



Startups' Success and Failure Rate in 2022: In-Depth Overview

This review article is for startup founders and serial entrepreneurs who want to know the reasons why 9 out of 10 startups fail.

We have analyzed cases of successful startups based on available research, expert opinions, and our corporate experience.

Why Do Tech Startups Fail?

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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by the funding stage?

ups depending on the industry?

depending on the country;

Let's look at the statistics of successful and failed startups.

Why Do Tech Startups Fail?

Before digging deep into an overview of startup success rates, let's consider why tech startups fail.

The reasons for failure can be completely different. Usually, it all depends on the specific project or market situation.

We've collected some of the primary and common reasons why some of the startups fail, based on [CB Insights' report of startup post-mortems](#).

Reason	Description
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Lack of money	<p>The money and time for startups are limited.</p> <p>Therefore, it is essential to reasonably distribute them, make cost valuations or attract additional startup funding.</p>
Inappropriate team	<p>The ideal startup team should include people with different skills.</p> <p>After the company's failures, many co-founders complain about mistakes while choosing the right specialists, starting with the technical</p>
Why Do Tech Startups Fail?	
Overview of Startup Success Rates by Stage, Industry, and Location	
Startup Success Rate by Stage	gets positive feedback from the market, a huge number
Startup Success Rate by Industry	an work in this direction.
Startup Success Rate by Country	shouldn't pay too much attention to competitors, but e them either.
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Pricing	The cost of a product or service should cover the costs, but at the same time, it should remain available to customers.
User-unfriendly product	<p>Many startups face problems because they don't listen to the needs of users.</p> <p>For example, startups can make a product overly complex and incomprehensible to their target audience.</p>
Lack of business model	If a company has only one channel or it hasn't found a way to make money on a product, then investors are unlikely to invest in it.



If no one knows about your product, then it doesn't matter how revolutionary it is.

Ignoring
customers

It doesn't matter that the creators think their product is the best – it is important that the audience has the same opinion.

The company will have to take into account the customers' feedback and adapt to it.

[Why Do Tech Startups Fail?](#)

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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Startups that fail, if you follow the right principles of a lean startup, and start point is a guide on [how to start a startup](#).



1. No market demand studies



6. Wrong pricing policy



2. No supply and demand analysis



7. Complex and unclear product for the target audience



3. Incorrectly calculated financial costs



8. Lack of a business model

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Overview of Startup Success Rates by Stage, Industry, and Location

Startup Success Rate by Stage

Startup Success Rate by Industry

Startup Success Rate by Country

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m is
ed

market



9. An outdated marketing strategy



10. Lack of feedback from customers

Let's move forward.

Overview of Startup Success Rates by Stage, Industry, and Location

There are many factors that influence the startup success rate. Below, you can find the main startup success rates by stage, by industry, and by country.

Startup Success Rate by Stage

Investment rounds are stages of raising funds for business development. There are 3 early stages of attracting investments for startups:

Pre-seed or pre-series A stage;



C, round D, and so on.

The name of the stages tells what to expect – both for startups and investors. Startups immediately understand which investors to approach while investors can focus on the segment of interest and not process unnecessary applications from irrelevant startups.

For example, if a startup is looking for seed funding, but sees that the investor focuses only on investments in businesses in the later stages (from round B and above), then it makes no sense to waste the time and the team's resources.

Here, we have an infographic that shows the average round size.

Why Do Tech Startups Fail?

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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Round Size by Stage



Let's see the main difference between stages.

Early Stage or Pre-series A stage

The first stage is the pre-series A investment stage. The founders invest their resources (including FFF resources – friends, family, fools) in starting their own business.

Then they look for options for grant support or funds from private investors in their industry or ecosystem.



The funding amount at this stage is typically between \$50,000 – \$200,000 and the target runaway is 3 to 9 months.

About 60% of companies that reach pre-series A funding fail to make it to Series A, so the success rate is only 30%-40%.

We can name such successful examples of pre-seed funding startups in 2021:

[Copy.ai](#). A startup that provides automated creativity tools and allows to generate of marketing copy in seconds, raised 1.4M pre-Series A.

[Evaluate.Market](#). It is a blockchain startup that helps users trade NFTs and raised 1.6M

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[Overview of Startup Success Rates by Stage, Industry, and Location](#)

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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ican startup that raised a 1,2K pre-series A round.

t PDFliner, said "The [studies](#) show that only 20-30% of startups succeed at the pre-seed stage, while the follow-on rate is a bit higher and floats at around 40%. This means that up to 70% of startups fail on the pre-seed stage and only survive in every stage until they reach the series D stage."

aise investments in round A.

Series A Stage

When the product-market fit is found and you gathered a high-quality team, it's time to attract venture capital of round A. It is money and cash flow for the growth and development of the business processes that you found at the stage of product-market fit.

