A1: NLP CASE – ANALYZING VENTURE CAPITAL PRESS RELEASES

VENTURE CAPITAL FUNDING

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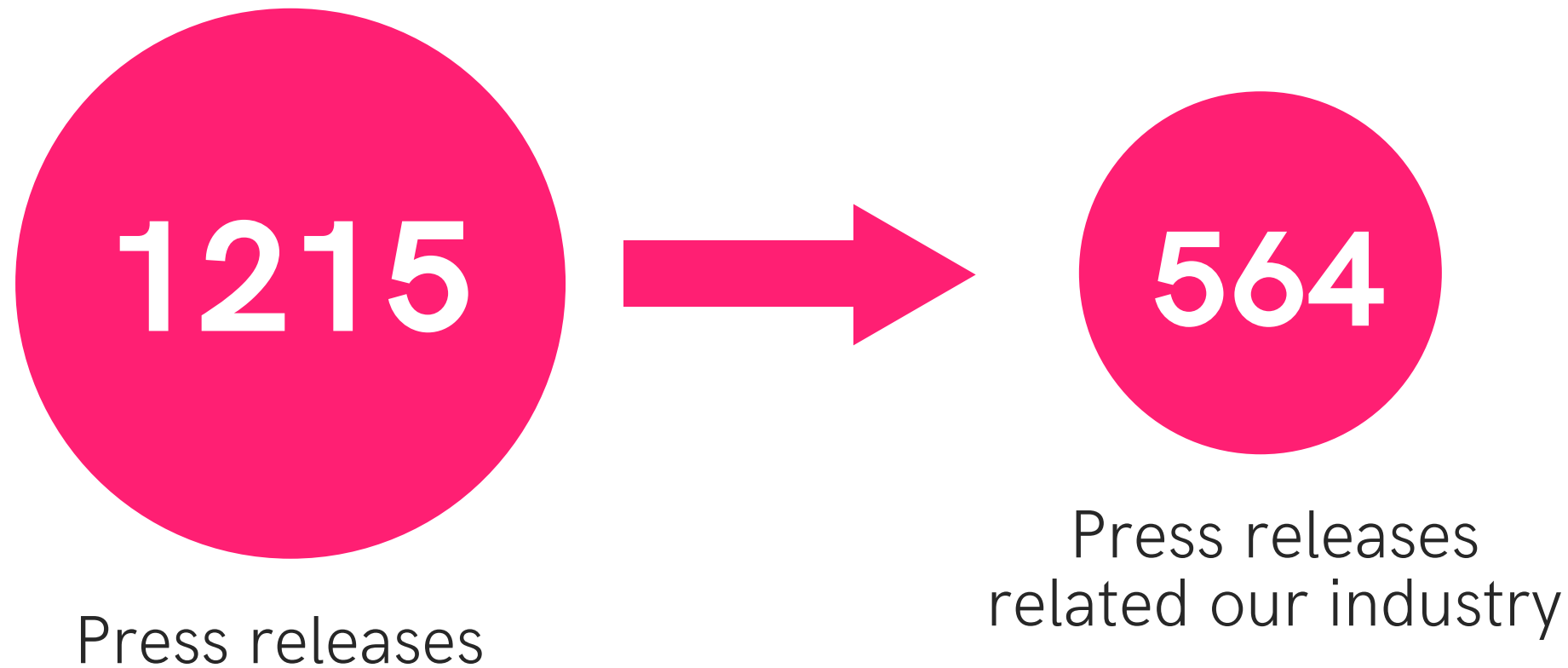
February 2022

AGENDA

- Objective
- Data description
- Press releases analysis
- Funding amount analysis

OBJECTIVE

Understand patterns in series A venture capital deals

DATA DESCRIPTION

1215 → **564**

Press releases

Press releases
related our industry

PRESS RELEASE ANALYSIS

PRESS RELEASE ANALYSIS
(1) FREQUENT WORDS

- The word software is frequent in the press releases

- Other important terms, such as, team and partners appear the most.

