

# **“Startups” Final Report**

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# Introduction

The data that has been analyzed includes information about 101 Startups and about the roles of people, who work there. The following information about startups is provided: Stage of Development, Industry, the country of Company Headquarters, whether the Startup is incorporated or not, Types of Products, name of the Founder. In addition, the table includes the information about people, who work in the startups, which includes Gender, Age, Country, in which the person is based, and person's role in the Startup.

The main tendencies of the dataset are:

1. All Startups mentioned in the dataset currently are on a certain stage of development, which is one of the following stages: Development stage, Pre-Seed Stage, Idea stage, Series A stage, Small Business, Seed Stage, and the largest number, 44, are currently in the Development stage;
2. Various Industries are covered in the dataset. They include tourism, maritime, education, biotech, gaming, E-commerce, social network, cybersecurity, health, fintech, Smart cities, retail, mobile technologies, Big Data, space, E-sports, food and beverages, digital media, IOT, advertising, ICT or Telecommunications, agriculture, energy, transportation, defense and security, entertainment, social enterprise and 'Other', which is referred to all categories, that are not mentioned above;
3. Company Headquarters are based in various countries inside and outside Europe, but not always the workers are based in the same country as Company HQ;
4. 63.4% of the Startups are incorporated;
5. Types of products of the Startups include hardware, software, software and hardware, and services;
6. Only 26.8% of the people who work with the Startups are Female;
7. The average Age of the people is 34.76 years;

The purpose of the analysis is to gather and summarize all the information, so that it will be easier to get familiarized with it.

In the following sections more aspects will be described and additional information, which includes graphs, charts and diagrams will be given. The facts will be related to both Startups, and People, who work there. After the main part, the conclusion will be made, and all the visualizations will be in the Appendix.

# Main part

## Startups Description

### Industries

101 Startups are presented in a Dataset, and all of them cover certain industry. As it can be seen on the Figure 1, quarter of all of the Startups specified their Industry as 'Other' (or, in other words, they did not have one of the most widespread industries). Huge variety of 28 Industries can be seen on the pie chart. The biggest number of Startups, apart from those, whose Industry is 'Other', is being developed in the field of E-commerce, and it is 10 Startups.