The typical investors at this stage are an angel and VC investors.

The funding amount at this stage is typically between \$500,000 – \$3,000,000 depending on the industry and the target runaway is 12 to 18 months.

About 65% of the Series A startups get series B, while 35% of the companies that get series A fail.

We can name such successful business examples of series A startups in 2021:



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DIVIGAS is a \$3M-seed company aimed at cleaning up nitrogen production.

Walkie-talkie, a social audio startup, has raised a \$3.25M-seed round led by Heroic Ventures.

Matt, CEO of [hellobonsai](#), said: "Global startup success rate on seed-stage is: About 50% of businesses with employees survive five years – a [report](#) says that in five years companies mature and stabilize within their markets. In a recent study, about 80% of small businesses reported profits. Robotic tech startups and manufacturing startups are enjoying growth rates of 189.4%."

After investing in Round A, it's time for the mature stage investments.

Why Do Tech Startups Fail?

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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ises for Series B funding, then C, D, E rounds. Every next company has already been developed through the previous tier.

In the market, has a great number of active users but still

The chance to fail on this level is 1 out of 100. However, not many companies are making it to Series F funding. Every round of funding challenges the startup with new opportunities for the business.

Most Series B startups are typically valued between \$30M to \$60M, while the Series F startup is valued at \$400M and more.

We can name such successful examples of Maturity startups in 2021:

MachinaLabs is a \$30M-seed startup that produces on-demand manufacturing robots and is now on a Series B round.

Hangshun Chip is a Chinese company that raised \$156.6M in Series D funding from F&G Venture, MeiG Smart, and Shenzhen Investment Holdings. The startup provides ARM-based MCUs with ultra-low power consumption for IoT applications.



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The later stages are less risky, but the return is much less. Businesses at these stages are already mature, tested their hypotheses, and learned how to make money. At the same time, there is already a crowd of competitors who have copied the product.

Farhan Advani from [Find Here Buy Here](#) said “Only about 10% of companies that have raised series D funding are considered successful. Part of this has to do with the fact that startups are more likely to fail when they have raised large amounts of capital. As far as metrics go, CB Insights research shows that in 2012, the 76 companies in their sample set that had at least \$50 million in funding received an average amount of \$180.7 million before winding up. Most of this money was invested in the companies’ most recent rounds, and more than 50% of it went to companies that eventually failed.”

Why Do Tech Startups Fail?

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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1

PRE-SERIES A STAGE

- Raising funds: tenders, grants, investors
- Resource contribution
- Objective: To turn a hypothesis into a finished product

Example pre-series stage A funding in 2021:

Evaluate Evaluate.Market - raised 1.6M pre-Series A

2

SERIES A STAGE

- Raising venture capital (business process development)
- Investors at this stage: angel and VC investors.
- Objective: Capitalize the company within 6 months to 2 years, (performs initial marketing, early business operations)

Example series A stage funding in 2021:

noissue Noissue - raised \$10M Series A.

Why Do Tech Startups Fail?**Overview of Startup Success Rates by Stage, Industry, and Location****Startup Success Rate by Stage****Startup Success Rate by Industry****Startup Success Rate by Country****Would You like to Join the Club of Successful Startup Founders?****Bonus Infographic Startup Success and Failure Rate in 2022****GE****E.**

n or sales.

2021:

raised \$156.6M in Series D

Let's see the other success rate defined by the industry.

Startup Success Rate by Industry

In this part, we'll consider the startup success rate in leading industries and take the examples of eCommerce, FinTech, HealthTech, EduTech, and Gaming companies.

1. Startups Success Rate in eCommerce Industry

The eCommerce industry is not only financial or commercial online transactions, but it is a chain of constantly improving, global businesses associated with conducting



improving the customer experience, or buying in installments.

[Global e-commerce](#) sales are around \$ 3.5 trillion in 2021 and are expected to grow rapidly in the future.

The e-commerce market statistics show about 80% business failure rate of startups. That means the success rate is about 20%.

One of the main reasons for e-commerce startup failure is the lack of market analysis and the needs of the target audience. Although these are fundamental steps in the [process of developing an e-commerce application](#).

Why Do Tech Startups Fail?

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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amples of successful e-commerce startups of this year:

es fast shipping and delivery services to eCommerce

ith pair of pants and now is one of the most popular

and a shop that assists mums to lose weight fast.

[pbusiness.com](#), said "According to the SBA, 78% of startup small businesses overall survive for at least one year. Ecommerce lends itself to failure due to the competition factor alone, but poor online marketing is the number one reason for failure. Online marketing is still not a perfect science, and it takes a budget that most startups do not have."



