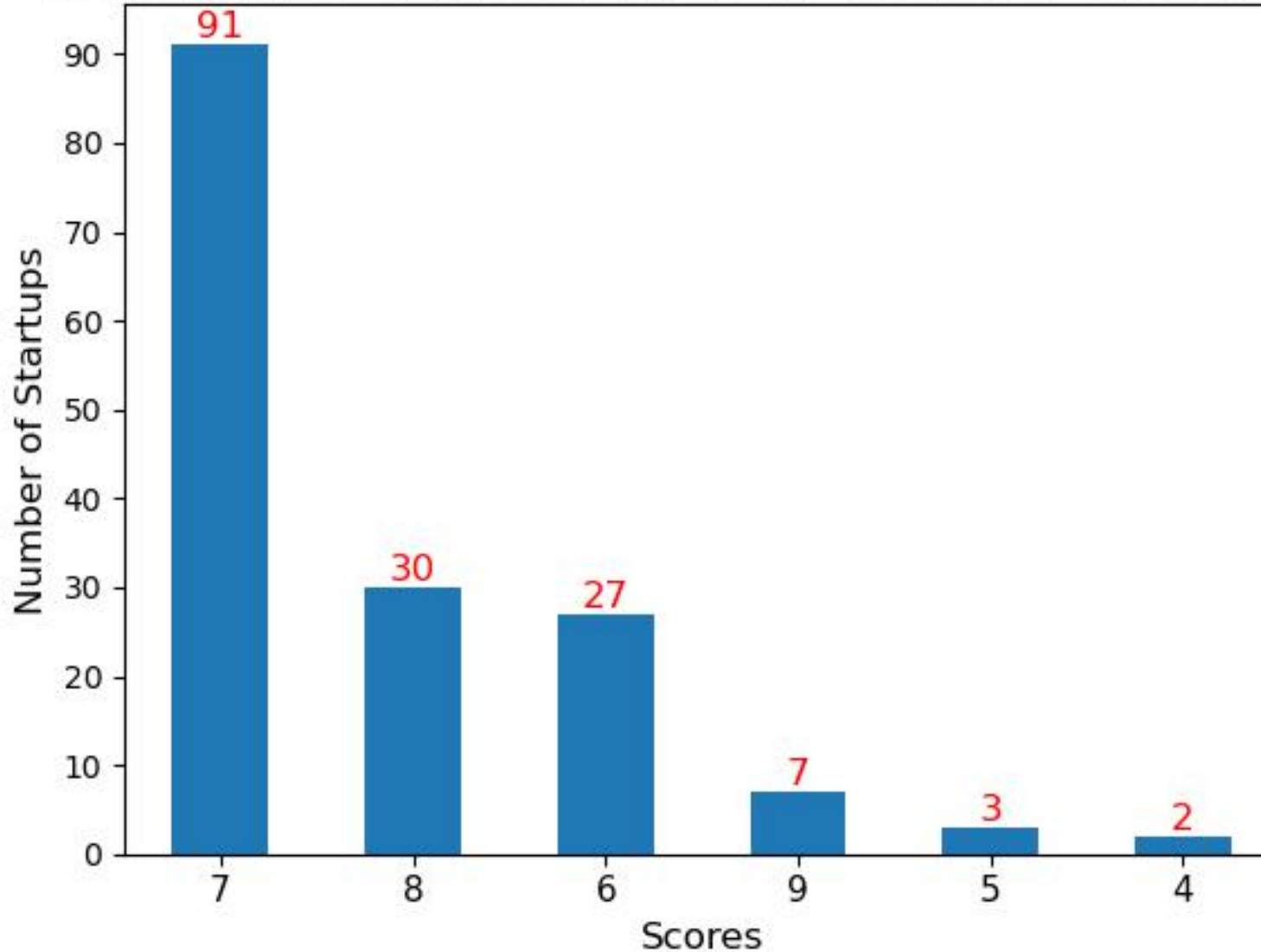
Scope of Investment(%)
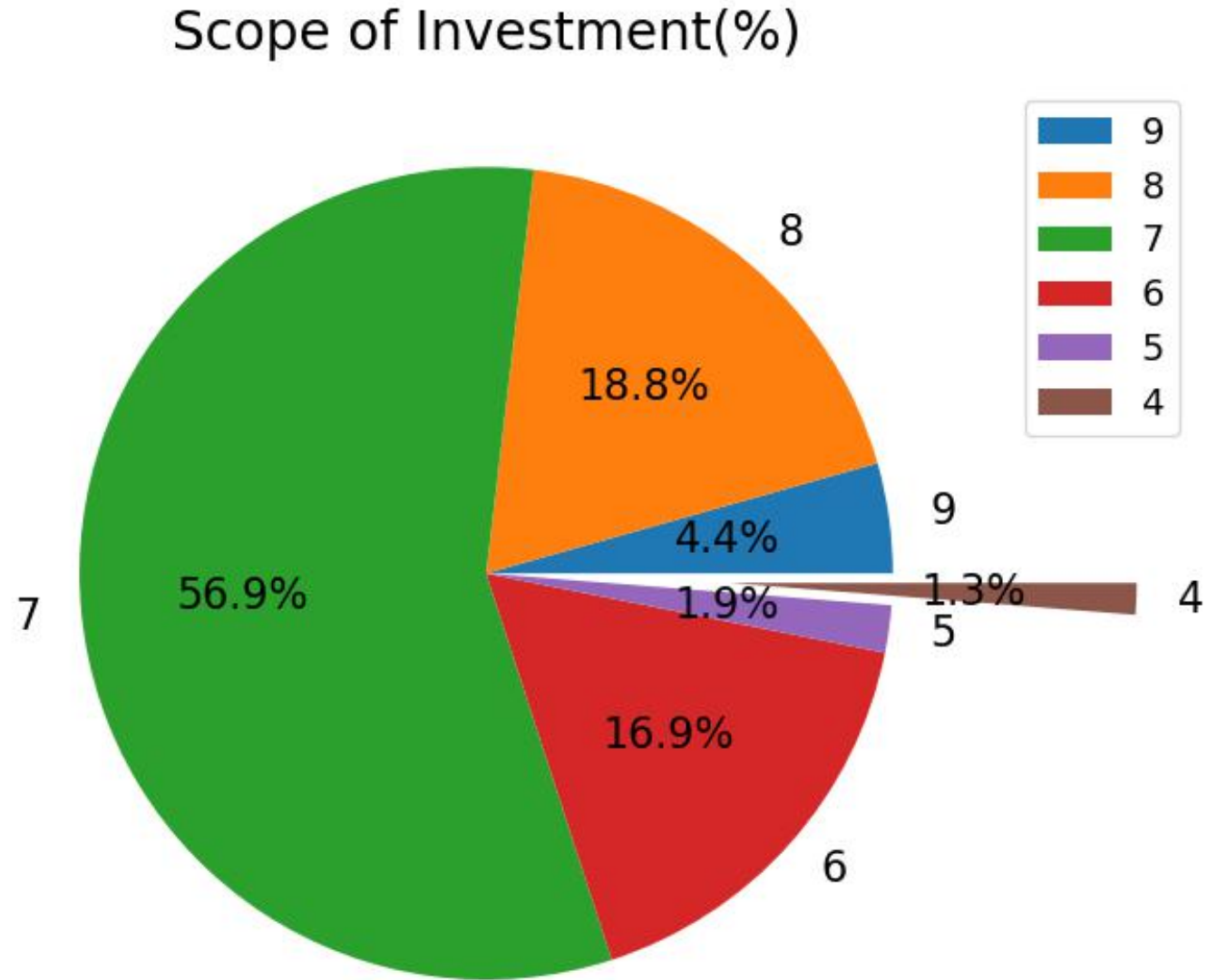
Investment

