

BVC Takehome

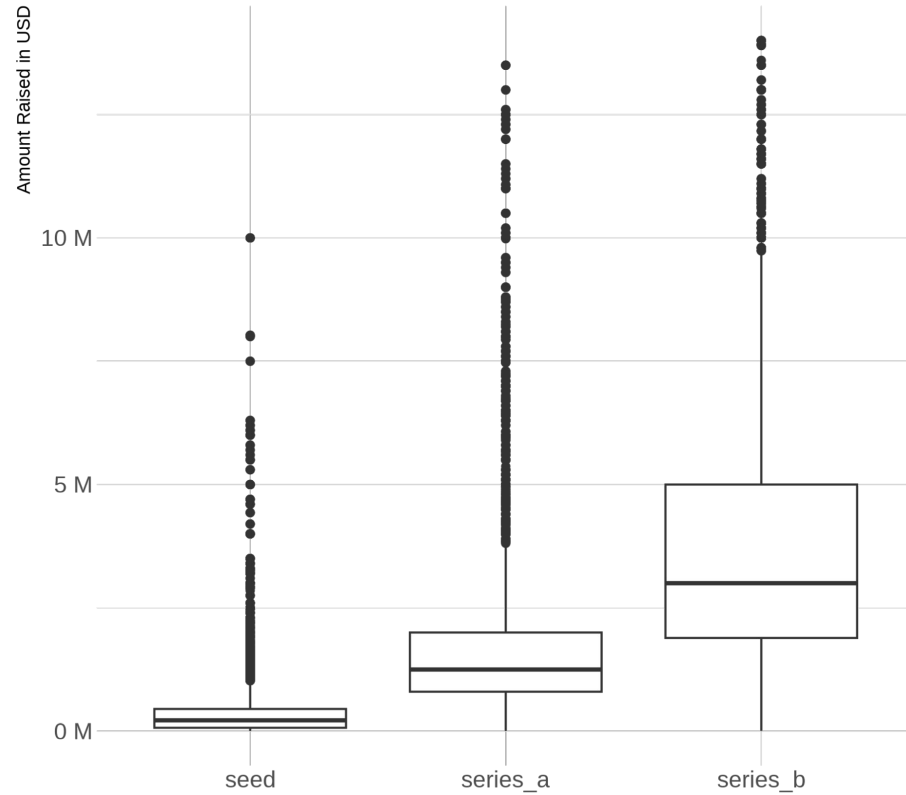
Assumptions

- Dataset comes from Crunchbase, resulting from several queries combined together.
- It covers startup funding from 2021 up to today.
- It covers seed, series A, and series B rounds of investment.
- Each row is company-level, representing the total amount raised for that round for that company.
- “Most funding” can mean either the number of investments made or the actual amount raised, depending on the question.

Baselines

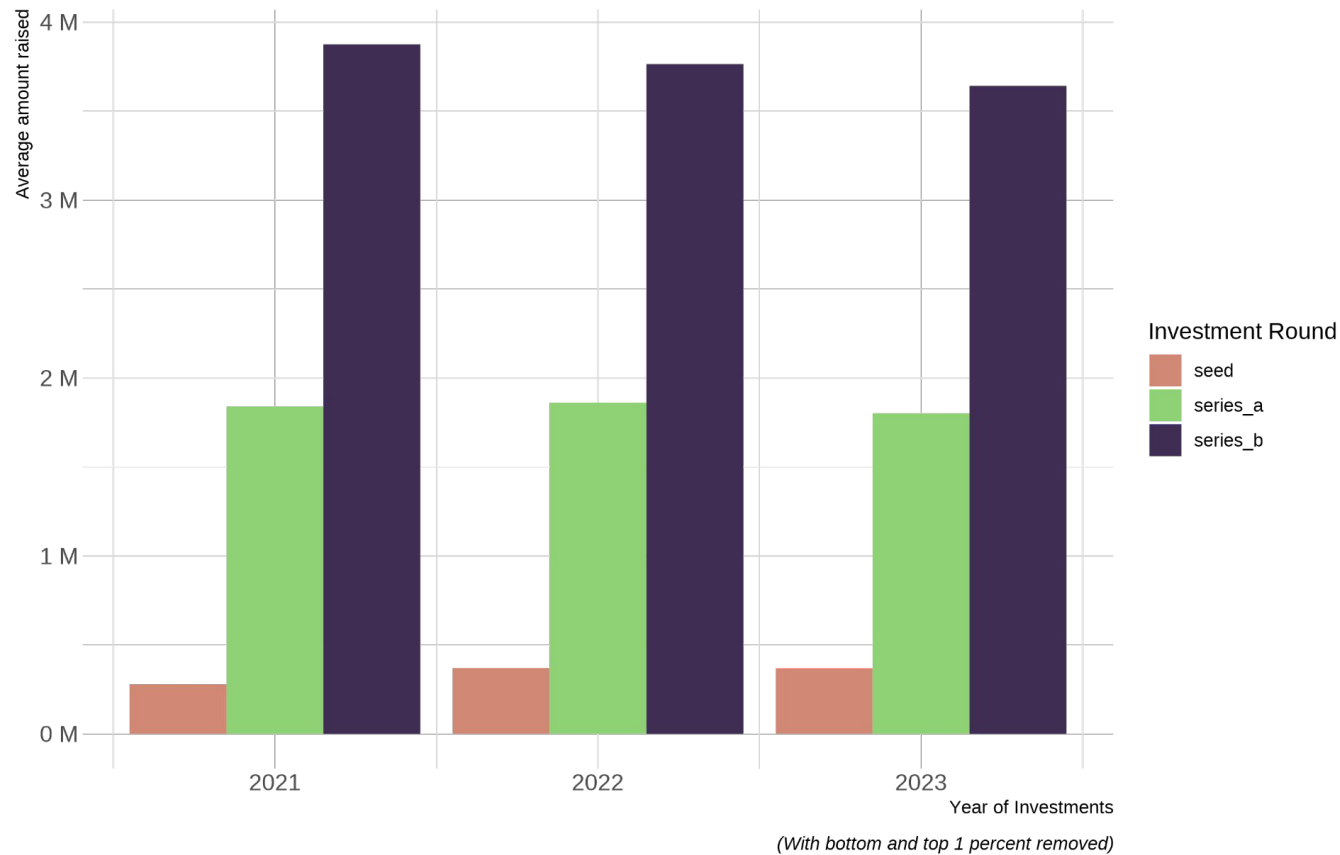
1. What do average seed, series A, and series B investments look like?
2. Did these investments vary in size from year to year?
3. What sectors were the most popular by number of investments?
4. What sectors were the most popular by total amount of overall investment?