E-commerce Industry:

E-sales

Personalization

Customer Service

BNPL

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Overview of Startup Success Rates by Stage, Industry, and Location

Startup Success Rate by Stage

Startup Success Rate by Industry

Startup Success Rate by Country

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80% - FAILURES OF STARTUPS

20% - MAKE UP THE SUCCESS OF STARTUPS

Another growing industry is Fintech.

2. Startups Success Rate in FinTech Industry

The FinTech industry covers financial services with the help of innovative technologies such as Big Data or online-only banking. Online financial services have been booming since the introduction of PSD2, a European regulation for electronic payment services.

Therefore, the demand for **ideas in FinTech**, as well as the **creation of FinTech startups**, grows proportionately.

The statistics show that up to 75% of Fintech startups fail. It means the success rate is only 25%. Most of the fintech startups fail after they secure funding from VCs and because they



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Digital-only mobile bank [Monzo](#) based in the UK currently has 4,245,063 users.

[BitPesa](#) startup allows to buy and sell Bitcoins and delivers fiat currency directly to mobile phones.

[Betterment](#) is a popular American AI-powered robo-advisor for investment and has more than \$6 billion in assets.

Michael Burtof, a serial entrepreneur from [burtof.com](#), said “The fact is that, in the USA, only about 0.05% of startups raise venture capital. Simply put, the available data captures 0.000375% of the USA startup universe. From my own experience with hundreds of

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[Overview of Startup Success Rates by Stage, Industry, and Location](#)

Startup Success Rate by Stage

[Startup Success Rate by Industry](#)

Startup Success Rate by Country

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e Fintech space – most startups fail far before they raise ty of reasons. In FinTech, with the emergence of blockchain- urrencies and NFTs’ their is an unprecedented number of ‘of this gold rush.”

wing niche for startups. So it’s important to have an idea of [ch app](#).



FinTech Industry:

Mobile Banking

Insurance

Cryptocurrency

Investment Apps



75% - FAILURES OF STARTUPS

Why Do Tech Startups Fail?

Overview of Startup Success Rates by Stage, Industry, and Location

Startup Success Rate by Stage

Startup Success Rate by Industry

Startup Success Rate by Country

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25% - MAKE UP THE SUCCESS OF STARTUPS

The other leading industry is HealthTech.

3. Startups Success Rate in HealthTech Industry

HealthTech includes **technological developments for health**, as well as devices and software for monitoring the state of people's health.

The **statistics** show that the HealthTech startup failure rates up to 80%. It means the chances of success are only around 20%.

Most of the HealthTech businesses fail in the first year because the business owners couldn't determine their value proposition or chose the wrong evidence strategy.



help to process patient information and automate manual tasks.

[Hims & Hers](#) is an American startup that allows access to specialists via an online platform, allowing people to find help from their homes.

[Circulo Health](#) is an AI-based startup that provides information at a faster pace and gives access to healthcare by collecting detailed data about the patients and doctors.

The Success of Startups in the HealthTech Industry

Why Do Tech Startups Fail?

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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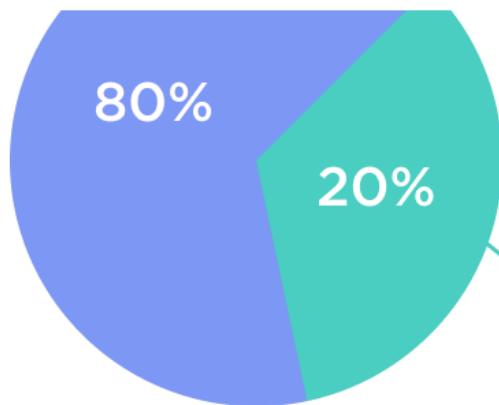
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[Health Monitoring Software](#)

[Telemedicine](#)

80% - FAILURES OF STARTUPS

20% - MAKE UP THE SUCCESS OF STARTUPS



Now, let's see what is going on in the EduTech Industry.



industry that provides educational technology solutions to people all over the world.

Compared to the other industries, the EduTech startups develop slowly. [The statistics](#) show that the EduTech startup failure rates up to 60%. It means the success rate is around 40%.

Most EduTech startups fail because of the introduction of unnecessary technologies and insufficient teacher training.

We chose some of the brightest examples of the successful EduTech startups of this year:

[Immerse](#) startup provides a platform that allows its students to use VR headsets to

...

Why Do Tech Startups Fail?

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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[Code Science](#) uses a learning model for kids based on play, at the STEAM experience.

[TutorMe](#) is an online language learning company that connects students and tutors using data-driven tools.

One of the reasons startups fail in EduTech is that they rush to market. This is required to succeed. One of these steps is to get to know your target audience. Parents, for example, value high-quality products at reasonable prices, and educational institutions value unique products that they can purchase at a low cost and resell at a higher cost. The other reasons are a misinterpretation of early traction and a lack of market knowledge.

