



# Disrupting Industry Bias: Visualizing Selection Trends in a Startup Accelerator

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# Consulting Project Goals

- “Flashy Accelerator”: they fund startups in the tech space
  - Identify characteristics of startups selected for funding
- Focus on visualizations



# Classifying Funded Vs. Rejected Applications

Confirmatory predictor variables from application:

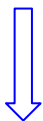
- Prefer that a co-founder is a CTO
- Prefer that it is a team instead of solo founder

*Exploratory predictor variables*

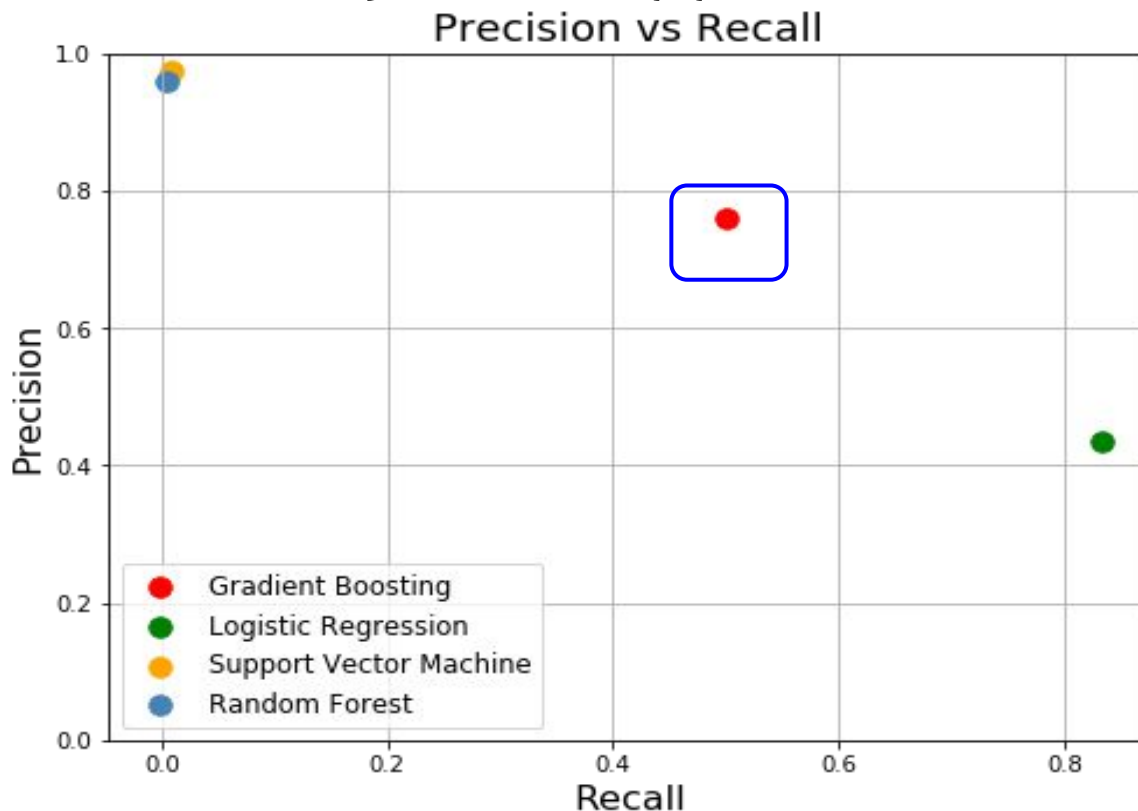
- Whether a co-founder is female
- Location of startup → required feature engineering