1: Need a huge amout of investment.

10: Need little investment.

The Statistics about Startups by Scope of Investment.

Summary

- 9 is the highest score for Scope of Investment. ELEVATE, Droney, White Compass, Round Z, NAIM, INSOLAR, and SoftWear get it.

- Comment on Droney: It may take long time to achieve this technology due to the local government regulations . Is human control the drones or AI? If AI control the drones, the system need to be very strong.

- Comment on White Compass: This technology high rely on its accuracy.

- Comment on NAIM: The accuracy is important.

- Comment on SoftWear: This technology need huge amount of money to devolope, and there may only small number of people can afford.

- 4 is the lowest socre for Scope of Investment, and Live Meditation and Loop get it.

- Comment on Live Meditation: More functions need to be add into this app,otherwise its not atrractive enough

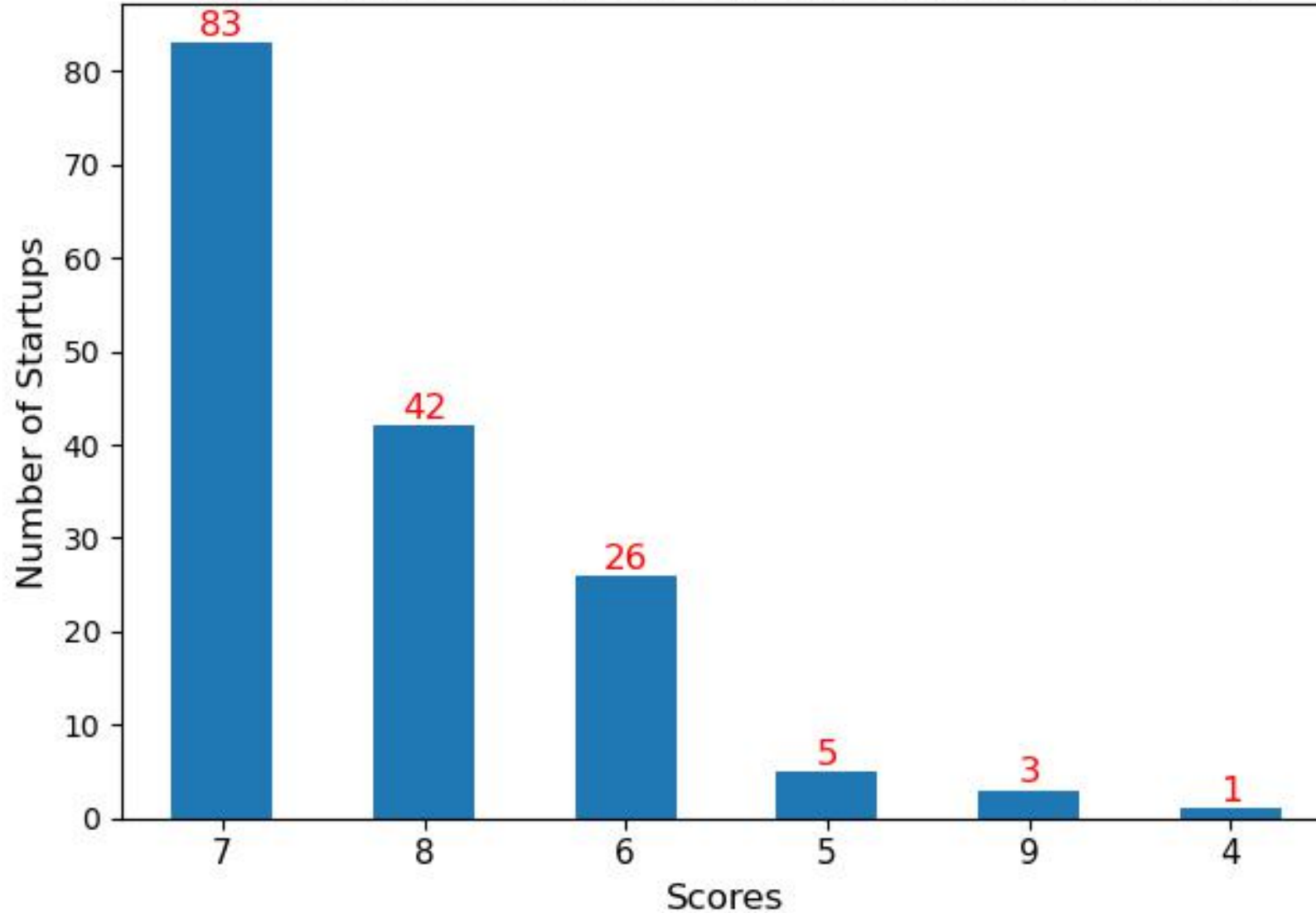- Comment on Loop: This sevice may need pay more attention on atrract their customers.

