

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%

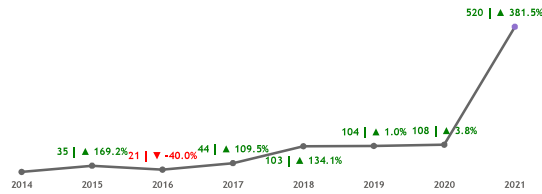
Avg. Years to Become Unicorn

7

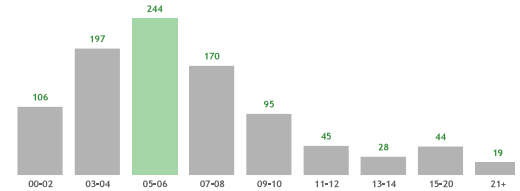
Companies Development



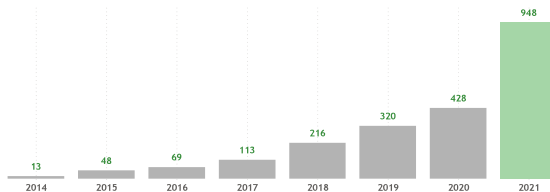
Annual Trend of New Unicorns



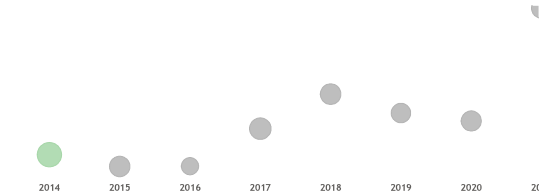
Years to Become Unicorn



Cumulative Growth of Unicorn Companies



Valuation Growth of Unicorns by Year, Sized by Valuation Multiple

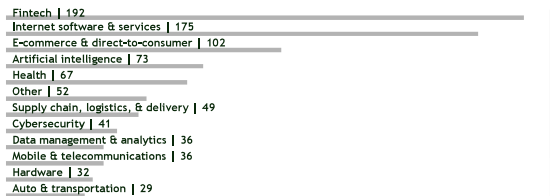


Valuation Multiple: Valuation-to-Funding Ratio (a startup-focused alternative to traditional ROI)

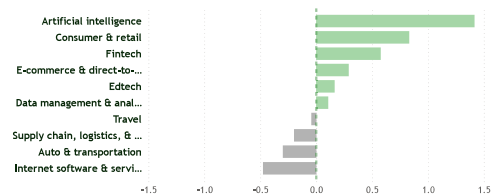
Industries Development



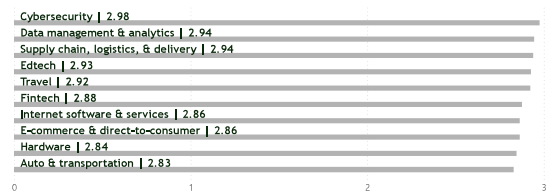
Leading Industries with Most Unicorns



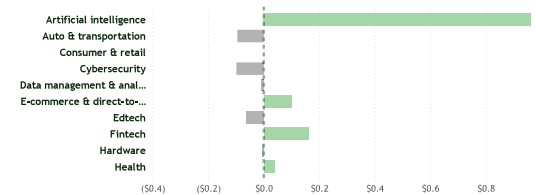
Valuation Difference Relative to Industry Average



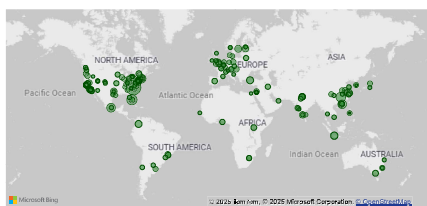
Avg. Number of Investors per Unicorn by Industry



YoY Growth Relative to Industry Average



Global Hubs



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

Total Valuation by Continent



Metric Selection
☒ Total Val
☐ Valuation

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%
		Chenadu	\$0.55	\$2.0	363.47%	0.22%	0.37%

Top City by Avg Valuation

Top City by Total Valuation

Top City by YoY Growth

Top City by Unicorn Count