# Classifying Funded Vs. Rejected Applications

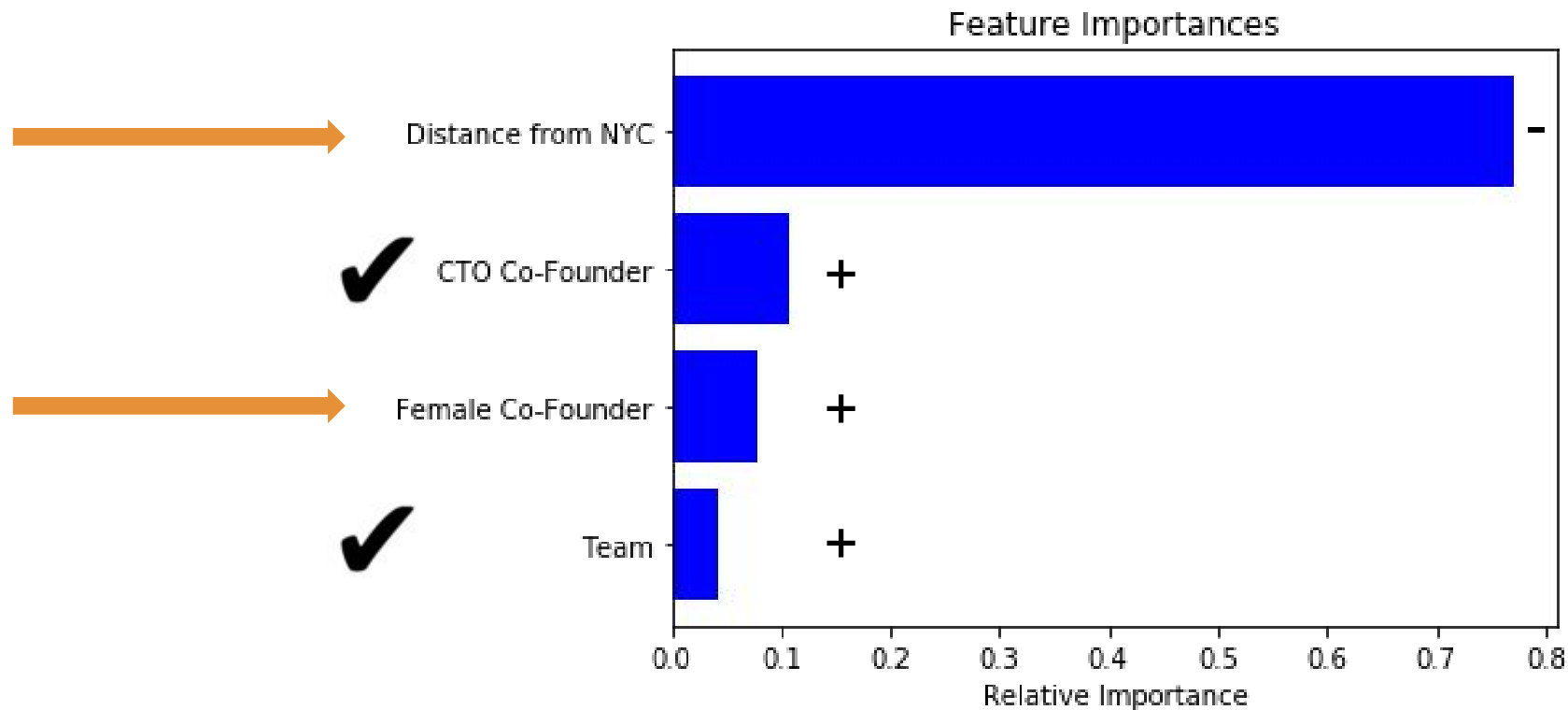
Funding rate is  
