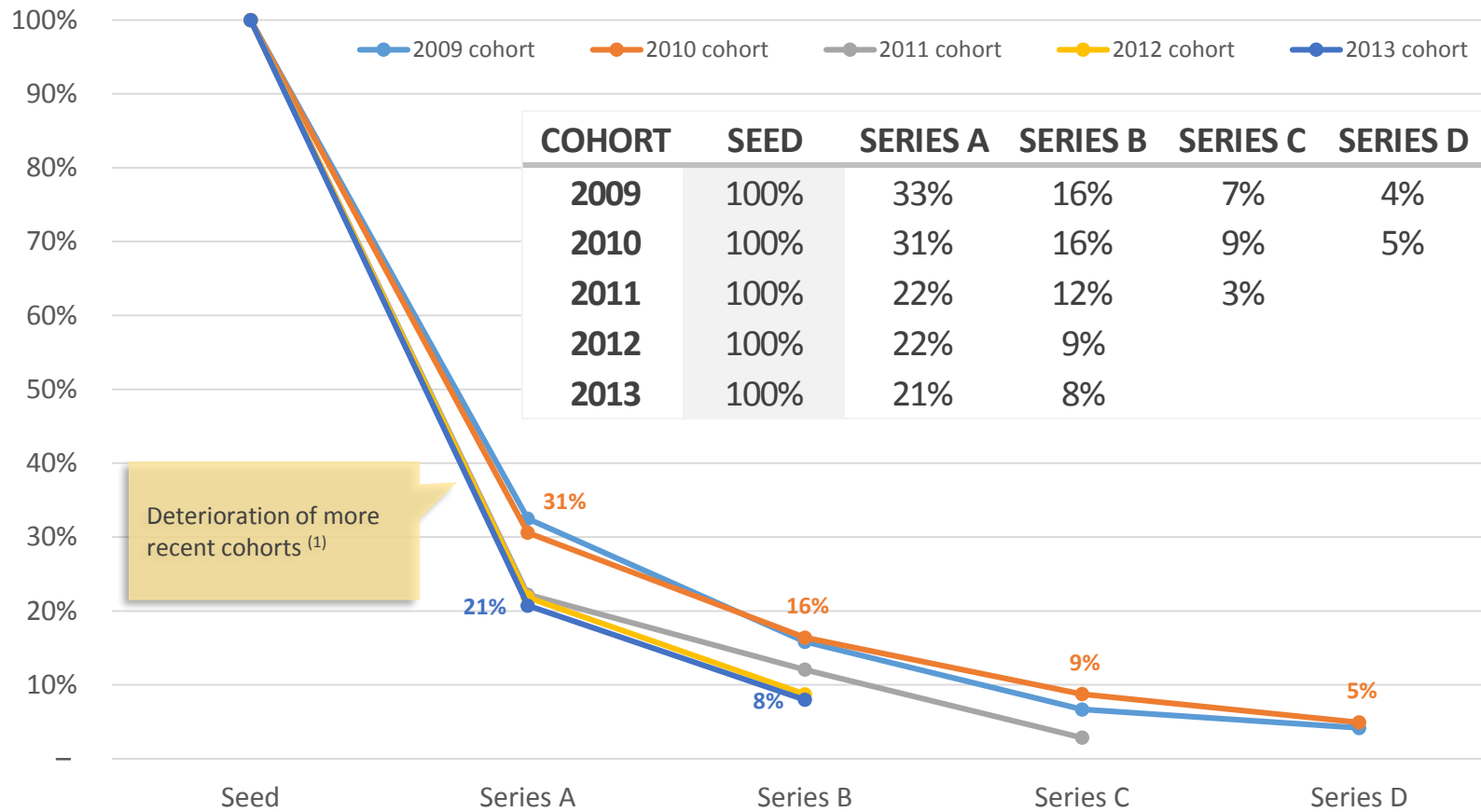


# Only 20-30% of seeded companies go to series-A. Thereafter, follow-on rate is about 50% for each stage

% probability to reach next funding round



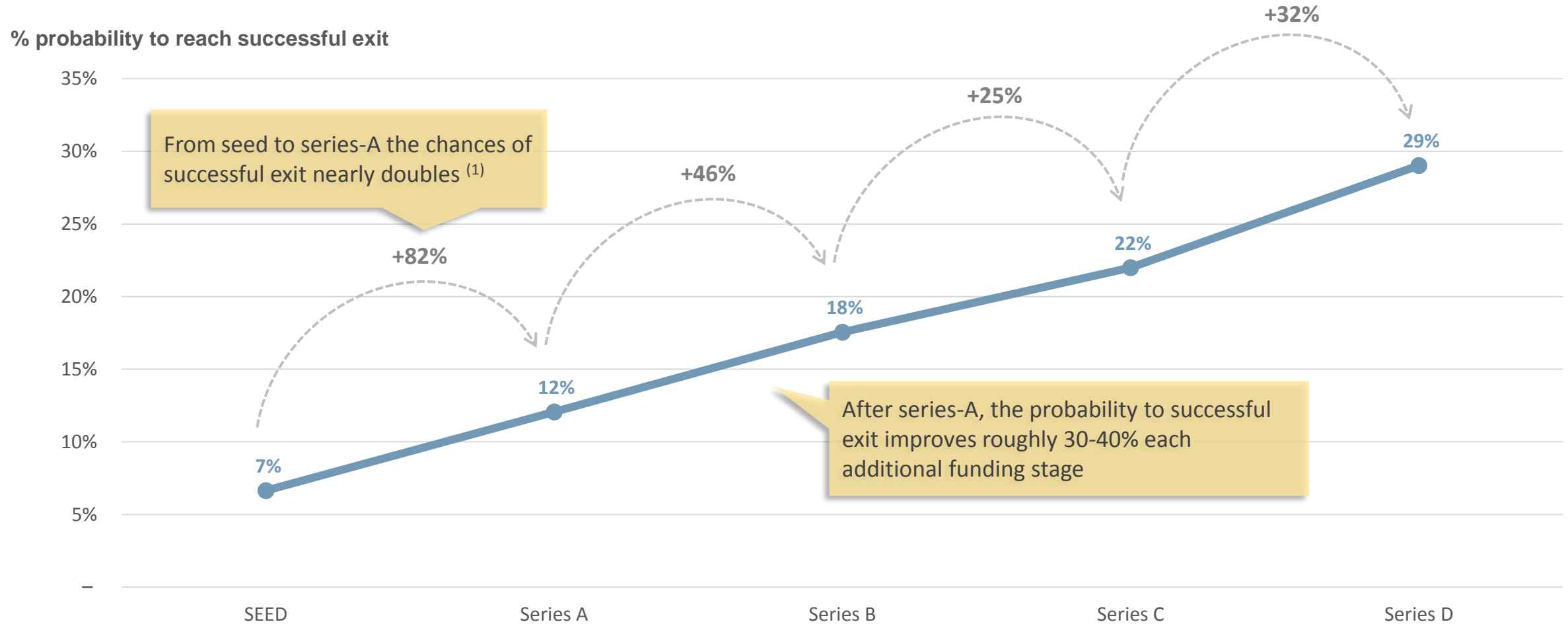
- Recent years saw more European startups than ever. But less are reaching the next funding round stage
- This is likely due to a combination of increased competition and higher risk appetite by VCs
- The number of companies raising seed rounds has roughly doubled in last five years
- However, not reaching series-A does not necessarily equal failure
- Especially beyond series-A/B companies often simply do not need additional funding

Note: the average time between rounds is roughly 18 months. Therefore, it takes an average of nearly three years to move from Seed to Series B. For this reason, the data only includes cohorts from 2013 and earlier.

