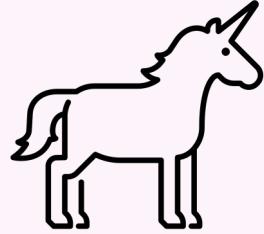


Athena Wu
Ian Nguyen
Lana Huyen
Oty Baasandorj

Unicorn Growth





Overview:

A PRIVATELY HELD STARTUP WITH VALUATION ABOVE 1 BILLION USD

- Using the data of each unicorn company between 2022 and 2024, we will look at:
 - The relationship between growth and: industry, year inducted as a Unicorn company, and location
 - Visualizations of data
 - Analysis

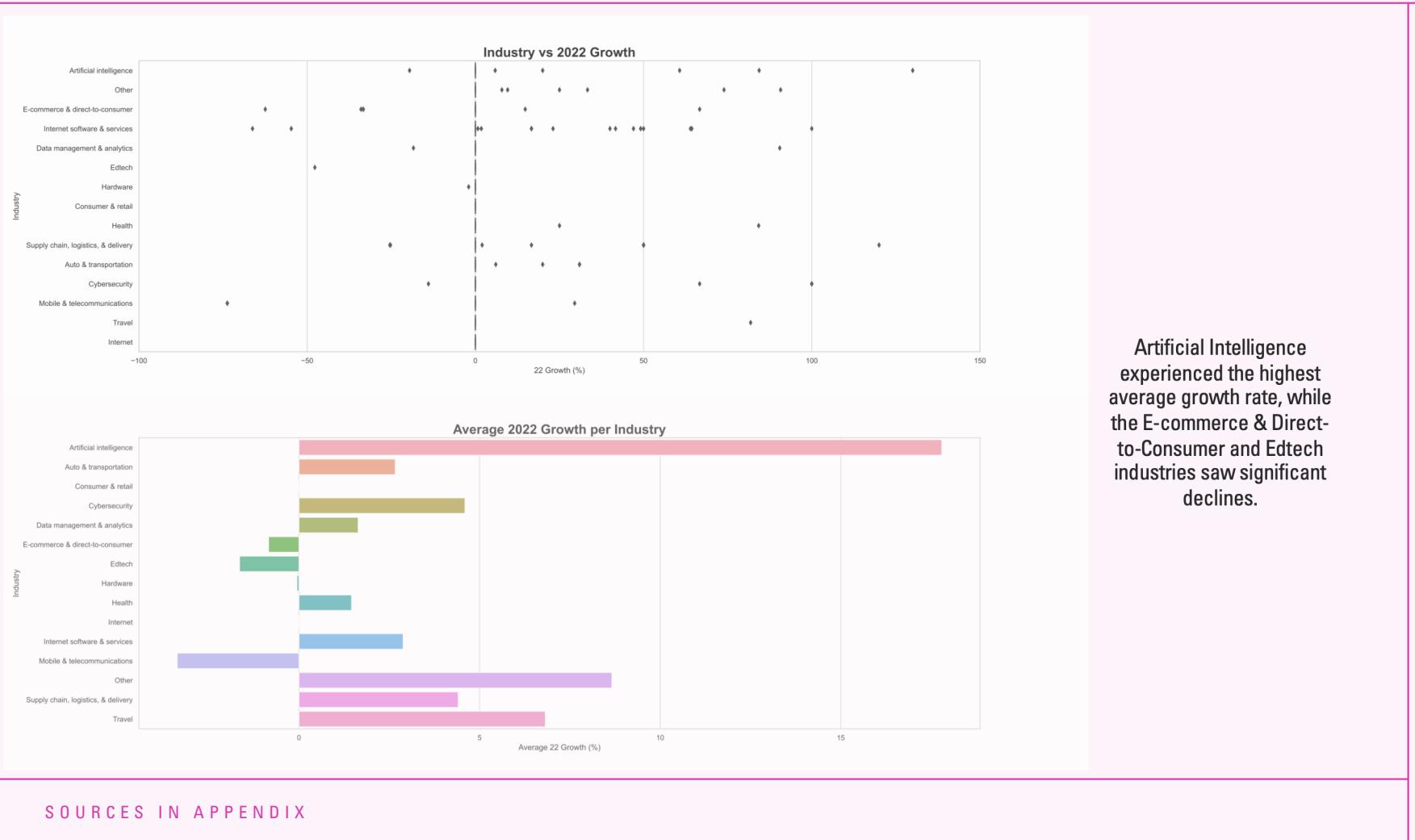
SOURCES IN APPENDIX

INDUSTRY : 2022 GROWTH



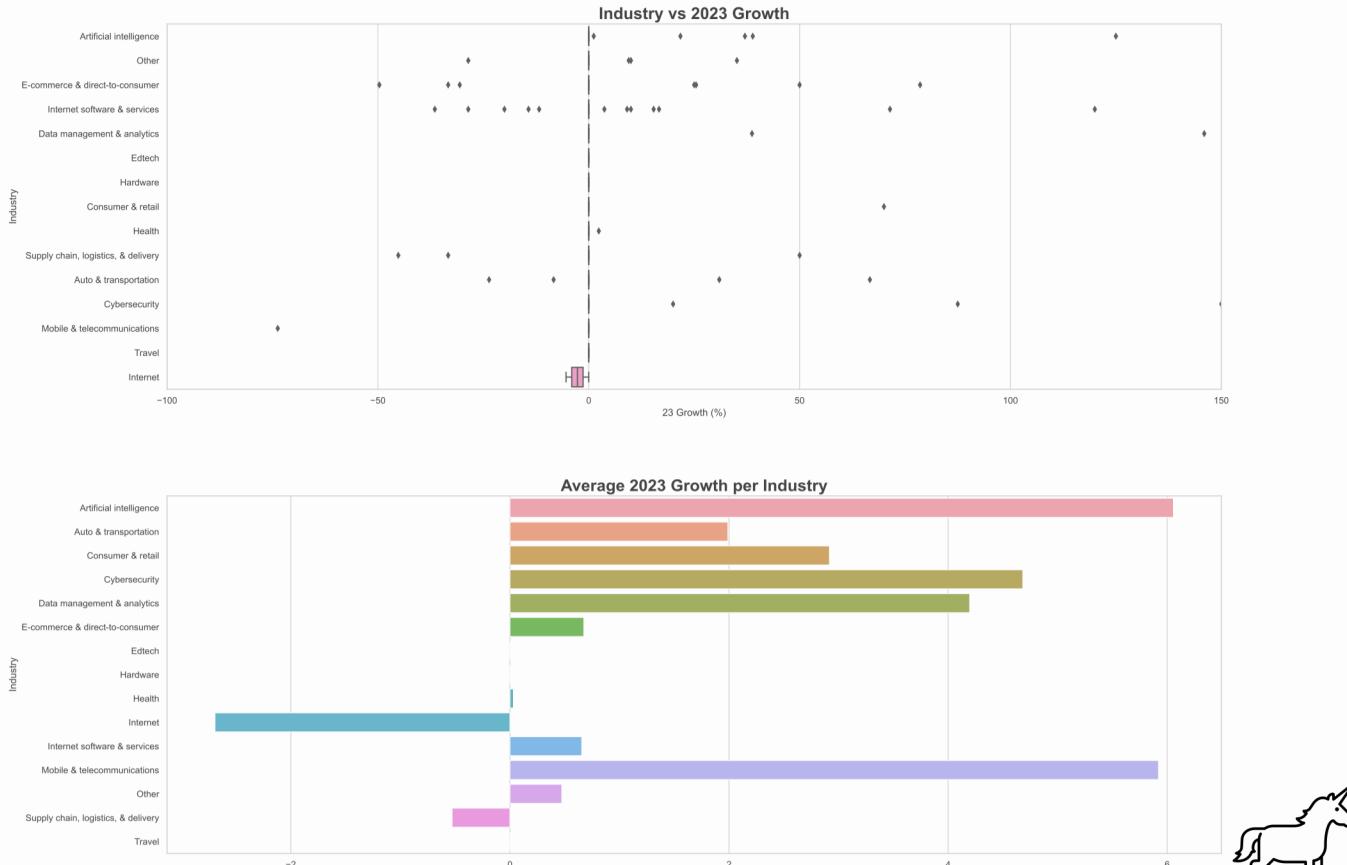
3

Artificial Intelligence experienced the highest average growth rate, while the E-commerce & Direct-to-Consumer and Edtech industries saw significant declines.