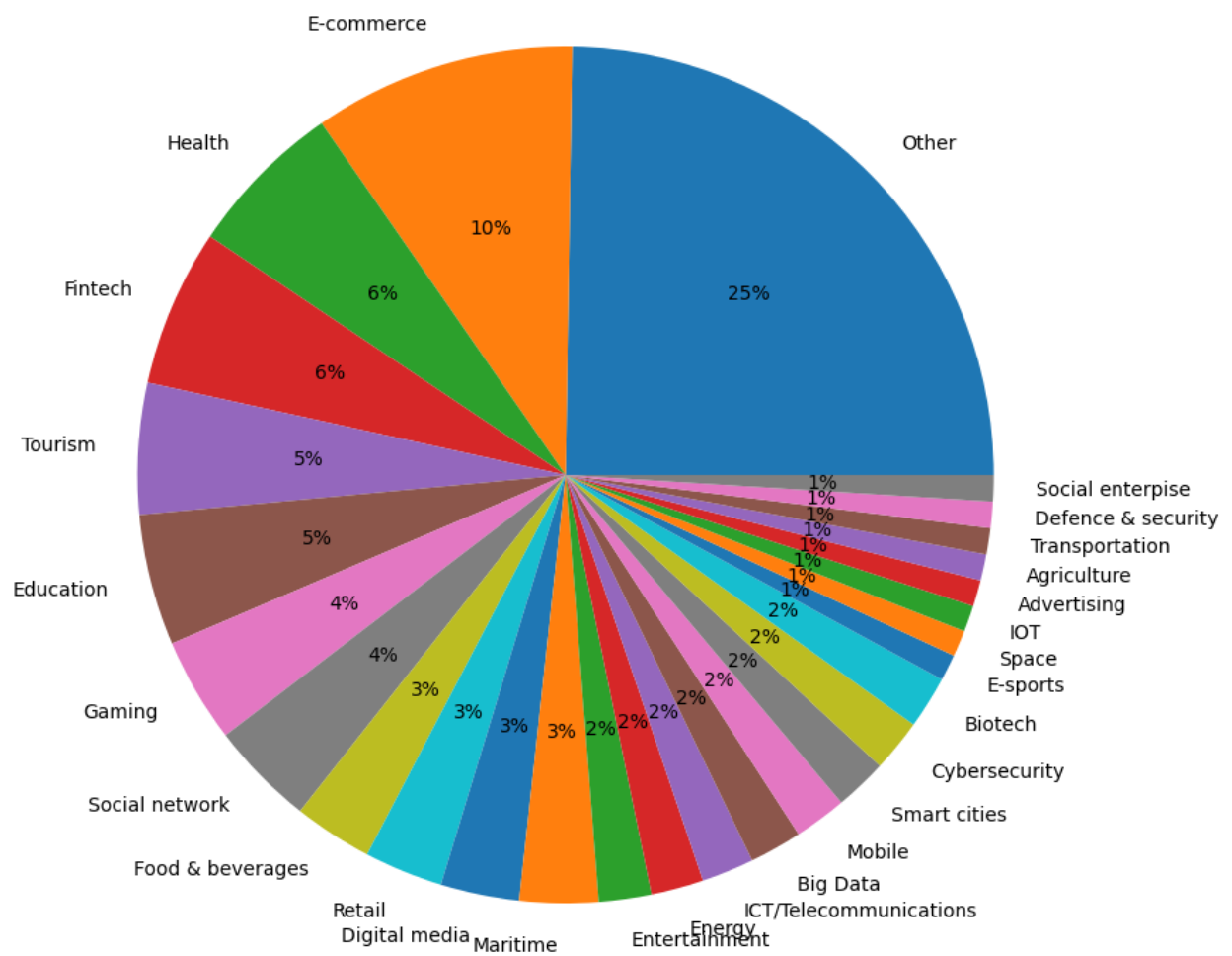


Figure 1: Industries of Startups

## The Status of Startups

A startup's Status can be defined by its Stage and the fact whether it is Incorporated or not. 63.4% of the Startups presented in a dataset are Incorporated (it means they are established as a formal legal entity, separate from its founders or owners). And, as it can be seen from Figure 2, most of the Startups (44) are currently on their development stage, and almost half of them (21) is not incorporated. Only two Startups are on Series A Stage right now, and all of them are incorporated. In all of the stages Incorporated Startups are the majority, except for the Idea stage, here only 3 Startups out of 13 are incorporated.

**Incorporated:** ● No ● Yes

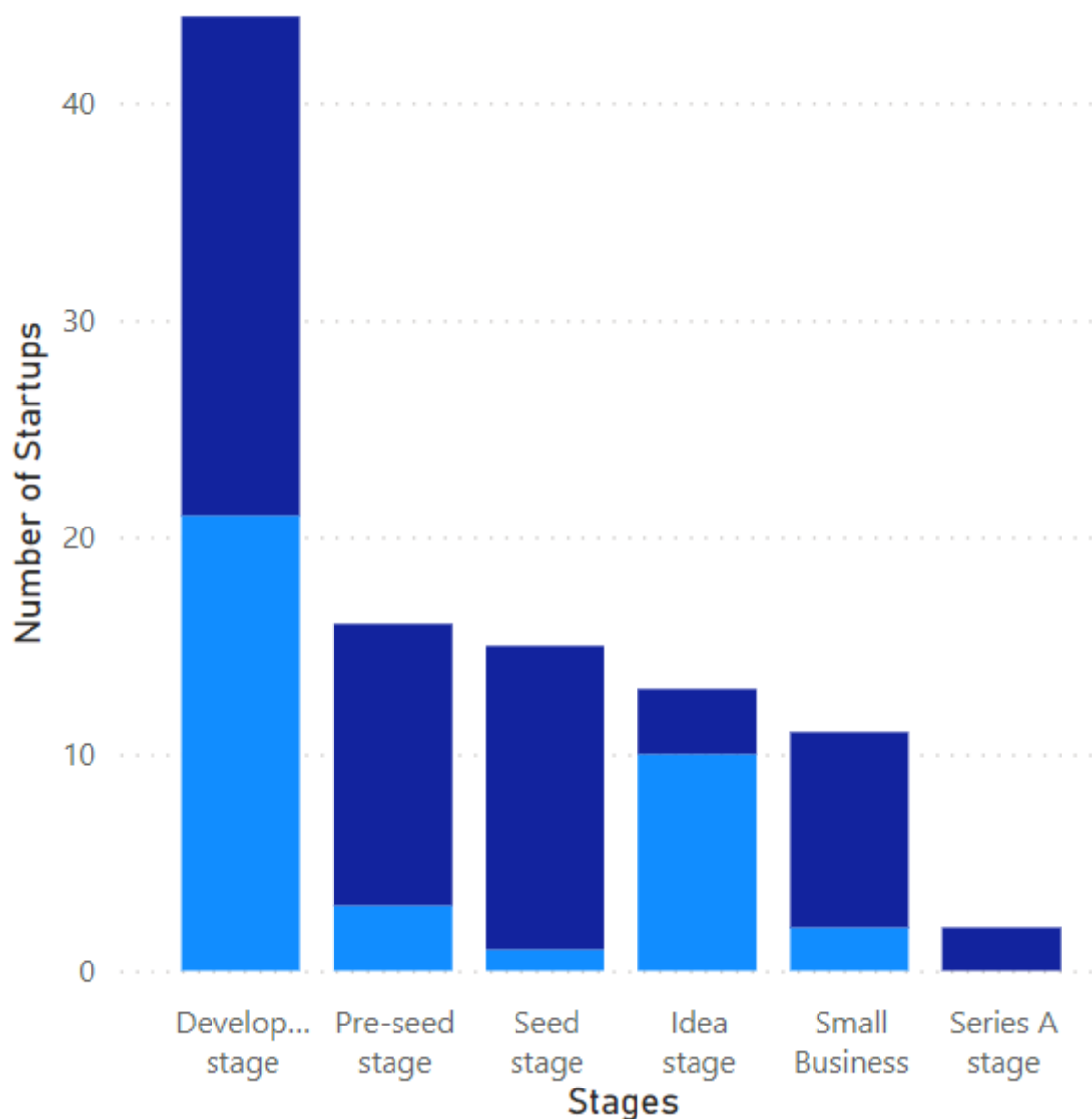


Figure 2: Incorporation and Stages of Startups

## Company HQ

Figure 3 shows, that most of the Startups' Headquarters are located in Cyprus (29), Spain (22) and Croatia (15), and there are also countries, where only one Startup' HQ is located: Canada, Estonia, France, Italy, Malta and Mexico. Overall, the Headquarters of the Companies are located in 16 countries, and one Startup appears to be Global, which means, that the company's primary management and decision-making operations are distributed across multiple regions or countries around the world.