PRESS RELEASE ANALYSIS
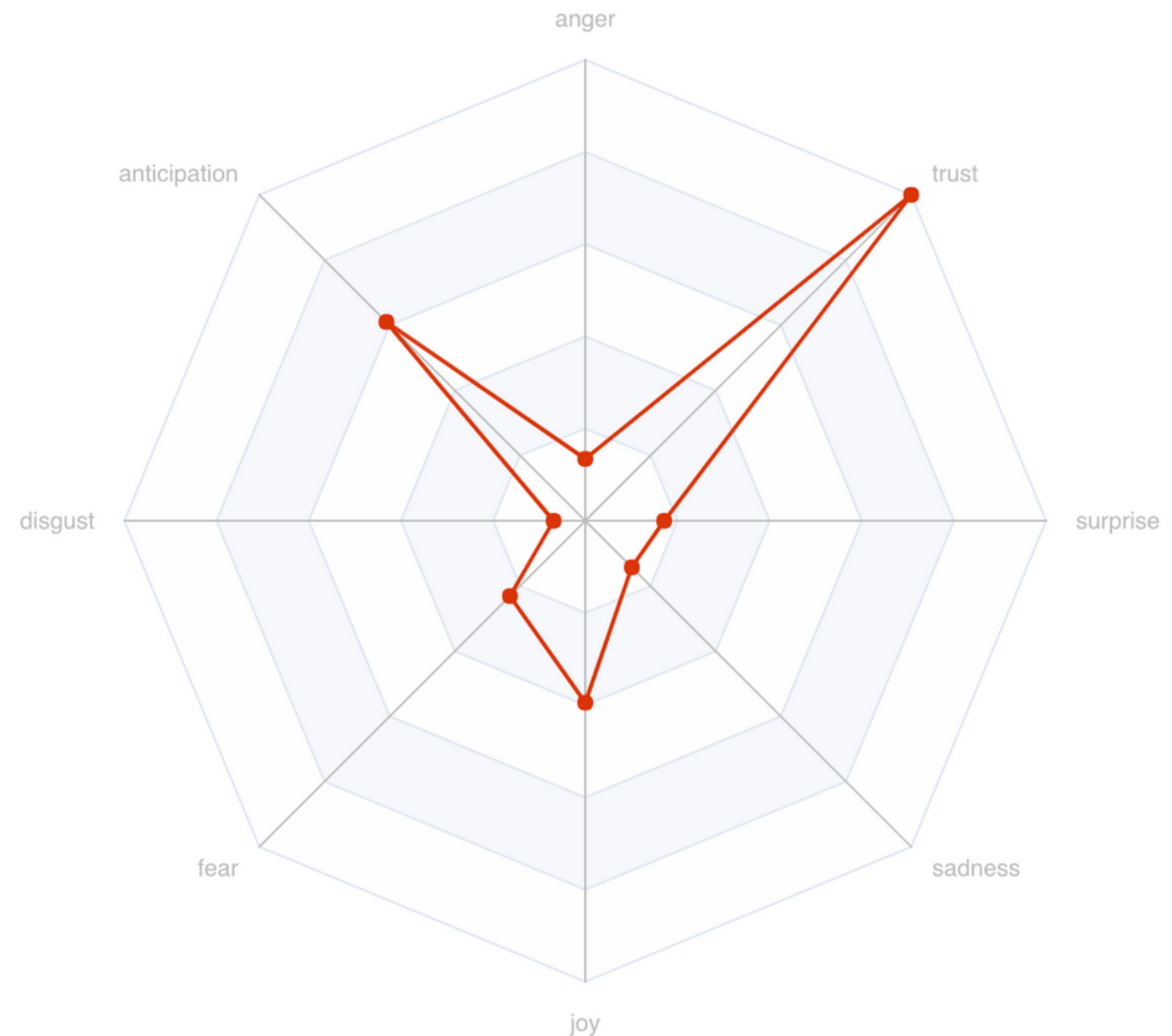## (2) FREQUENT WORD ASSOCIATIONS

san francisco
supply chain
machine learning
information visit
net income
related links
forwardlooking statements
months ended
email protected
insight partners