INDUSTRY : 2023 GROWTH

4

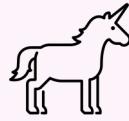


Data Management & Analytics and Artificial Intelligence industries had notable growth, whereas the Internet and Supply Chain, Logistics, & Delivery industries experienced a decrease

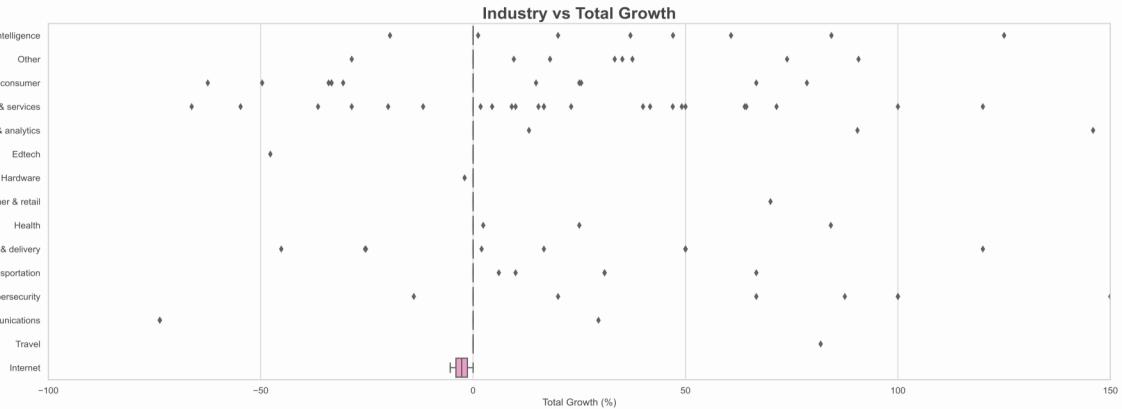
SOURCES IN APPENDIX

INDUSTRY : TOTAL GROWTH

5

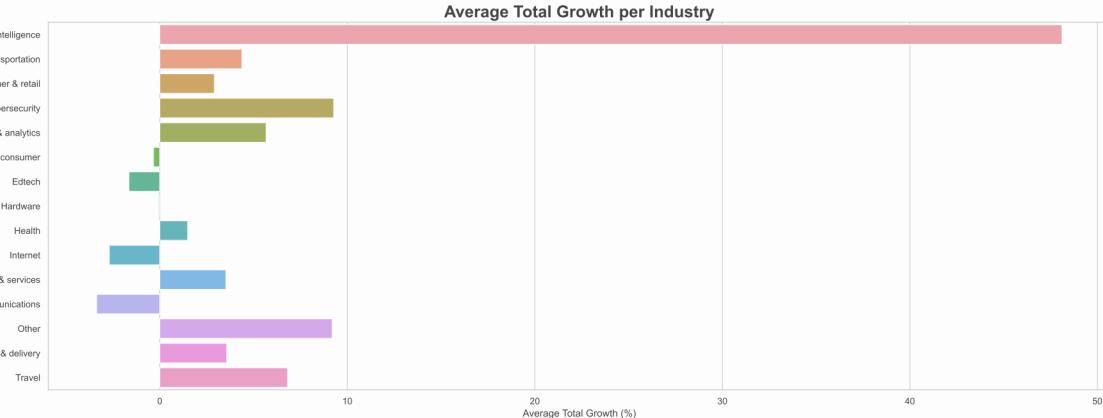


Artificial Intelligence and Other industries demonstrated the most substantial average total growth, highlighting their strong performance over the period, while the E-commerce & Direct-to-Consumer and Edtech industries underperformed

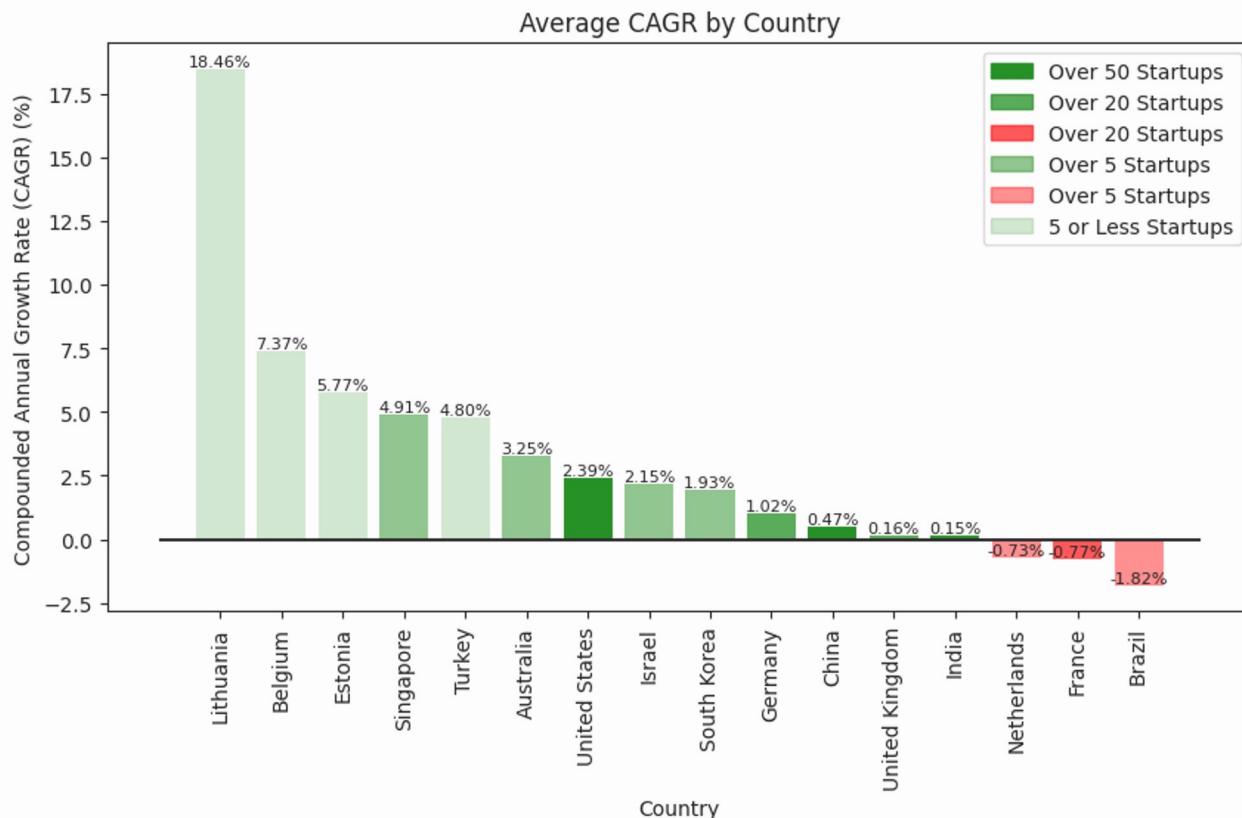


Industry

Industry



SOURCES IN APPENDIX



Compounded Annual Growth Rate (CAGR) is the average annual growth rate over the past two years (2022 to 2023 and 2023 to 2024).

Lithuania leads with an average CAGR of 18.46%.

- Focus on external markets
- Collaborate ecosystem

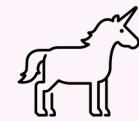
Top three countries in terms of avg. CAGR are European

- A potential greater growth trajectory in Europe in terms of the global startup ecosystem

U.S. and China lead in the number of unicorn startups but exhibit lower growth rates.

- Suggests that a larger volume of unicorn startups may impede overall growth due to greater competition, market saturation, and a focus on internal markets