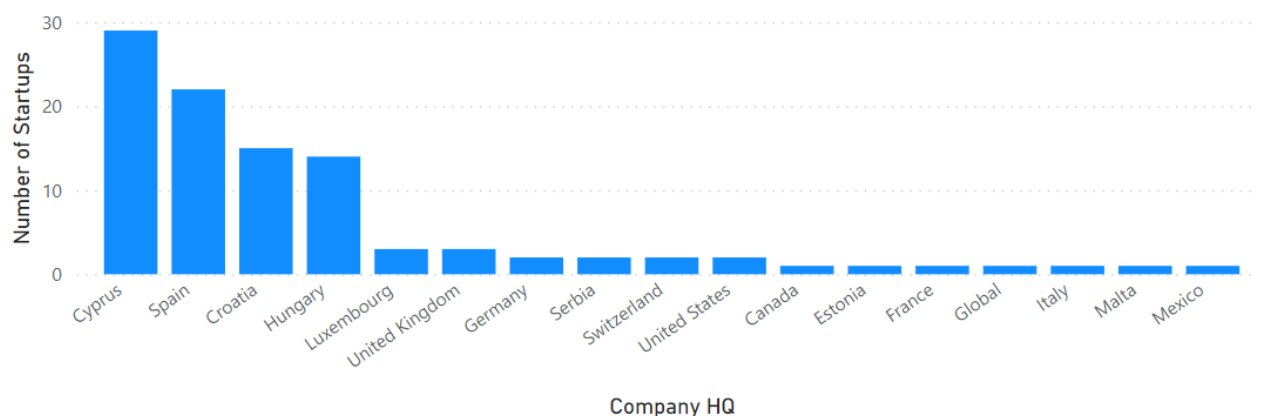


Figure 3: Company HQ of Startups

## Types of Products of the Startups

More than half of the Startups (51) are Software-Startups, while the least common type of product is Hardware (without Software), which is being developed in 6 Startups.

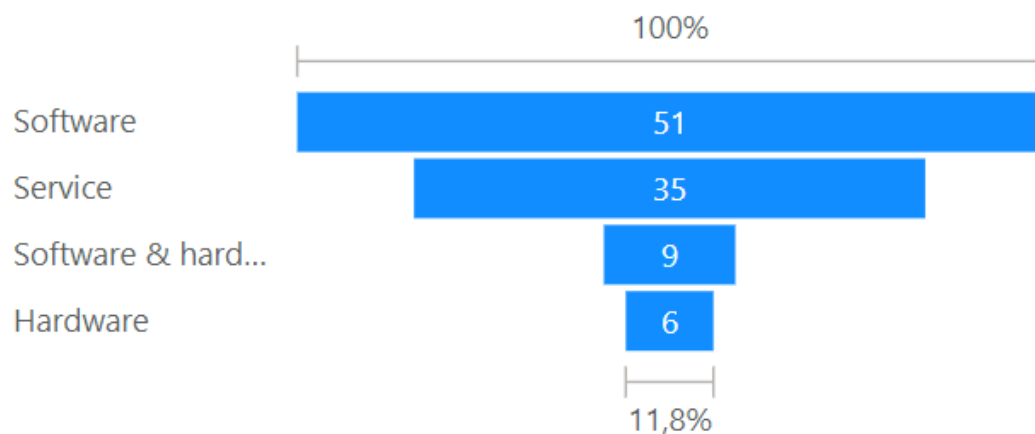


Figure 4: Types of Products of Startups

The Figure 5 illustrates the number of Startups, distributed by Stages and Types of products. As it can be seen, in almost all the Stages Software-Startups is the majority, only in Idea Stage and in Small Businesses there are more Services, than Software.