Distribution of Amount Raised By Stage

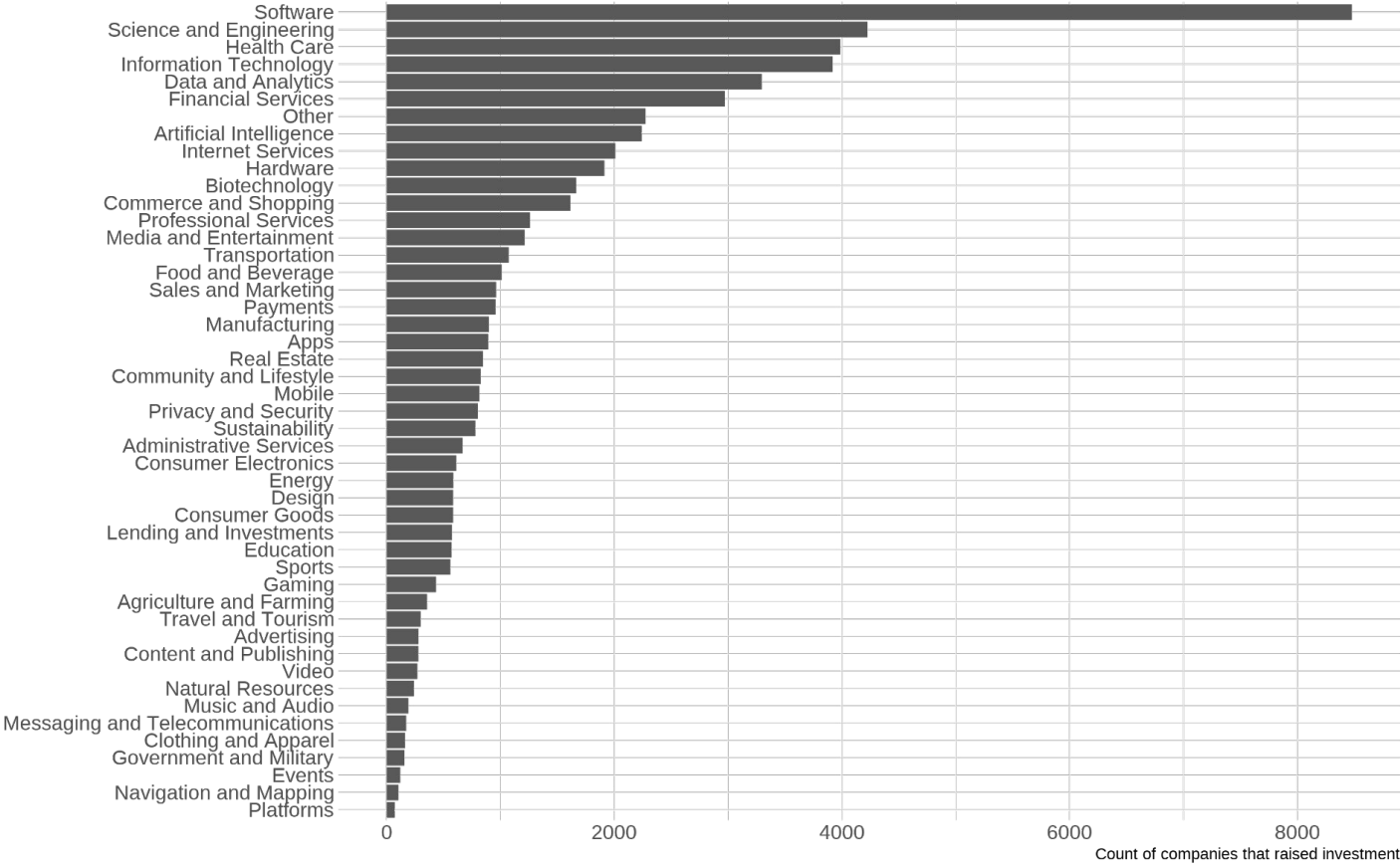


(With bottom and top 1% of all raises excluded)

