



# Future Unicorns in Artificial Intelligence

June 2021





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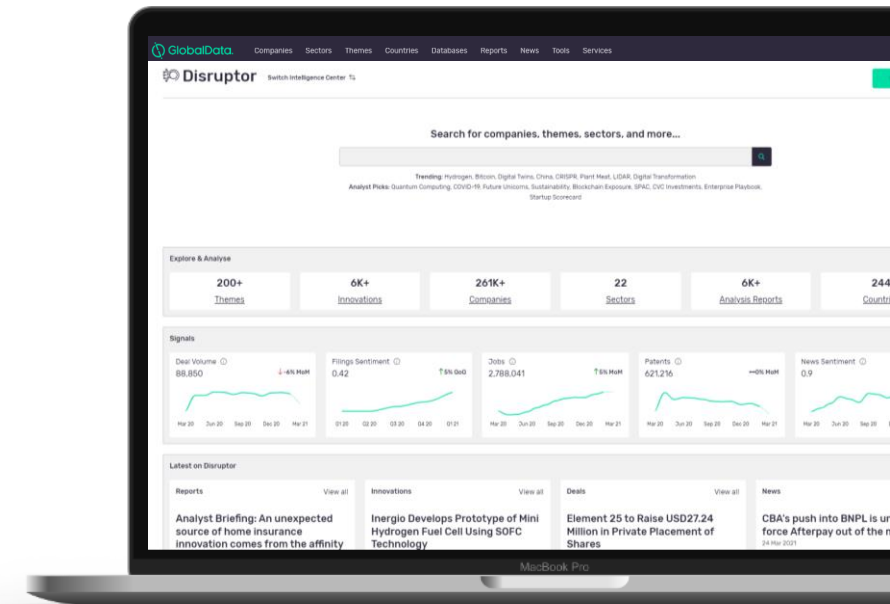
# What is Disruptor?



Identify the themes that are disrupting global industries and successfully navigate through an increasingly uncertain world, turning threats into opportunities with informed strategies that tackle disruption head on.



Disruptor provides the tools you need to understand tomorrow's technology threats so you can digitally transform your business today. The only platform providing a 360 degree view on the themes impacting the future of over 20 industries globally and giving you a clear picture of the key technology players delivering the tools and services that can drive change in your digital transformation initiatives



## Disrupt, Or Be Disrupted

Understand how your industry will be disrupted and what you can do about it. Anticipate the evolution of your market and plan your strategy accordingly



## Market Leading Competitor Intelligence

Track all themes your competitors are investing in whether by patents, acquisitions, strategic partnerships or new hires.



## Build Resilience Into Your Strategy

Assess the impact of disruptive themes on your business and identify which tech companies can help you address your biggest challenges.

# The Only Data Source You Need to Turn Disruption into Success



Disruptor thematically tags gold standard datasets and combines this insight with expert analysis to give you unparalleled cross-industry thematic intelligence