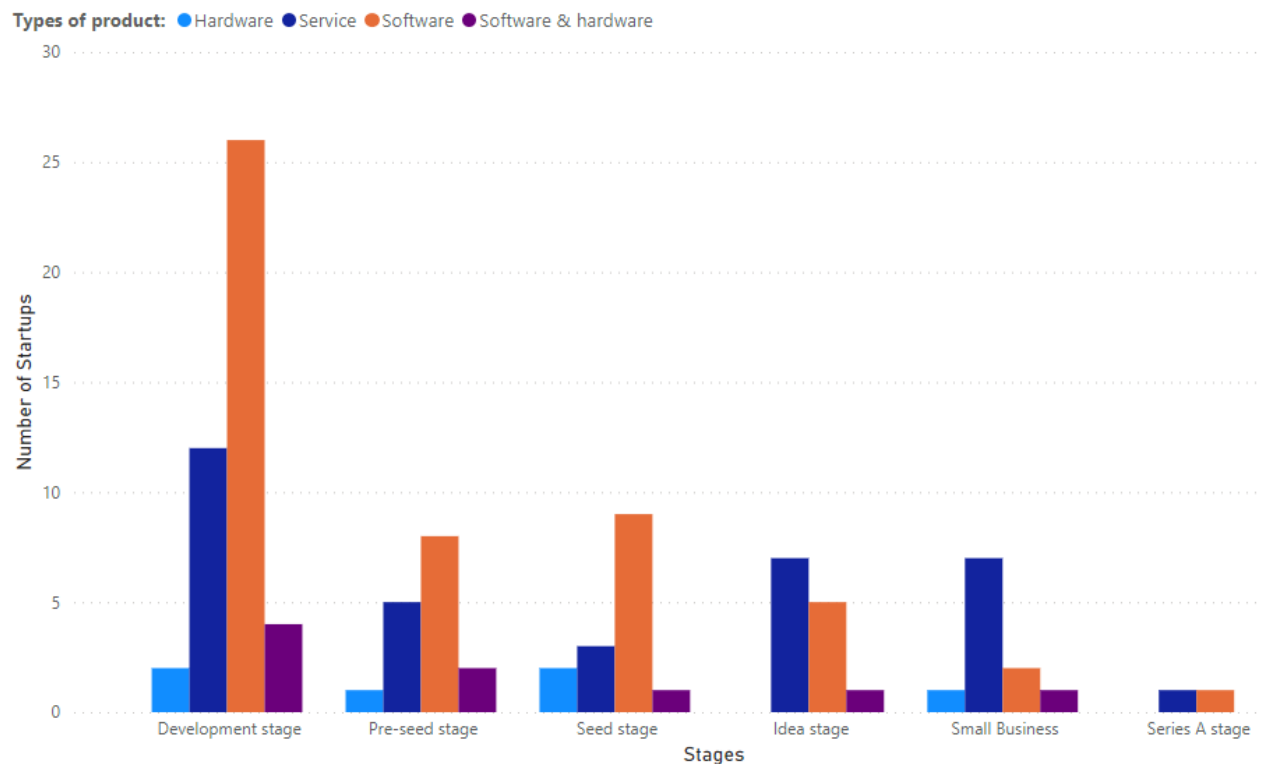


Figure 5: Types of Products and Stages of Startups

## Information about the workers of Startups

In the dataset the information about 118 people, who work in 101 different Startups, is presented. 73.2 percent of them are male workers, and the average age is 34.76 years.

### Number of workers per Startup

Most of the Startups provided information about only one person, but there are some Startups, which provided information about up to 4 people (Startup Number 11 and Startup Number 12 provided information about 4 people).

Figure 6 illustrates, that there are 11 Startups, which provide information about more than one worker.

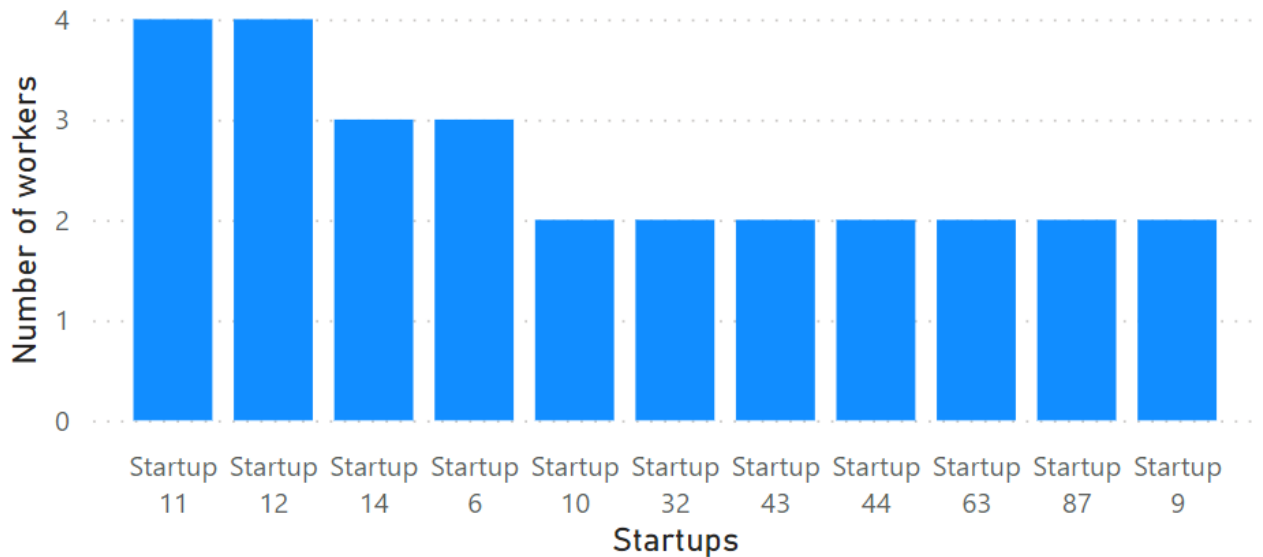


Figure 6: Startups that provided information about more than one worker

### Age and Gender

Figure 7 shows, how many workers of a certain gender have certain age. As it can be seen, the most popular age is 39, and all workers of this age are male workers. Second highest ages are 18 and 20. The oldest person is a 62-years-old man.

**Gender** ● Female ● Male

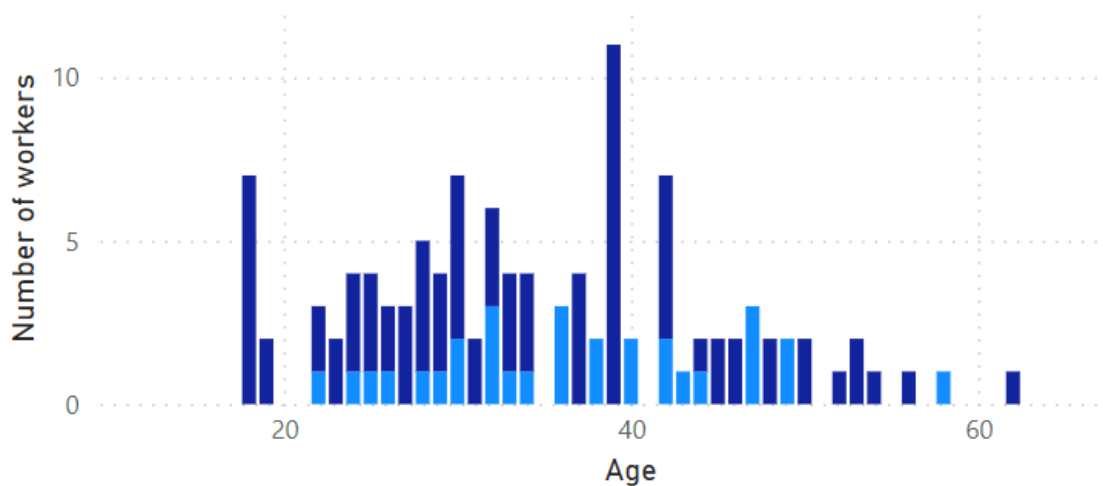


Figure 7: Age and Gender of workers

### Role in Startup

According to provided dataset, the people are responsible for 10 different roles in the startup, which include Designer, CEO, Developer, CTO, Business Developer, CMO COO, HR, CFO, and the role with the name '1'. Since most of the Startups



provided information only about one worker, the most popular role in the startup is CEO, which is followed by CTO. Figure 8 shows the number of workers for each kind of role in the startup, and it also shows the gender distribution in all the roles. It can be seen, that some of the roles (Business Developer, Developer, Designer, CFO and '1') are “male-only”, and the HR role is being performed by only women.