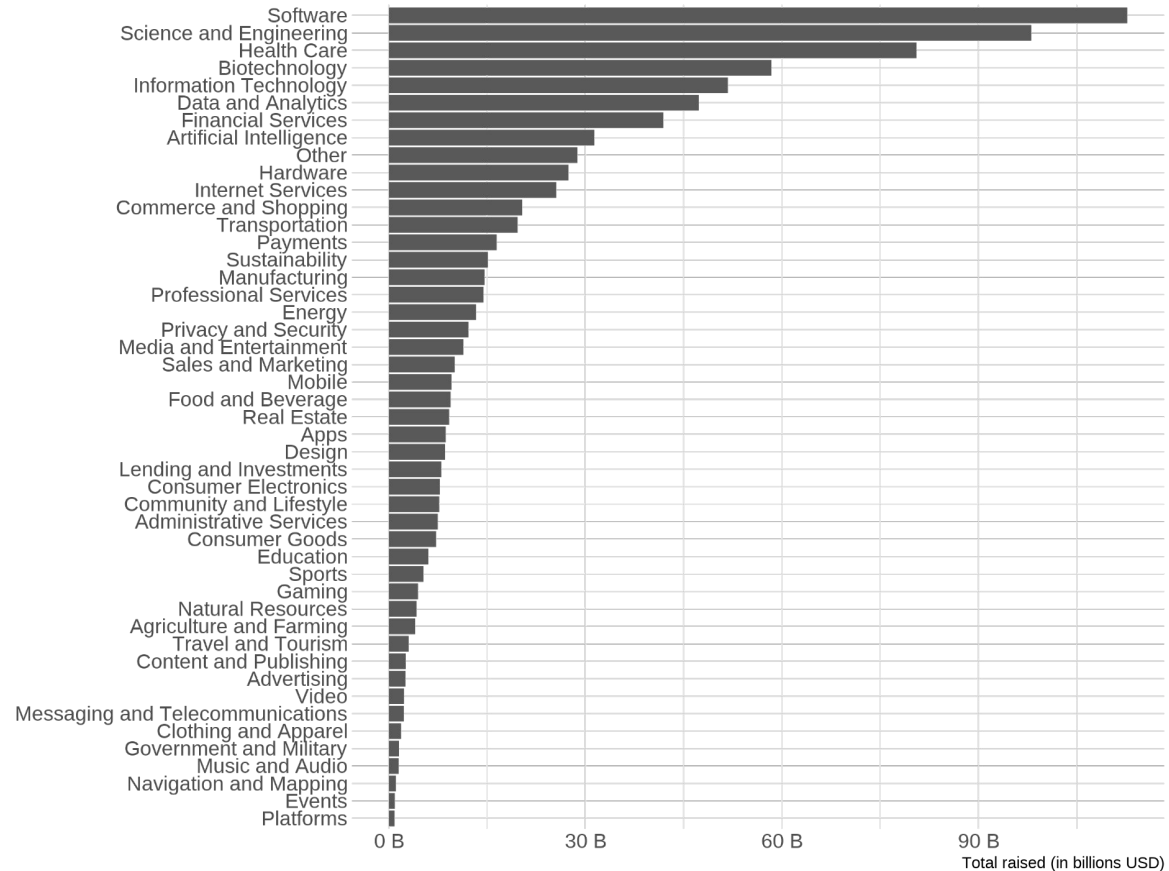
Average Amount Raised By Stage



Total Number of Investments Per Sector Across All Rounds



Total Amount Raised Per Sector Across All Rounds

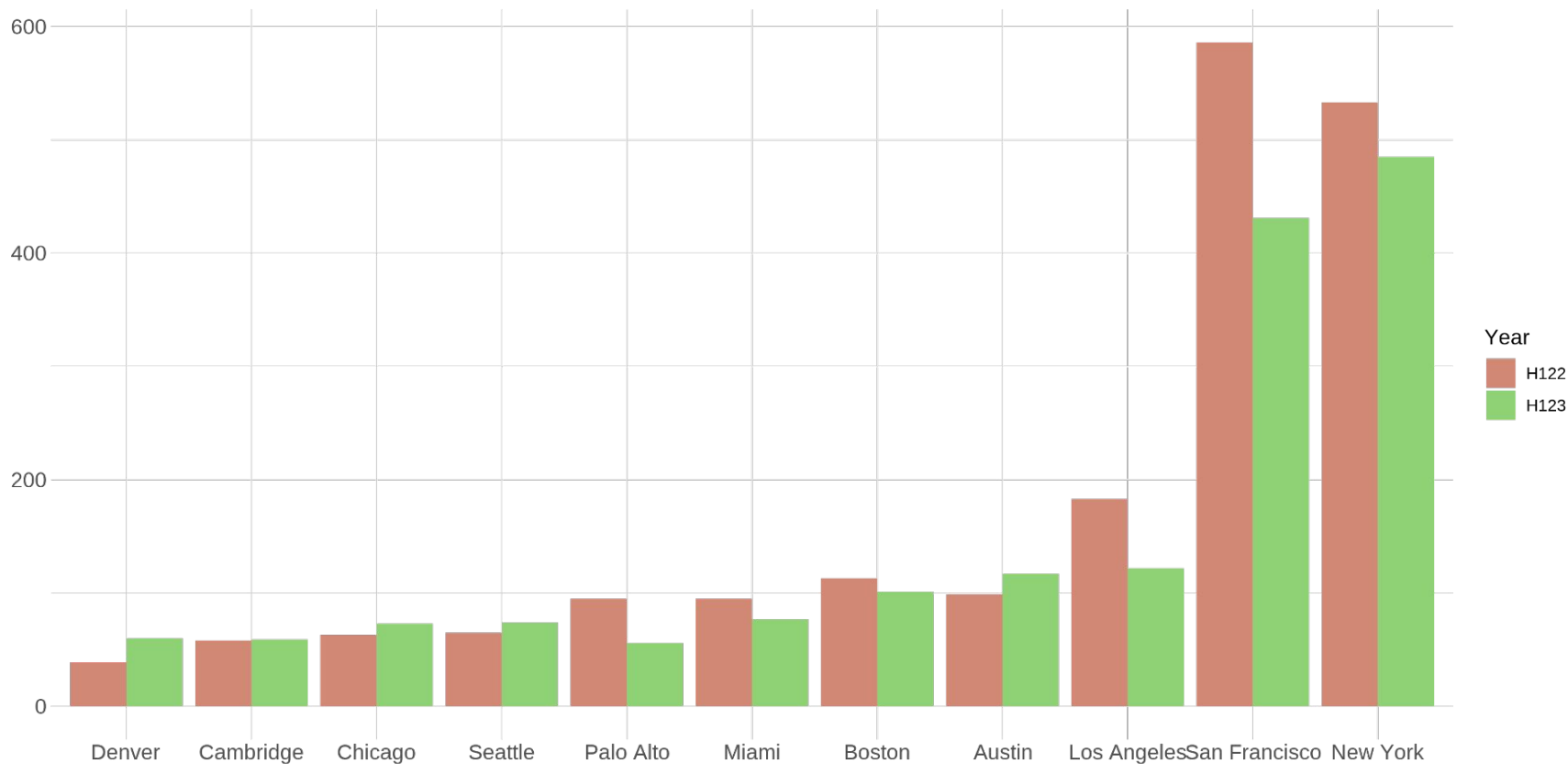


H12022 vs H12023