“Parents, for example, value high-quality products at reasonable prices, and educational institutions value unique products that they can purchase at a low cost and resell at a higher cost. The other reasons are a misinterpretation of early traction and a lack of market knowledge.”



EduTech Industry:

Learning Management

Play To Learn

BYOC



60% - FAILURES OF
STARTUPS

Why Do Tech Startups Fail?

Overview of Startup Success Rates by Stage, Industry, and Location

Startup Success Rate by Stage

Startup Success Rate by Industry

Startup Success Rate by Country

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40% - MAKE UP THE
SUCCESS OF STARTUPS

Let's look at startups' success rates in the gaming industry.

5. Startups Success Rate in Gaming Industry

Over the last years, there is a decrease in venture capitalists' interest in gaming startups in the early stages. Investors claim the gaming industry is unpredictable.

The [statistics](#) show that the Gaming startup failure rates are 50%. It means the success rate is also 50%.

The Silicon Valley investors consider the gaming industry is some kind of a creative one rather than tech. There should be a successful combination of art and business.



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player's warzone stats to divide them into teams.

[Playable Worlds](#) is a PC gaming company that provides game development, online games, and gamification.

[Lionheart Games](#) is a mobile game studio aimed at creating innovative games.

Jason McIntosh from [ggcircuit.com](#), said “In the realm of location-based eSports, out of our first 600 software customers, 69% failed within two years. At this point, location-based eSports by themselves are not profitable. It MUST be one part of an overall gaming entertainment strategy.”

Why Do Tech Startups Fail?

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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Gaming Industry:

Development

Promotion

Sale Of Computer Games



50% - FAILURES OF
STARTUPS

Why Do Tech Startups Fail?

Overview of Startup Success Rates by Stage, Industry, and Location

Startup Success Rate by Stage

Startup Success Rate by Industry

Startup Success Rate by Country

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50% - MAKE UP THE
SUCCESS OF STARTUPS

Now that we researched the various industries, let's see the correlation of startup success rates by the location.

Startup Success Rate by Country

According to the [2021 statista](#) data this year, the United States is leading in the number of startups (63,703). India is second on the list with 8,301 startups, while the UK is in third place with 5,377 startups.

By comparison, the United States has nearly three times as many startups as the other 10 countries we have on our list combined. SBA (Small Business Administration) connects business owners and mentors to help them grow.



Let's take a look at the details.

1. Startup Success Rate in the USA

New business statistics show that the new startups' rate decreased in Q4 with over 1.1 million U.S. businesses, then raised again to [1.37 million](#) in the first quarter of 2021 and then to 1.44 million in the second quarter.

The percentage of startups that fail in their first years in the USA is over 80%. It means the success rate is about 20%.

Why Do Tech Startups Fail?

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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an startups in 2021 are:

te teams. It helps leaders to connect, evolve their culture,

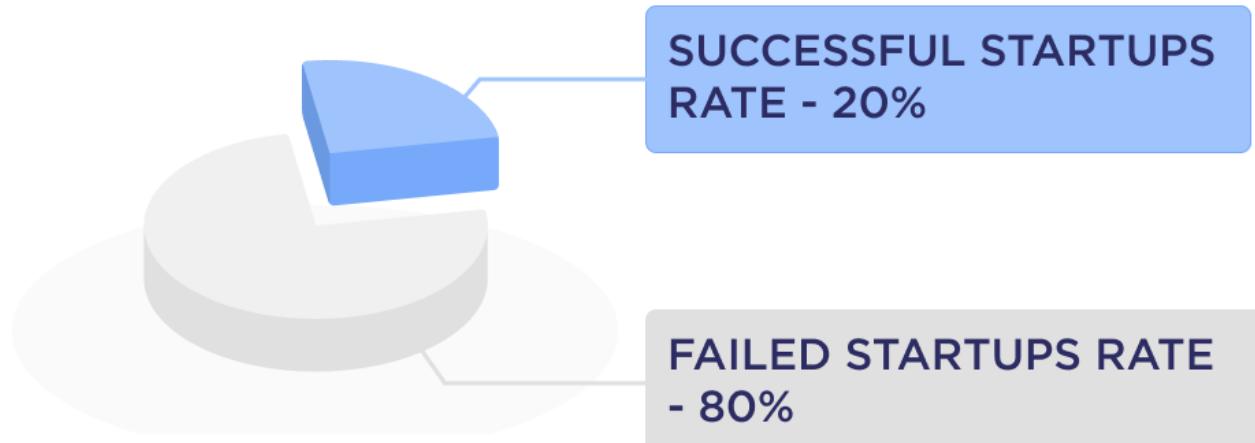
.

that takes care of the financial wellness of employees.

are coordination for medical specialists.

