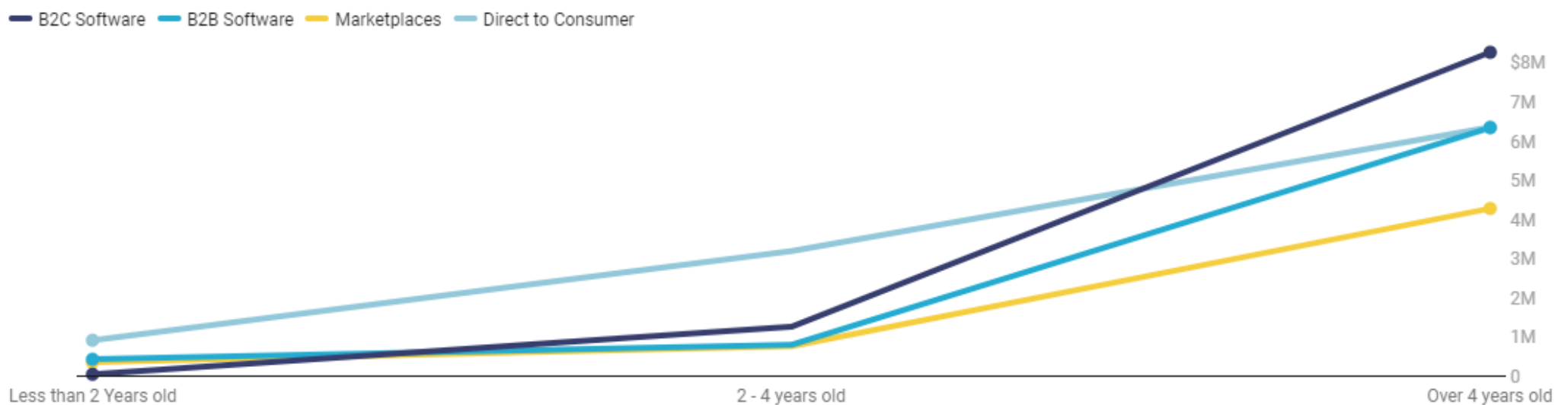


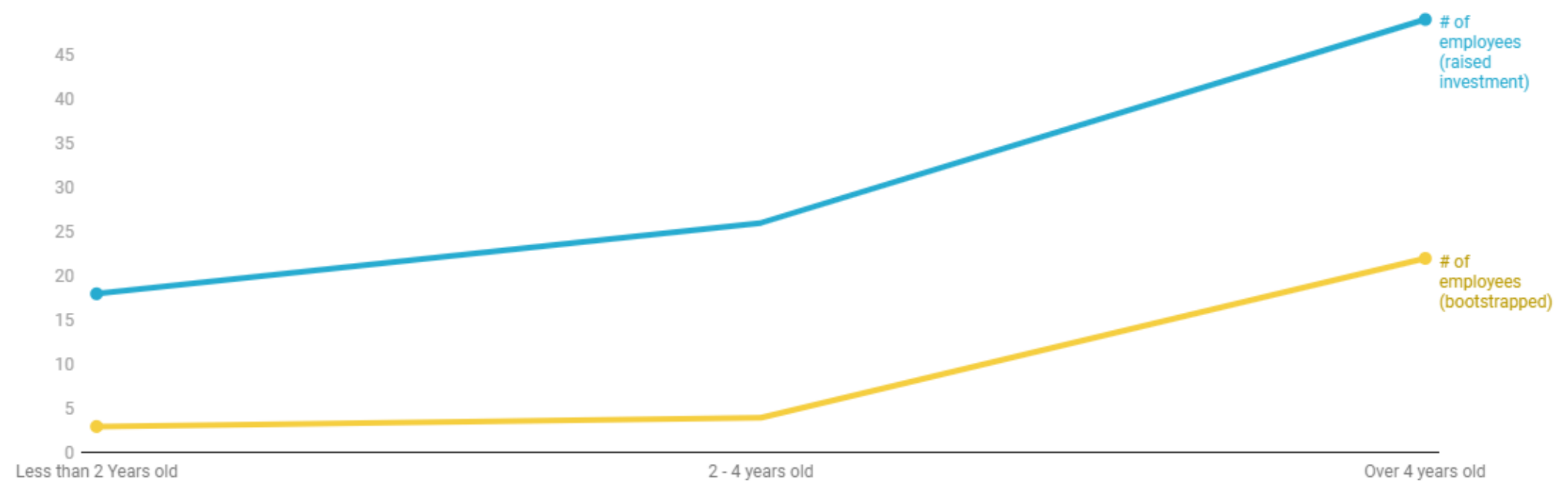
How Fast do Tech Startups Actually Grow & Why?

A comparison of businesses less than two years of age, two to 4 years, and older than 4 years old and how they compare in average revenue between 4 different business models.