Profitability
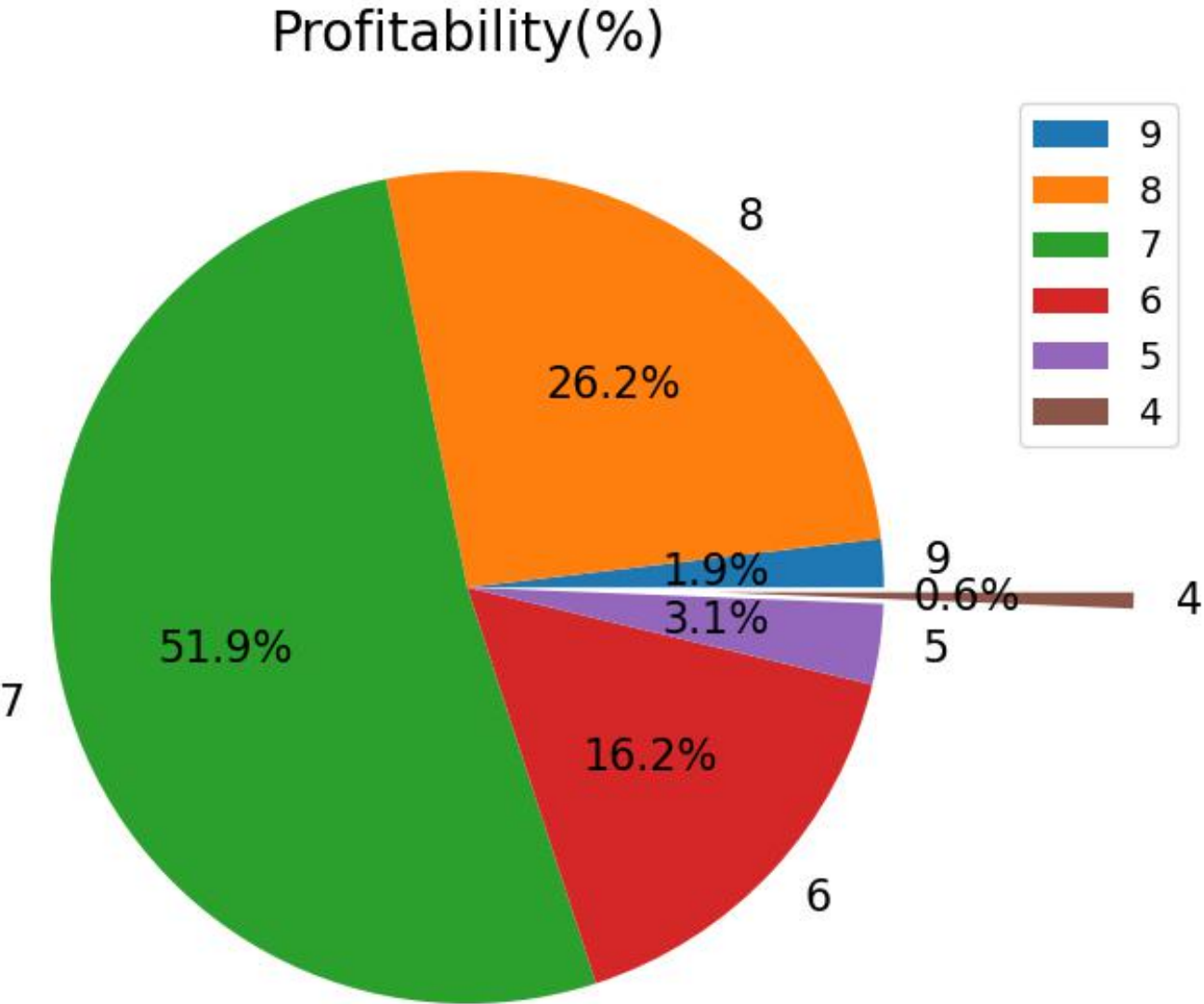
Profitability(%)

Profitability

1: Not ablle to gain profit.

10: Highly profitable.