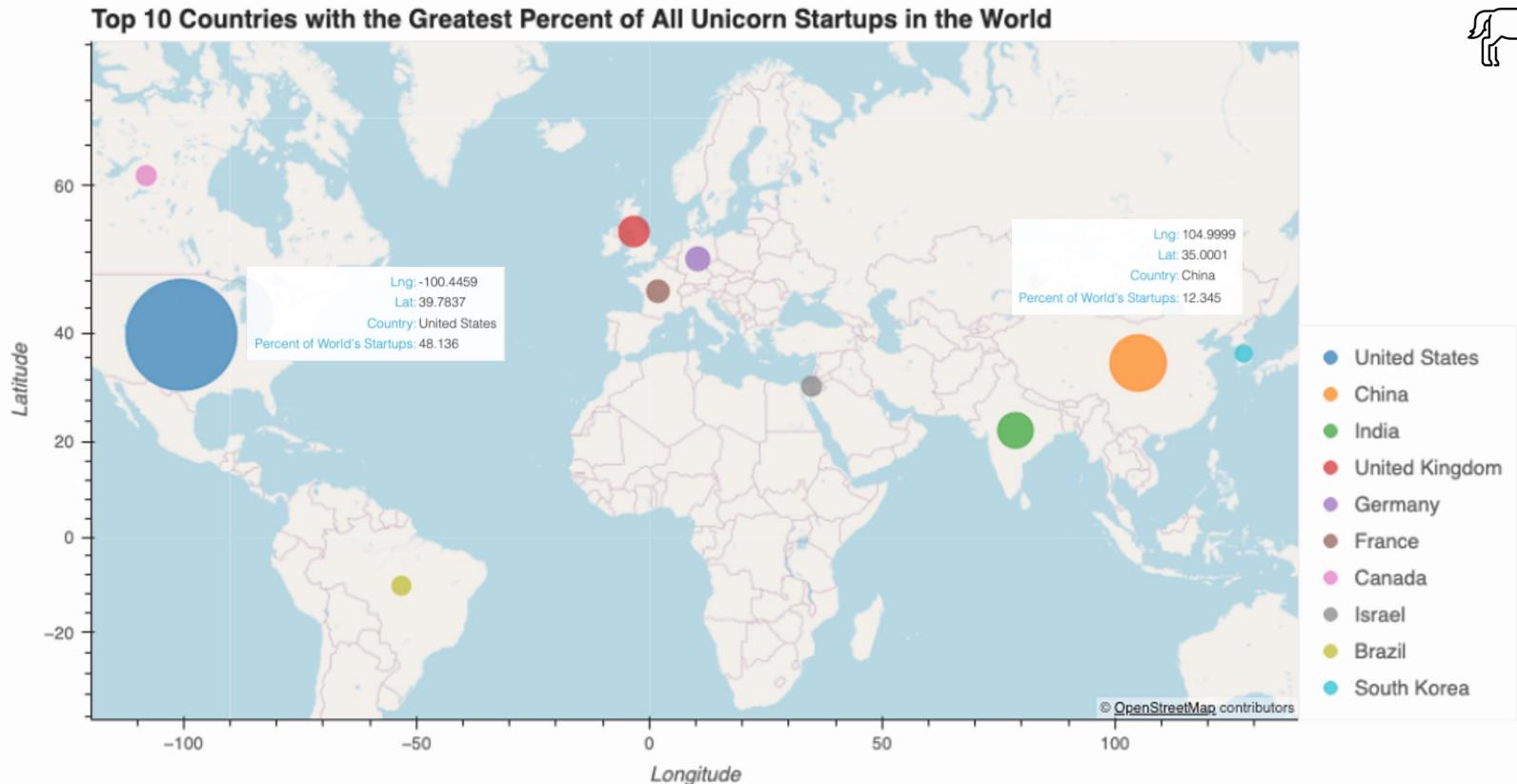
Average CAGR by Country



SOURCES IN APPENDIX

Map Visualizations by Country

7



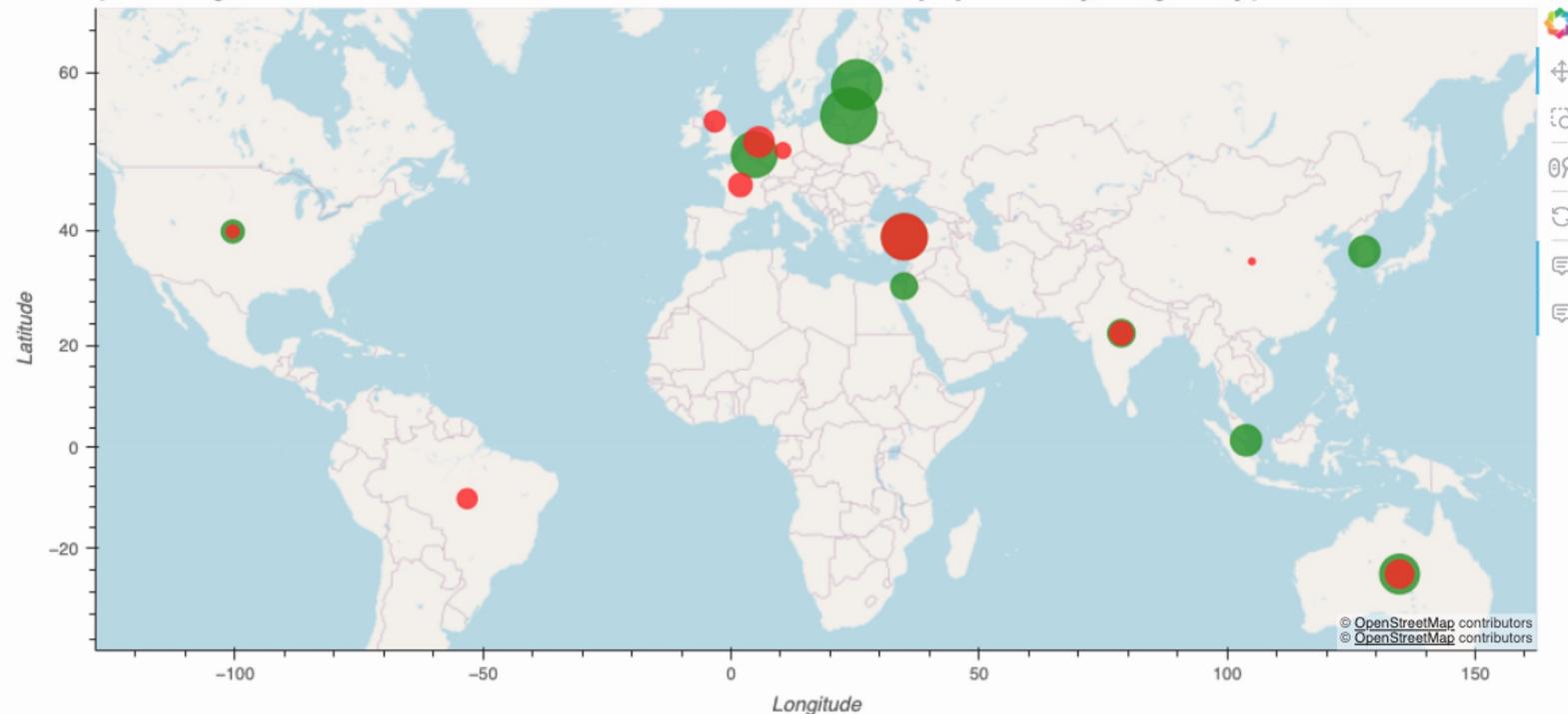
SOURCES IN APPENDIX

MAP VISUALIZATIONS BY COUNTRY



8

Top Countries with Greatest Percent of Growing or Declining Unicorn Startups
(Percentages are calculated out of the total number of unicorn startups per country, not globally.)

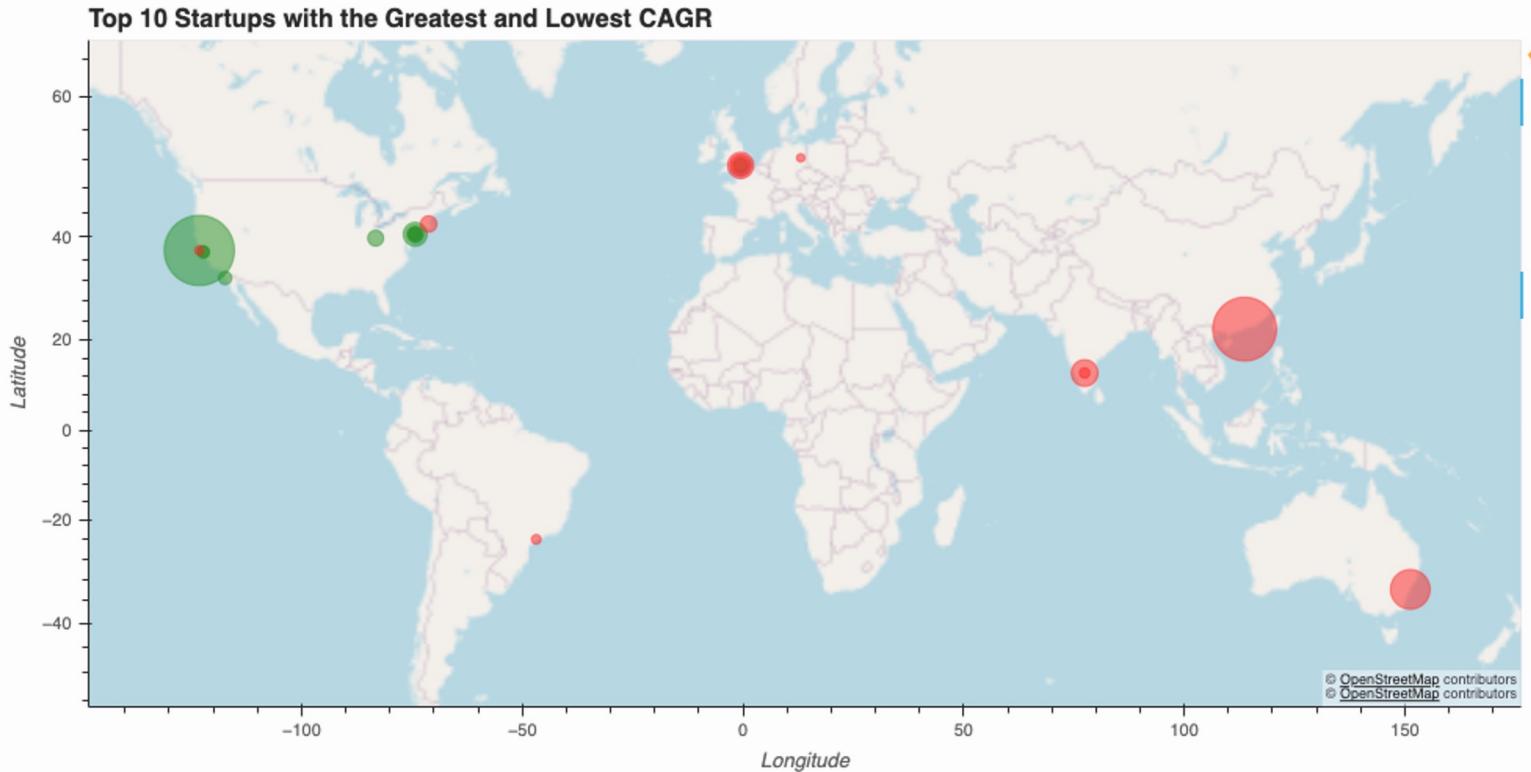


SOURCES IN APPENDIX

MAP VISUALIZATIONS BY STARTUP



9



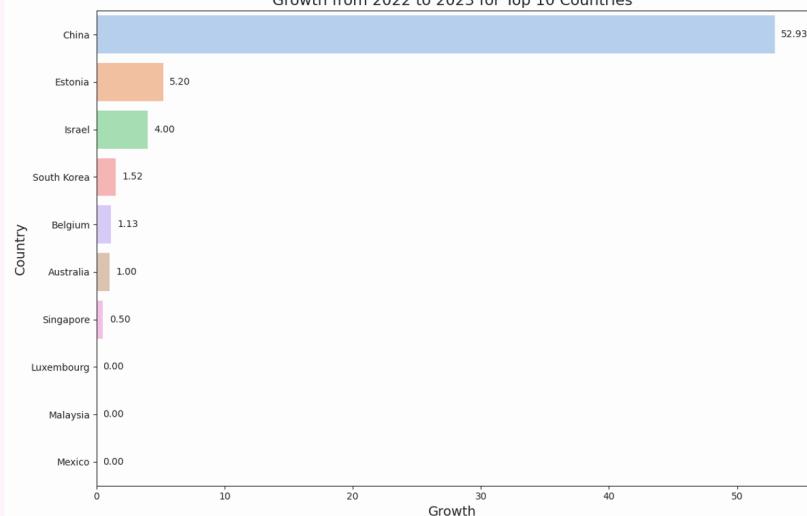
SOURCES IN APPENDIX

GROWTH BY THE YEARS



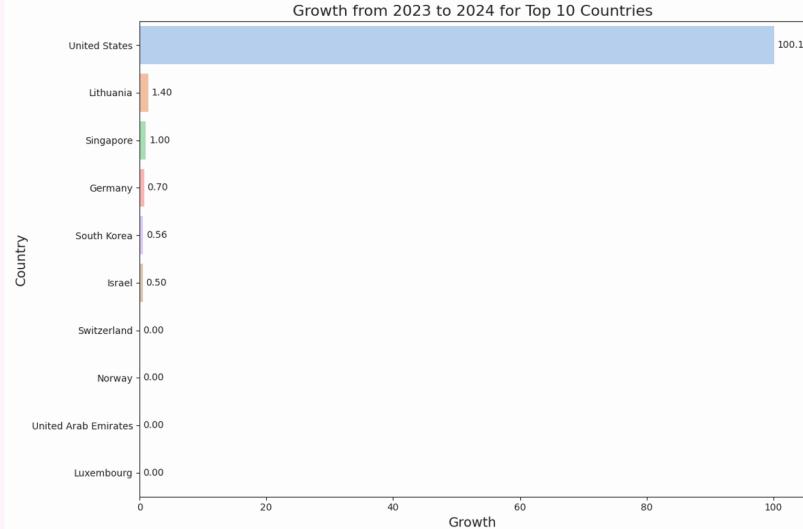
10

Growth from 2022 to 2023 for Top 10 Countries



China had the highest growth from 2022 to 2023 with a growth of \$52.93 Billion across all industries.