Geographical analysis

1. What cities have the most investments?
2. Does this vary by stage of investment?
3. What has changed since 2022?

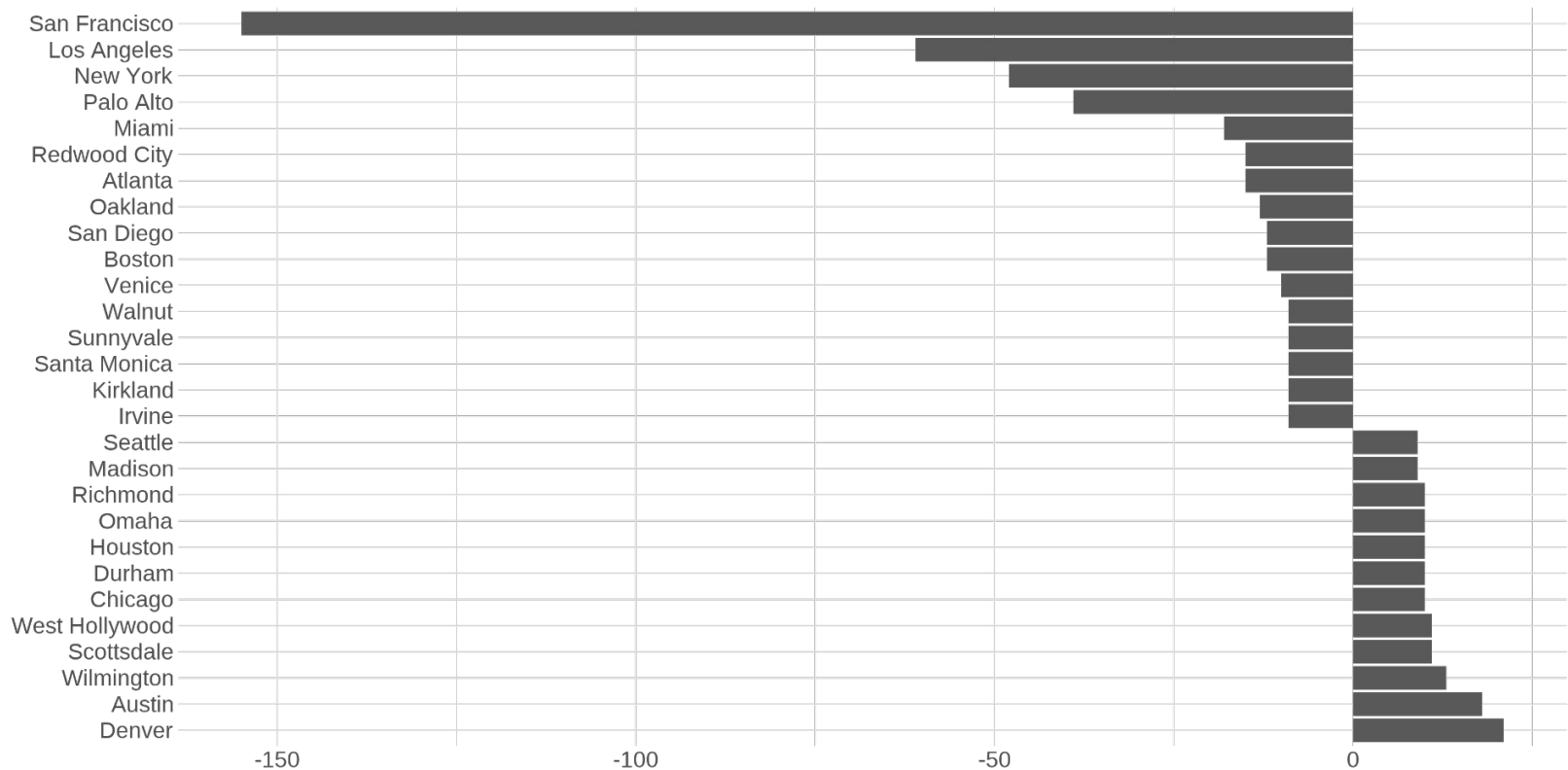
Top 11 Cities by Number of Investments Over All Stages