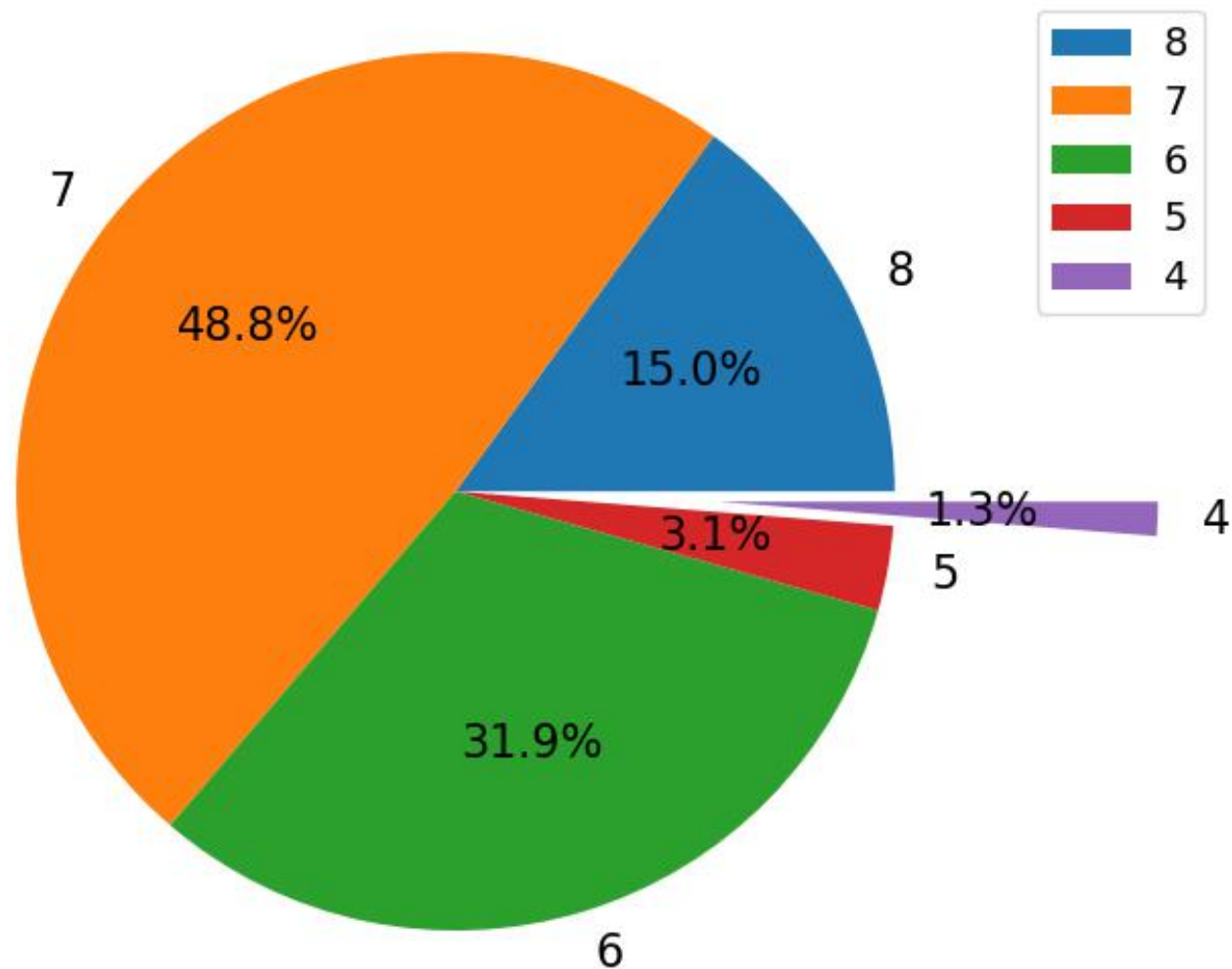The Statistics about Startups by Profitability.

Summary

- 9 is the highest socre for Profitability. Budpay, Rise Capital, Wincy get ot.

- Comment on Budpay: Similar website existed, the competition is very high, need add some different service from Apple Pay, AliPay.

- Comment on Wincy: Since multitude of things can be bet in this app, the rule should be clear and strict.

- 4 is the lowest score for Profitability. Only Loop gets it.

