

# Global Unicorn Landscape



Total Unicorn

948

Avg Valuation

\$3.5 B

Avg Funding

\$574 M

Median ROI

512.8%

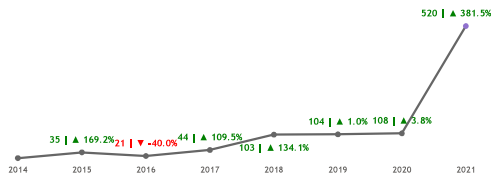
Avg. Years to Become Unicorn

7

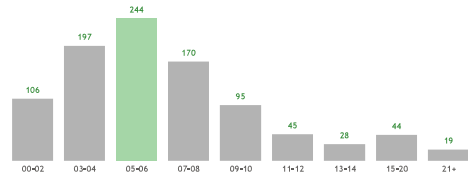
## Companies Development



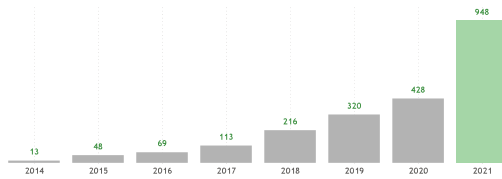
Annual Trend of New Unicorns



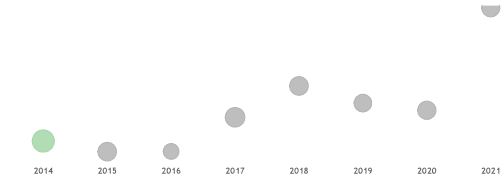
Years to Become Unicorn



Cumulative Growth of Unicorn Companies



Valuation Growth of Unicorns by Year, Sized by Valuation Multiple

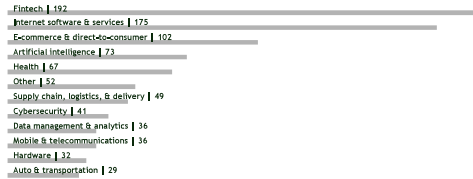


Valuation Multiple: Valuation-to-Funding Ratio (a startup-focused alternative to traditional ROI)

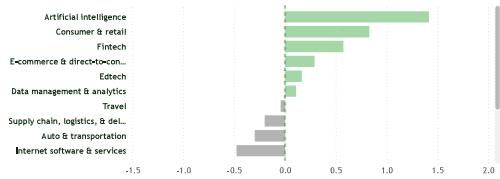
## Industries Development



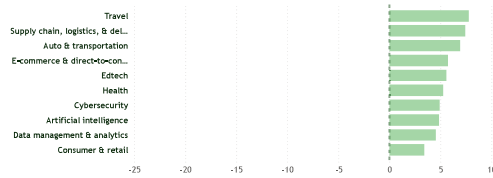
Leading Industries with Most Unicorns



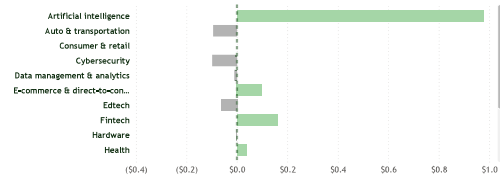
Valuation Difference Relative to Industry Average



FTV Relative to Industry Average



YoY Growth Relative to Industry Average



FTV shows how much valuation a company creates from its funding.

## 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	Avg FTV	% Global Valuation	% Global Unicorns
South America	Colombia	Bogota	\$1.17	\$3.0	255.97%	2.70	0.16%	0.19%
	Argentina	Buenos Aires	\$0.54	\$2.0	367.65%	3.68	0.05%	0.09%
	Brazil	Osasco	\$0.59	\$1.0	168.92%	1.69	0.03%	0.09%
		Parana	\$0.34	\$1.0	297.62%	2.98	0.03%	0.09%
		Curitiba	\$0.39	\$1.5	384.62%	4.21	0.08%	0.19%
		Sao Paulo	\$0.65	\$2.6	400.80%	5.20	0.70%	0.93%
		Campanas	\$0.76	\$5.0	662.25%	6.62	0.13%	0.09%

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.