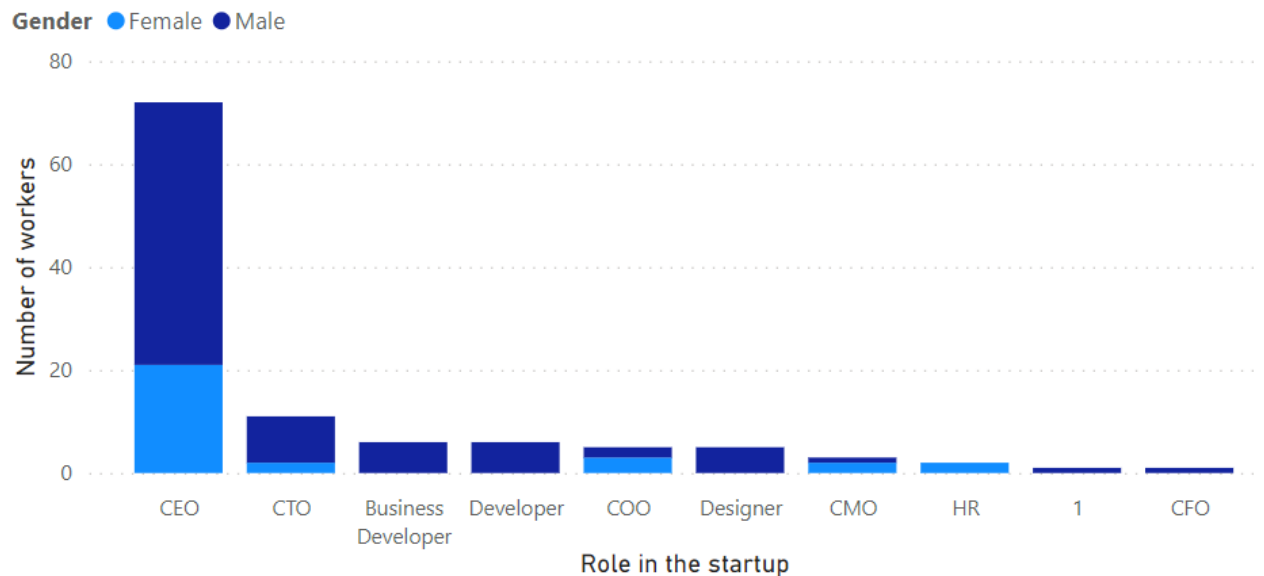


Figure 8: Role in Startup of the Workers of different gender

### Countries in which the workers are based

The workers are based in various countries, and sometimes these countries are not the same as the HQ of the company. As it can be seen from Figure 9, most of the workers are based in Cyprus, Croatia and Spain, and Countries where 2 workers are based were not specified.

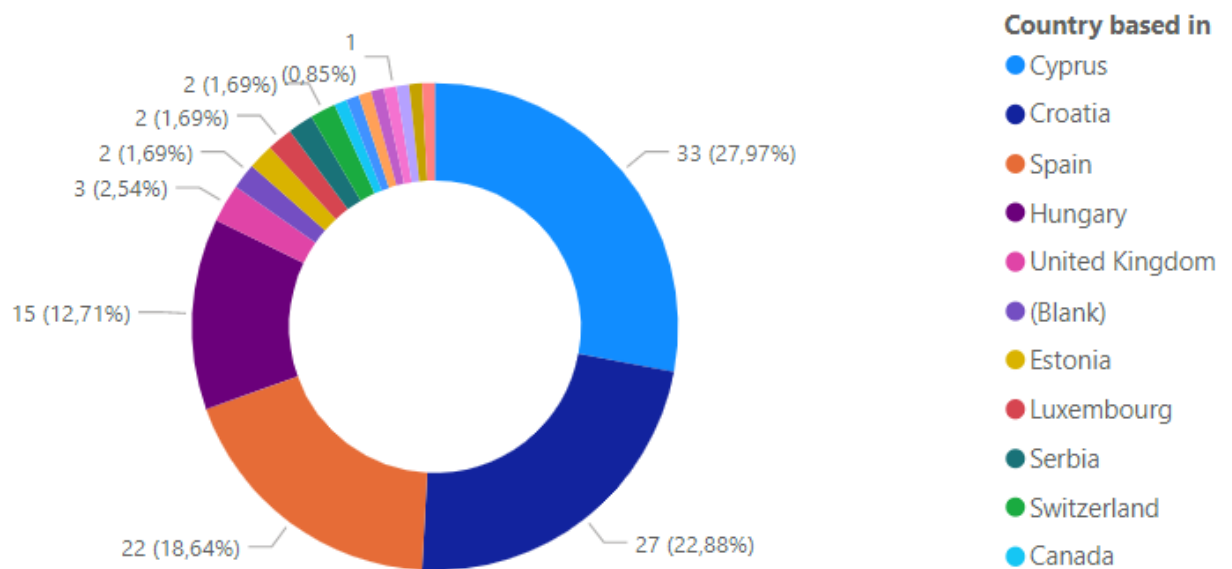


Figure 9: Countries in which the workers are based

In the provided dataset there are 9 workers, which are based not in the country, where Company HQ is located. Table 1 gives all the information about these workers, including the Startup, Company Headquarters of this Startup, and all available information about the worker.