## 200 THEMES ACROSS 20+ INDUSTRIES WITH THEMATIC TAGGING COVERING:

**700,000** Companies

**40,000+** Companies' Filings Analysed

**650,000+** Deals

**8,000+** Innovations Tracked

**110M+** Patents

**10,000+** Influencers

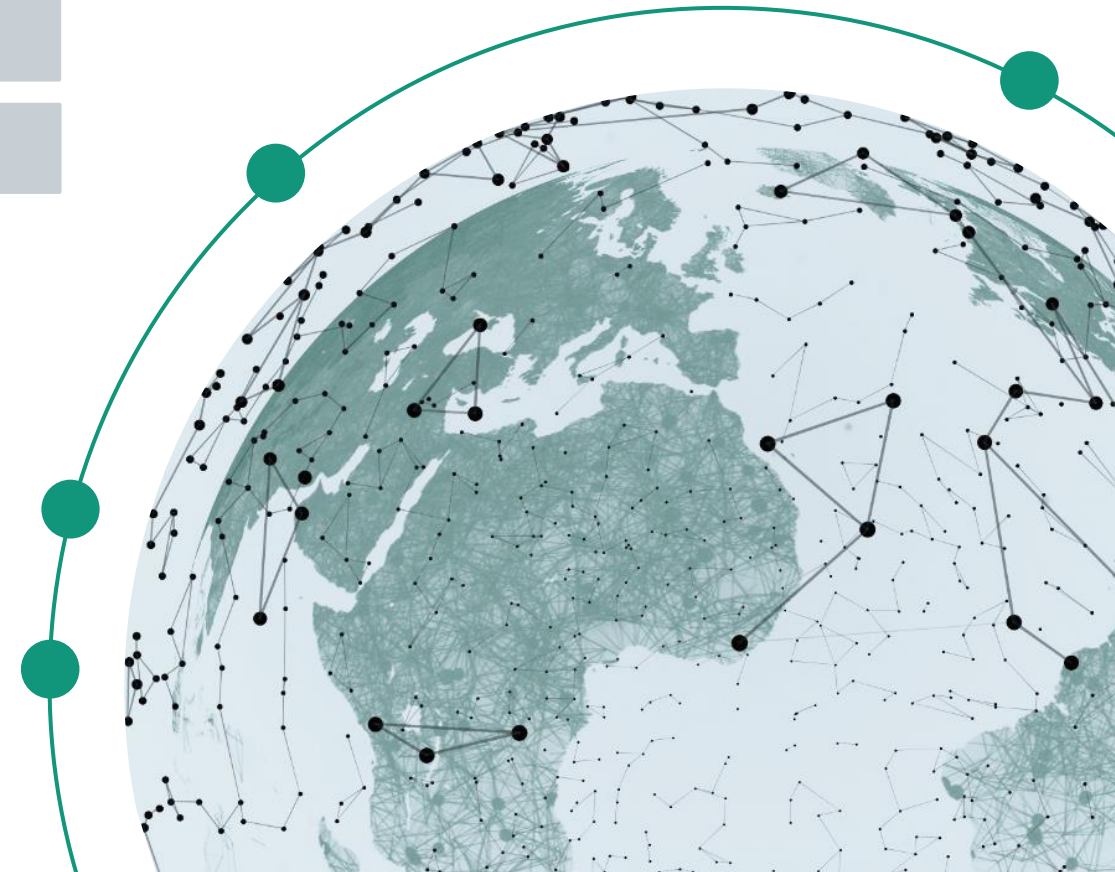
**2.8M+** News Items

**4M+** Job Openings

**7,000** Analyst Reports

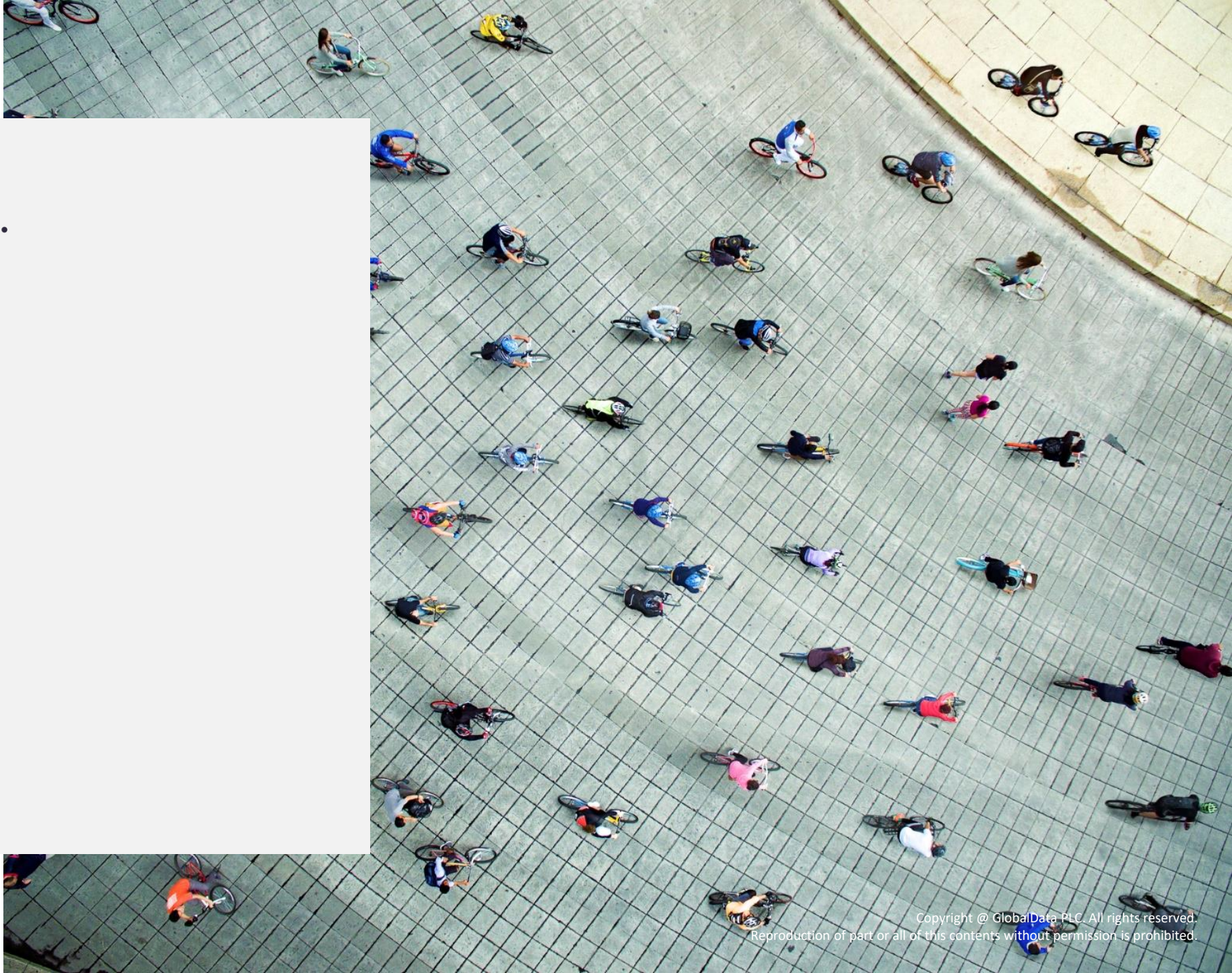
**25,000** Consumer Survey Responses

**5M+** Economic Indicators





# Summary



# Summary



Strong tailwind with respect to AI adoption for multiple applications by Startups is expected to create several future Unicorns

Whether to automate tasks or assist financial institutions in fraud detection and prevention or provide new generation medical and biotech solutions, startups are harnessing the **disruptive power of Artificial Intelligence (AI)** to capture opportunities in all the sectors.

## Synopsis



Based on GlobalData's proprietary ranking of 10,000 top startups, 1,009 AI startups globally are shortlisted, of which 263 AI startups are predicted to become future unicorns based on GlobalData's proprietary Machine Learning Model.



Critical sectors in the startup universe include TMT (55%), Pharmaceuticals and Healthcare (11%), Financial Services (7%), and Retailing (4%), followed by other sectors.