~3% for  
2016-17



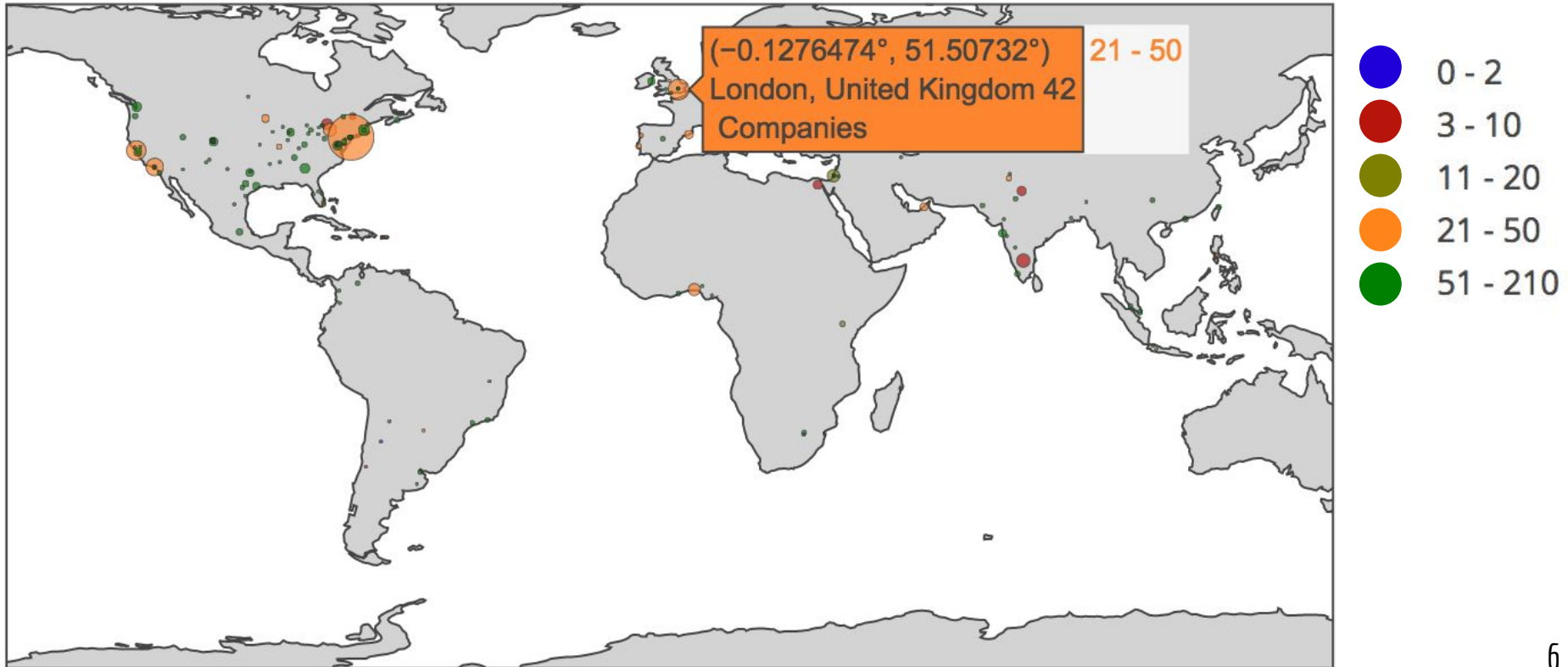
Bootstrapping to  
control for  
imbalance