Growth from 2023 to 2024 for Top 10 Countries

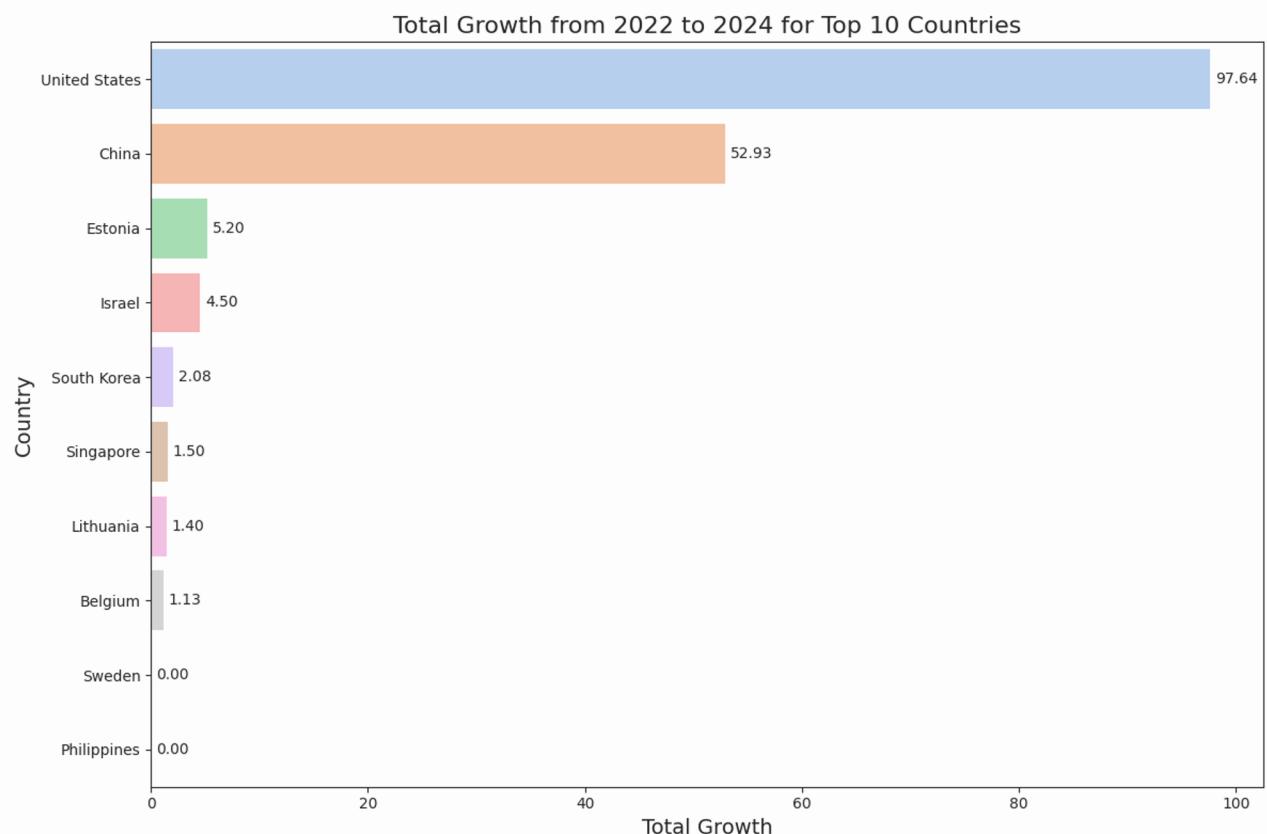


Whereas from 2023 to 2024, the United States experienced a growth of \$100.10 Billion.

