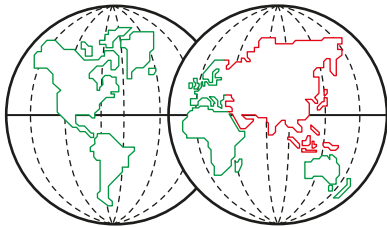


# Bursting Unicorns

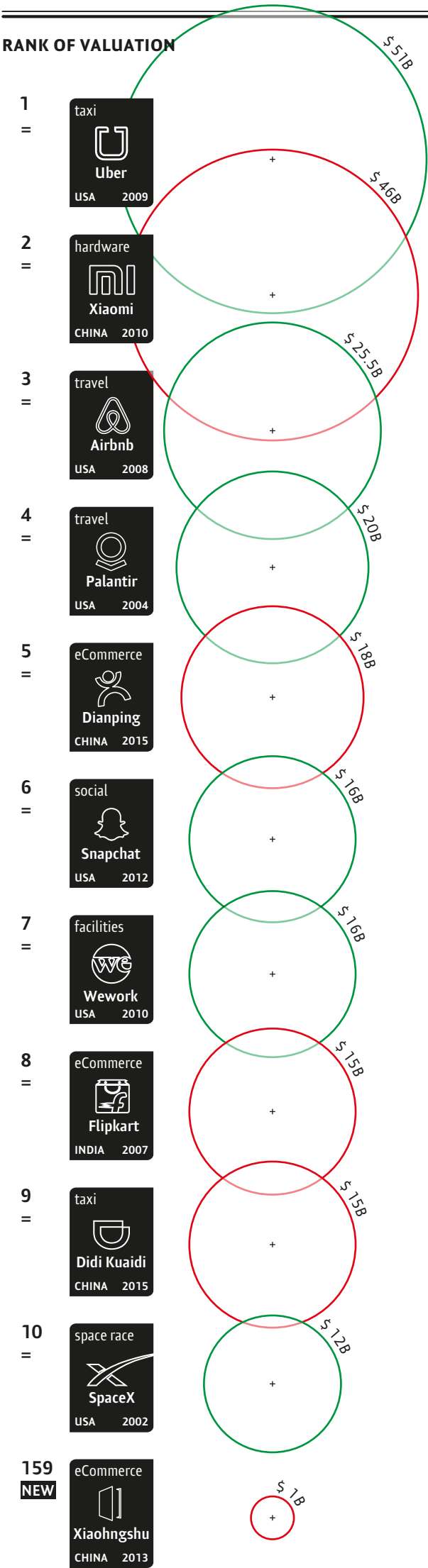
#visualizingthecrisis

07 • 04 • 2016

- #01
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## RANK OF VALUATION



## Autotech startups and the new autonomous cars

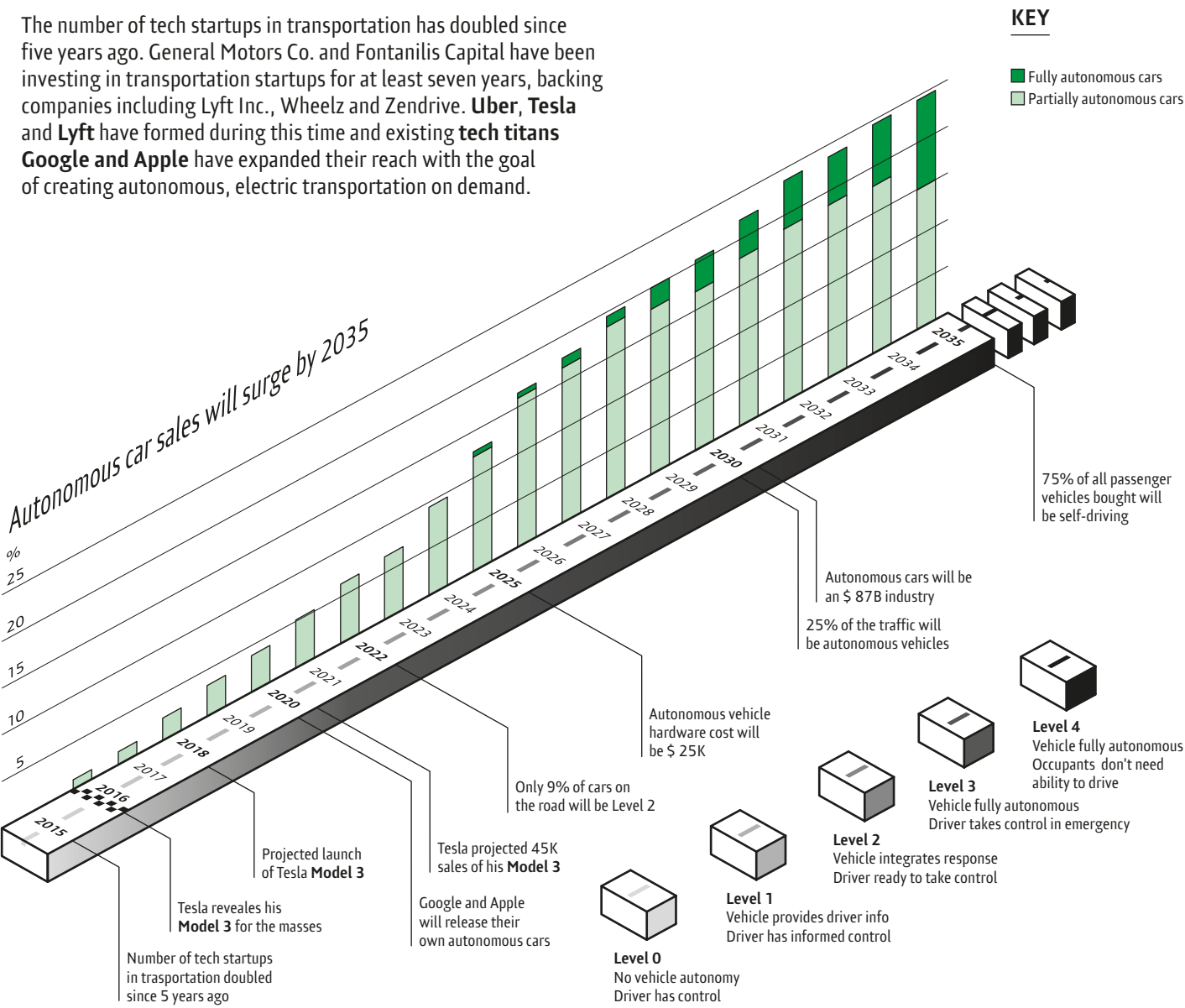
April 1<sup>st</sup>, 2016

Tesla revealed its \$35,000 new Model 3 for the masses. The **Tesla Model 3** will be self driving at least at **Level 3 autonomy**, equipped with batteries for 215-mile range, and powered by a network of chargers.



### Driverless car wars: what can we expect?

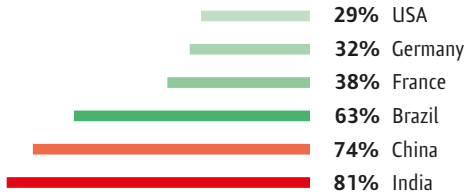
The number of tech startups in transportation has doubled since five years ago. General Motors Co. and Fontanilis Capital have been investing in transportation startups for at least seven years, backing companies including Lyft Inc., Wheelz and Zendrive. **Uber, Tesla and Lyft** have formed during this time and existing **tech titans Google and Apple** have expanded their reach with the goal of creating autonomous, electric transportation on demand.