[.com](#), said "According to research, 21.5 percents of startups

fail in their first year, 50% in the second year, and 50% in their fifth year. Money running out, being wrong in the market, lack of research are some of the common reasons for the failure. While, on the flip side, 16.5% of the small businesses at times tend to succeed. This is usually for small businesses or startups. Generally, unicorn startups have a little higher rate as compared to startups, due to the availability of resources and funds."



Why Do Tech Startups Fail?

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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II Startups In Late 2021:



1 American country, Canada.

2. Startup Success Rate in Canada

The percentage of startups that fail in their first years in the USA is over 80%. It means the success rate is about 20%.

Among the best examples of Canadian startups in 2021 are:

[Drop](#) is a customer loyalty startup that provides users with points for linking debit or credit cards.

[Ritual](#) is a startup that offers food and drinks delivery and allows users to pre-order and pre-pay their orders from local restaurants.

[Integrate.ai](#) company uses machine learning and cross-industry intelligence to know how to predict the customers' needs and market trends beforehand.



end much earlier than desired because generally, it is an established notion that 20% of businesses miss the mark in their first year and almost 60% will go bankrupt within their first three years. Statistical sources coming from Canadian government institutions show 85% of Canadian startups fail within a year. Of which 45% of goods-producing companies hardly make their first year while 40% of service sector startups fail in a year. This is an alarming situation for a country that has a 7% unemployment ratio."

Startup Success Rate in Canada

Why Do Tech Startups Fail?

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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SUCCESSFUL STARTUPS RATE - 20%

FAILED STARTUPS RATE - 80%

Examples Of Successful Startups In Late 2021:

drop

Ritual

 **integrate.ai**

Let's take a look at the startup scene in the United Kingdom.

3. Startup Success Rate in the UK

UK tech startups face incredible growth, with £17.8b of equity investment raised between January and October 2021.



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Among the best examples of British startups in 2021 are:

[FinTech startup SumUp](#) provides a payment processing system for small businesses and offers business owners to accept secure card payments.

[CMR Surgical](#) is a Cambridge-based technology company that creates robotics for surgical purposes.

[OVO Group](#) provides other green energy companies with supplies of renewable electricity.

Nathan Bynum from [nathanbynum.com](#), said “it may seem daunting that 89% of businesses in the UK survive their first year in business yet over half are gone after 5 years. However,

Why Do Tech Startups Fail?

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

6 of all businesses that become successful have pivoted (numbers show remarkable resilience in the face of many ‘ity of unary businesses worldwide.”

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

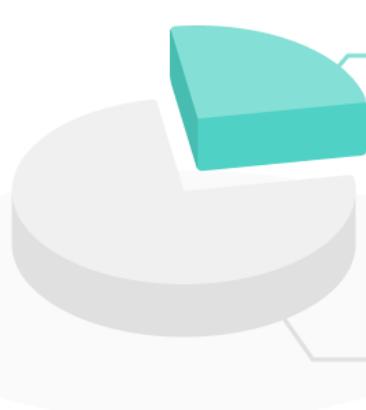
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SUCCESSFUL STARTUPS RATE - 30%

FAILED STARTUPS RATE - 70%

Why Do Tech Startups Fail?

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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[Bonus Infographic Startup Success and Failure Rate in 2022](#)

11 Startups In Late 2021:



European startups from France.

4. Startup Success Rate in France

The French startups are mostly succeeding in creating software or cloud-based platforms.

The percentage of startups that fail for the first time in France is over 80%. It means the success rate is about 20%.

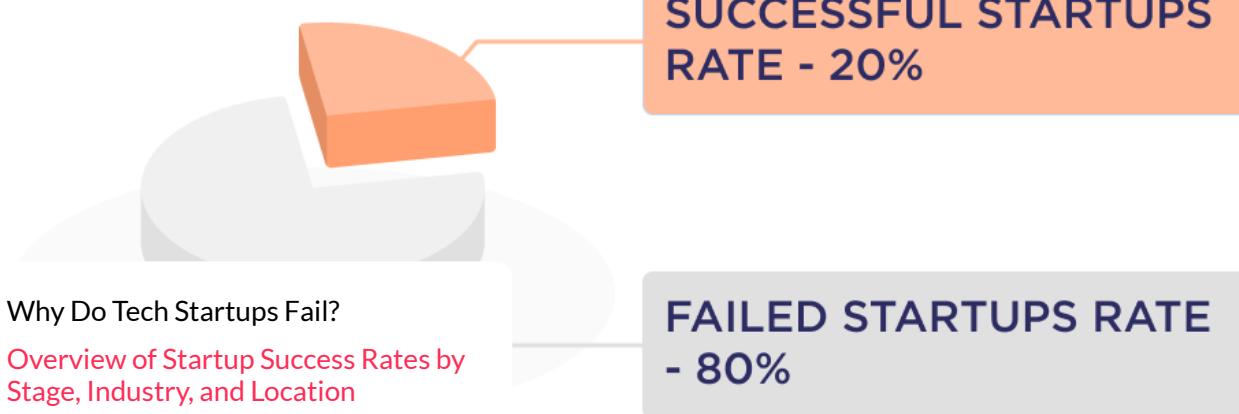
Among the best examples of French startups in 2021 are:

[Enterome](#) is a healthcare startup that produces drugs for chronic conditions and develops specific practices based on molecular interaction.