1. The deterioration of more recent cohorts may partially be explained by survivor bias.

# Which is the better investment: series-A, -B, -C....?

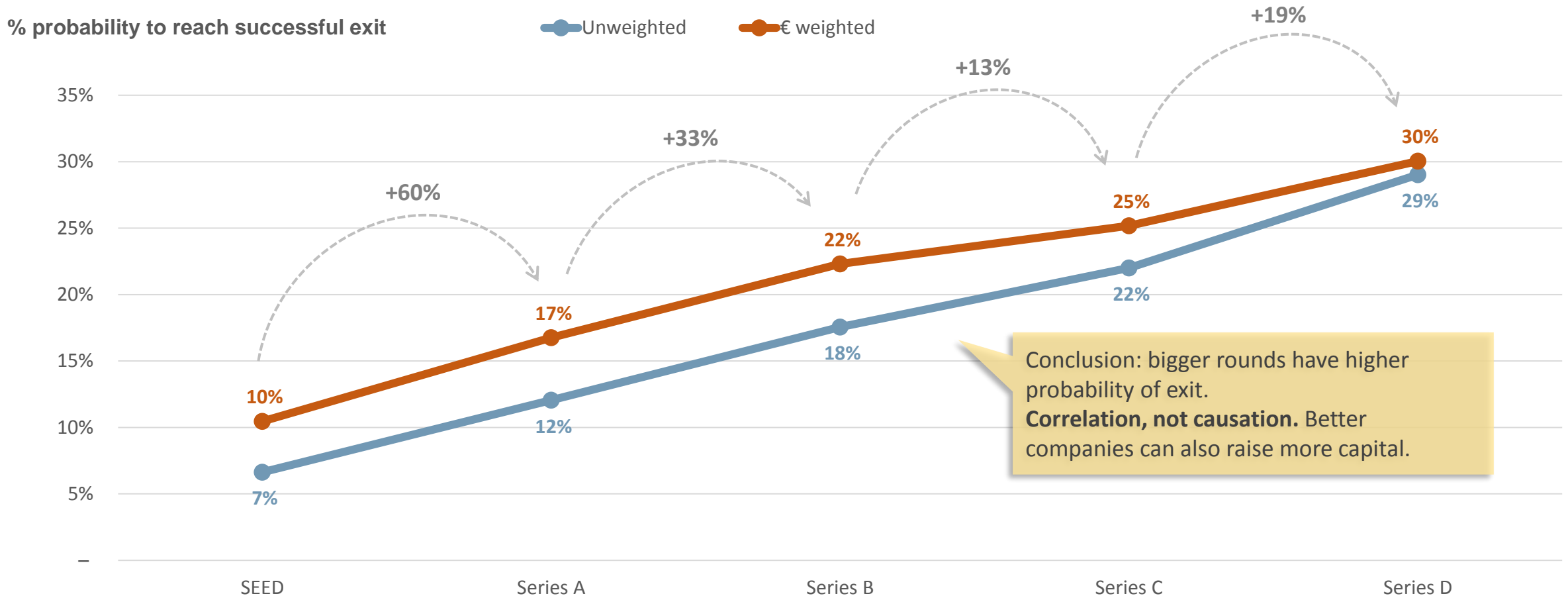
## Chance to a reach successful exit increases linearly



Note: cohorts between 2010-2013. Several companies from these cohorts may still reach exit, which would increase % success.

1. Data is also affected by survival bias: there are many unknown seeded companies that failed and never announced their seed round. Correcting for this would reduce the % success.

# Bonus slide: same data but weighted for €M invested. Bigger rounds have higher probability of exit



Note: cohorts between 2010-2013. Several companies from these cohorts may still reach exit, which would increase % success.

1. Data is also affected by survival bias: there are many unknown seeded companies that failed and never announced their seed round. Correcting for this would reduce the % success.