Top 11 Cities by Number of Investments By Stage



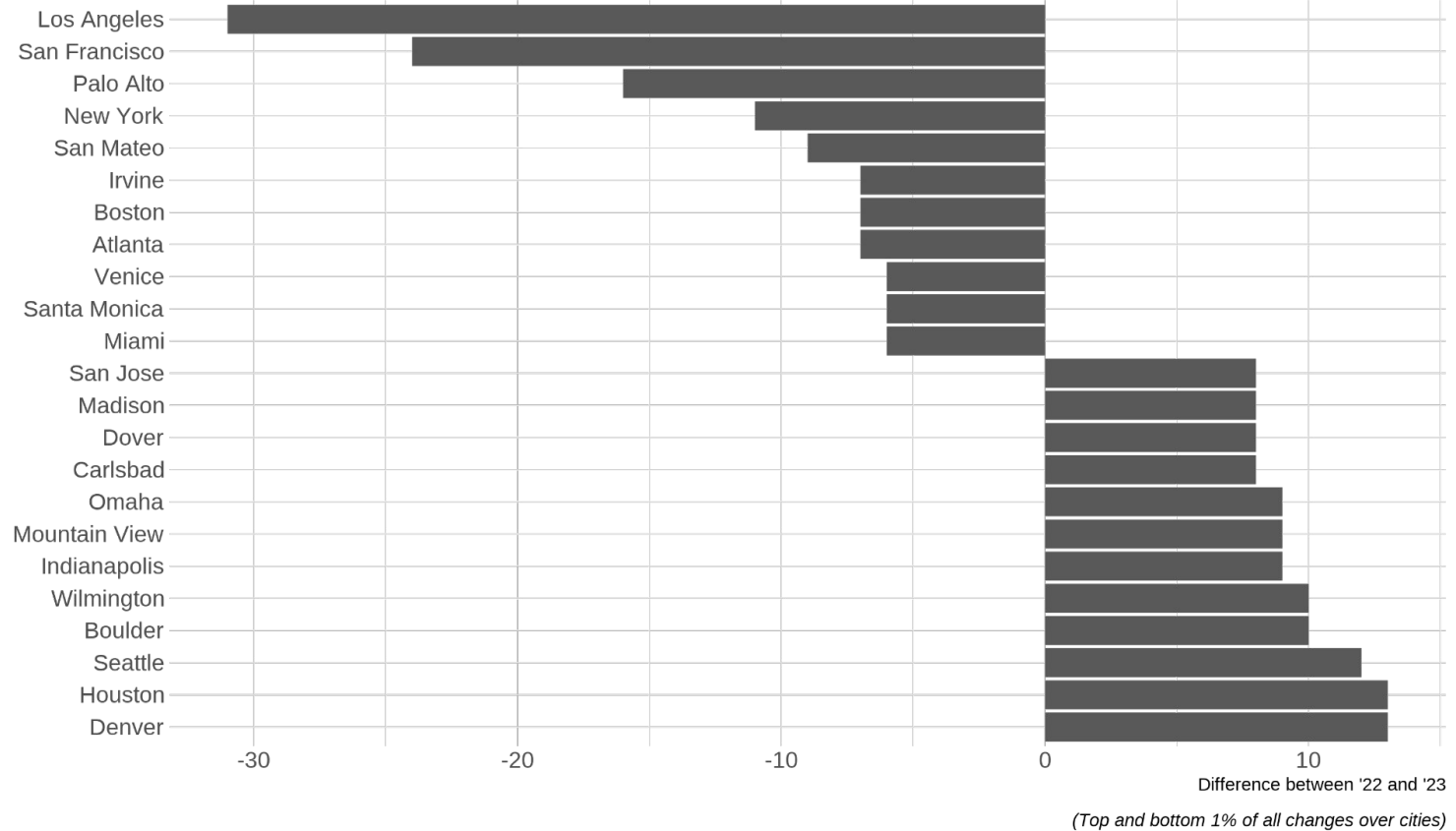
Cities with Biggest Drops and Gains in Number of Investments from '22 to '23



Difference between '22 and '23

(Top and bottom 1% of all changes over cities)