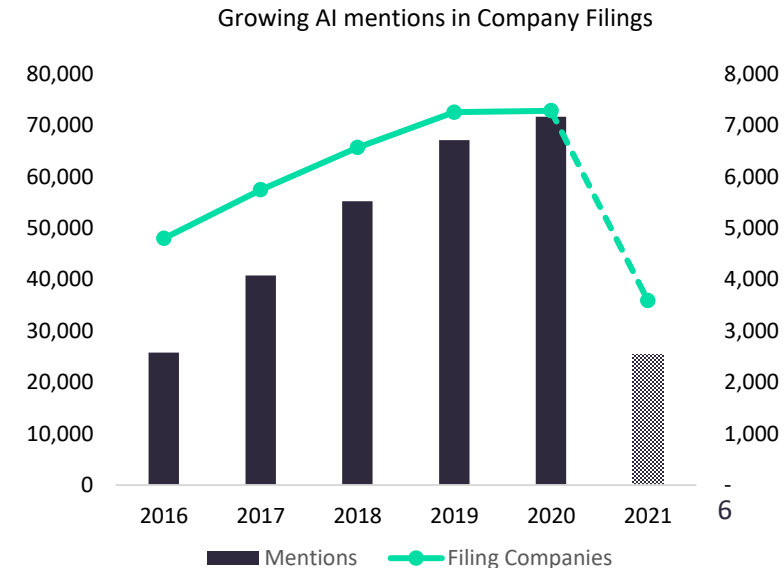
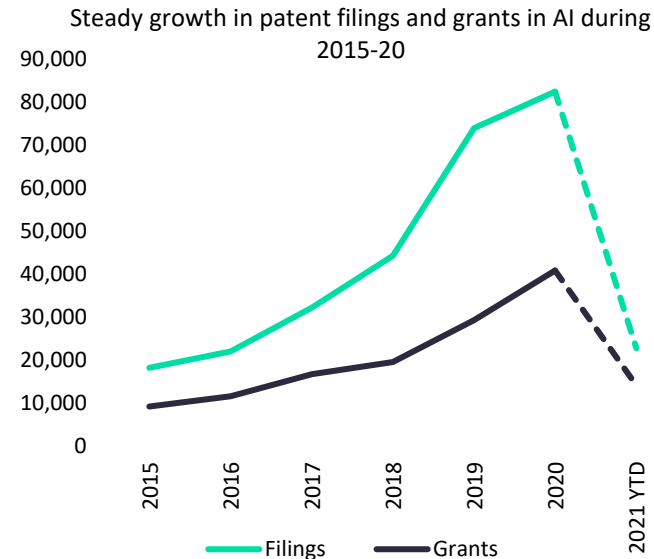
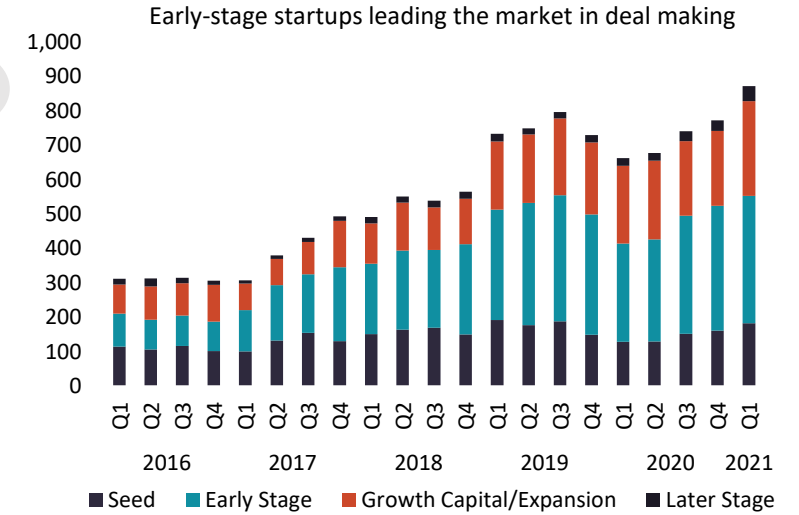
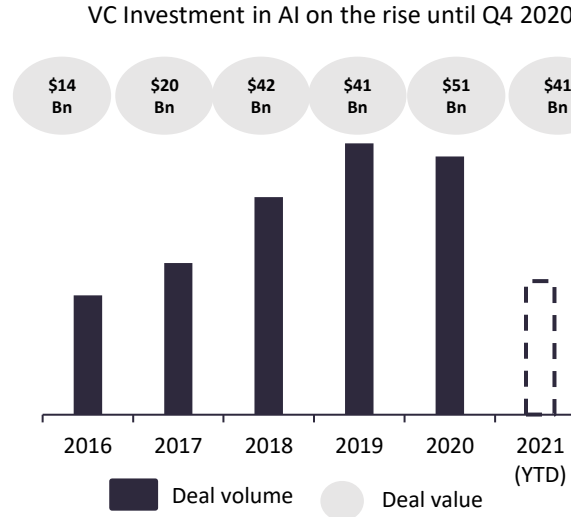


The 10k top startups are spread over 70 countries with the US accounting for half of them, followed by China.