#	Startup	Company HQ	Gender	Country based in	Age	Role in the startup
33	Startup 21	United States	Male	Spain	26.0	Business Developer
45	Startup 32	Switzerland	Female	Russian Federation	29.0	CEO
46	Startup 33	Italy	Female	Ireland	22.0	COO
70	Startup 55	Luxembourg	Male	India	33.0	CEO
81	Startup 65	Mexico	Female	United Kingdom	26.0	CEO
84	Startup 68	Germany	Male	Cyprus	30.0	CTO
104	Startup 87	Cyprus	Male	Greece	39.0	CTO
115	Startup 98	Germany	Female	Cyprus	38.0	CEO
117	Startup 100	United Kingdom	Male	Cyprus	46.0	Business Developer

Table 1: Information about the workers, that are not based in the countries, where HQ of Startups are

# Conclusion

The dataset contains information about 101 different Startups and 118 people, who work there. All the facts were examined and described in the main part.

The information in the dataset provides a brief view on the existing Startups and their workers and can help potential investors to quickly familiarize themselves with them and to exclude all unsuitable options from the very beginning.

Appendix – all the visuals exported from Power BI

Figure 2: Incorporation and Stages of Startups

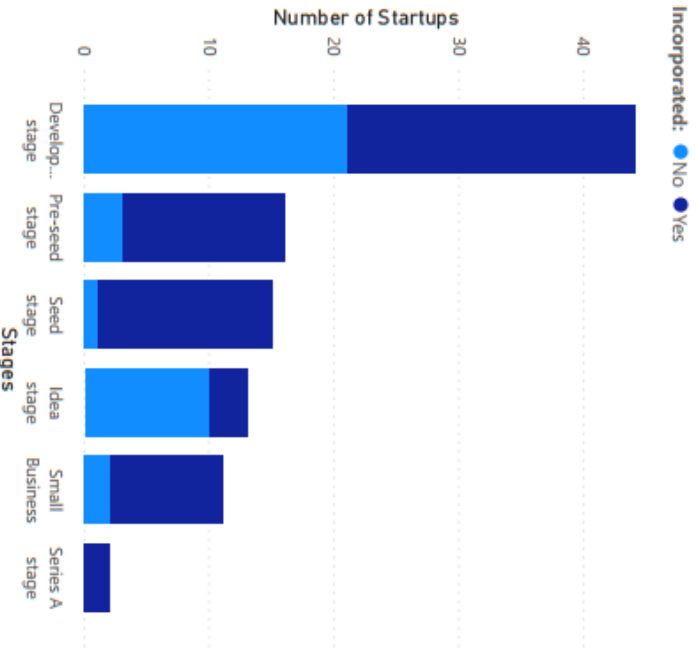


Figure 1: Industries of Startups

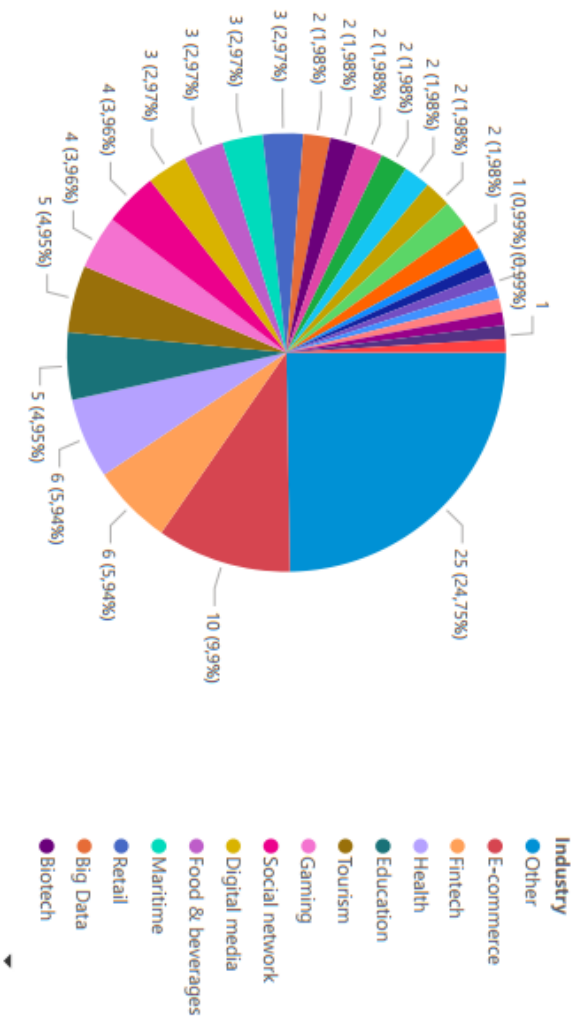


Figure 3: Company HQ of Startups

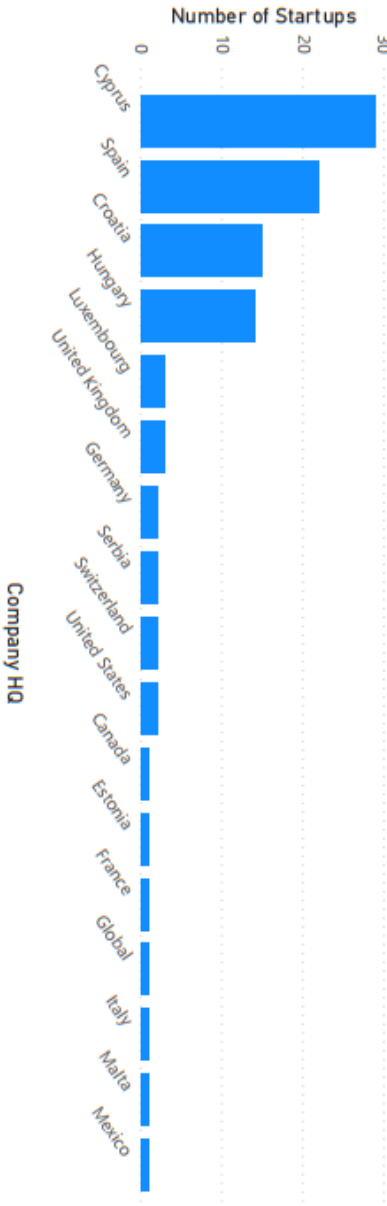
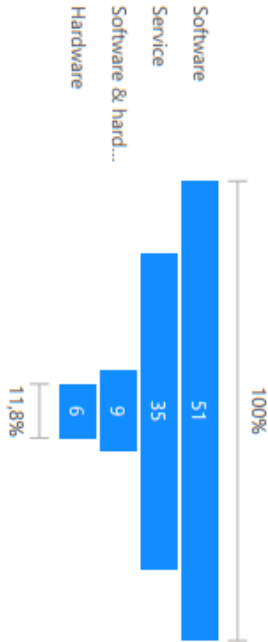
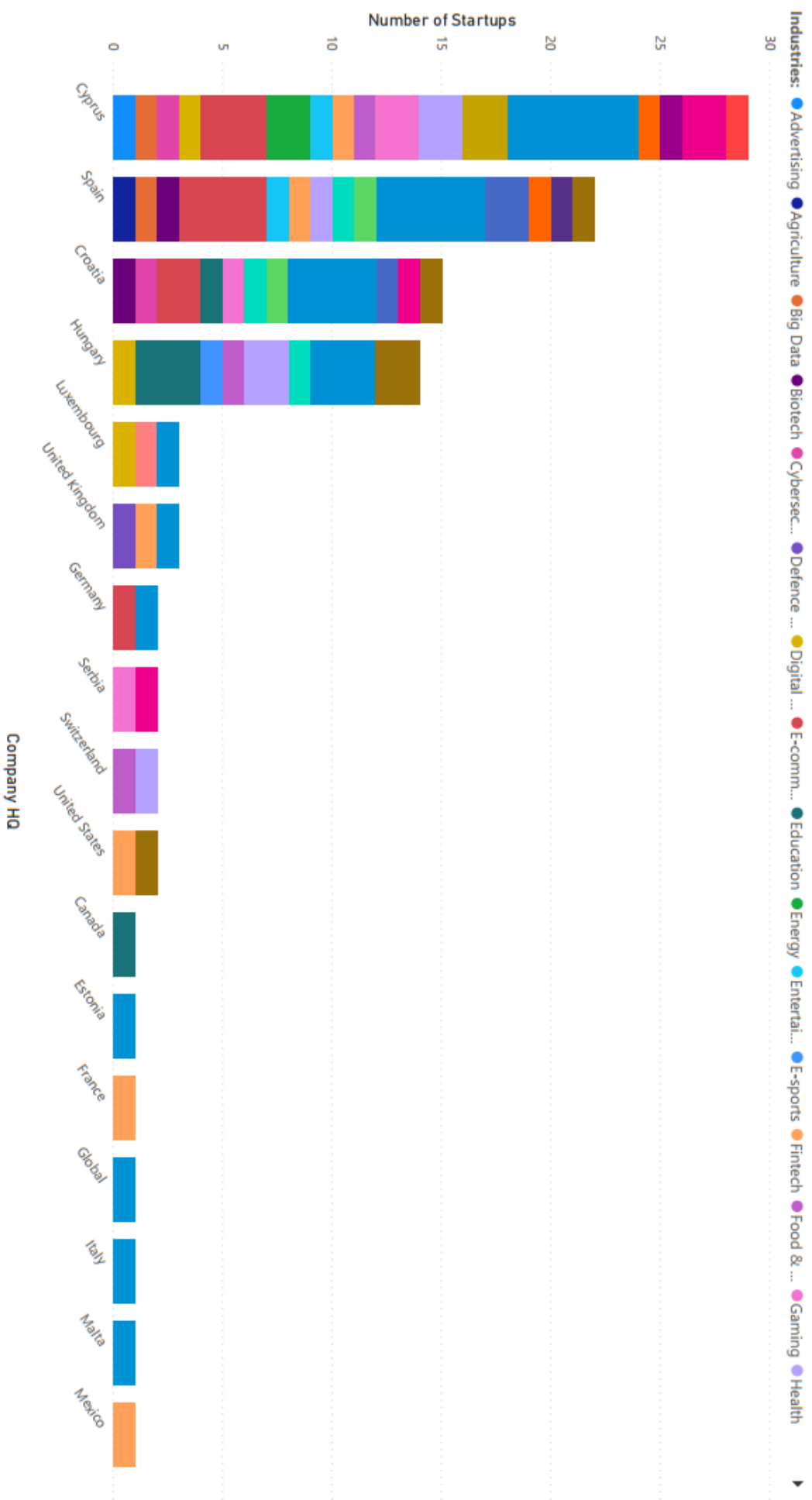


