Startups Funding Analysis

Project Purposes

1. For investors: what are the targeted/potential markets based on startup funding data?

2. For entrepreneurs: fundraising expectations and who could potentially be the investors for your business?
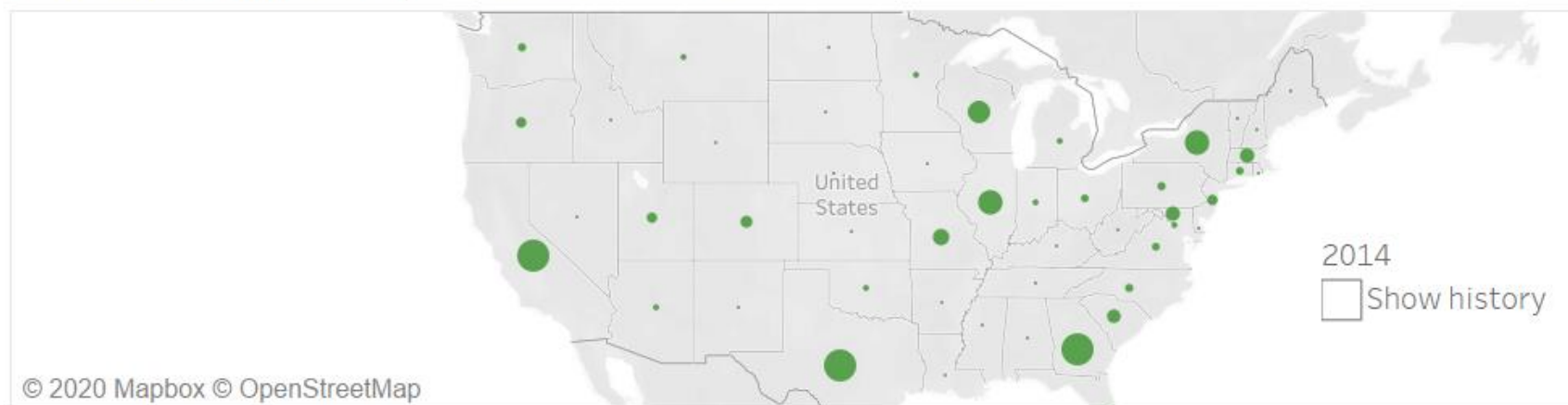
Data Preparation

1. Focus on startup funding in United States

2. Select variables we care about

3. Remove null values

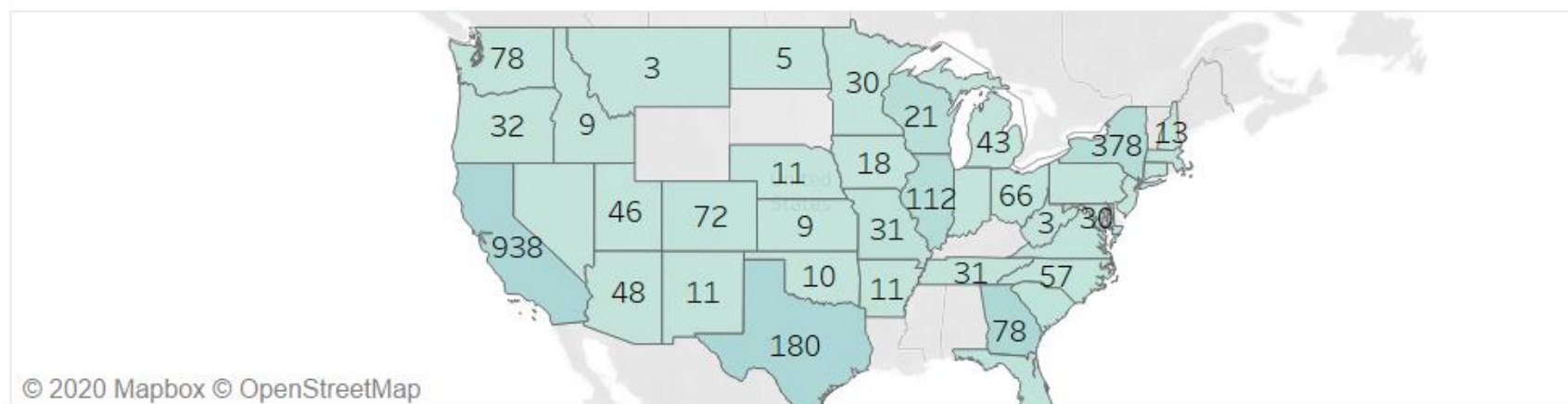4. Change format for some variables

5. Group similar markets

Limitation: Dataset is only updated until 2014.