[Devialet](#) is a startup aimed at acoustic engineering and the creation of high-end connected audio speakers.



Startup Success Rate in France



II Startups In Late 2021:

DEVIATE

OPENCLASSROOMS

The next overview piece is about German-based startups.

5. Startup Success Rate in Germany

The percentage of startups that fail in their first years in Germany is over 75%. It means the success rate is about 25%.

Among the best examples of German startups in 2021 are:

[ResearchGate](#) is an Edutech social networking startup that provides learners with scientific knowledge and gives them the opportunity to share their work.

[Adjust](#) is an intelligent mobile analytics startup that offers marketing automation products, fraud prevention services, and cybersecurity solutions.



Melanie Marten from [PR ON THE GO](#), said “The stability of startup businesses is measured by their termination rate by the German KfW Development Bank, and their [Start-up Monitor](#) which states that in the course of three fiscal years, around 30 % of founders discontinue their startups. In fact, the stability of the continuance is even somewhat weaker. After the first 36 months 66 % of startups are still active and 57 % after 60 months.”

Startup Success Rate in Germany

Why Do Tech Startups Fail?

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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[Bonus Infographic Startup Success and Failure Rate in 2022](#)

SUCCESSFUL STARTUPS RATE - 25%

FAILED STARTUPS RATE - 75%

Examples Of Successful Startups In Late 2021:

[ResearchGate](#)

 [adjust](#)



The next country on the klin list is Switzerland.

6. Startup Success Rate in Switzerland

The percentage of startups that fail in their first years in Switzerland is over 65%. It means the success rate is about 35%.



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with the help of bioengineering.

[9T Labs](#) is a startup that creates a new way of manufacturing carbon composites.

[Planted Foods](#) is a startup that creates plant-based protein made of 100% animal-product-free components.

Startup Success Rate in Switzerland

Why Do Tech Startups Fail?

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

Startup Success Rate by Stage

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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[Bonus Infographic Startup Success and Failure Rate in 2022](#)

SUCCESSFUL STARTUPS RATE - 35%

FAILED STARTUPS RATE - 65%

Examples Of Successful Startups In Late 2021:



And the final European country in this article is Estonia.

7. Startup Success Rate in Estonia

The percentage of startups that fail in their first years in Estonia is over 75%. It means the success rate is about 25%.

Among the best examples of Estonian startup. 2021 are:



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Kedeikoam is a telecommunication startup that provides internet traffic management for travel companies.

Lingvist is an Estonian startup that offers language learning solutions and uses mathematics for better results.

David from **Marketing Disty**, said "According to the Estonian Startup Database as of 2021, 1,376 startups have been created. Out of the total amount of Estonian startups up to 2021, 347 have been active for 5 years or more. This means 25.2% of Estonian startups can be considered a success to date as it typically takes a small business at least 2 to 3 years to be profitable and at least 5 years to become truly successful."

Why Do Tech Startups Fail?

[Overview of Startup Success Rates by Stage, Industry, and Location](#)

[Startup Success Rate by Stage](#)

[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

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Startup Success Rate in Estonia

SUCCESSFUL STARTUPS RATE - 25%

FAILED STARTUPS RATE - 75%

Examples Of Successful Startups In Late 2021:



Now let's move to an overview of startups from South Africa.

8. Startup Success Rate in South Africa



Among the best examples of South African startups in 2021 are:

[Aerobotics](#) is a data analytics startup that offers aerial imagery and ML algorithms to help farmers identify pests and diseases in the early stages.

[AzarGen](#) is a biotech company that deals with developing human therapeutic proteins with the help of genetic engineering & synthetic biology.

[MAXHOSA AFRICA](#) is a popular knitwear brand that offers knitwear design solutions.

Eleni from StartupBlink shared their insights: "The South Africa Startup Ecosystem is a regional Leader in innovation, ranked at number 48 globally, and shows a positive

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Startup Success Rate in South Africa

SUCCESSFUL STARTUPS RATE - 14%

FAILED STARTUPS RATE - 86%

Examples Of Successful Startups In Late 2021:

Aerobotics

AzarGen™
Biotechnologies

MAXHOSA
AFRICA



The percentage of startups that fail in their first years in Hong Kong is over 70%. It means the success rate is about 30%.

Among the best examples of Hong Kong startups in 2021 are:

[Bravera](#) is a healthcare startup that creates fitness challenges for social good or for discount rewards.