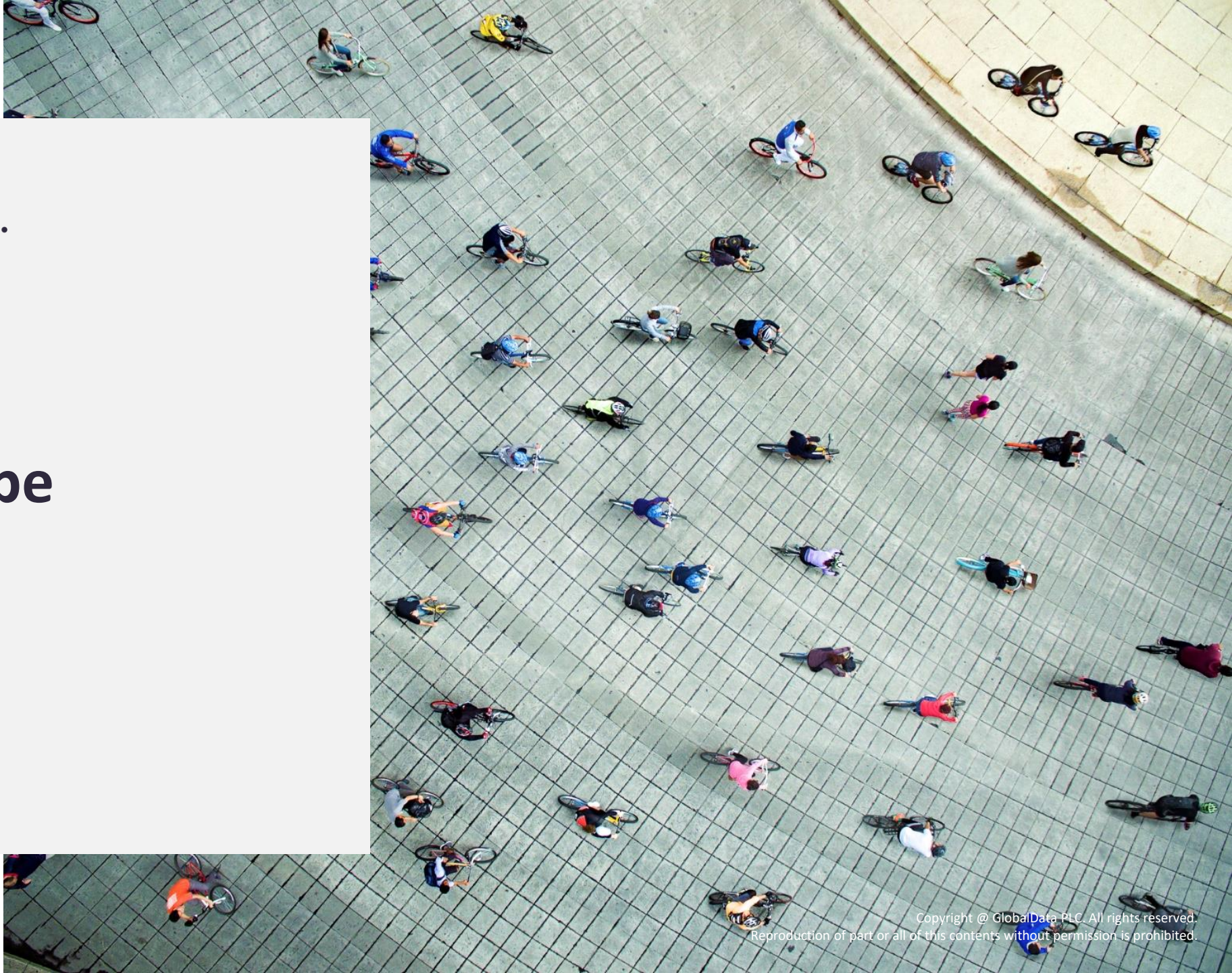
Positive news and deals sentiments, substantial growth in patent filings and growing AI mentions in Company Filings indicating AI sector is brimming with investments.