SOURCES IN APPENDIX

TOTAL GROWTH BY COUNTRIES

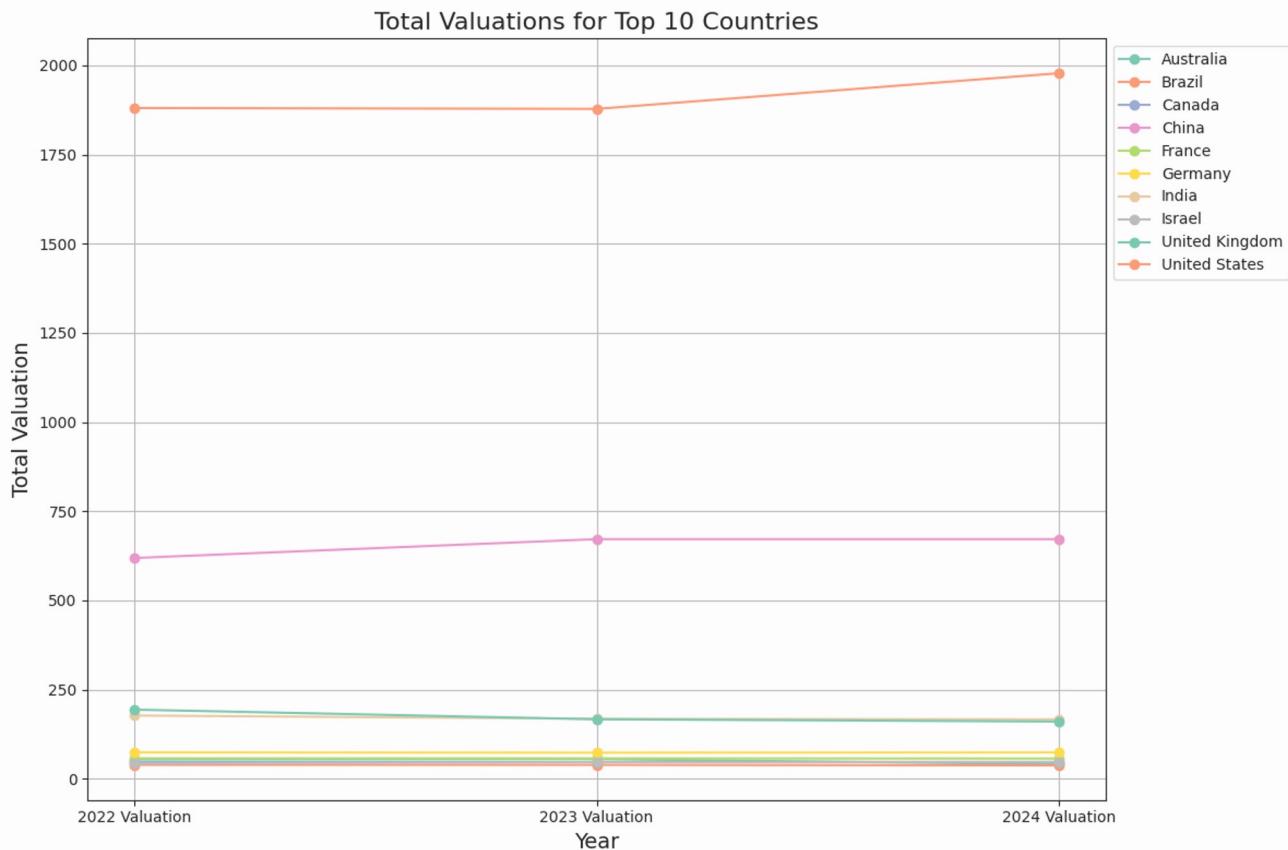
11



SOURCES IN APPENDIX

TOTAL VALUATIONS / YEAR

12



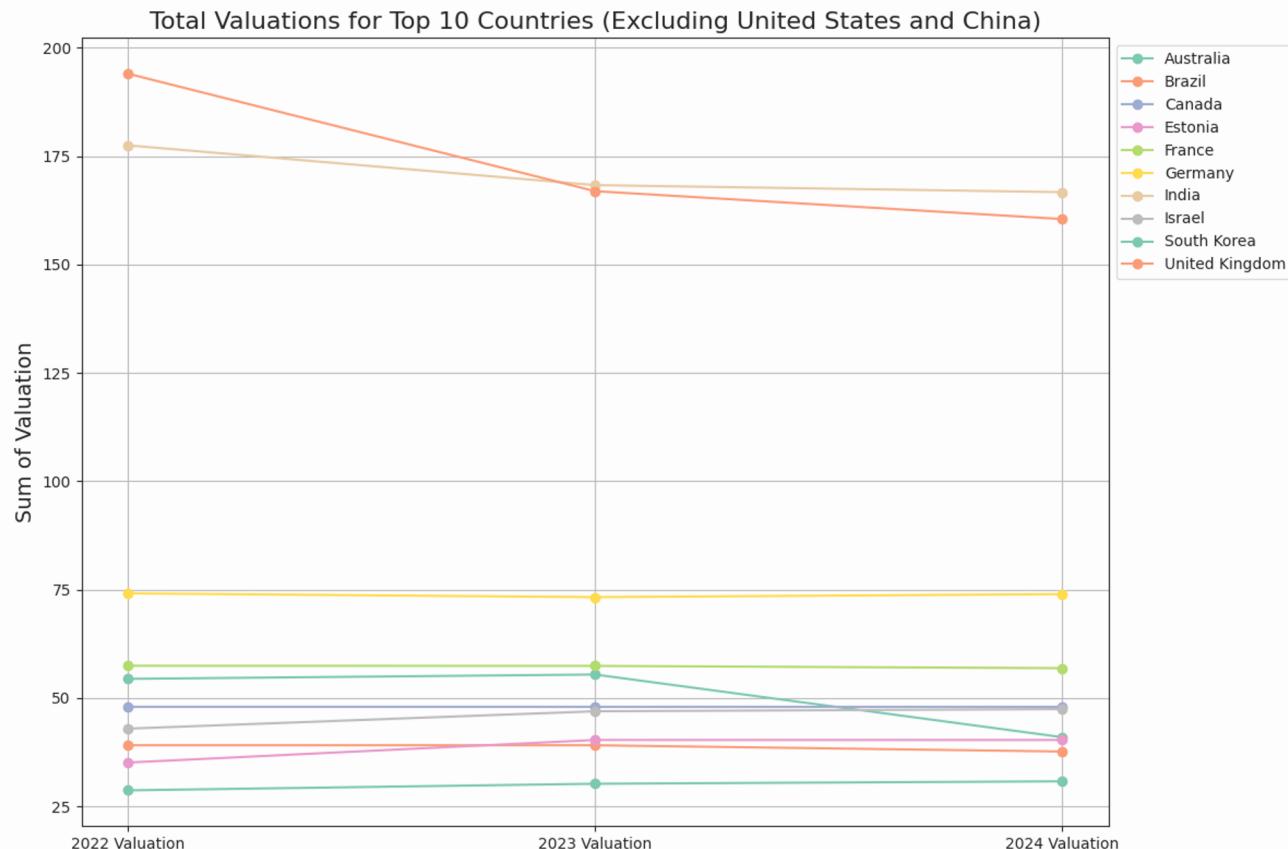
The United States and China are leading the world in their total valuation of all companies in their countries.



SOURCES IN APPENDIX

TOTAL VALUATIONS

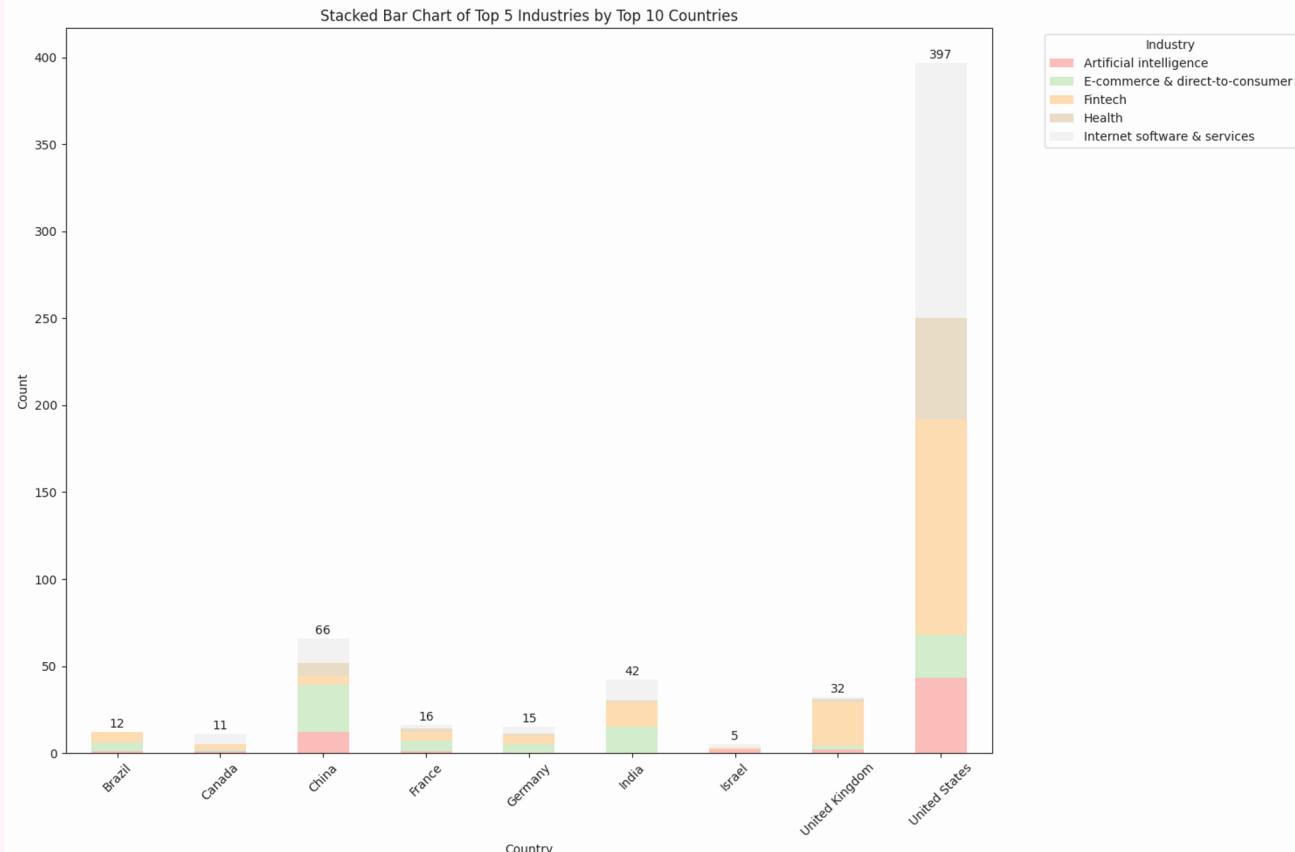
13



SOURCES IN APPENDIX

COUNTRY VS INDUSTRY

14



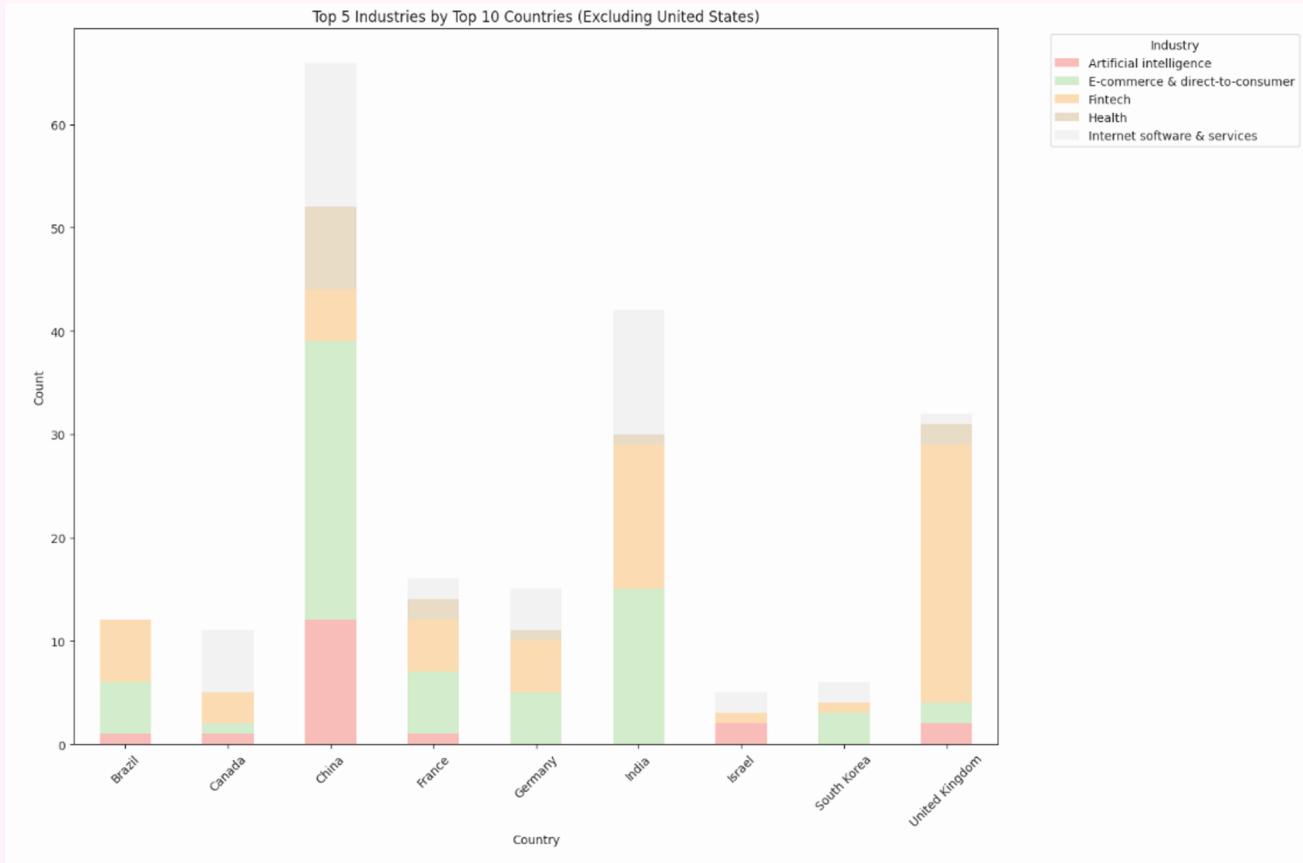
The United States is also leading in the number of unicorn companies at 397 as China is next with 66 companies.