[Gini](#) is an app that offers users tracking and management systems for their personal finances.

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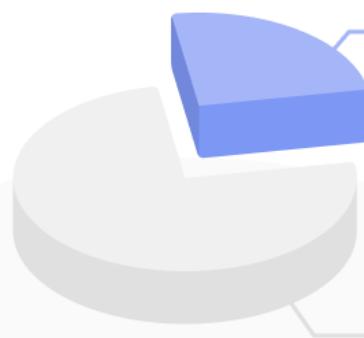
[Startup Success Rate by Country](#)

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Startup that produces clothes made from fabrics from all

*h, that kindly shared with us insights on Canadian and the
ughts on this: "The number of start-ups in Hong Kong has
he previous few years. The number of local start-ups
en 2018 and 2020, to 3,360, employing 10,688 people.
eCommerce/supply chain management/logistics
nd consultancy services account for the vast majority of*



SUCCESSFUL STARTUPS RATE- 30%

FAILED STARTUPS RATE - 70%

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[Overview of Startup Success Rates by Stage, Industry, and Location](#)

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Top Startups In Late 2021:



The percentage of startups that fail in their first years in Singapore is over 70%. It means the success rate is about 30%.

Among the best examples of Singaporean startups in 2021 are:

[Credit Culture](#) is a Fintech provider that offers digital solutions for personal loans in Singapore.

[Goxip](#) is a design startup that discovers fashion and beauty products and provides its in-house Fintech payment solution.

[Silentmode](#) is a healthcare startup that offers to eliminate stress with the help of wearable technologies.



70%80% in the first few years. 90% of the Startups survive the first year but the young entrepreneurs who thought entrepreneurship is a bed of roses have a keen habit of losing hope if failure follows another two or more years. Singapore has a high Startup failure rate because the trend of Startups has taken its toll on the young generation. But those Startups that stay consistent and backed by mutual networking events such as Flex user groups, or Angel investors who are willing to throw their money at a good idea with their deep pockets have a chance of crossing a \$5-\$10M mark in a few years. The community is ethically strong and people are relatively educative."

Startup Success Rate in Singapore

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Overview of Startup Success Rates by Stage, Industry, and Location

Startup Success Rate by Stage

Startup Success Rate by Industry

Startup Success Rate by Country

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**SUCCESSFUL STARTUPS
RATE - 30%**

**FAILED STARTUPS RATE
- 70%**

Examples Of Successful Startups In Late 2021:



GOXIP

SILENTMODE™

Finally, let's take a look at Australian startups.

11. Startup Success Rate in Australia



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Among the best examples of Australian startups in 2021 are:

[Airwallex](#) is a FinTech startup that allows businesses to take and make payments from anywhere across the world.

[Canva](#) is a SaaS startup that offers users the to create social media and other forms of digital content.

[Secure Code Warrior](#) is a cybersecurity and learning startup that provides personalized development startup business plans and secure codes.

Matthew from [Hypernia](#), said “Few Australian startups survive the first three years. There

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[Startup Success Rate by Stage](#)

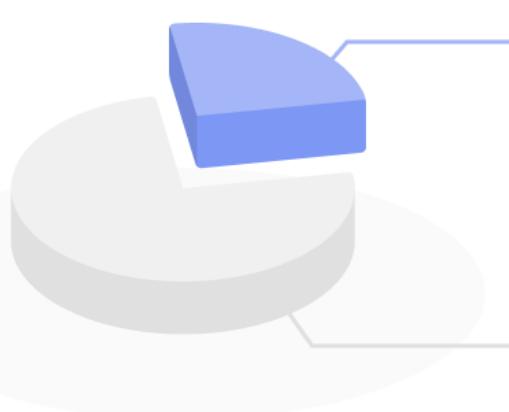
[Startup Success Rate by Industry](#)

[Startup Success Rate by Country](#)

*between sectors, with ‘Transport, postal, and warehousing’
ar survival rate of firm entries, and Agriculture having a
hovering at 7-8 percent, making this one of the more stable
ll of the characteristics of a strong startup economy. Cities
rth have risen to become promising hubs of technological*

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SUCCESSFUL STARTUPS RATE- 25%

FAILED STARTUPS RATE - 75%

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Startup Success Rate by Stage

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Top Startups In Late 2021:

But if you are considering starting a startup, you should make think carefully and examine the startup statistics.

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After considering the startup success rate, you can start deciding on the direction, problem, and product. Make sure there is a market for your solution.

The next step is to find out [how to build a startup from scratch](#).

