



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

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# Consulting Project Goals

1. Identify characteristics of startups selected for funding
  2. Visualizations to understand selection process
- Fund startups in the tech space



# Classifying Funded Vs. Rejected Applications

Funding rate is ~3% for 2016-17

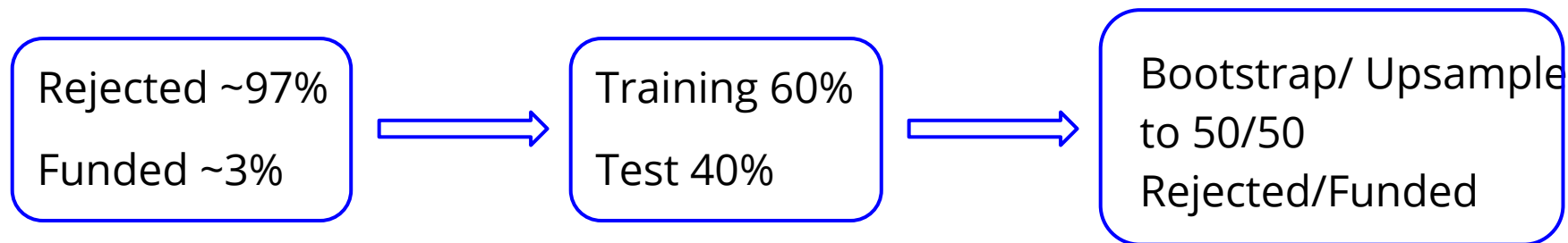
Predictor variables from application:

- Whether a co-founder is a CTO
- Whether it is a team or solo founder

*Exploratory predictor variables*

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

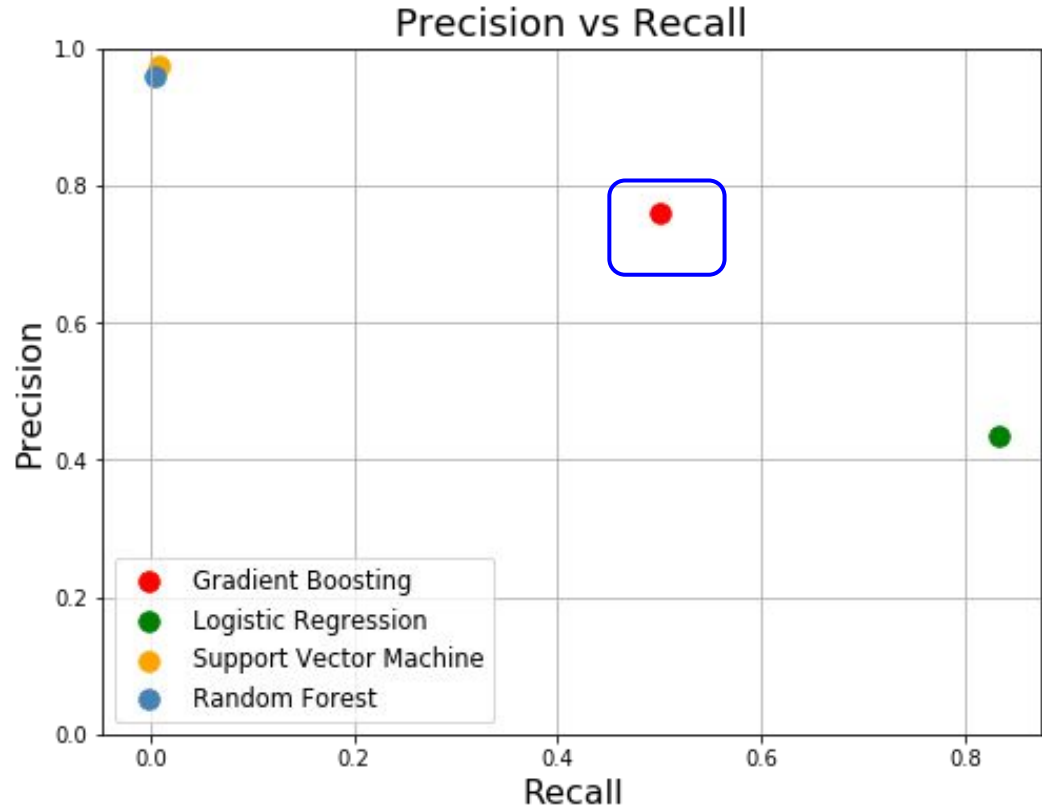
# Controlling for Imbalance



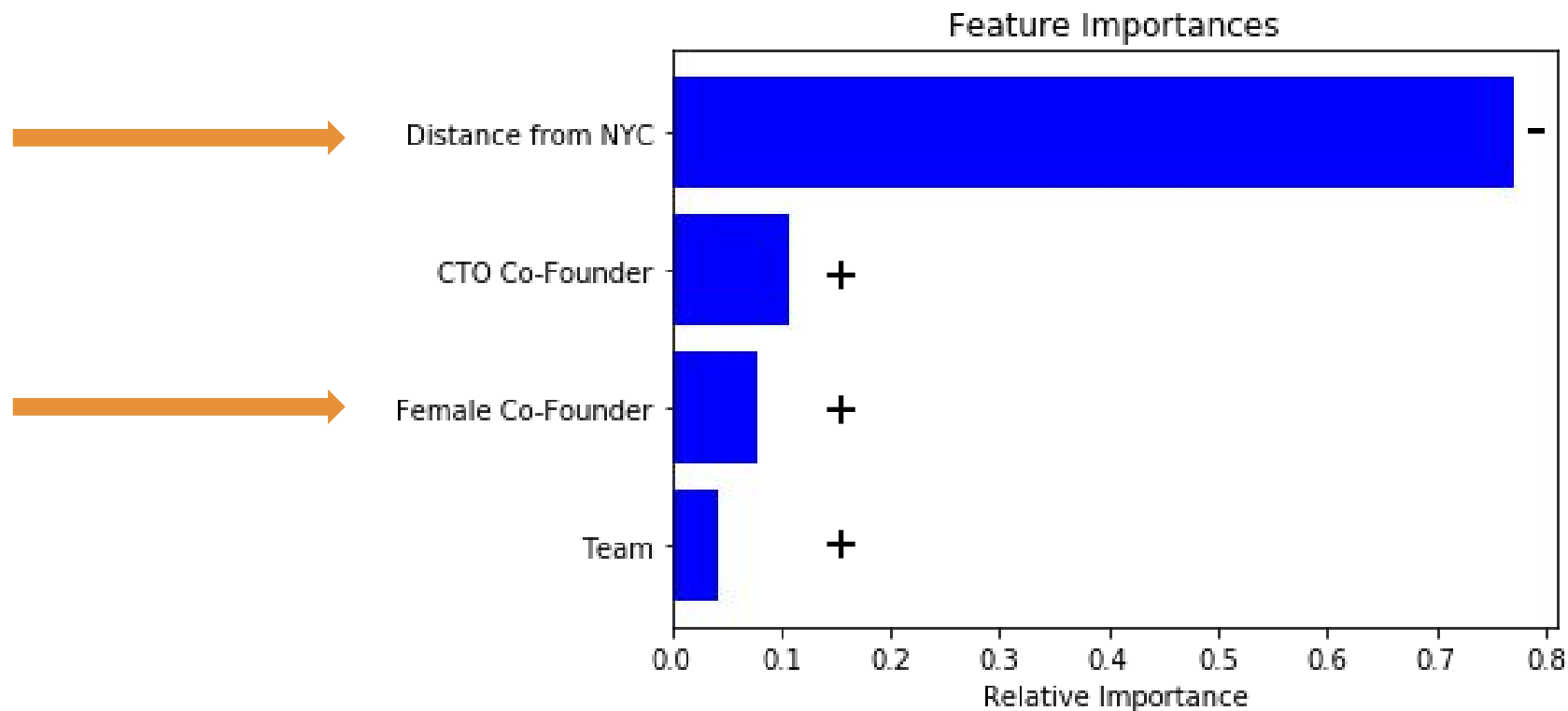
# Classifying Funded Vs. Rejected Applications

Had to deal with imbalance...