- Comment on Loop: This sevice may need pay more attention on atrract their customers.
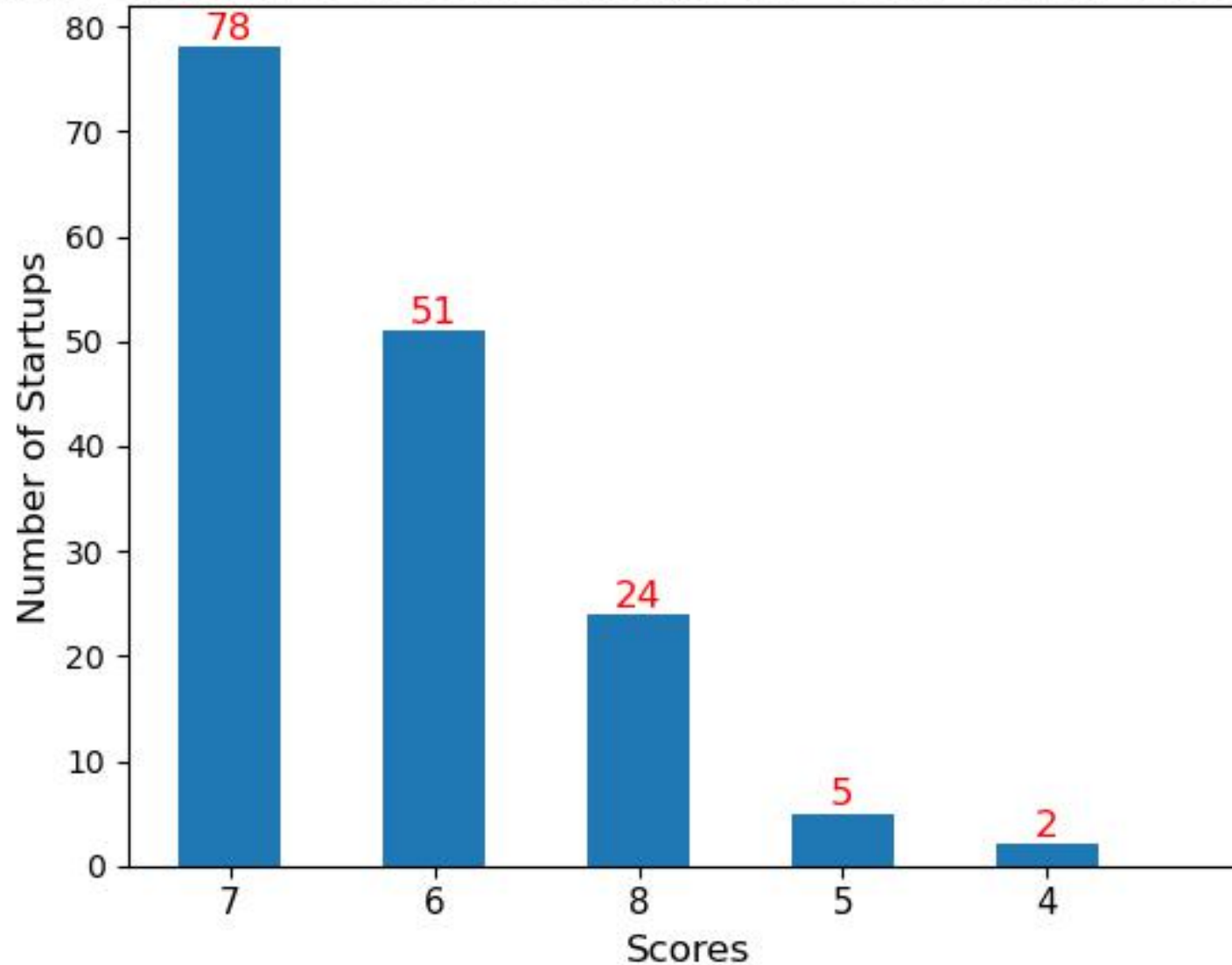
Conversion Possibility

Conversion Possibility(%)

Conversion Possibility