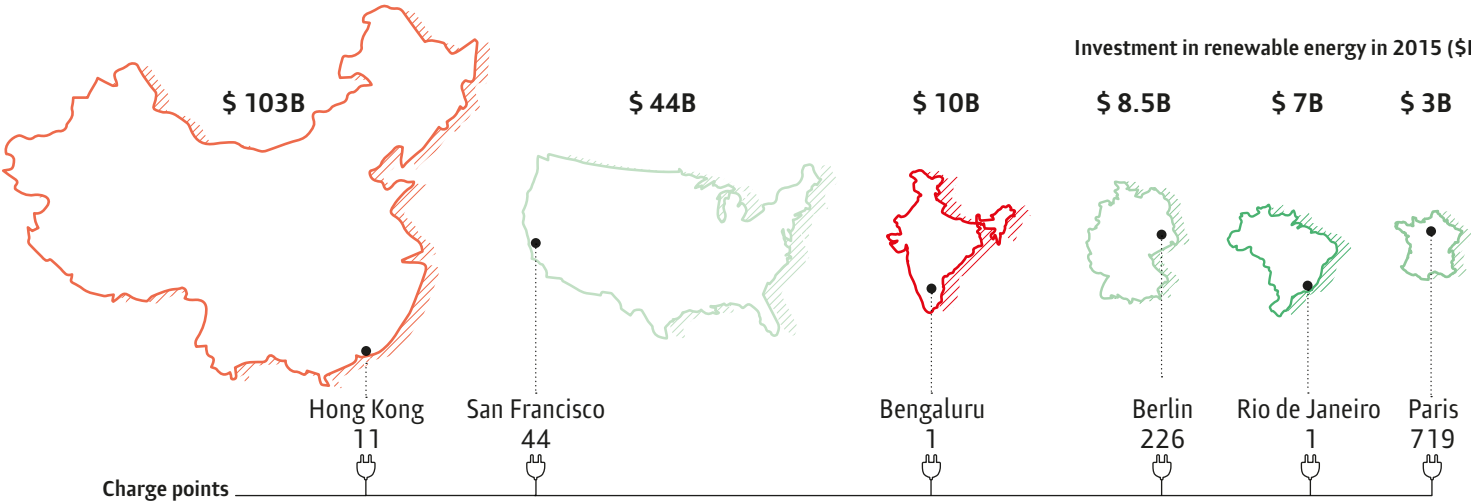
### Is the world ready to change?

The autonomous cars will represent 25% of the global market. But the politics corresponds with the consumer's will? Which Countries are implementing measures to make this change? The graph shows the Countries' investment in renewable energy in comparison to charging points for electric cars.

#### Consumers' disposition to buy cars from tech companies



#### Investment in renewable energy in 2015 (\$B)



## NEWSFLASH

Apr 1st, 2016  
**Slack funding gives the startup a \$ 3.8B valuation**  
[www.bloomberg.com](http://www.bloomberg.com)

Apr 4th, 2016  
**Xiaomi makes first investment in India, teaming with Hungama**  
[www.bloomberg.com](http://www.bloomberg.com)

# Canada is using Trump fears to recruit tech workers

## Trump's effects

Canada's technology industry has chosen a mascot for its latest campaign to poach Silicon Valley talent. His name is Donald Trump. The ad-tech firm Sortable, based in Waterloo, Ontario, Canada, also leveraged Trump fears to appeal to expatriates who are considering returning to Canada from the US. The firm made a broader appeal in another digital ad that appeared on Facebook and Instagram.

SortableSponsored

Are you thinking of moving to Canada? Sortable is looking for talented developers to join our growing team.

Feeling Homesick?



Carrers at sortable

Based in Kitchener- Waterloo, Ontario, Canada, Sortable is a growing company full...

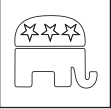
SORTABLE.COM/JOBS

1,5K

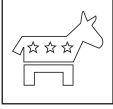
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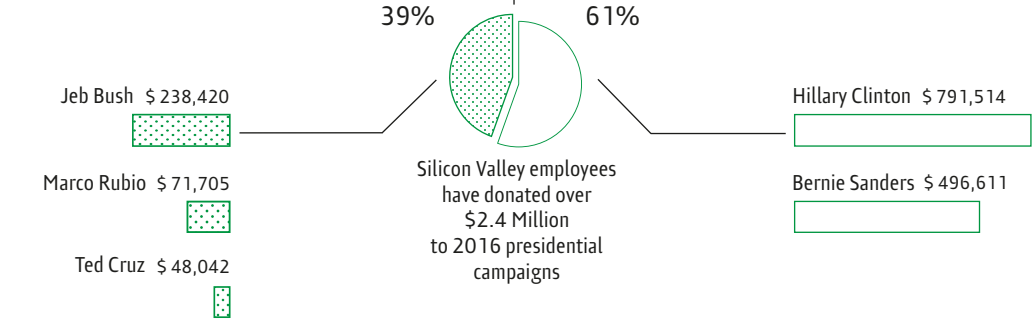
## Anyone but Trump



Trump has personally criticized Amazon and its CEO Jeff Bezos, he slammed Facebook CEO Mark Zuckerberg for his immigration stance and he has threatened to boycott Apple over its fight with the FBI.