- Forward-looking statements are crucial for a venture capitalist deal

PRESS RELEASE ANALYSIS
(3) EMOTIONS ANALYSIS

- A vocabulary of trust is mainly used in the press releases.
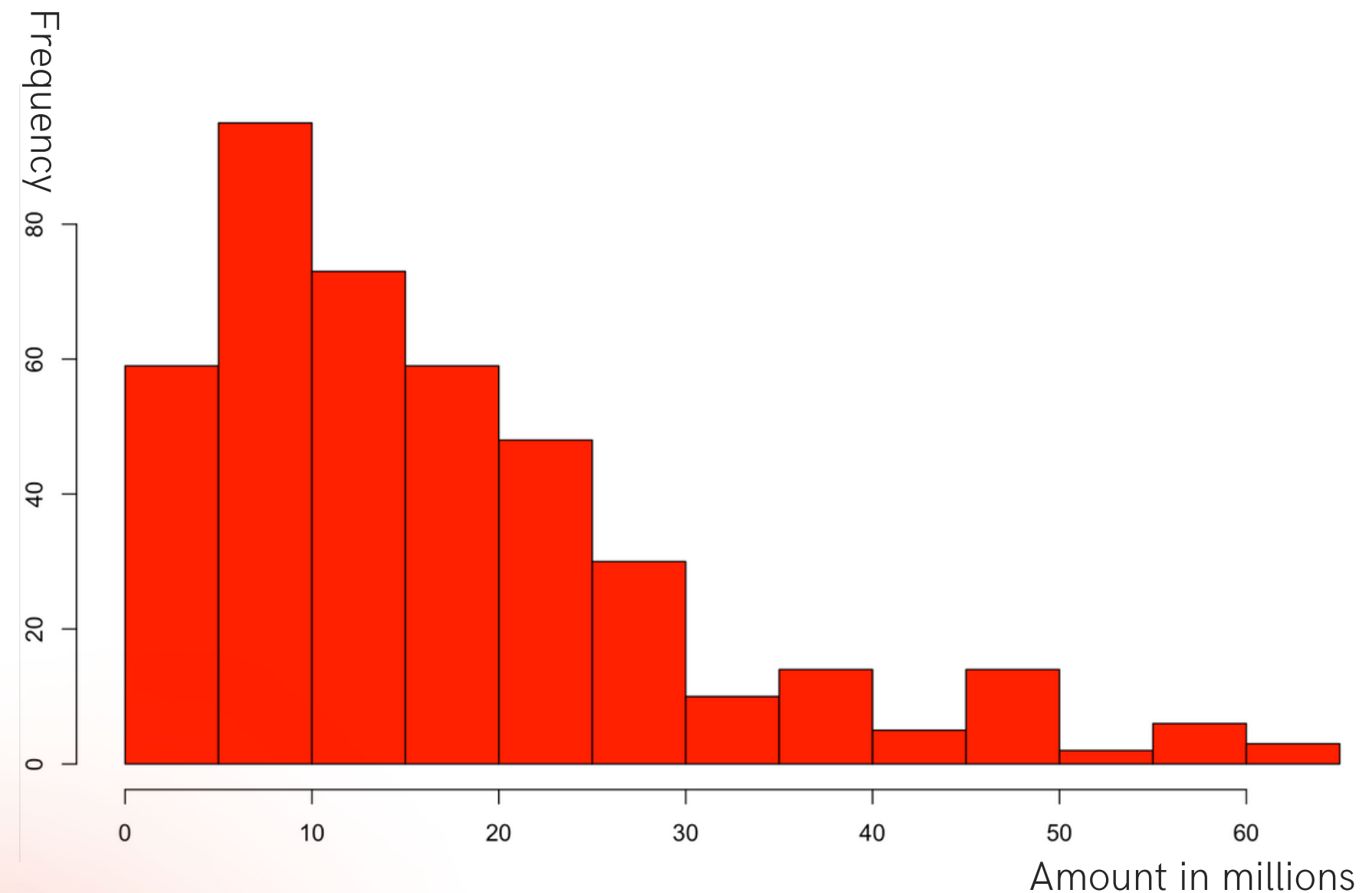
- Keywords: team, management, leading