1: Custo-
mers are
not willing to
purchase.

10: Easy to
convent
strangers to
customers.

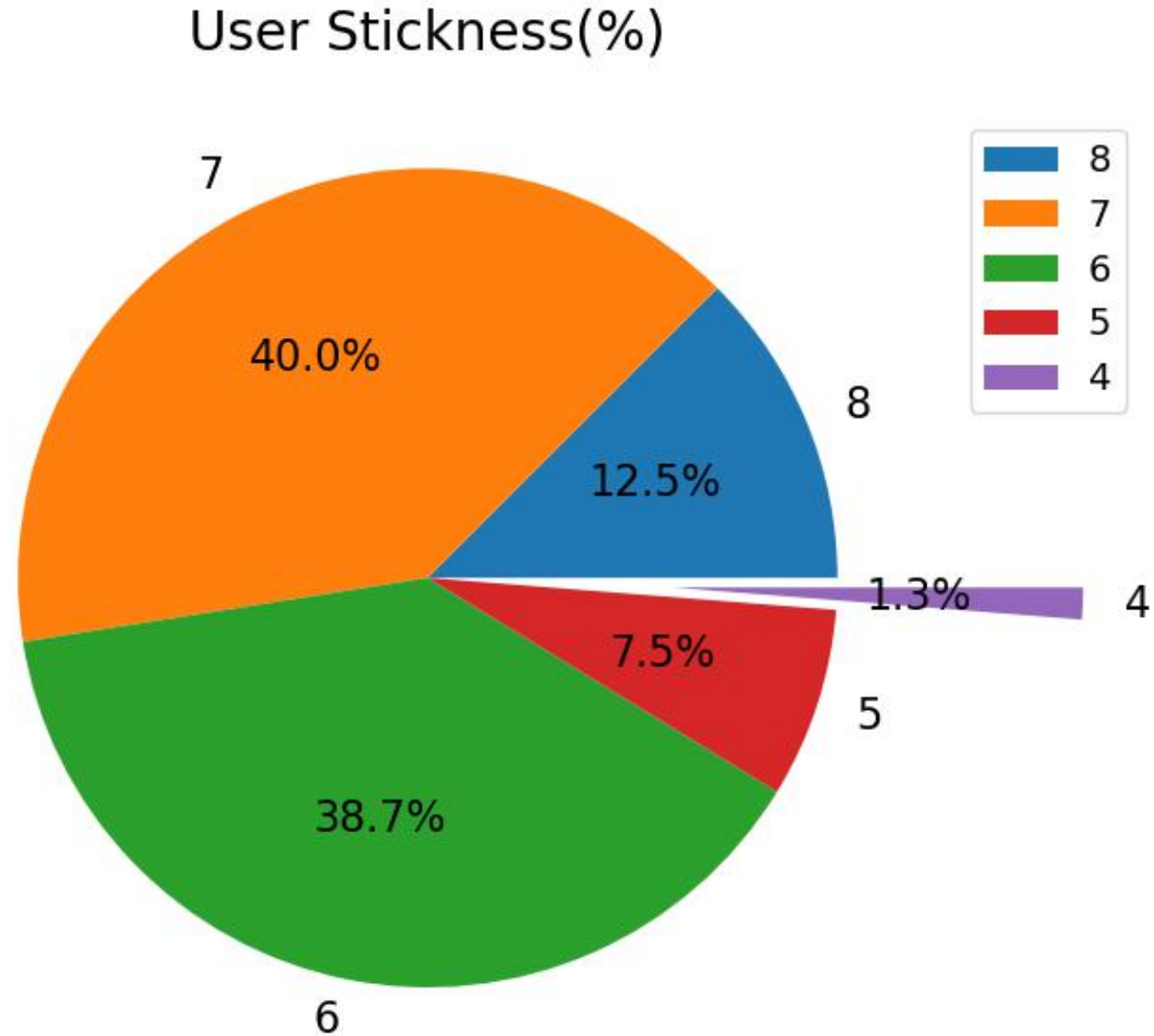
The Statistics about Startups by Conversion Possibility.