## Strong Tailwinds in AI





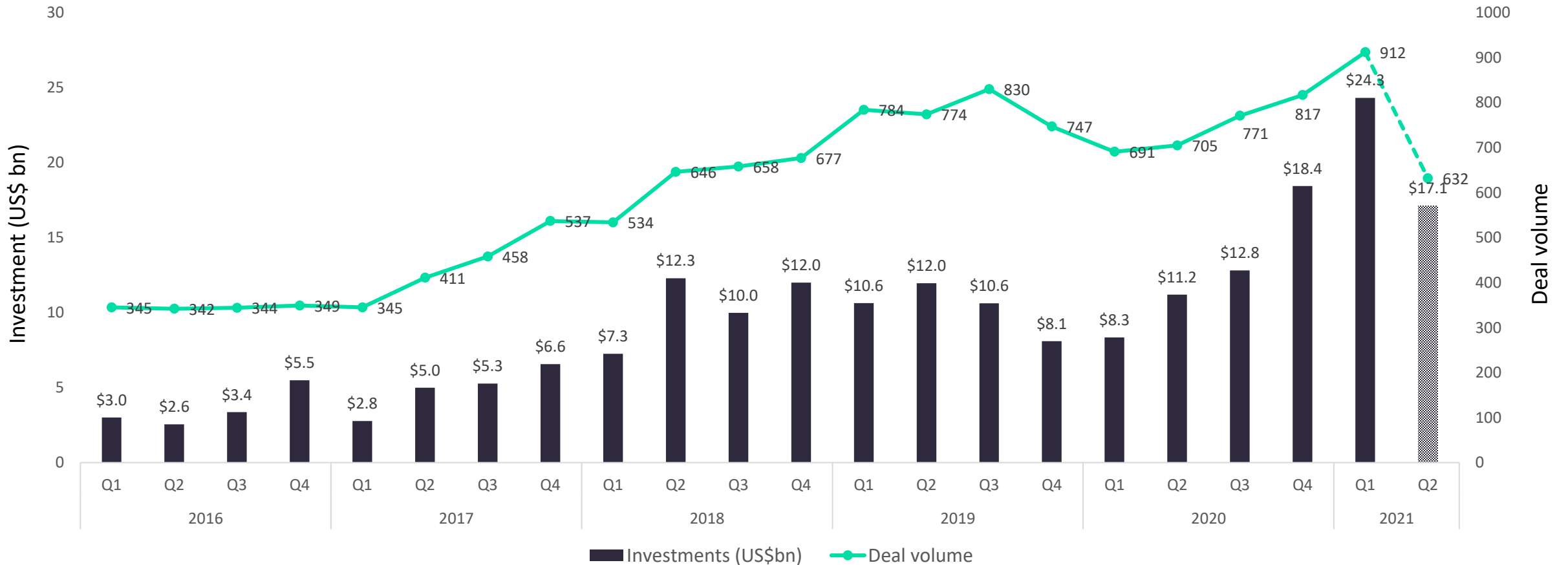
# AI Landscape



# Global VC investment trend in AI



VC investments in AI on the rise until Q4 2020 with substantial increase in funding in Q1 2021

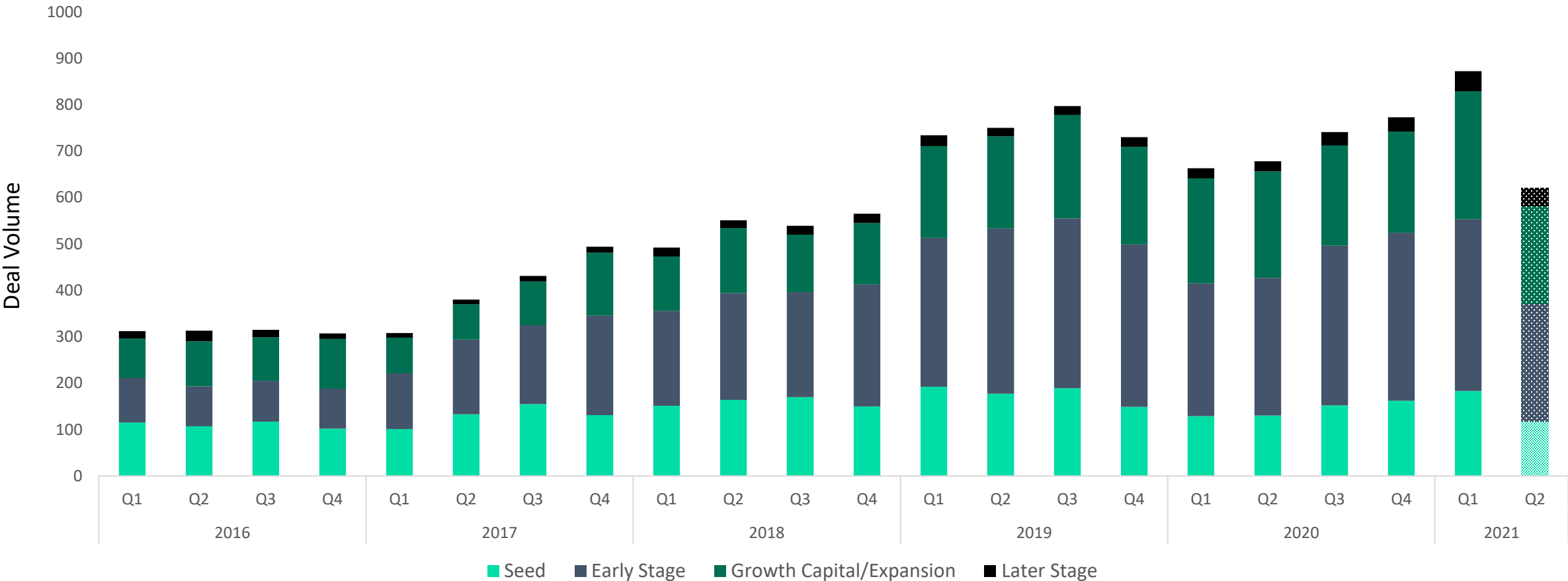




# Global investment in AI by stage of startups



In recent quarters, early-stage startups recorded the highest number of deals among startups