Funding Trend

Funding Amount per State - 2014

2014
☐ Show history

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Number of Company Funding per States - 2014

78	3	5	
32	9	30	
		21	43	378	13
46	72	11	18	112	66	3	30
938		9	31		
48	11	10	11	31	57
	180		78	

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Funding Info by State & Market

Total Funding by States

TX 5.32%
20,720M

NY 16.10%
62,749M

CA 40.78%
158,909M

MA 8.11%
31,601M
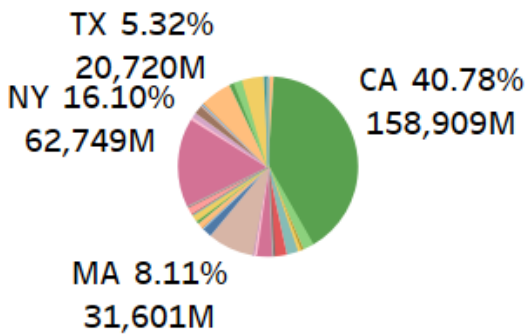
Total Funding by Markets

7.54%
Technology

13.04%
Software

10.87%
Biotechnology

7.59%
Health Care

10.49%
Mobile

Total Funding by Cities

9.37%
San Francisco

14.62%
New York
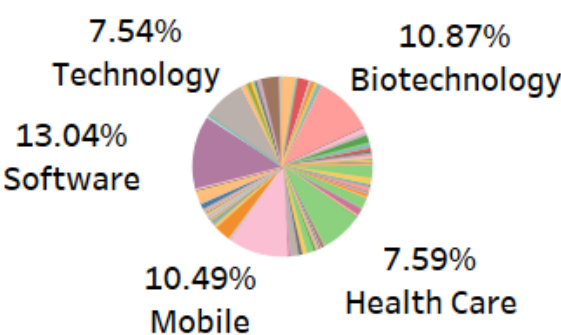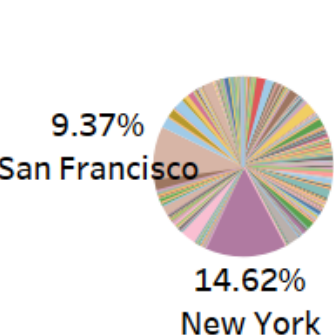
Total Funding Amount by Market (Top 15)

Market

Software
Biotechnology
Health Care
Technology
Web
Networking
Advertising
E-Commerce
Analytics
Semiconductors
Finance
Cloud
Medical
Games

42,301,805,228,441

9,300,102,866

5,814,329,055

Total Funding Amount
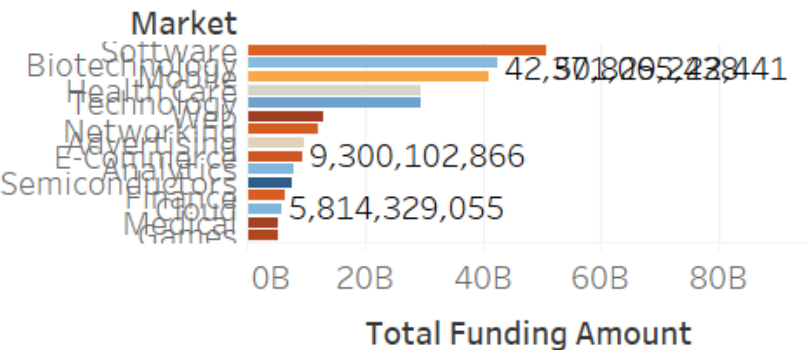
Market Total Funding by year - 2014

Rank

Software
Oil and Gas
Business Services
Biotechnology
Real Estate
Utilities
Foods
Health Care
Technology