Summary

- 4 is the lowest score for Conversion Possibility. SIDE HUSTLE and Rockstar Entrepreneur get it.

- Comment on SIDE HUSTLE: The infomation and service provided in website is not clear enough, is this a job hunting website like Upwork?

- 8 is the highest score for Conversion Possibility. 24 startups get it. They are BKFK, ShaeperBarber, FOVIES, POMPOM, MONET VENTURES, FORWARD, Mochi Tochi, Let's play, Droney, RISE HOLDINGS, Covtrace, PARADISIO, NAIM, Edgeucation, PLAID, BODUIT, OnSupply, Toy Trader, Budpay, RAVERSE, White Compass, Karma Fund, XPR, SOURCEBRICKS.

- Comment on BODUIT: Safety is very important issue for this product, what are your target customer group?

- Comment on XPR: To serve users better it may need hire lots of employees, so how to control service fee is the key points to attract users.

- Comment on Karma Fund: Need more detail of what percentage of earnings that investors can get and what's this app's profit model.

- Comment on Toy Trader: How do kids exchange or trade their toys? Shipping? Or they need to meet each other?

Summary

- Comment on OnSupply: Consider B2B model may help this startup develop better.

- Comment on RAVERSE: This app highly rely on its calculate accuracy.

- Comment on PARADISIO: Similar app exist, need add more fuctions to atrract customers.

- Comment on RISE HOLDINGS: Since it's a micro investment , customers may care about transcation fees and what's the minimal investment they can make?

- Comment on Let's play: Kids safety need to be promised.

- Comment on Mochi Tochi: The service life and repair cost of the vending machine is very important.

- Comment on MONET VENTURES: Users need to have some data like return as reference.

- Comment on POMPOM: Similar products existed, need add some competitive advantages.

- Comment on Covtrace: More functions can be add to help people get the on time information about COVID-19, like confirmed number of where people is.