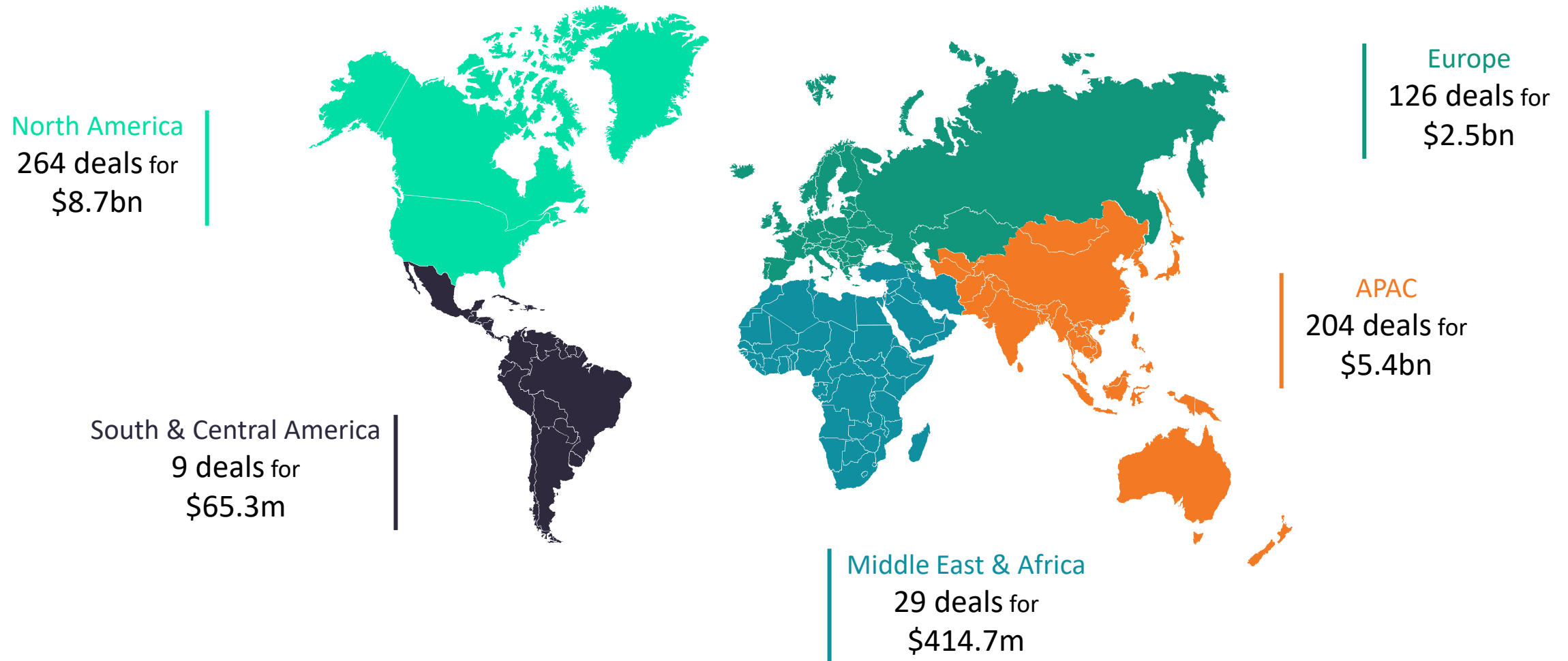
Source: GlobalData Deals database

Note: Excludes Deals with no disclosed stage or round of funding; Q2 2021 includes data till June 15, 2021

# AI regional investment activity – Q2 2021



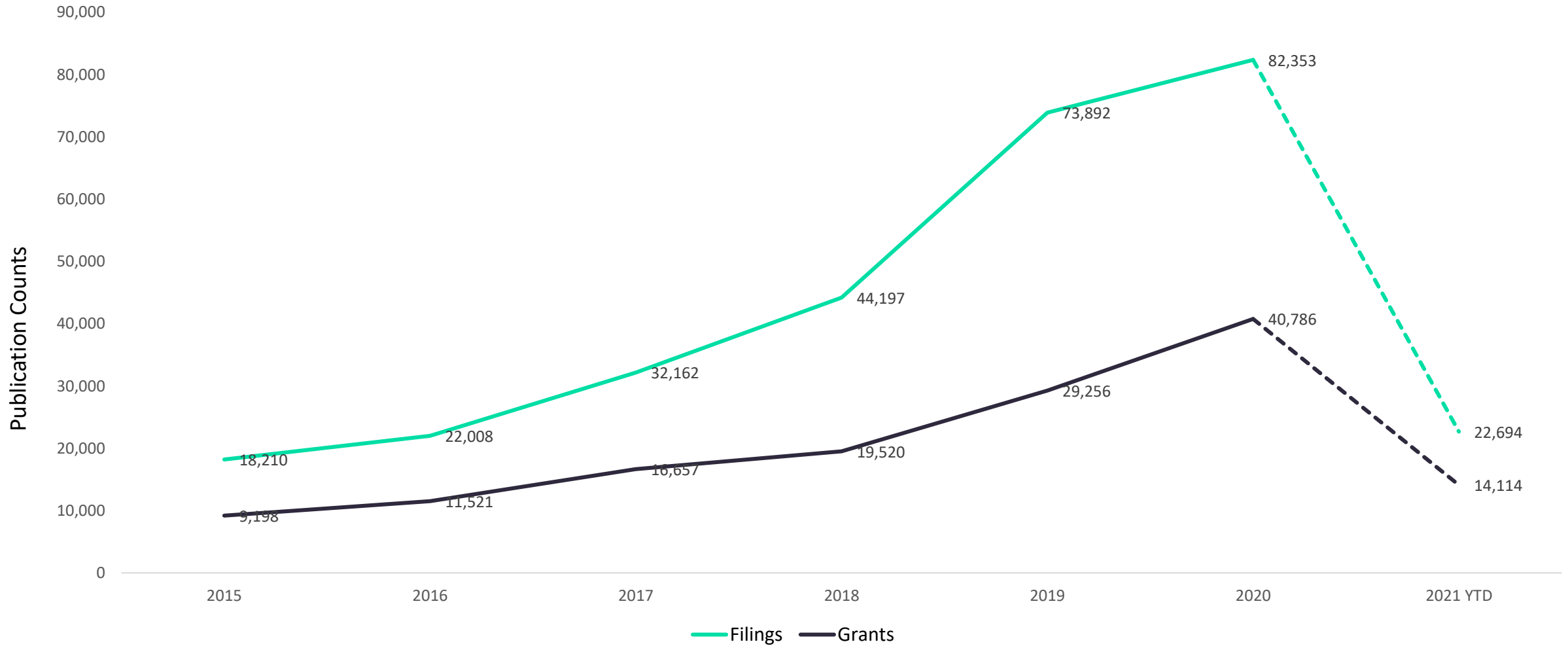
In Q2 2021, industry reported investment in excess of \$17 bn spanning 632 deals globally



