

# 4 Data Driven Innovation

- Learning from Innovative Business Ideas
- (2) **Startups** in Germany



# STARTUP

From Wikipedia, the free encyclopedia



# Unicorns	Total valuation	Date	Reported by
82		late January 2015	Forbes, CB Insights <sup>10</sup>
229	US\$1.3 trillion	January 2016	VentureBeat <sup>11</sup>
208	US\$761 billion	December 2016	TechCrunch <sup>12</sup>
224	US\$771.9 billion	April 2017	TechCrunch
193	US\$995 billion	April 2017	enr magazine <sup>13</sup>
266	US\$801 billion	August 2018	CB Insights <sup>14</sup>
364	US\$1.2 trillion	August 2019	CB Insights <sup>15</sup>
495	US\$1.566 billion	November 2020	CB Insights <sup>16</sup>

Grundlagen | **Startups in Deutschland** | Gründerinnen und Gründer | Produkte und Services | Finanzierung | Corona-Wise | Rahmenbedingungen und Politik | Fast 

Der 8. DSM repräsentiert ...

4.745 Gründerinnen und Gründer

**25.966** Mitarbeiterinnen  
und Mitarbeiter

EXHIBIT 20020  
P46C



# Welches **Unicorn** wird derzeit laut Wikipedia am höchsten bewertet?

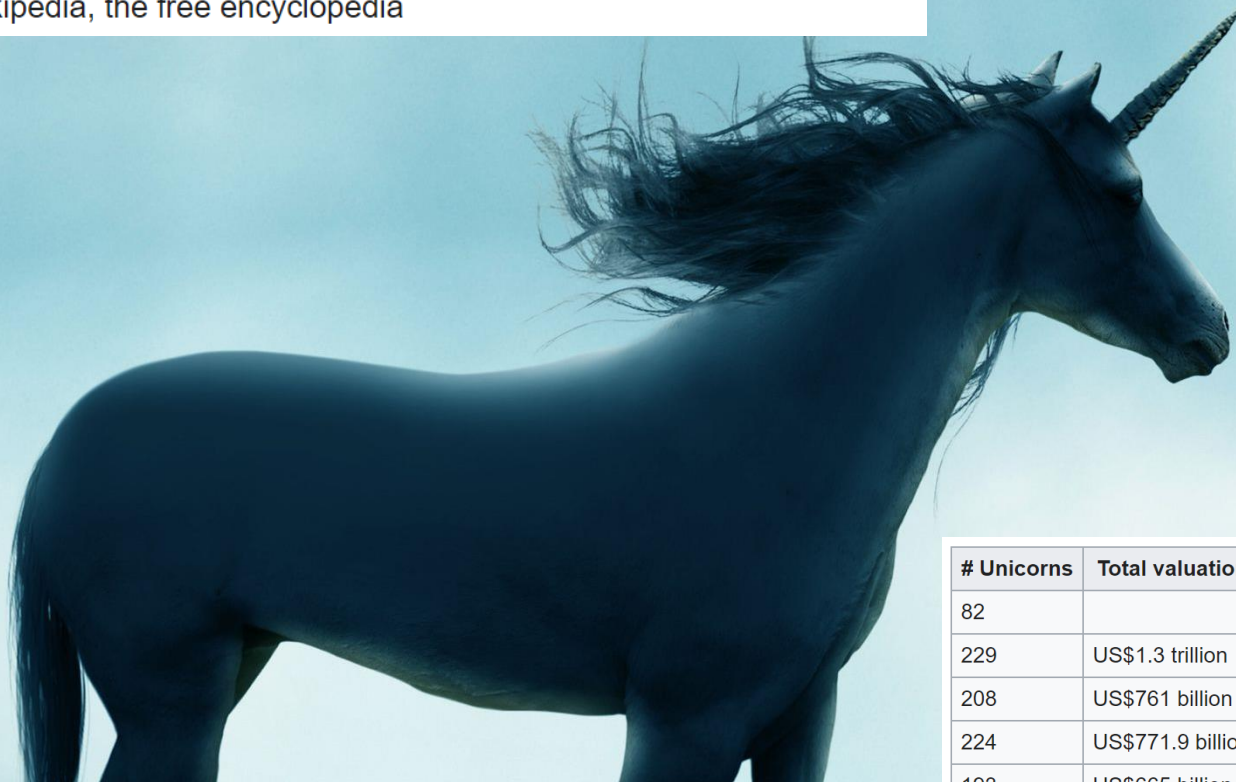
Art des Wissens Schwierigkeitsgrad	Abfragewissen (Vorlesung)	Anwendungswissen (Literatur)
Einfach		
Mittel		
Schwierig		








- a) **SpaceX**
- b) **DiDi**
- c) **Bytedance**
- d) **Grab**
- e) **Ant Financial**



# List of unicorn startup companies

From Wikipedia, the free encyclopedia



Company	Valuation (US \$billion)	Valuation date	Industry	Country/region
<a href="#">Ant Financial</a>	150	April 2018 <sup>[12]</sup>	<a href="#">Technology</a>	 <a href="#">China</a>
<a href="#">Bytedance</a>	100	May 2020 <sup>[13]</sup>	<a href="#">Internet</a>	 <a href="#">China</a>
<a href="#">DiDi</a>	51.6	December 2018 <sup>[14]</sup>	<a href="#">Transportation</a>	 <a href="#">China</a>
<a href="#">SpaceX</a>	46	August 2020 <sup>[15]</sup>	<a href="#">Aerospace</a>	 <a href="#">US</a>
<a href="#">Stripe</a>	36.0	April 2020 <sup>[16]</sup>	<a href="#">Financial services</a>	 <a href="#">US</a>
<a href="#">Lufax</a>	30.0	June 2018 <sup>[17]</sup>	<a href="#">Personal finance</a>	 <a href="#">China</a>
<a href="#">JUUL Labs</a>	24.0	October 2019 <sup>[18]</sup>	<a href="#">Electronic Cigarettes</a>	 <a href="#">US</a>

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208	US\$761 billion	December 2016	<i>TechCrunch</i> <sup>[6]</sup>
224	US\$771.9 billion	April 2017	<i>TechCrunch</i>
193	US\$665 billion	April 2017	<i>Inc magazine</i> <sup>[10]</sup>
266	US\$861 billion	August 2018	<i>CB Insights</i> <sup>[4]</sup>
394	US\$1.2 trillion	August 2019	<i>CB Insights</i> <sup>[11]</sup>
495	US\$1.566 trillion	November 2020	<i>CB Insights</i> <sup>[11]</sup>