SOURCES IN APPENDIX

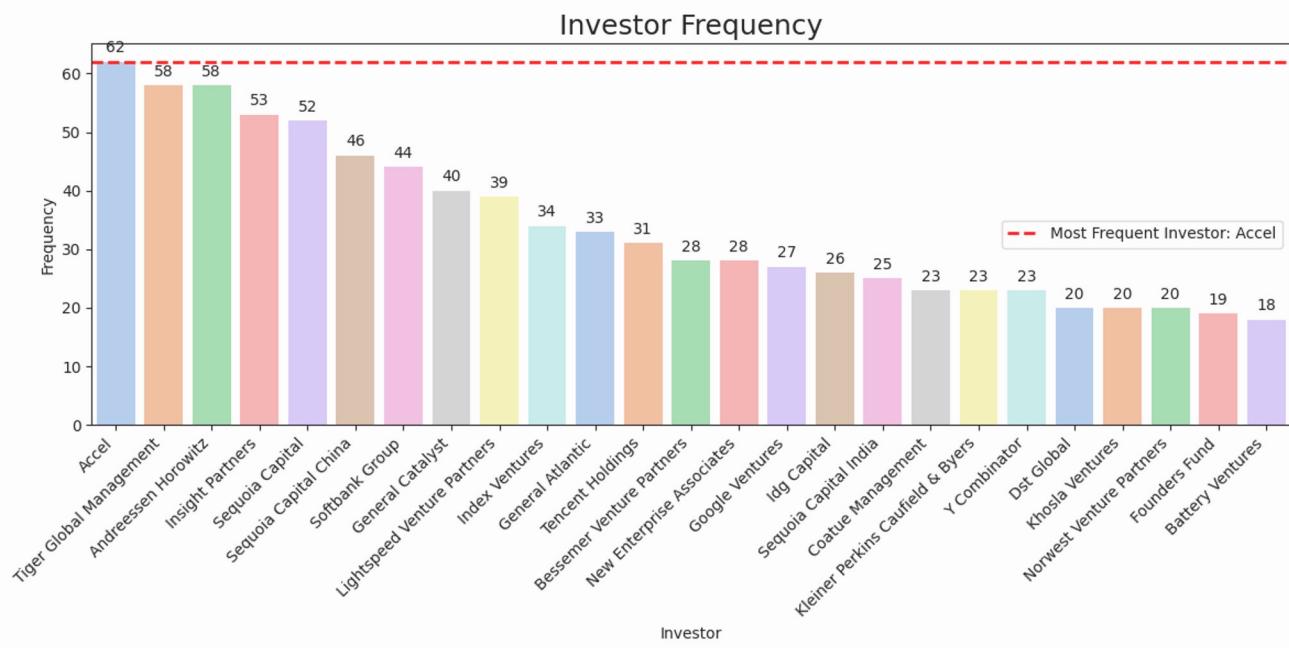
COUNTRY VS INDUSTRY

15



SOURCES IN APPENDIX

SELECT INVESTORS



From a total of 1189 select investors, Accel has invested the most, in 62 companies. Accel has invested mainly in internet software & services. Other industries include cybersecurity, artificial intelligence, health, hardware, and more.



SOURCES IN APPENDIX

Comparing the Entry Dates of Unicorn Companies

What does “date joined” entail?

Typically means the date when the company reached a market valuation of \$1 billion or more, officially making it a “unicorn”

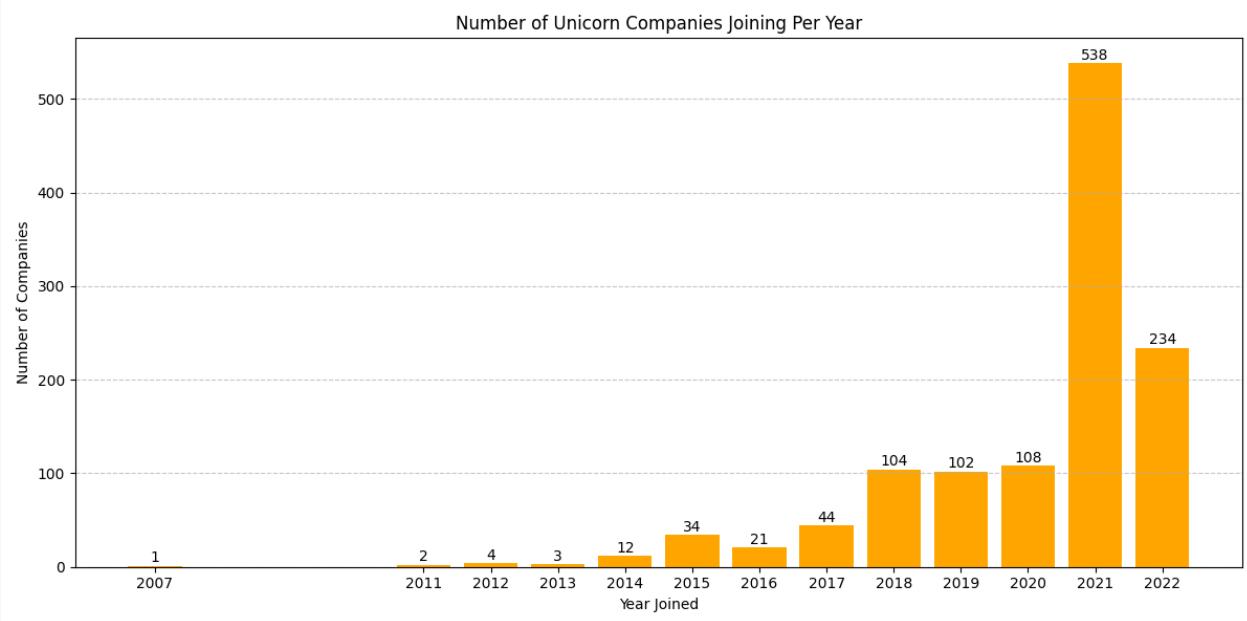


SOURCES IN APPENDIX

MARKET VALUATION VS YEAR JOINED

18

There is a significant Increase in Unicorn Companies in 2021. Possibly due to accelerated digital transformation and increased adoption of technology driven by the COVID-19 pandemic.

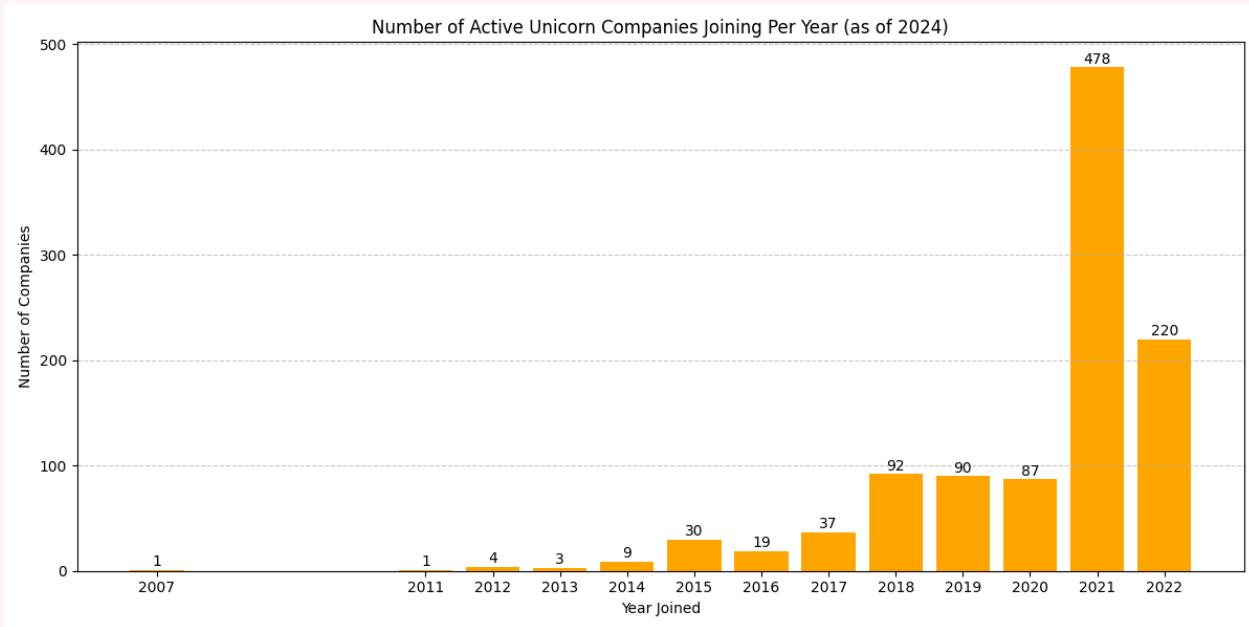


SOURCES IN APPENDIX

MARKET VALUATION VS YEAR JOINED

19

As years went on, there were a notable 136 start up companies that no longer had a market value of \$1B or more. 2021 still greatly holds the highest quantity of Unicorn companies founded.