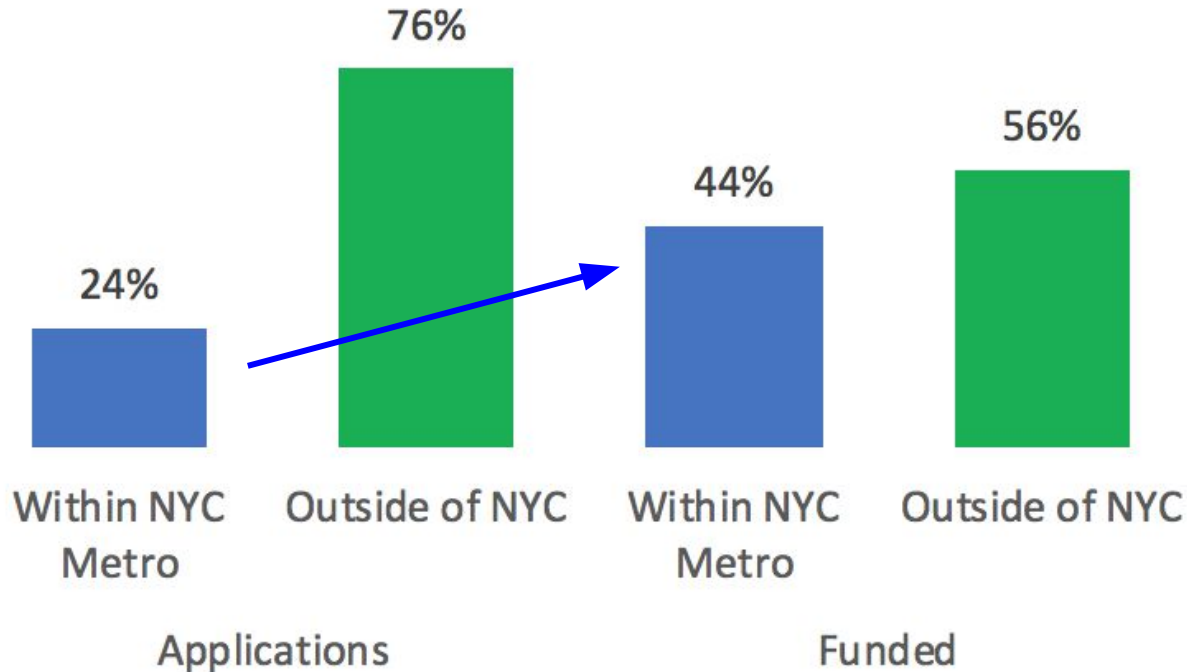
# Selection Biases/Partiality



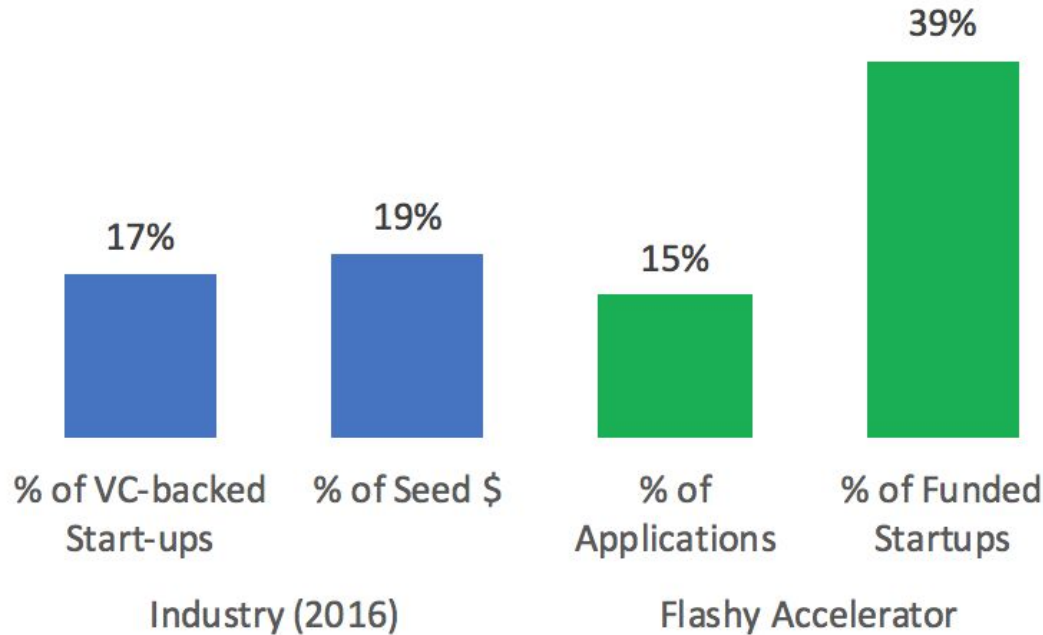
# Location of Applications Received



# Location Bias in Selection



# Gender Bias in Selection





# Business Value of this Project

1. Analysis of applicants and startups selected for funding
2. Visualizations to understand selection process

*In detailed blog post and company report.*

Additional value:

- a. How to standardize data collection
- b. A classification model to remove irrelevant applications

# Carissa Shafto



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