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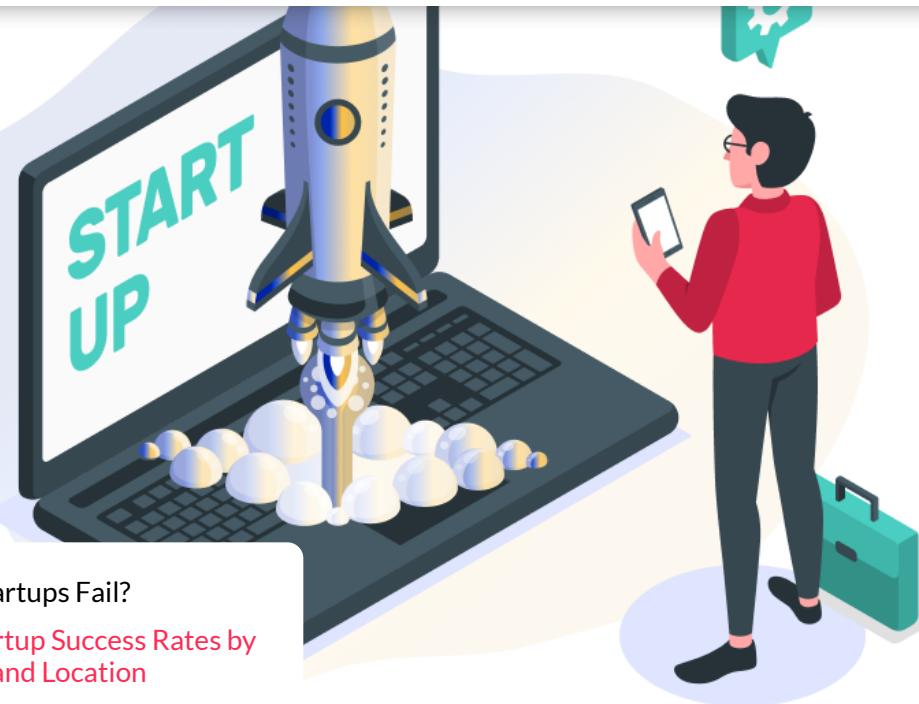
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Overview of Startup Success Rates by Stage, Industry, and Location

Startup Success Rate by Stage

Startup Success Rate by Industry

Startup Success Rate by Country

TUP SUCCESS RATE

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at key statistics about startups: how many survive

and how many die?

A breakdown of investment stages, industries, and countries.

1

Why do startups die? 6 main reasons.

1. Flawed business model

5. Failed to raise new capital

2. No market need

6. Difficult product for the audience

3. Uneducated technical team



2

The breakdown of the startups success rate by investment rounds.

There are only three stages in the life of a startup:

1

PRE-SERIES A STAGE

The amount of funding ranges from **50 000 to 300 000 \$**, the period from 3

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2

SERIES A STAGE

The amount of funding ranges from **500 000 to 3 000 000 \$**, the period from 12 to 18 months.

[Attracting venture capital \(business development\)](#)

The amount of funding ranges from **30 000 000 to 400 000 000 \$**, the period from 18+ months.

[Raises funding for Series B, then rounds C, D, E.](#)

3

The breakdown of the startups success rate by industries.

01. E-commerce Industry

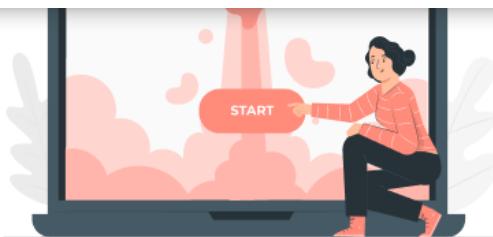
80% - failures of startups.

Reason: low level of target user



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02. FinTech Industry

75% - failures of startups.

Reason: non-compliance with regulatory requirements

03. HealthTech Industry

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Startup Success Rate by Stage

Startup Success Rate by Industry

Startup Success Rate by Country

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Reason: the industry is more creative than technological.

4

The breakdown of the startups success rate by countries.



The USA



20% - Successful startups



Fintech, medicine, communication



The UK

30% - Successful startups



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20% - Successful startups

Delivery, machine learning

France

20% - Successful startups

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Overview of Startup Success Rates by Stage, Industry, and Location

Startup Success Rate by Stage

Startup Success Rate by Industry

Startup Success Rate by Country

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Hong Kong

30% - Successful startups

Medicine, financial control, e-commerce

Australia

25% - Successful startups

Fintech, SaaS, cybersecurity

Germany

25% - Successful startups

Scientific sphere, intelligent mobile analytics, online insurance

Switzerland

35% - Successful startups

Biotechnology

South Africa

14% - Successful startups

Biotech, machine learning

Singapore

30% - Successful startups

Finance, design, medicine

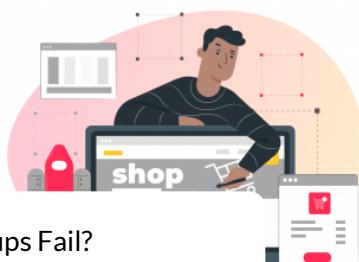


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