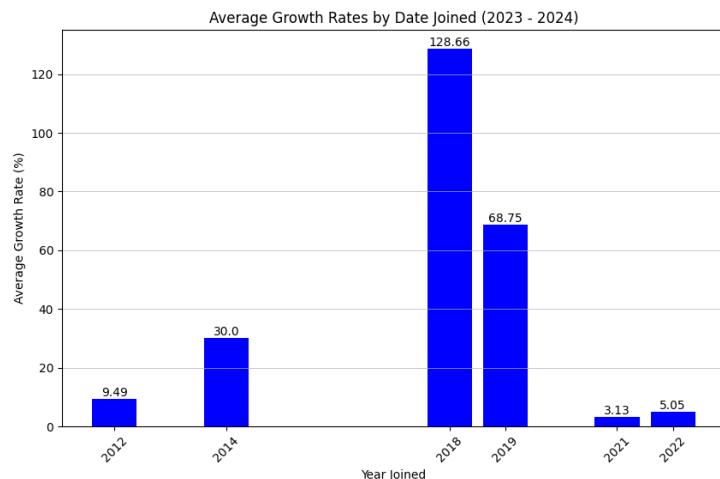
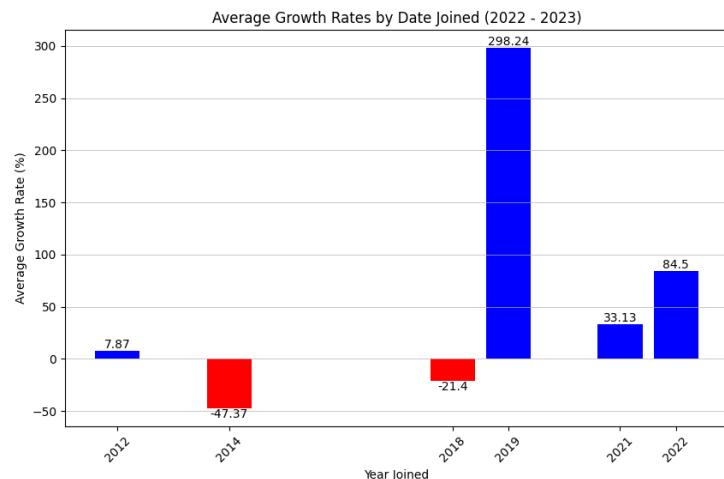


