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| --- | --- | --- | --- | --- | --- |
| **Column #** | **Column Name** | **Variable Description** | **Type** | **Levels** | **Elaboration** |
| 1 | Status | Status of Company | Factor | Failed  Success |  |
| 2 | FoundingYear | Founding Year of Company | Integer |  |  |
| 3 | Age | Age of Company | Integer |  |  |
| 4 | FocusFunctions | Focus Functions of Company | Factor |  |  |
| 5 | TeamSizeGrowth | Presence of Growth in Company Team Size | Factor | no  yes |  |
| 6 | NumSeedInvestors | Number of Seed Investors in Company | Integer |  |  |
| 7 | NumAngelorVCInvestors | Number of Angel Investors or Venture Capitalists in Company | Integer |  |  |
| 8 | NumFounders | Number of Founders of Company | Integer |  |  |
| 9 | NumAdvisors | Number of Advisors to Company | Integer |  |  |
| 10 | SeniorLeadershipTeamSize | Team Size of Company’s Senior Leadership | Integer |  |  |
| 11 | TopCompanyExp | Presence of Previous Top Company Experience in Company | Factor | No  Yes |  |
| 12 | StartupExp | Presence of Previous Start-Up Experience in Company | Factor | No  Yes |  |
| 13 | SuccessfulStartupExp | Presence of Previous Successful Start-Up Experience in Company | Factor | No  Yes |  |
| 14 | Big5Partner | Presence of Previous Big 5 Consulting Partner Experience in Company | Factor | No  Yes | Big 5 Consulting Firms: KPMG, PWC, Deloitte, Ernst Young, and Accenture (formerly Andersen) |
| 15 | ConsultingExp | Presence of Previous Consulting Experience in Company | Factor | No  Yes |  |
| 16 | ProductorService | Product or Service Based Company | Factor | Both  Product  Service |  |
| 17 | DataFocus | Data Focus of Company | Factor | Both  no  Private  Public | Public – based on stable characteristics  Private - |
| 18 | ConsumerDataFocus | Consumer Data Focus of Company | Factor | No  Yes |  |
| 19 | DataStructureFocus | Data Structure Focus of Company | Factor | Both  no  Structured  Unstructured |  |
| 20 | SubscriptionBased | Subscription Based Company | Factor | No  Yes |  |
| 21 | CloudPlatformBased | Cloud or Platform Based Company | Factor | both  cloud  none  platform |  |
| 22 | LocalGlobal | Broad Geographic Market of Company | Factor | global  local |  |
| 23 | BusinessModel | Broad Business Model of Company | Factor | Linear  Non-Linear |  |
| 24 | CapitalIntensive | Capital Intensive Company | Factor | No  Yes | A company is capital intenstive when its capital expenduire is relatively larger than its labor expenditure. This is usually because the company has a large amount of fixed assests. |
| 25 | CrowdsourcingBased | Crowdsourcing Based Company | Factor | No  Yes | Company’s recruits a workforce with the exact skills for each task to complete it quickly and efficiently. Instead of permanent position, freelancers are used. |
| 26 | CrowdfundingBased | Crowdfunding Based Company | Factor | No  Yes | Company uses crowdfunding as a way to gain investment by raising small amounts of money from a large group of people. This is done using things like KickStarter. |
| 27 | B2BorB2C | B2B or B2C Marketing Plan | Factor | B2B  B2C | B2B: Markets from Business to Business  B2C: Markets from Business to Consumer |
| 28 | GlobalExposure | Global Exposure by Founders | Factor | No  Yes | Founders have significant experience in overseas markets or cultures. |
| 29 | HighestEducation | Highest Education Achieved by Founders | Factor | Bachelors  Masters  PhD |  |
| 30 | Fortune100Exp | Presence of Previous Fortune 100 Experience | Integer |  |  |
| 31 | Fortune500Exp | Presence of Previous Fortune 500 Experience | Integer |  |  |
| 32 | Fortune1000Exp | Presence of Previous Fortune 1000 Experience | Integer |  |  |
| 33 | NumFounderRecognition | Number of Industry Recognitions of Founders | Integer |  |  |
| 34 | PricingStrategy | Presence of Pricing Strategy | Factor | No  Yes | Company has a fixed model and method to price its goods and/or services. |
| 35 | HyperLocalisation | Presence of Hyper-Localization in Marketing Plan | Factor | No  Yes | Hyper-localization is when a business has locality specific marketing campaigns. (i.e., free coffee at Dunkin when the city’s MLB team wins) |
| 36 | LongtermFounderRelationship | Presence of Long-term Relationships between Founders | Factor | No  Yes |  |
| 37 | GooglePageRank | Google PageRank | Integer |  | Rank of a company’s webpage based on Google’s PageRank algorithm which determines the “importance” of websites. |
| 38 | NumDirectCompetitors | Number of Direct Competitors | Integer |  | Number of other businesses that offers the same service/product to customer. Seen as one of the most visible competitive pressures |
| 39 | EmployeesPerYear | Average Number of Employees per Year in Business | Integer |  |  |
| 40 | LastFundingRoundAmount | Amount Obtained from Last Round of Funding in USD | Integer |  | Money raised in Series C (and onwards) of start-up funding. Series C is when a company is already doing well and wants money for expansion, acquisition, or product development. |
| 41 | RecessionSurvival | Company Survival through Economic Recession | Factor | No  Yes |  |
| 42 | FortuneExp | Presence of Previous Fortune Company Experience | Integer |  | This column combines the Fortune100Exp, Fortune500Exp, and Fortune1000Exp columns. A company is given one point per column it has filled. (Min = 0 and Max = 3) |