

Global Unicorn Landscape



Country
All

City
All

Industry
All

Company
All

Year
All

Country
All

City
All

Industry
All

Company
All

Year
All

Country
All

City
All

Industry
All

Company
All

Year
All

Total Unicorn

948

Avg Valuation

\$3.5 B

Avg Funding

\$574 M

Median ROI

512.8%

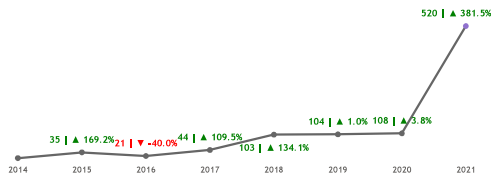
Avg. Years to Become Unicorn

7

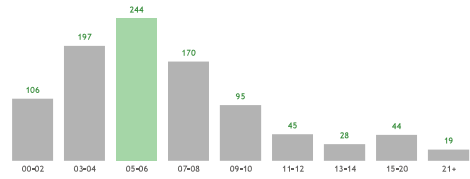
Companies Development



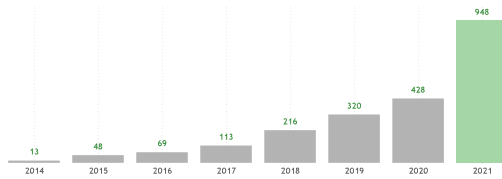
Annual Trend of New Unicorns



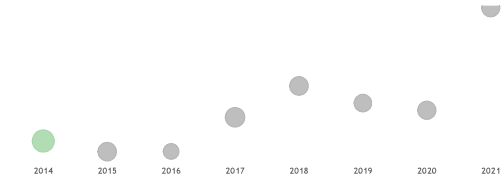
Years to Become Unicorn



Cumulative Growth of Unicorn Companies



Valuation Growth of Unicorns by Year, Sized by Valuation Multiple

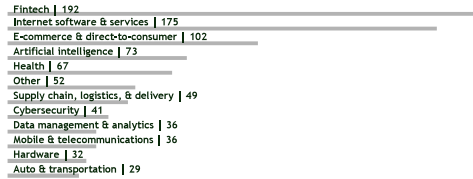


Valuation Multiple: Valuation-to-Funding Ratio (a startup-focused alternative to traditional ROI)

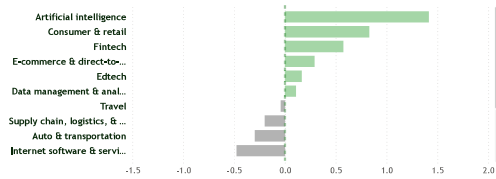
Industries Development



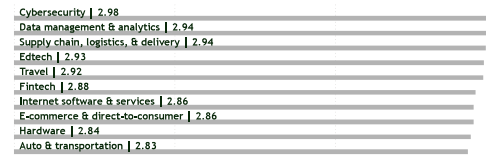
Leading Industries with Most Unicorns



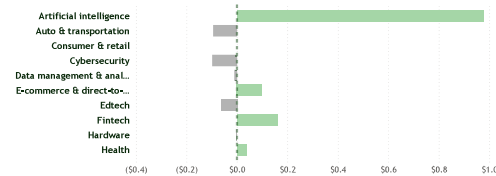
Valuation Difference Relative to Industry Average



Avg. Number of Investors per Unicorn by Industry



YoY Growth Relative to Industry Average

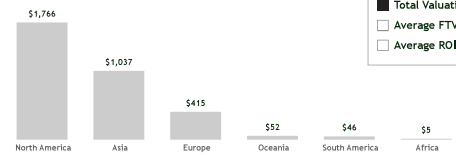


Global Hubs



Metric Selection
☐ Avg ROI
☒ Avg Funding in B \$
☐ Avg Valuation in B \$

Total Valuation by Continent



Metric Selection
☒ Total Valuation
☐ Average FTV
☐ Average ROI

Continent	Country	City	Avg Funding (B)	Avg Valuation	Valuation Multiple	% Global Valuation	% Global Unicorns
Africa	Nigeria	Lagos	\$0.57	\$2.0	350.88%	0.05%	0.09%
	Senegal	Dakar	\$0.20	\$2.0	1000.00%	0.05%	0.09%
	South Africa	Midrand	\$0.55	\$1.0	182.82%	0.03%	0.09%
Asia	China	Beijing	\$0.82	\$5.6	689.85%	9.32%	5.77%
		Changsha	\$2.62	\$6.5	248.57%	0.35%	0.19%
		Changzhou	\$1.56	\$4.0	256.00%	0.22%	0.19%
		Chengdu	\$0.55	\$2.0	363.47%	0.22%	0.37%

Top Continent by Avg Valuation

Oceania

Top Continent by Total Valuation

North America

Top Continent by Avg ROI

Oceania

Top Continent by Avg FTV

Oceania

Top Continent by Unicorn Count

North America

Top Continent

Top Country

Top City

Top by Avg Valuation: Identifying places with high-value companies.
Top by Total Valuation: Identifying places with many valuable companies.