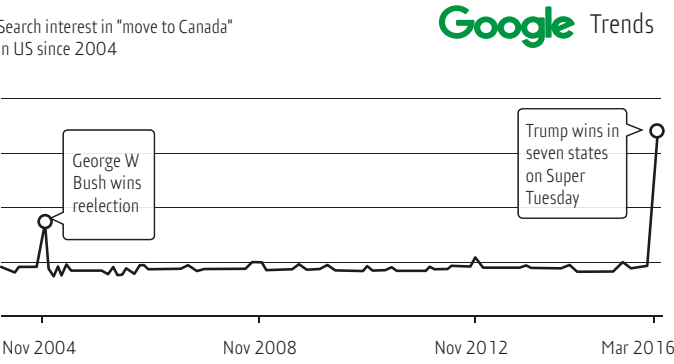


Sanders, who is vying for the Democratic candidacy for the 2016 election, was even a favorite among some of the technology industry's biggest companies.



## After Super Tuesday

Super Tuesday refers to the date in the U.S. presidential primary process when the greatest number of states hold their contests. Google searches for "How to move to Canada" surged in the hours after Donald Trump won primaries in seven states.



## Queries

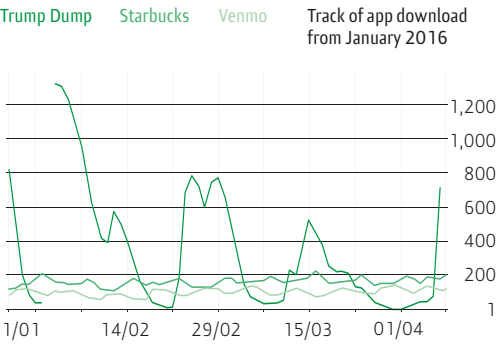
how can i move to canada?	+1150%
moving to canada?	+110%
can i move to canada	+90%
how do i move to canada?	+80%
how to move to canada from us	+50%

## The "Trump Dump" App has been downloaded more than 1 Million times



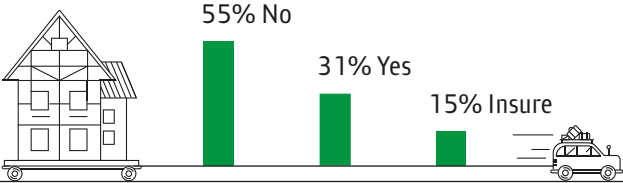
Launched January 25, it quickly went viral, climbing as high as the No. 2 free app in the Apple app store.

Its growth has eclipsed that of more mainstream apps like Starbucks or Venmo.



## If Donald Trump is elected President would you consider moving to Canada?

Survey by sortable



Spotify's ad, which breaks on **March 31st** on TV touts the soundtrack for the move up north: Flo Rida's "My House." As part of a new ad campaign, Spotify mined its data (paywall) in search of unusual insights about its users.

Value \$ 8.53B



## North Silicon Valley

That's the vision that some in the growing cluster of tech companies between Toronto and Kitchener-Waterloo, Ont. otherwise known as Canada's "Tech Triangle".

The corridor was the brainchild of several executives and academics in the Waterloo area came out of reading a report that said the highest performing technological hubs are about 100 kilometres long.

To take advantage of the increasing pool of Canadian tech talent, some U.S. companies are opening satellite offices above the border. Amazon.com and Microsoft are adding research hubs and staff in Vancouver and Toronto. Google says by yearend it will have tripled the size of its 300-person office in Waterloo, Ont., BlackBerry's hometown. Labor and real estate costs are much lower in Canada, especially given the 16 percent drop in the Canadian dollar relative to the greenback over the past year.