FUNDING AMOUNT ANALYSIS
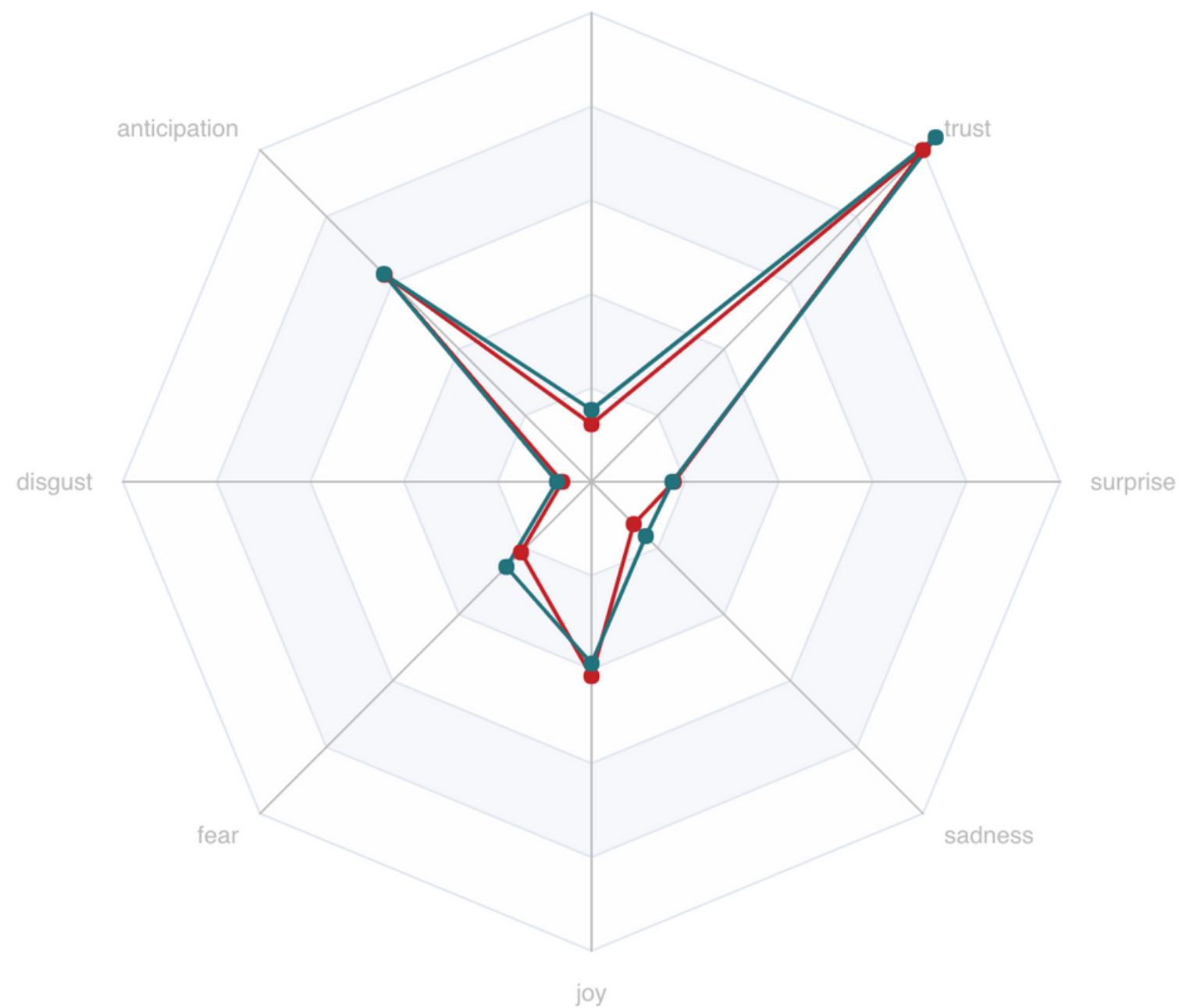
FUNDING AMOUNT ANALYSIS
(1) FUNDING AMOUNT

- On average, venture capital deals amount for USD 45 million

- However, half of the deal are less than USD 17 million

FUNDING AMOUNT ANALYSIS
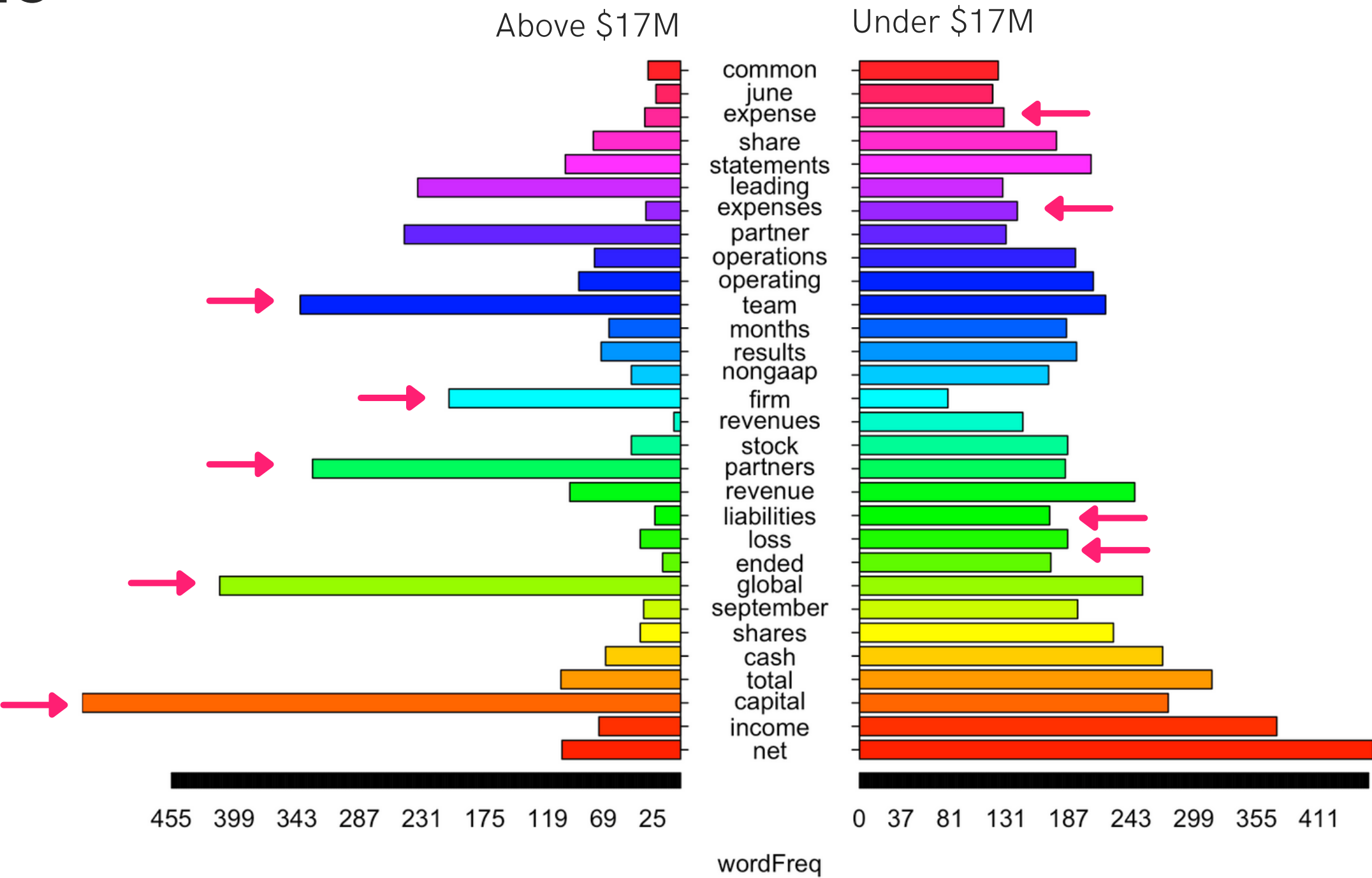## (2) EMOTIONS ANALYSIS

- Venture capital deal above $17M and under $17M are similar in term of emotions

PRESS RELEASE ANALYSIS
(3) EMOTIONS ANALYSIS

- Venture capital deals above $17 million refer to team, partners, capital…

- Venture capital deals under $17 million refer to expenses, loss…

CONCLUSION

RECOMMENDATIONS

1
Have strong forward-looking statements

2
Seek venture capital above $17M

3
Emphasis on the team and partners

THANK YOU!