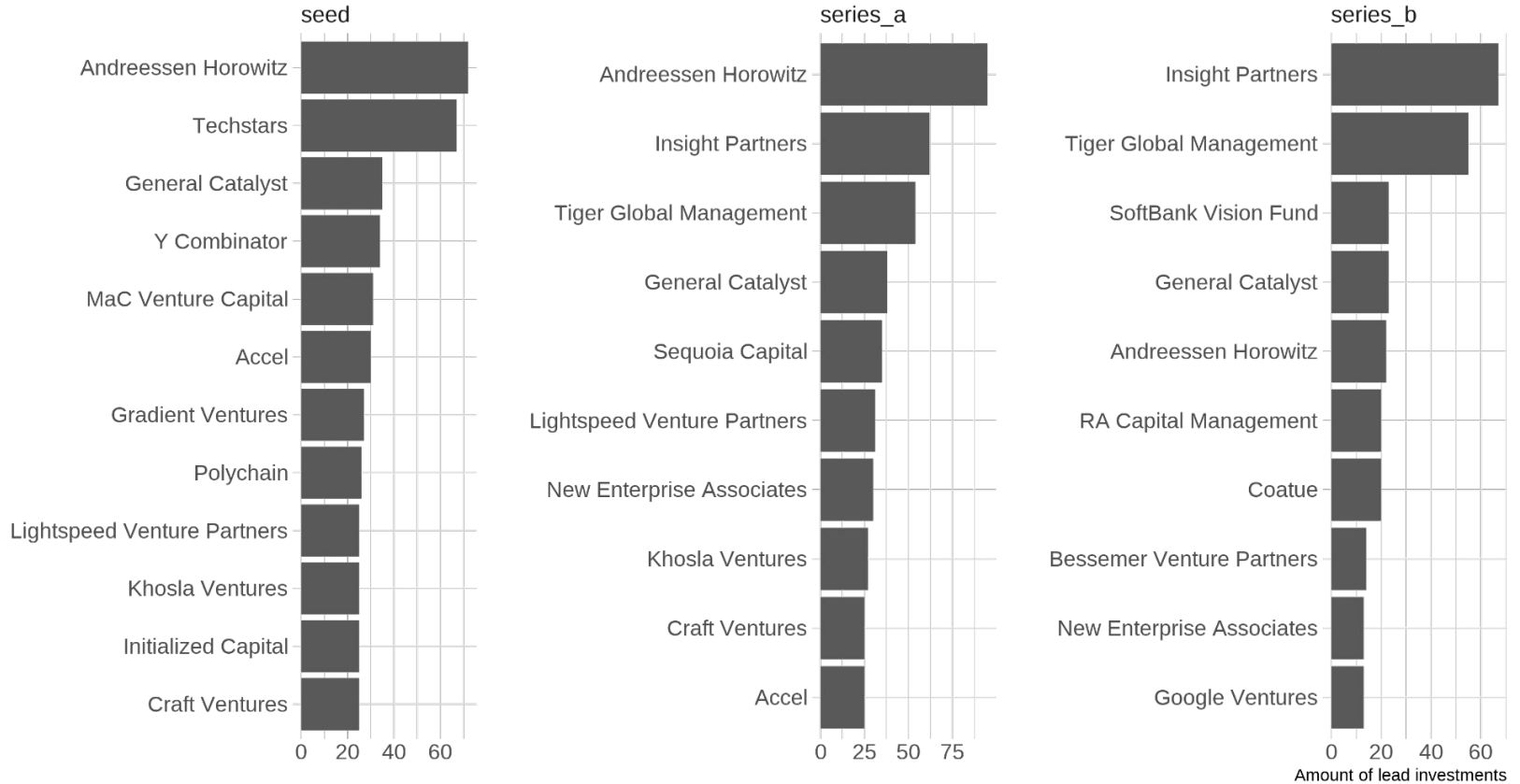
Cities with Biggest Drops and Gains in Number of Seed Investments