SOURCES IN APPENDIX

MARKET VALUATION VS YEAR JOINED

20

Average Growth Rates

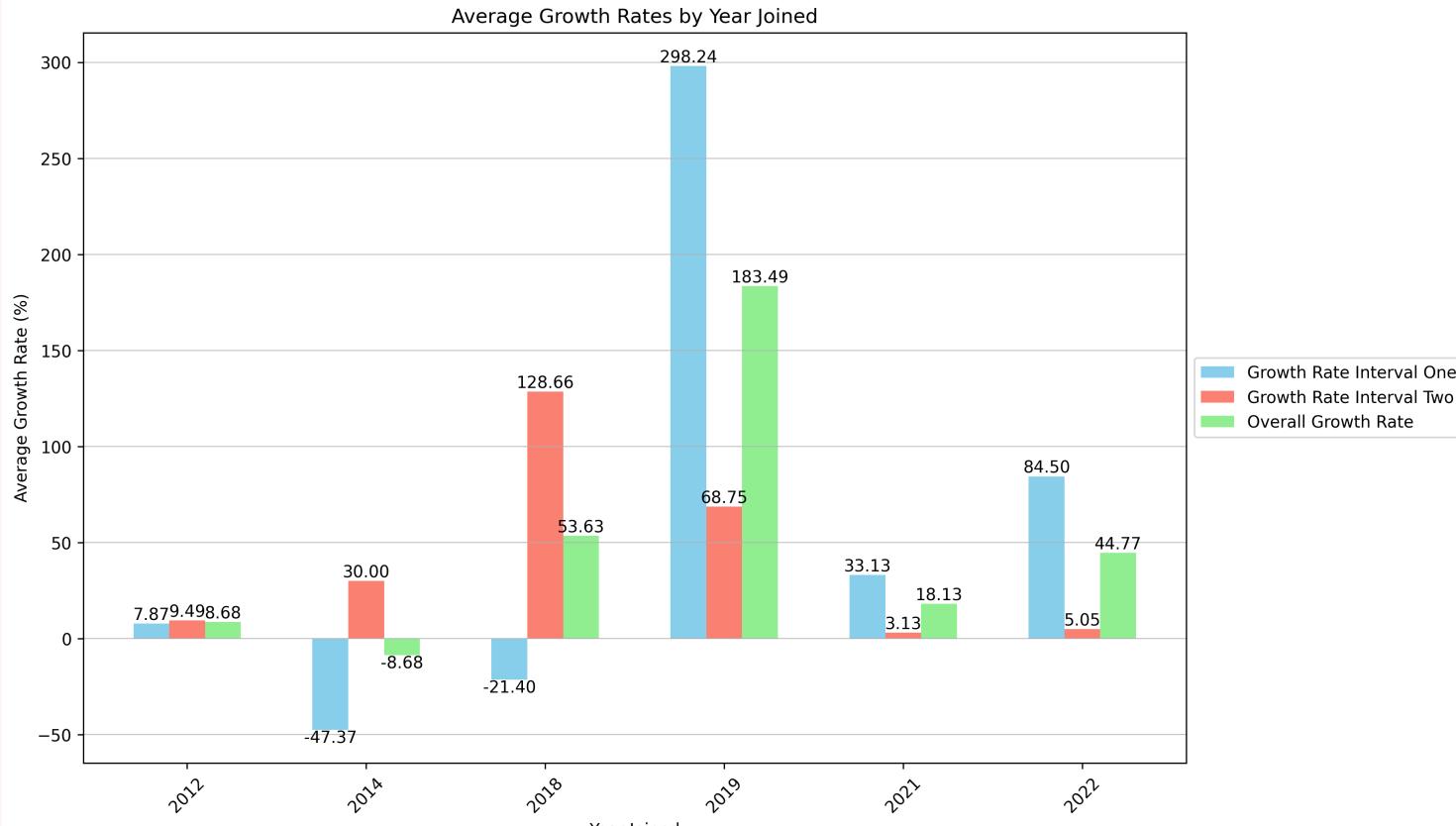


SOURCES IN APPENDIX



MARKET VALUATION VS YEAR JOINED

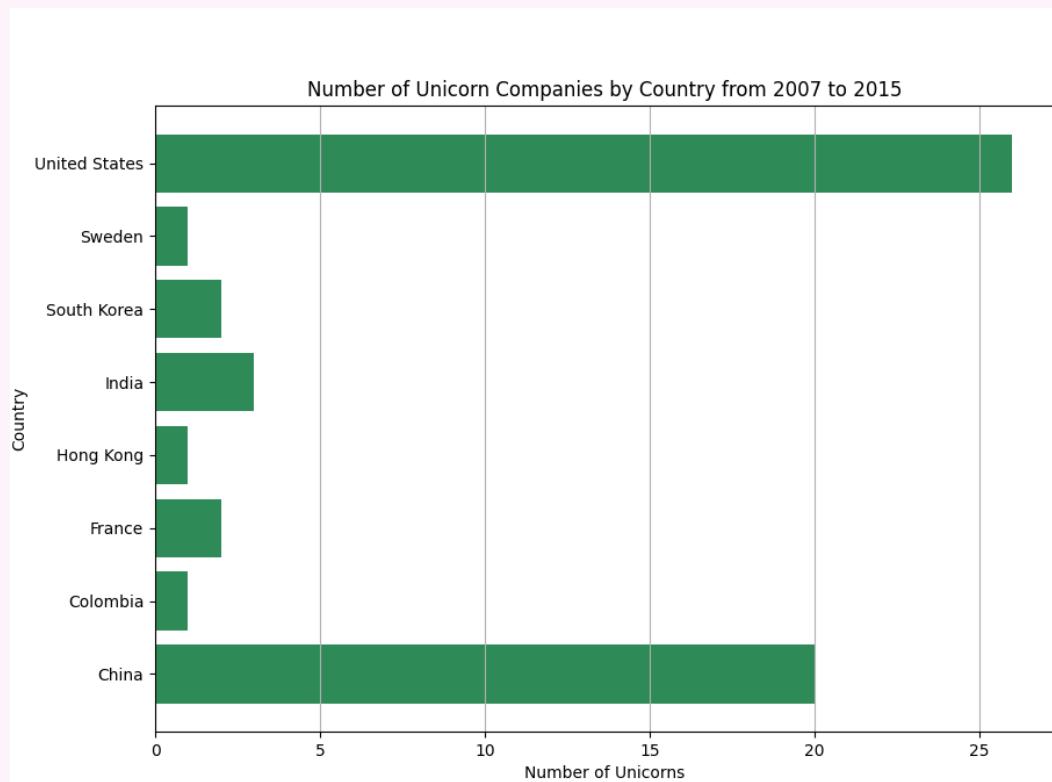
21



SOURCES IN APPENDIX

COUNTRY OF ORIGIN VS YEAR JOINED

22



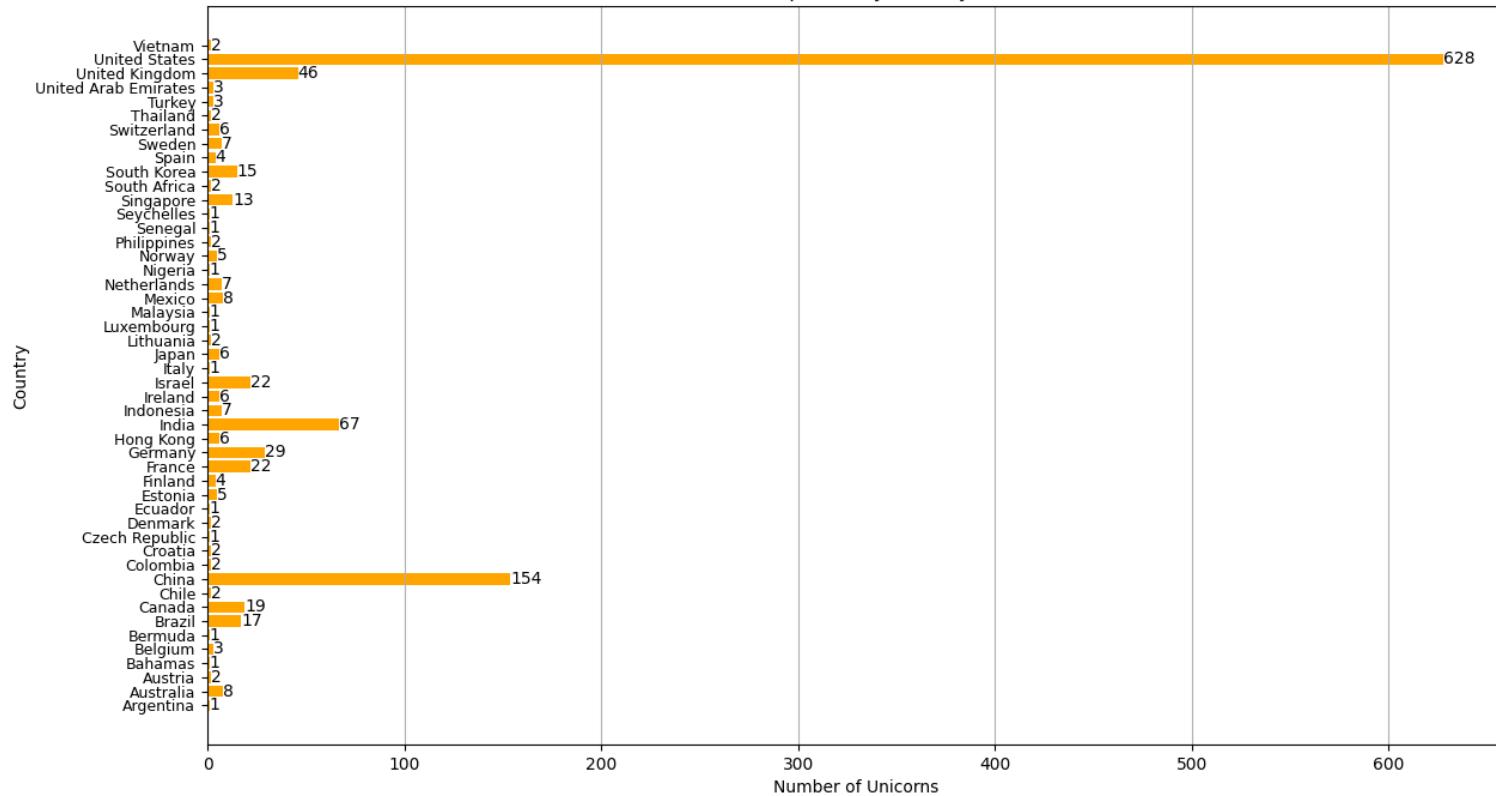
SOURCES IN APPENDIX

COUNTRY OF ORIGIN VS YEAR JOINED

23

Important observation that there are a lot more active Unicorn Companies that were founded between the years 2016-2022

Number of Unicorn Companies by Country from 2016 to 2022



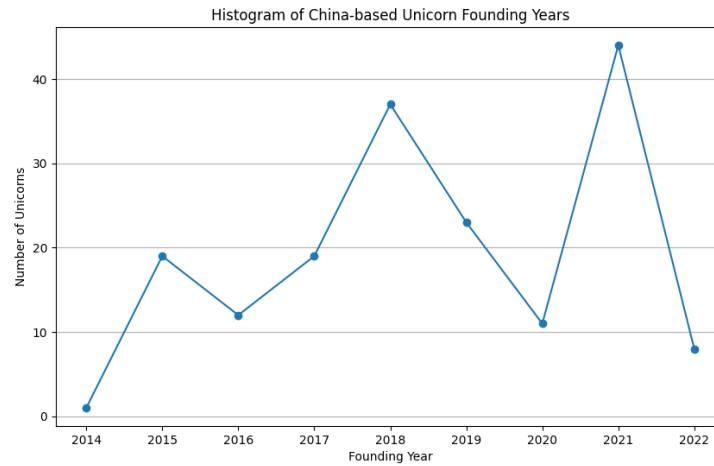
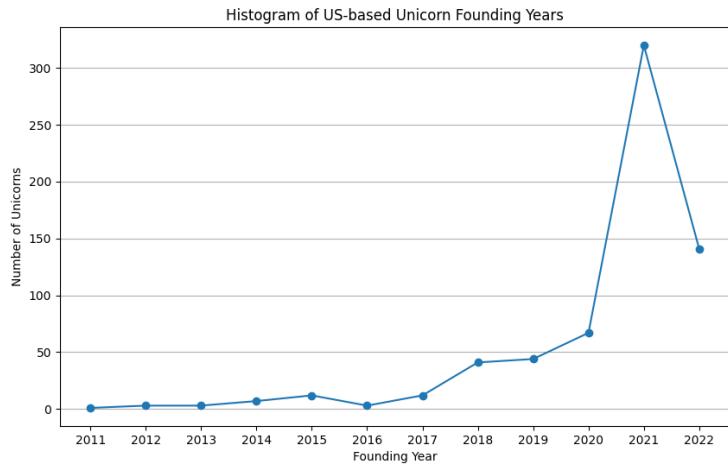
SOURCES IN APPENDIX



COUNTRY OF ORIGIN VS YEAR JOINED

24

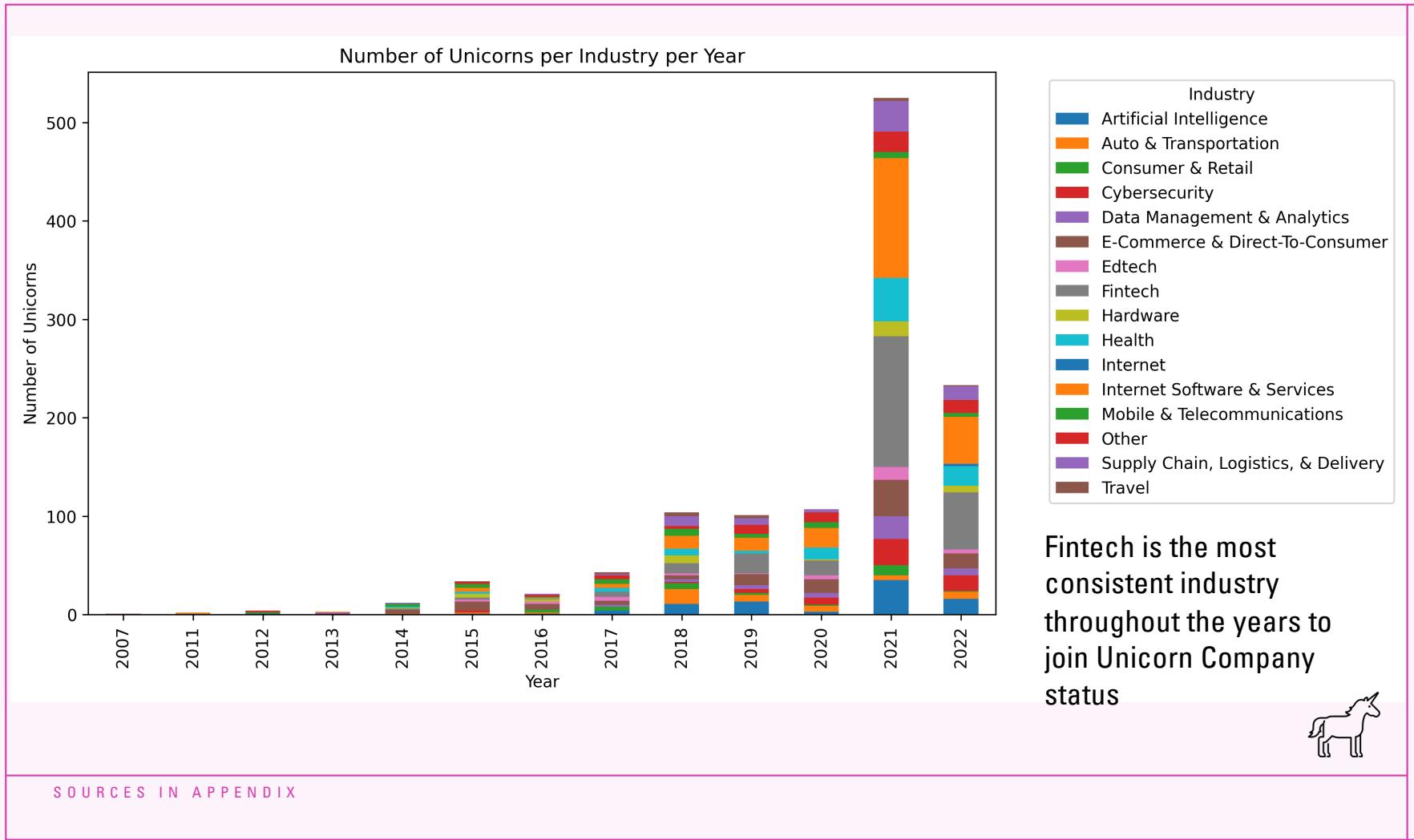
US vs China Unicorn Growth



SOURCES IN APPENDIX

INDUSTRY VS YEAR JOINED

25



OBSERVATIONS

Valuation Trends:

- Significant growth is observed in companies within the Artificial Intelligence and Other industries from 2022 to 2024, while industries like E-commerce & Direct-to-Consumer and Edtech have shown notable declines over the same period.

Geographic Distribution:

- The dataset includes companies from diverse geographic locations, with a significant presence in the United States and China. Notable cities with high valuation companies include San Francisco, Beijing, and Shenzhen.

Date of Joining:

- A noticeable trend is the influx of high-valuation companies joining around the years 2017 and 2018, indicating a peak period for startup formations and investments.

Industry Distribution:

- The dataset is well-represented across various industries, with a strong emphasis on emerging sectors such as Artificial Intelligence, Data Management & Analytics, and Internet Software & Services, indicating a focus on technology-driven growth.

Investor Influence:

- Prominent investors like Sequoia Capital, Tiger Global Management, and Andreessen Horowitz are recurrently mentioned, highlighting their significant role in funding and supporting high-valuation startups across multiple industries.

SOURCES IN APPENDIX

26



Data Set Sources:

CB Insights:

- <https://www.cbinsights.com/research-unicorn-companies>

Kaggle:

- <https://www.kaggle.com/datasets/tahzeer/unicorn-startup-companies-july-2023>
- <https://www.kaggle.com/datasets/ramjasmaurya/unicorn-startups>