- Comment on FOVIES: Similar app(TickTock) existed, need to have more functions to atrract customers.
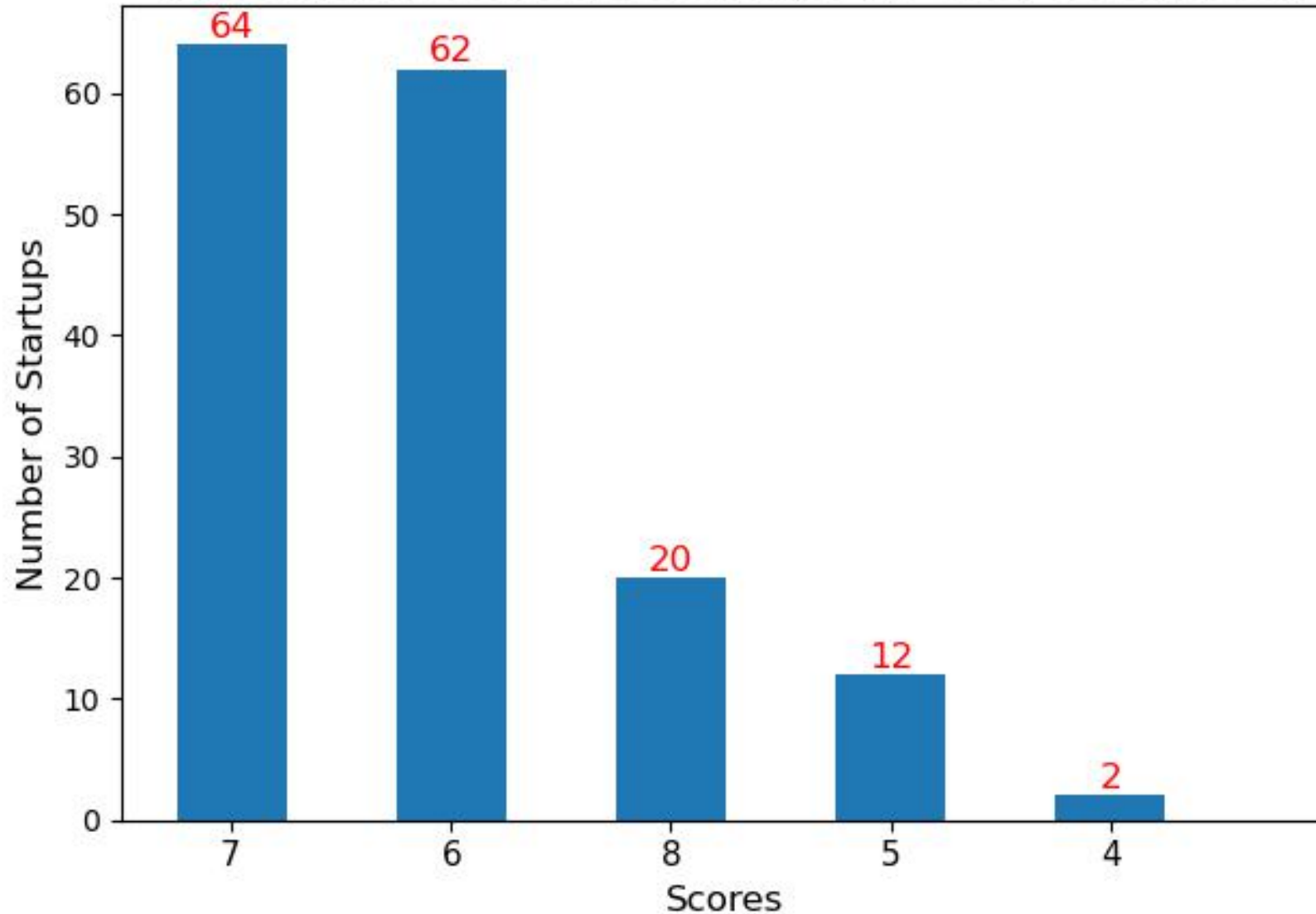
User Stickness(%)

User Stickness

1: Not going to buy repetitively at all, or not going to become a loyal customer/promoter.

10: Frequently come back and buy /would introduce to others.

The Statistics about Startups by User Stickness.

Summary

- 4 is the loest socre for User Stickenss. SIDE HUSTLE and Bam get it.

- 8 is the highest score for User Stickeness. 20 startups get it. They are BKFK, LivWin, Droney, POMPOM, Hiergraphics, SweetSpots, semantexts, Playbuk, moredata, B4USend, ShaeperBarber, Greenlit, FORWARD, Budpay, Karma Fund, PLAID, BODUIT, XPR, Toy Trader, FOVIES.

- Comment on LivWin: The number of people need this app is low, but once people who feel be loved by this app, he/she will recommend this app toothers.

- Comment on Hiergraphics: App existed,need to add some fifferent functions and innovations.

- Comment on SweetSpots: Will this cause too many people go to a place on the same time and make it croweded ? Also, how to protect users privacy is very important.

- Comment on Will the machine make some mistakes? that may cause some misunderstanding, which may give users a bad experience.

- Comment on B4USend: This functions can easily substitute by mobile phone system, more functions need to add.

Summary

- Comment on XPR: To serve users better it may need hire lots of employees, so how to control service fee is the key points to attract users.

Thank you for watching!

Yizhe Shang