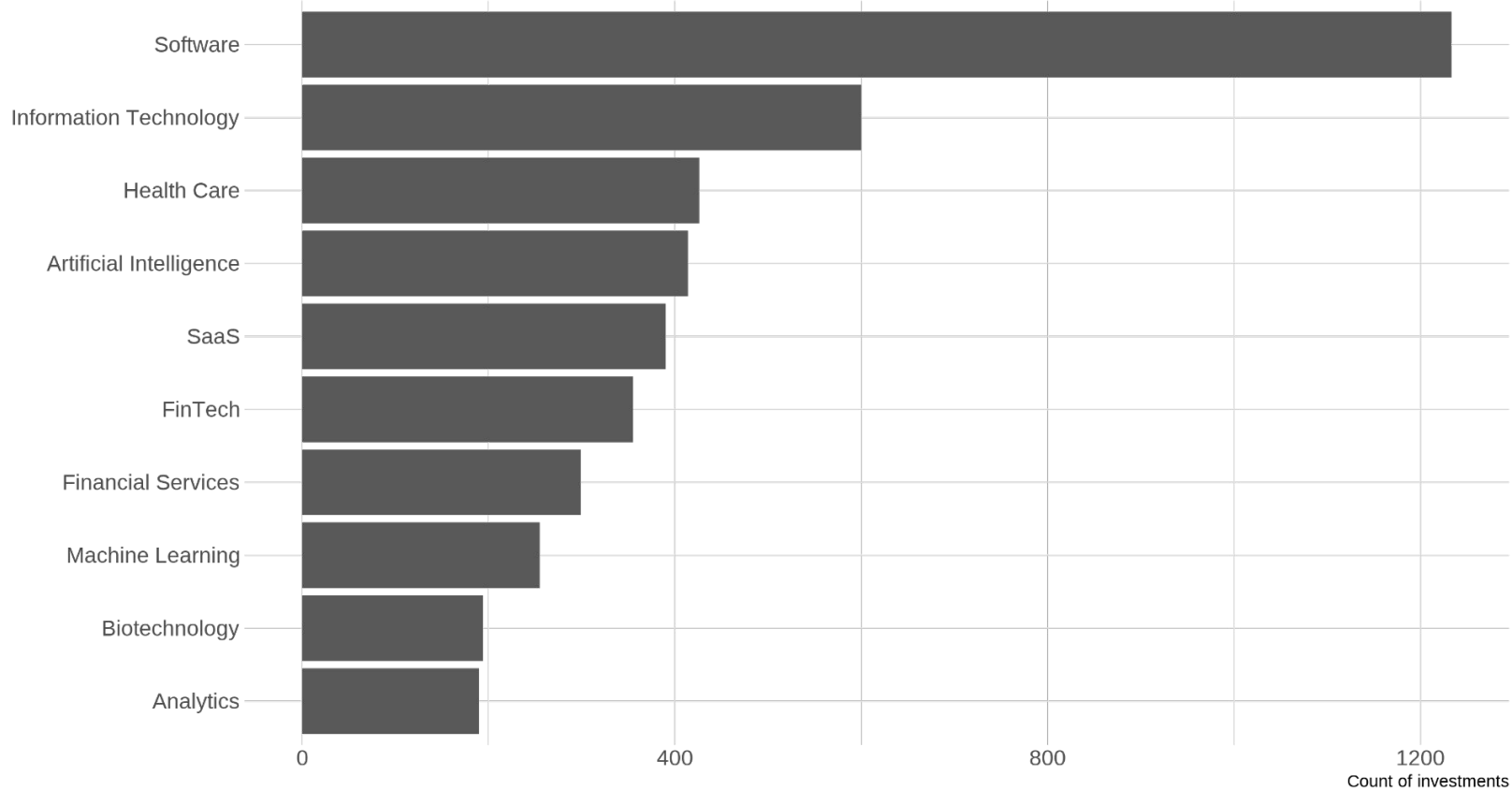
Top 5% investors

1. Who are the top 5% of investors based on amount of investments?
2. Does this change by stage of investment?
3. What categories are the top 5% investing in?

Top 12 Investors by Stage and Number of Lead Investments



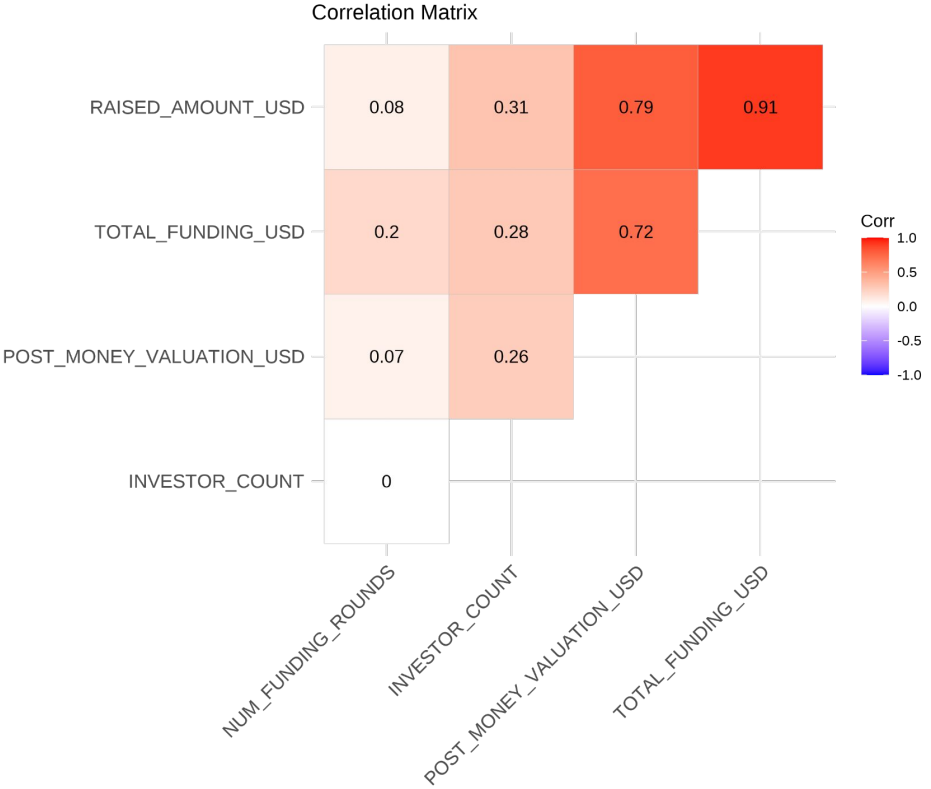
Categories of Investments by Top 5% of Investors Across All Rounds



