

# 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%

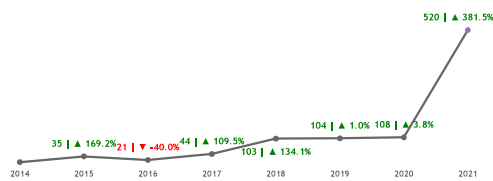
Avg. Years to Become Unicorn

7

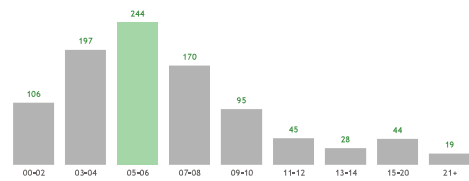
## Companies Development



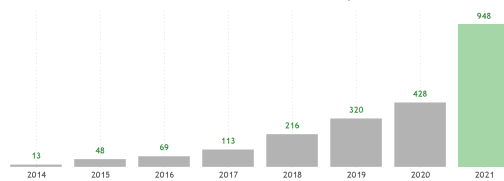
Annual Trend of New Unicorns



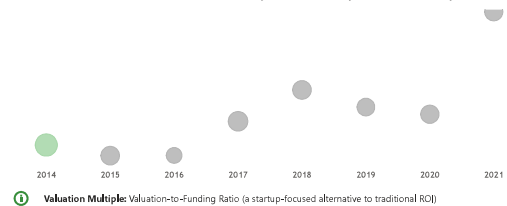
Years to Become Unicorn



Cumulative Growth of Unicorn Companies



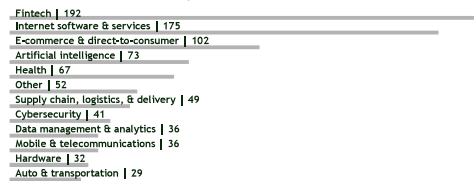
Valuation Growth of Unicorns by Year, Sized by Valuation Multiple



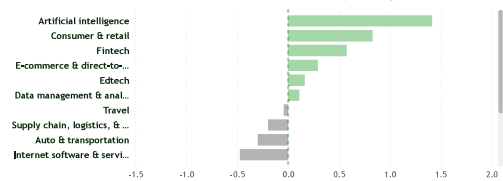
## Industries Development



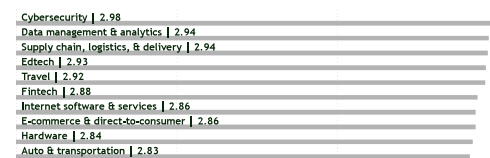
Leading Industries with Most Unicorns



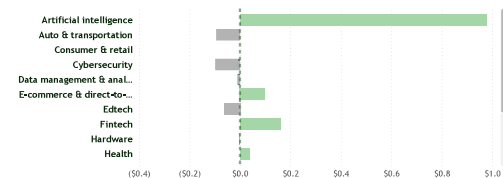
Valuation Difference Relative to Industry Average



Avg. Number of Investors per Unicorn by Industry



YoY Growth Relative to Industry Average



## Global Hubs



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

Total Valuation by Continent



Metric Selection  
☒ Total Valuation  
☐ Valuation Multiple

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 City by Avg Valuation  
Surry Hills

Top City by Total Valuation  
San Francisco

Top City by YoY Growth  
Surry Hills

Top City by Unicorn Count  
San Francisco

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.