Total Funding Amount

2014

Show histo..
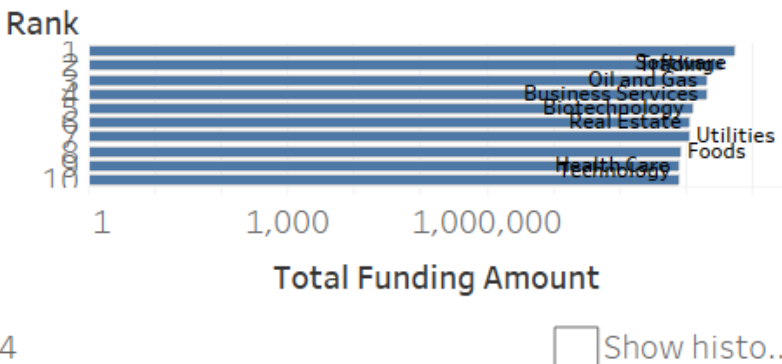
Fund raising for entrepreneurs

General picture of fund raising market and what to expect?

Total Amount Raised by Funding Type (Pre - IPO) (2000-2014)

Funding Round T..

debt_financing
private_equity
seed 6,818,462,333
grant

Avg. Raised A..

787K — 50M

0B 50B 100B 150B 200B 250B 300B 350B 400B

Average Amount Raised from Series A-G (2000-2014)

Number of Comp..

1 ▭ 6,837

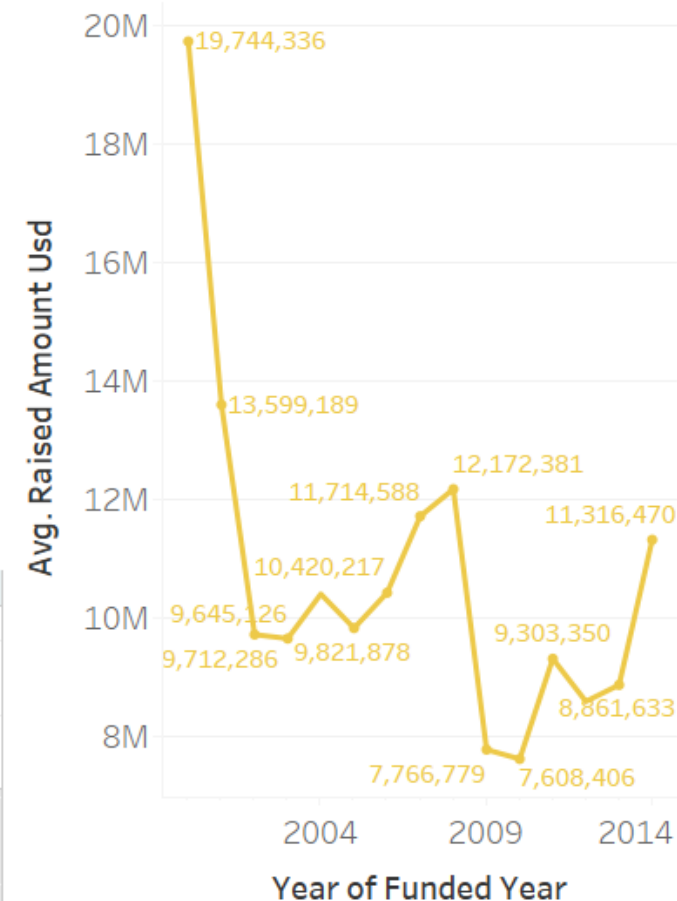|	Funding Round Code / Funding Round Type						
	A	**B**	**C**	**D**	**E**	**F**	**G**

Percentile..

10M
5M
0M

A seed: 630,000
A venture: 1,000,000
B seed: 500,000
B venture: 2,609,000
C venture: 4,000,000
D venture: 4,297,043
E venture: 5,175,118
F venture: 3,644,000
G venture: 5,900,000

Percentile..