# Patenting trends in AI: 2015-2021 (YTD)



Applications for patents and granted patents show substantial growth during 2015-2020 due to broad adoption of AI across technologies and sectors

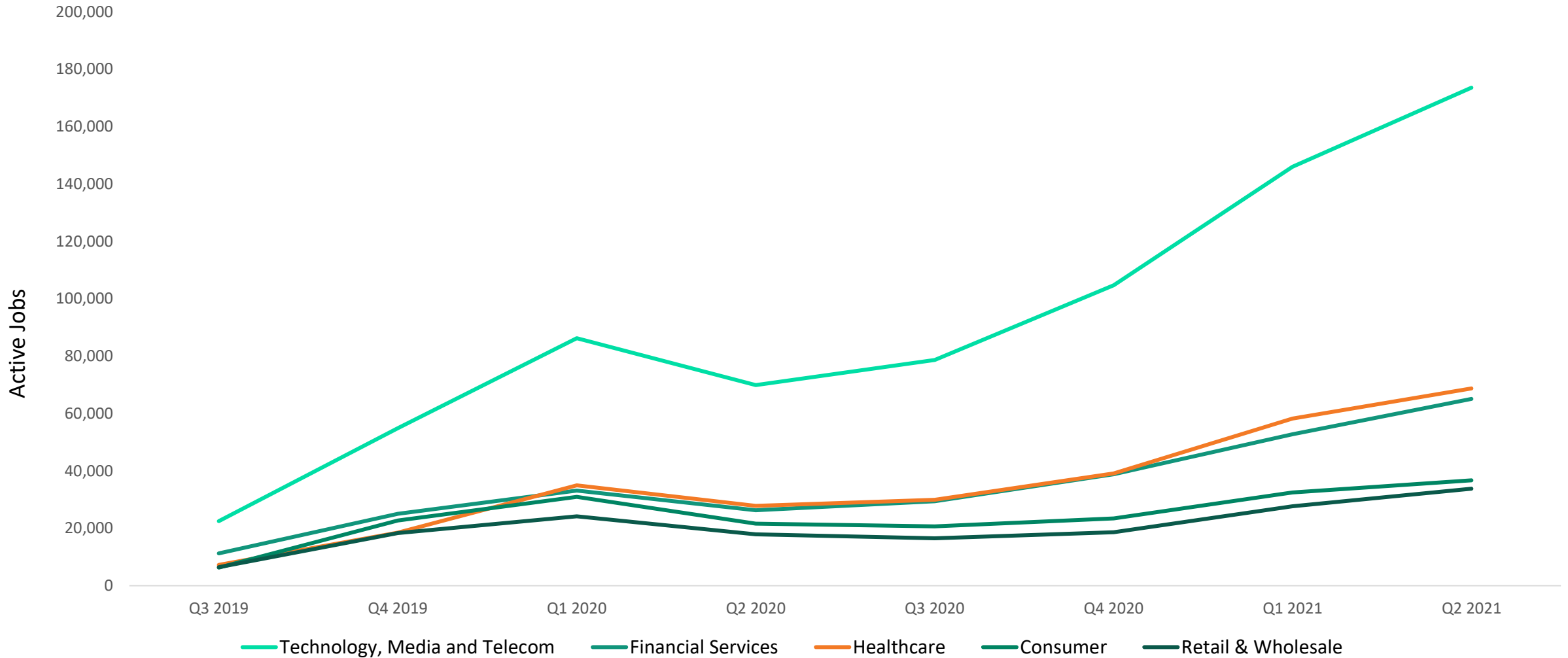


Source: GlobalData Patents database, Data extracted on June 24, 2021

# Hiring trends in AI across sectors



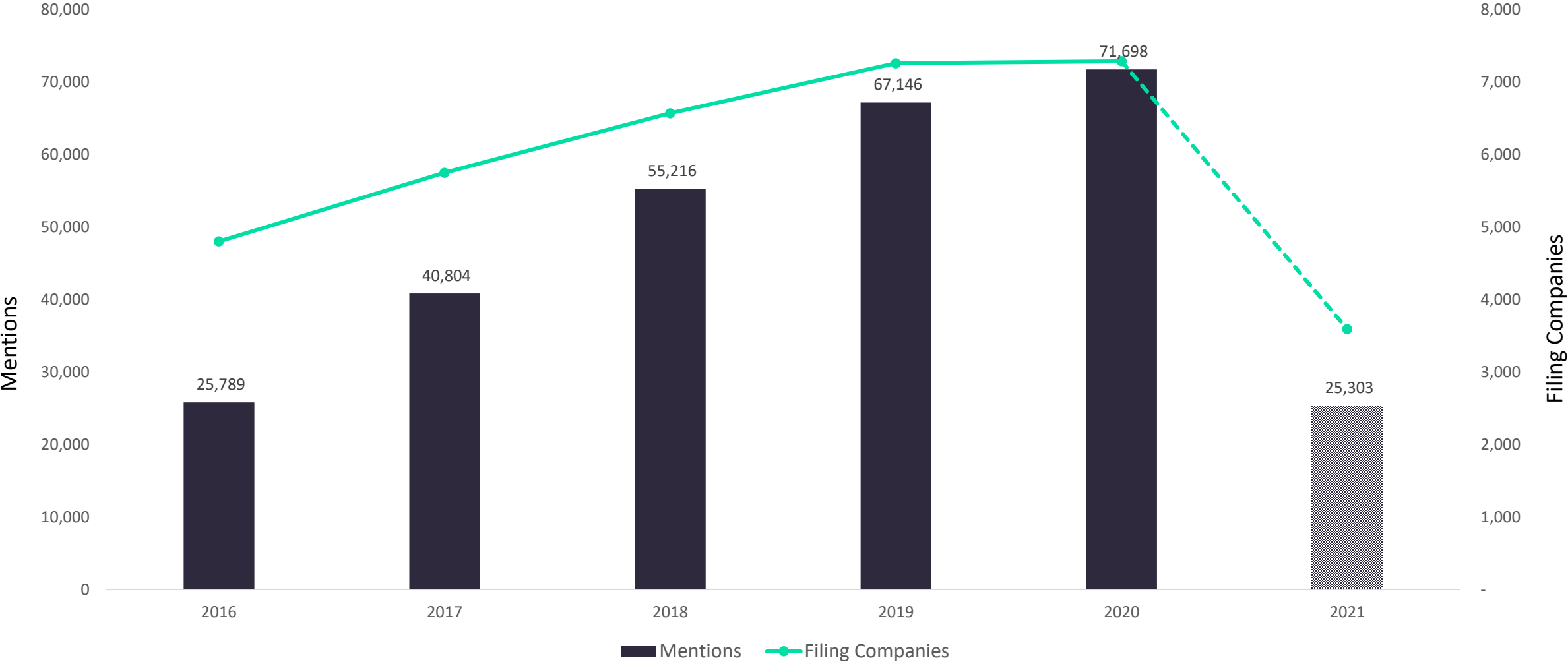
Number of active jobs in AI continues to increase, and jobs in AI in TMT (Technology, Media and Telecom) recorded the highest growth