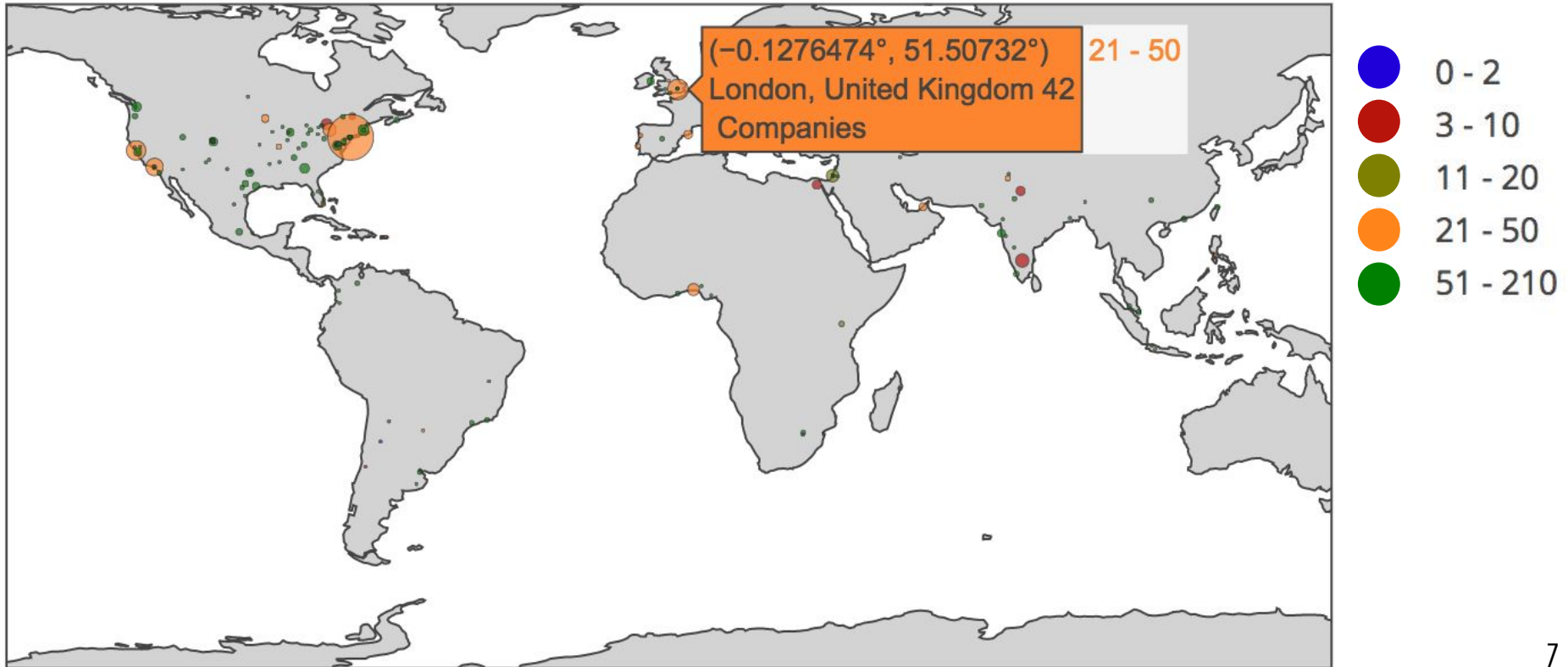
Predicted Probability  
>70% to reject



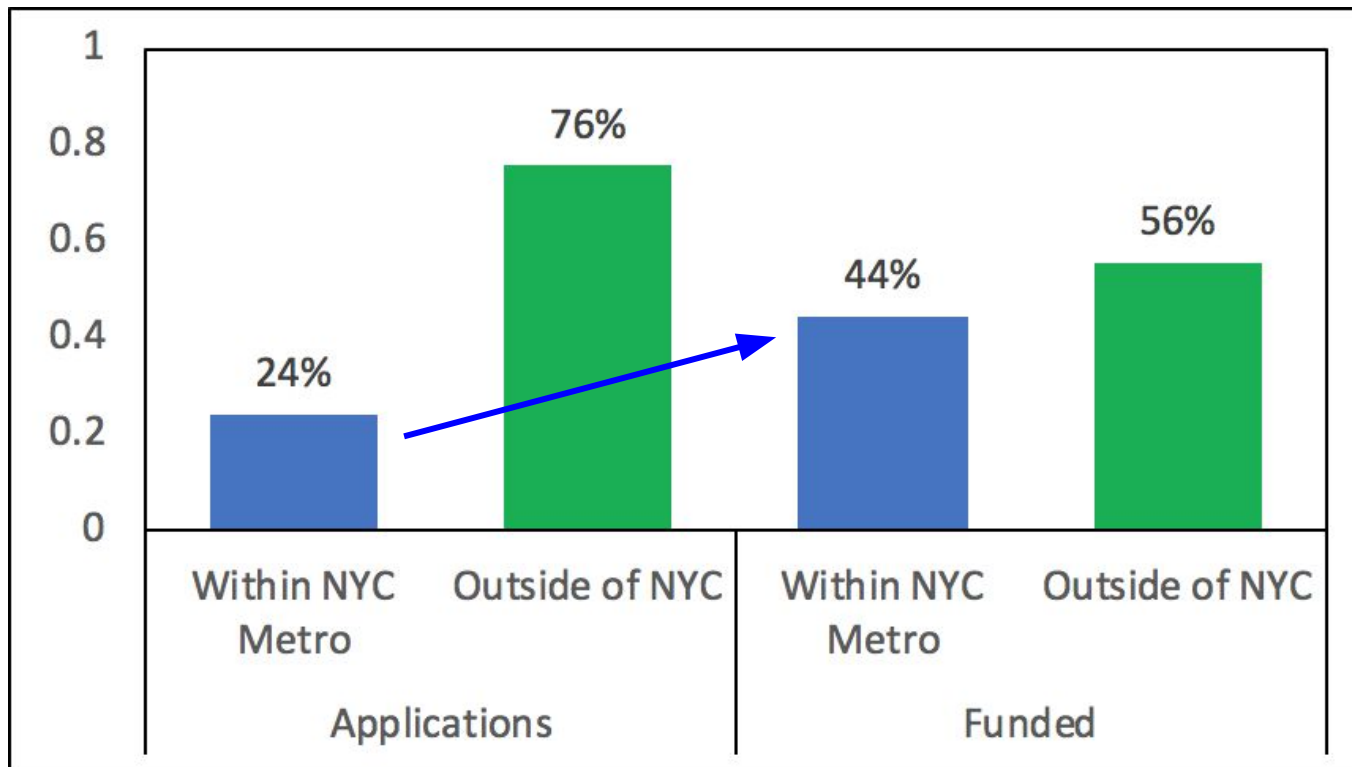
# Selection Biases/Partiality



# Applications Received

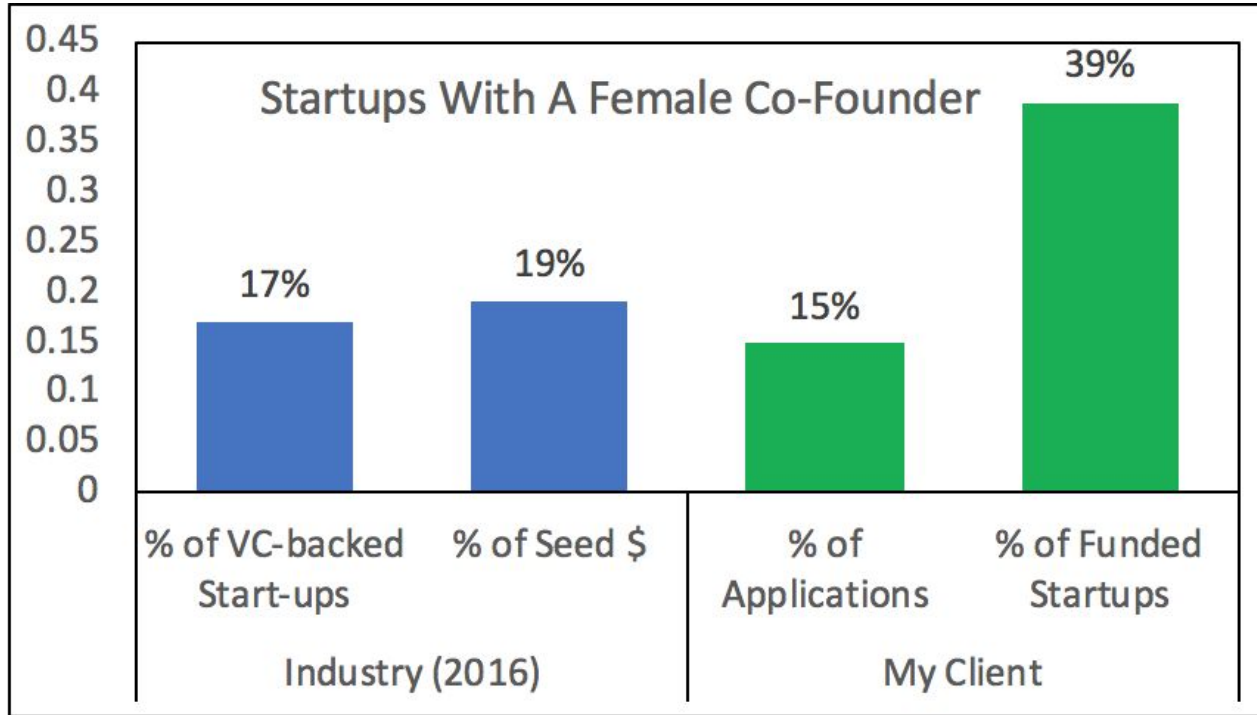


# Location Bias





# Gender Bias



# Business Value of this Project

1. Met client needs:
  - a. Analysis of applicants and startups selected for funding
2. Visualizations to improve selection process
3. Additional value:
  - a. Standardize data collection during the selection process

# About Me: Carissa Shafto



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