# About Dealroom

- Dealroom is the one-stop shop for data, analytics and research on high-growth companies and venture capital in Europe and beyond
- Founded in 2013 in Amsterdam, Dealroom has become Europe's leading venture capital database, tracking over 500,000 companies and 10,000 investors
- Dealroom provides a 360° view via a unique data model, which combines big data and machine learning, with curation and contributions from over 10,000 local market experts

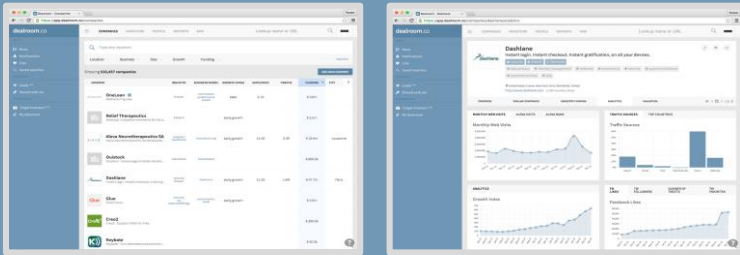
# Powerful data model



# Premium data & research on-demand



## Database access



## Research on demand



- Custom reports
- Industry & strategic reviews
- Geographic overviews
- VC and M&A activity



10,000+ contributors  
(founders, VCs, ...)



Curation & research by  
Dealroom's team



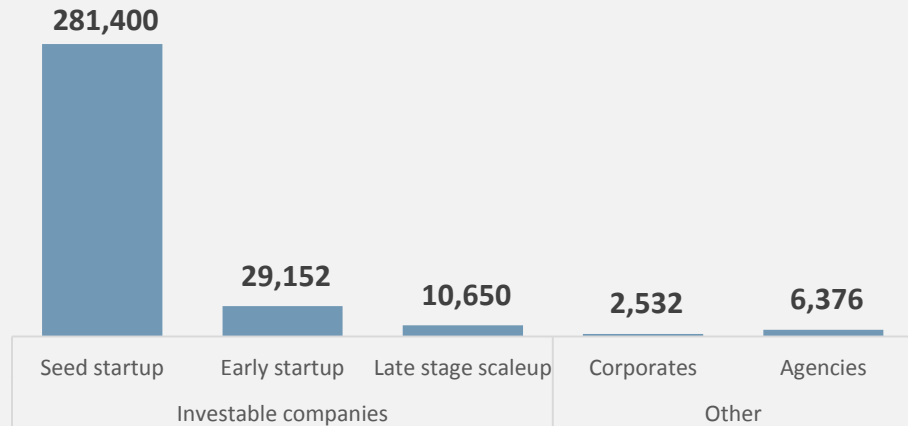
Big data analytics on  
500,000+ tech companies  
and 10,000+ investors



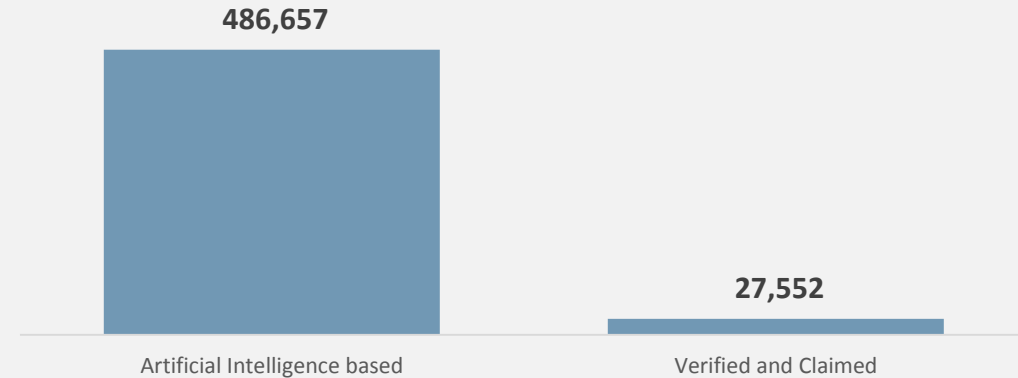
Machine learning and  
natural language processing