200M
100M
0M

A seed: 1,880,000
A venture: 13,000,000
B seed: 500,000
B venture: 25,000,000
C venture: 40,000,000
D venture: 50,000,000
E venture: 62,600,000
F venture: 100M
G venture: 84,492,718

seed venture seed venture venture venture venture venture venture

Avg Amount Raised by Funding Type (2000 - 2014)

20M
18M
16M
14M
12M
10M
8M

Avg. Raised Amount Usd

19,744,336
13,599,189
11,714,588
12,172,381
11,316,470
10,420,217
9,645,126
9,712,286
9,821,878
9,303,350
8,861,633
7,766,779
7,608,406

2004 2009 2014
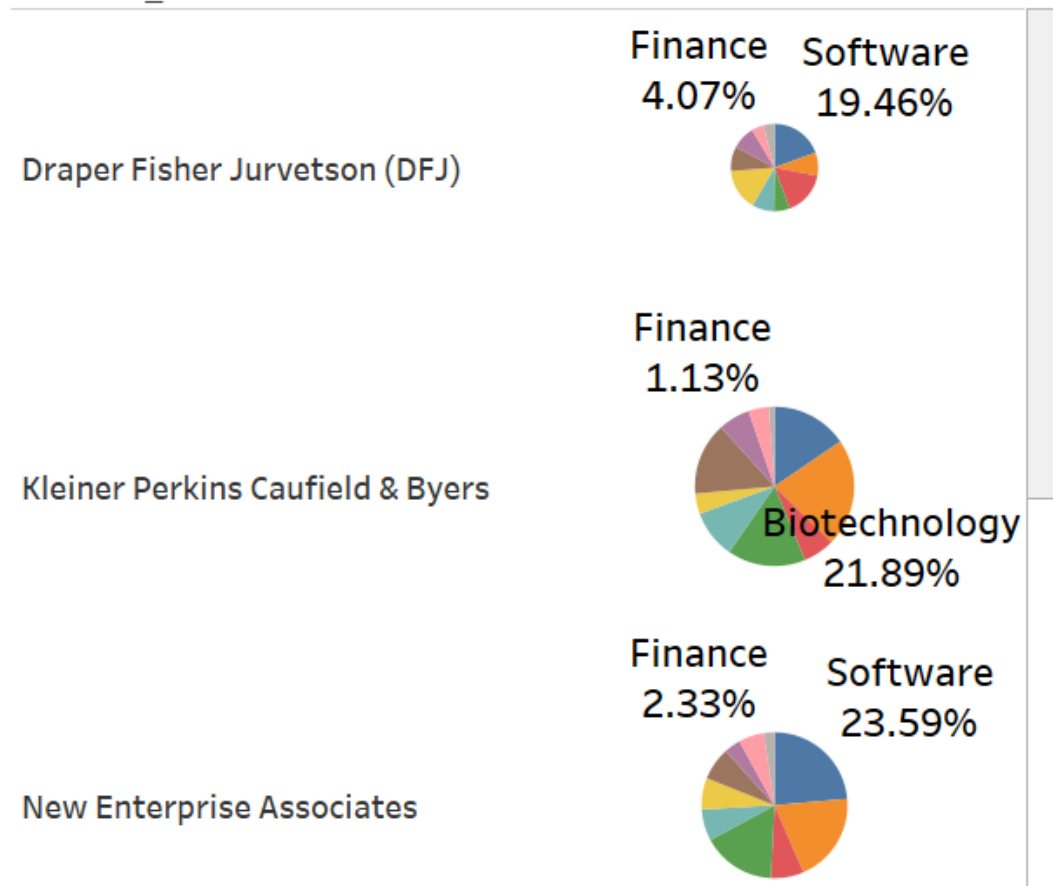
Year of Funded Year

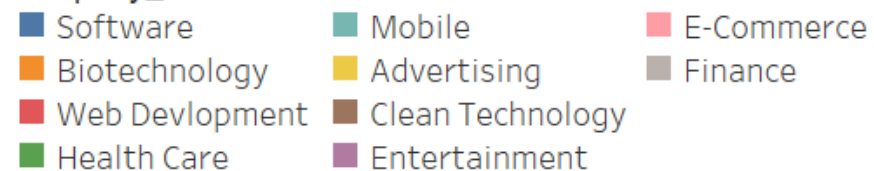Funding Round Type
● venture

Investment Analysis

Goal: Pinpoint the go-to Venture Capitals for entrepreneurs from diverse markets and in each fundraising round.
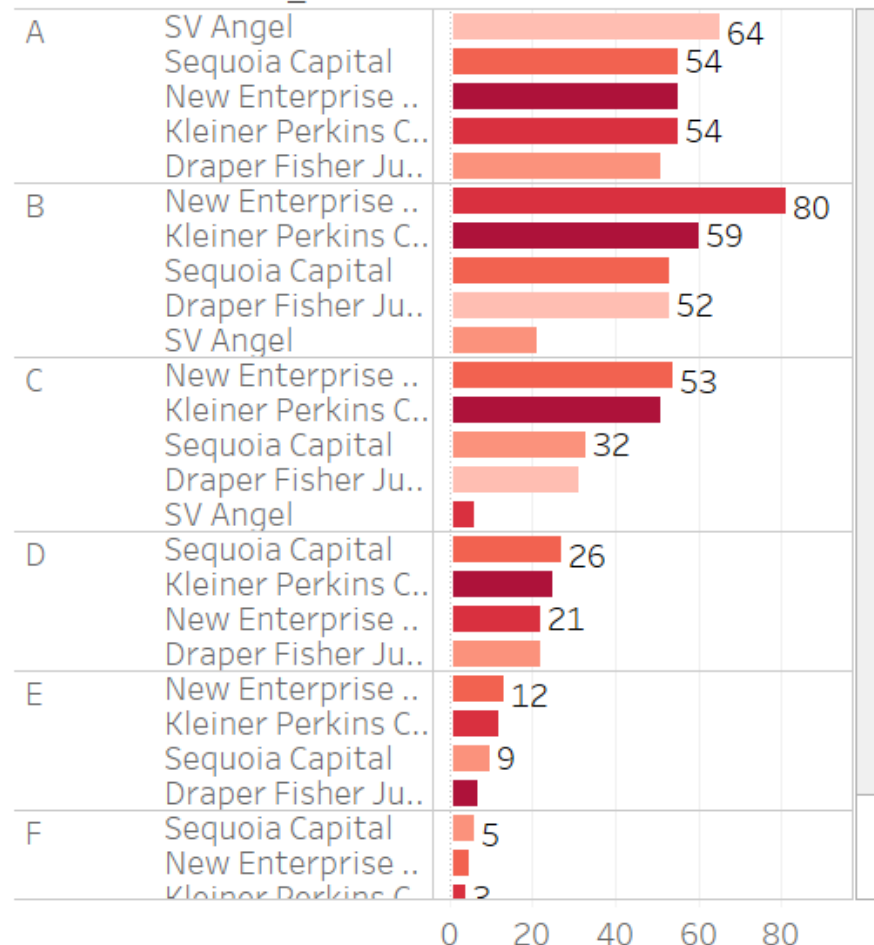
Top 5 VCs and Preferred Market

investor_name

Draper Fisher Jurvetson (DFJ)

Finance 4.07% Software 19.46%