Figure 4: Types of Products of the Startups



**FIGURE: Company HQ of Startups and their Industries**



Types of product: ● Hardware ● Service ● Software ● Software & hardware

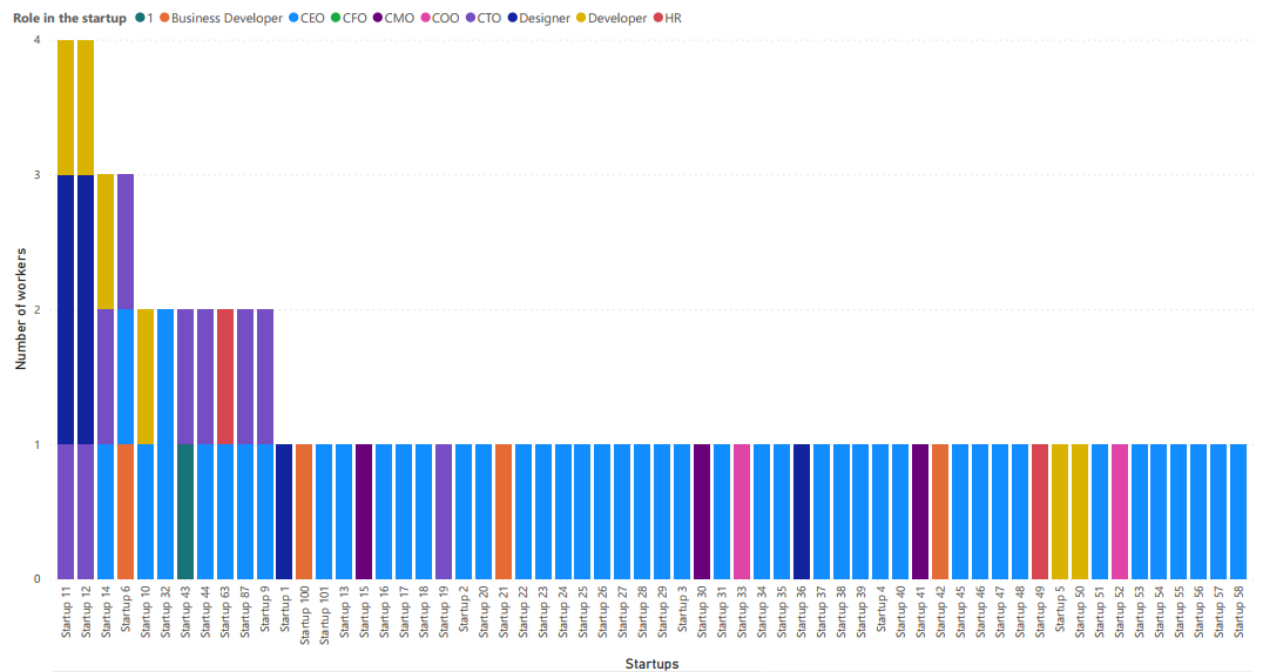


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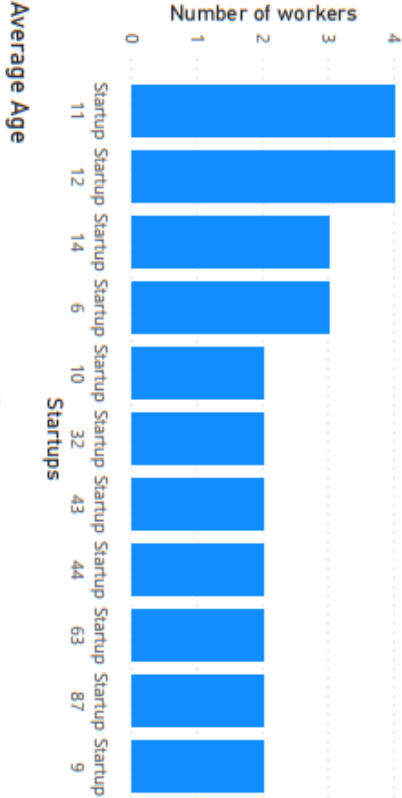


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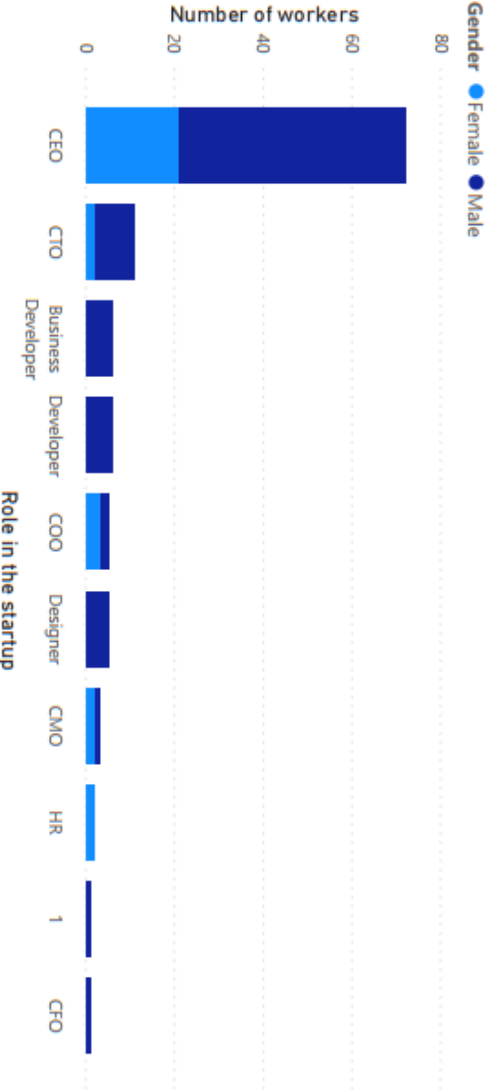


Figure 9: Countries in which the workers are based