# Dealroom data composition

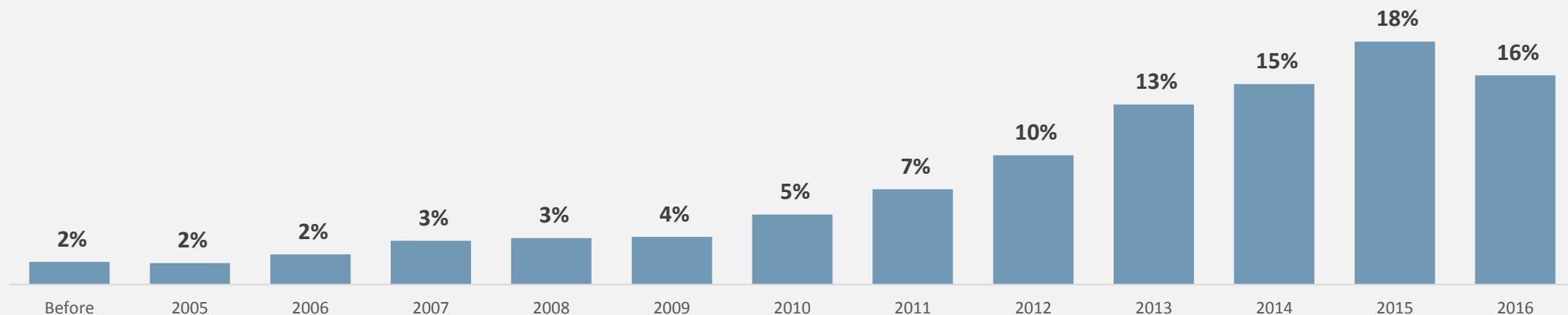
## Type of entities



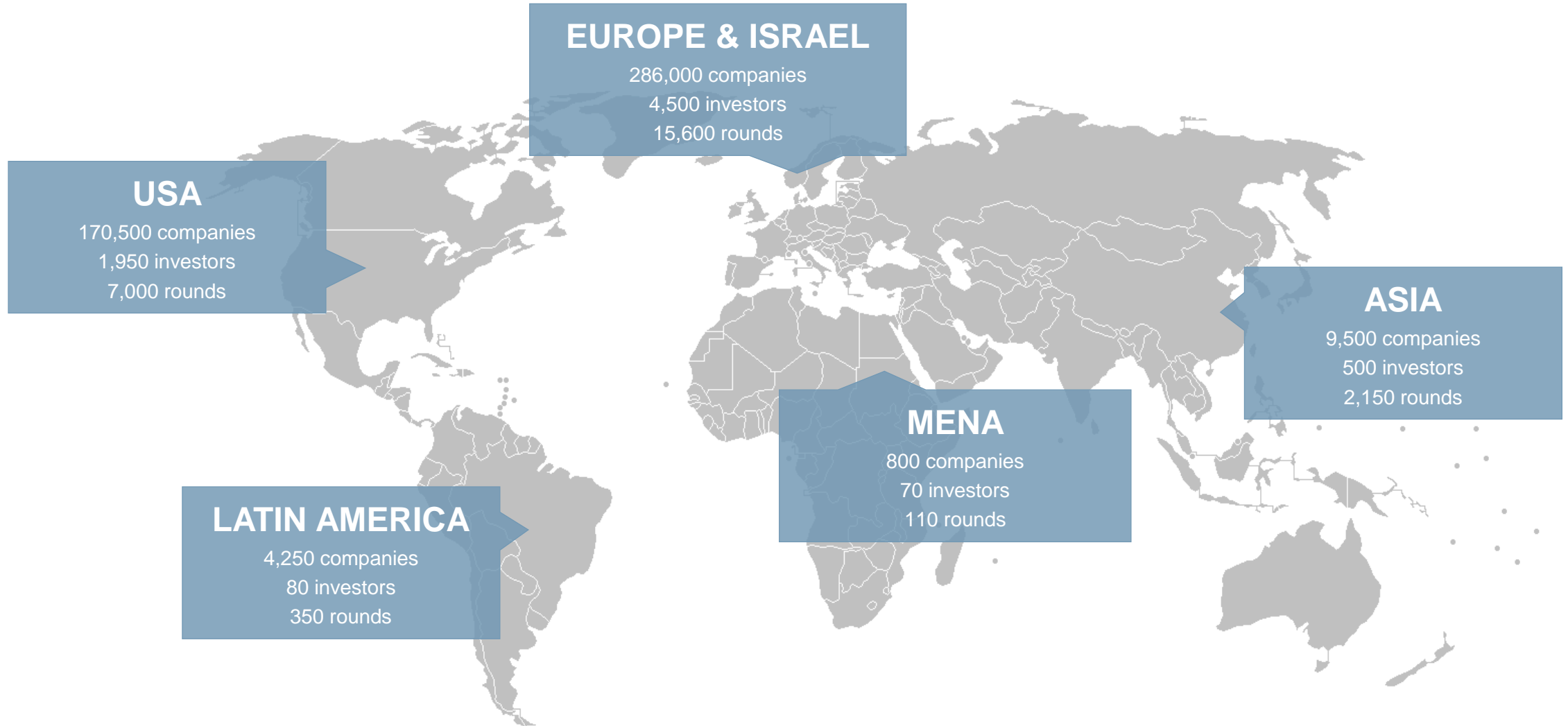
## Number of companies by data method



## Distribution of investable tech companies by year



# European focus, global scope







# dealroom.co

Contact us: [support@dealroom.co](mailto:support@dealroom.co)

The screenshot shows the DealRoom website interface on a laptop screen. The interface includes a sidebar with navigation links, a top navigation bar with tabs for COMPANIES, INVESTORS, and REPORTS, and a main content area displaying a table of companies with various filters and search options.

**dealroom.co**

**John Founder**

- Notifications
- Favourites
- Saved searches
- Connections
- Live deals
- Shared with me
- Target investors
- My dataroom

**COMPANIES** **INVESTORS** **REPORTS**

Search Dealroom

Finance / Fintech  
201-500  
United States

Location Business Size Growth Funding

Showing 35 results.

COMPANY	INDUSTRY	BUSINESS MODEL	GROWTH STAGE	EMPLOYEES	TRAFFIC	FUNDING	CITY
<b>Adyen</b> Leading next generation global p...	Finance / Fintech payment services	commission	late growth	201-500	5.0M	€ 266.0M	Amsterdam
<b>Oanda</b> Transforming the world of foreig...	Finance / Fintech online trading	subscription	mature	201-500	6.4M	€ 117.0M	Zurich
<b>BankBazaar.com</b> Find and compare loans, credit c...	Finance / Fintech price comparison	lead generation	late growth	201-500	1.0M	€ 79.0M	
<b>Jinfusi</b> China-based online personal we...	Finance / Fintech classifieds	commission classified listing	early growth	201-500		€ 50.0M	Shenzhen
<b>Mobikwik</b> Fastest way to recharge mobile...	Finance / Fintech payment services	commission	late growth	201-500		€ 30.0M	Gurgaon
<b>CR2</b> Assess financial institutions red...	Finance / Fintech	subscription	mature	201-500	5K	€ 15.0M	
<b>Pozcash</b> Prepaid payment cards for consu...	Finance / Fintech payment services	subscription	late growth	201-500		€ 15.0M	Mumbai
<b>ObjectWay</b> Leading software provider for th...	Finance / Fintech back / mobile office	subscription	mature	201-500	8K	€ 10.0M	Milano
<b>On Track Innovations</b> E-commerce Payment Solutions	Finance / Fintech			201-500		0	Bang Pong

December 2016