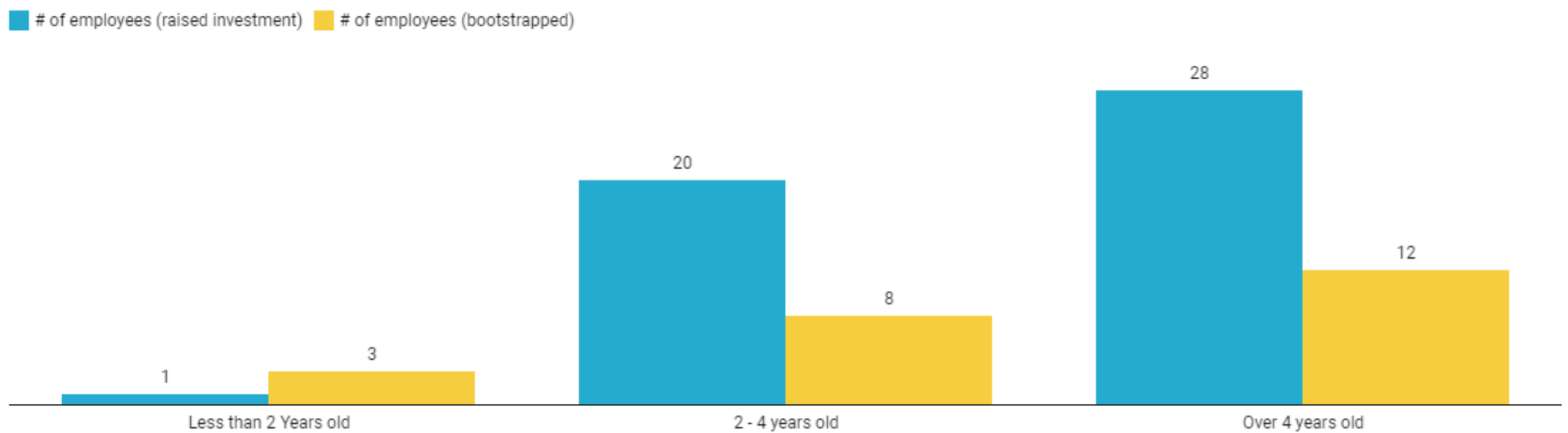


Average Revenue by Business Type by Stage

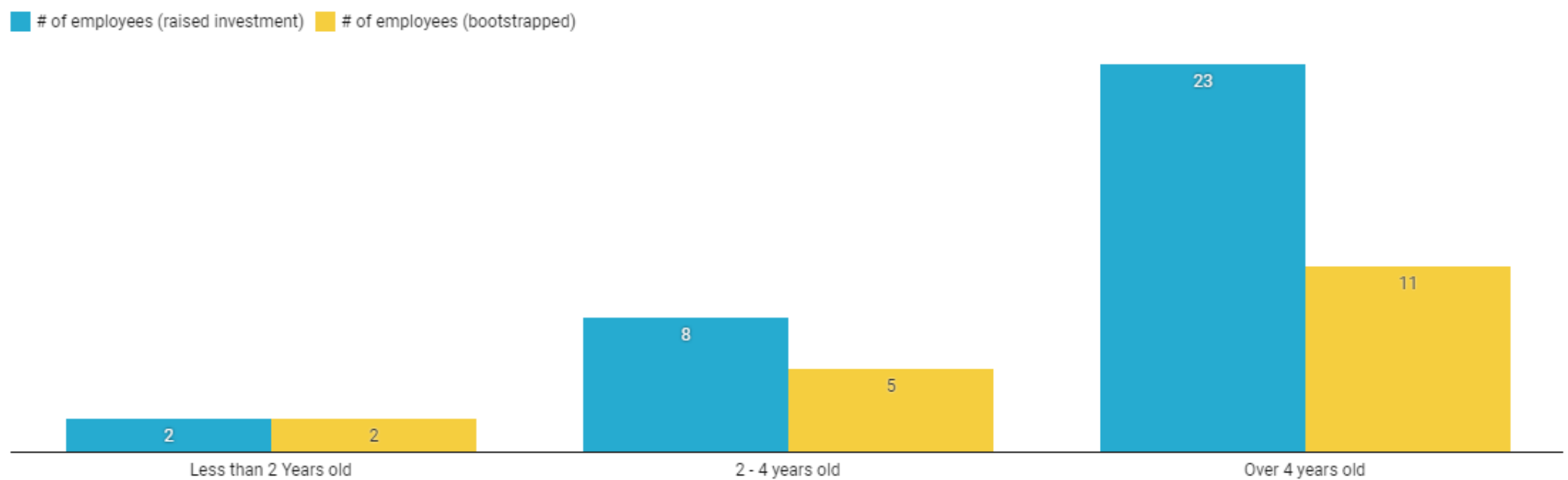
D2C Product startups grow revenue much faster in the early years and then growth slows down; whereas, the software based startups like B2B Software and Marketplace businesses actually saw their growth rates accelerate in the later stages of business.



of Employees by Stage of Business - B2B Software



D2C Companies Number of Employees by Stage



Marketplace Business - Number of Employees by Stage

Companies that raised investment had a much higher number of employees at most stages of business.

The investment that was raised typically allows a company to hire faster and run the company at a loss for a longer period of time.

Source:
Projectionhub