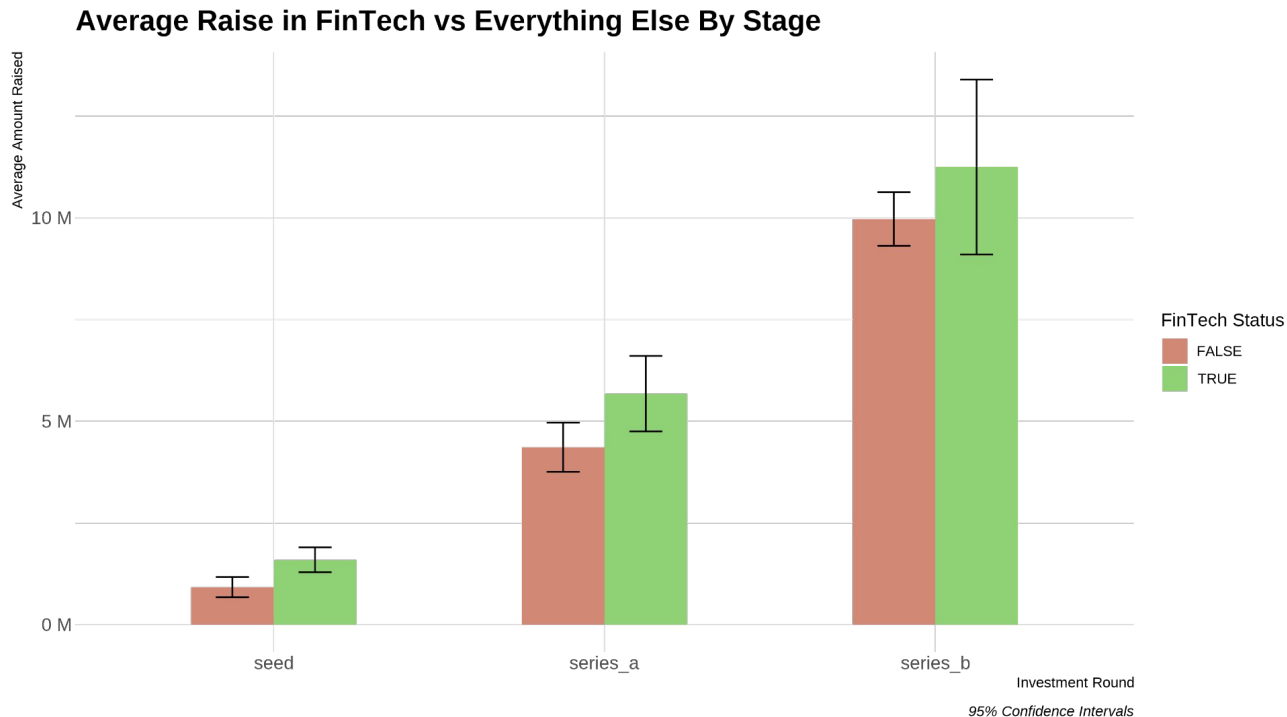
Statistical Analysis

1. Feature correlations of numeric variables
2. Do startups in Fintech receive more funding than others?
3. Are there times of the year when startups tend to raise more?

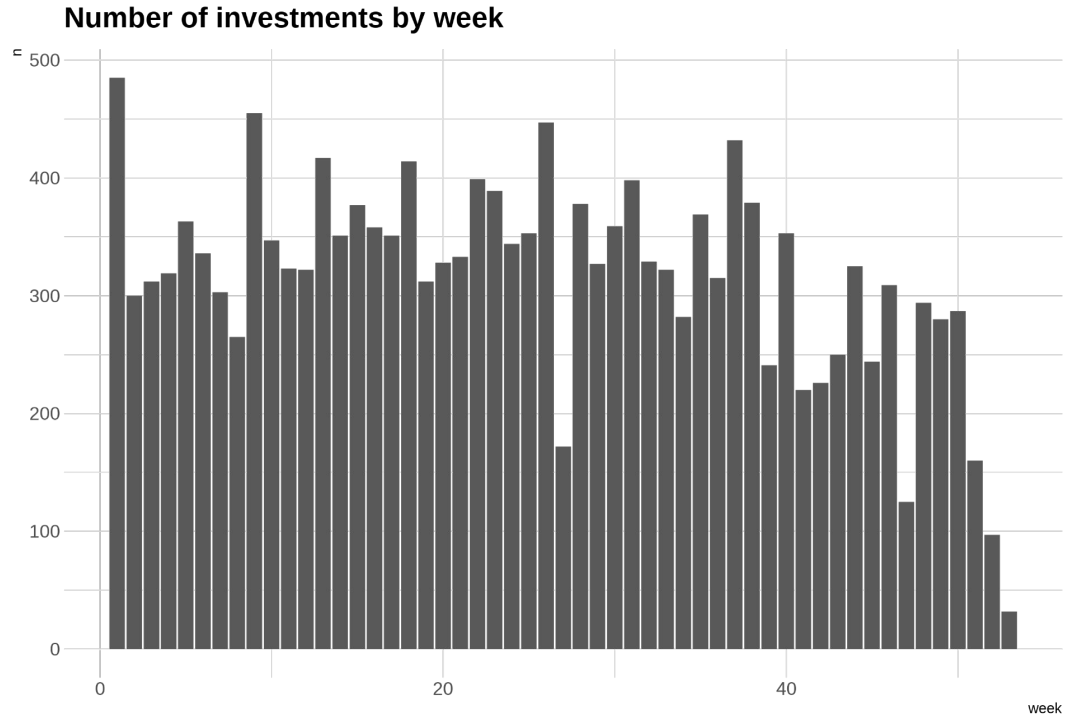
Feature Correlations



Does Fintech get more funding?



When is the best time to raise funding?



Summary and Recommendations

1. The biggest sectors for investment don't vary much between total amount of investments and overall investment.
2. If you're looking to raise funds, look to cities like Boulder, Seattle, Houston, or Denver instead of LA, San Francisco, Palo Alto, or New York.
3. The top 5% of investors have put the most investment into software, IT, Healthcare, AI/ML, SaaS, FinTech, Biotech, and analytics. Expect the most competition for funding if you are in these areas.
4. The first half of the year is better for raising than the second half. There are a few weeks that seem to be the most popular.

Self Evaluation

What went well?

- Data is super interesting!
- Learned a lot about the startup landscape over the last few years. Confirmed some hunches.

What challenges did I encounter?

- Little rusty with tools :(
- Developing intuition in a new dataset takes time.
- Outliers are very interesting! Time sink.
- Free level of Crunchbase API is very limited.

How did I overcome them?

- Prioritized clarity and simplicity over sophistication.
- Focused on understanding the data rather than polishing results.
- Defaulted to boring visualizations.