Kleiner Perkins Caufield & Byers

Finance 1.13%

Biotechnology 21.89%

New Enterprise Associates

Finance 2.33% Software 23.59%

company_market

- Software
- Mobile
- E-Commerce
- Biotechnology
- Advertising
- Finance
- Web Devlopment
- Clean Technology
- Health Care
- Entertainment

Top VCs for Each Round

fundin..	investor_name	Number of Records
A	SV Angel	64
	Sequoia Capital	54
	New Enterprise ..	54
	Kleiner Perkins C..	54
	Draper Fisher Ju..	
B	New Enterprise ..	80
	Kleiner Perkins C..	59
	Sequoia Capital	
	Draper Fisher Ju..	52
	SV Angel	
C	New Enterprise ..	53
	Kleiner Perkins C..	
	Sequoia Capital	32
	Draper Fisher Ju..	
	SV Angel	
D	Sequoia Capital	26
	Kleiner Perkins C..	
	New Enterprise ..	21
	Draper Fisher Ju..	
E	New Enterprise ..	12
	Kleiner Perkins C..	
	Sequoia Capital	9
	Draper Fisher Ju..	
F	Sequoia Capital	5
	New Enterprise ..	
	Kleiner Perkins C..	3

Number of Records

Rank of Avg. raised_amount_usd

1 ——— 5