# Company Filing Analytics: AI mentions and Count of Filer Companies



Company Filings reflect an uptrend in the AI mentions and number of Filer Companies discussing AI in the past years



Source: GlobalData Company Filings database, Data extracted from Jan 2016 to June 2021



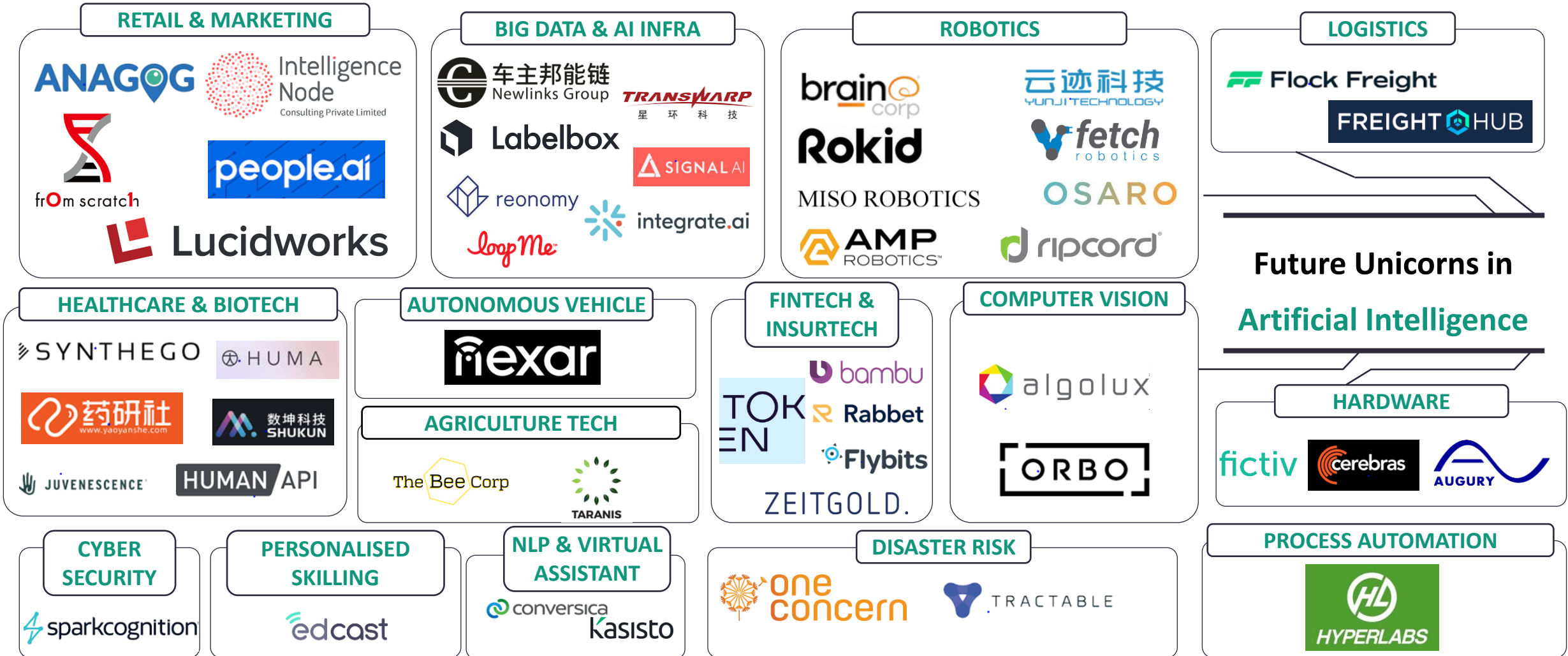
# AI Unicorn Predictions



# Future Unicorns in AI



A whole raft of innovative AI startups with cutting-edge expertise spanning sectors are predicted to become tomorrow's unicorns



# AI addressing specific use cases: Retail & Marketing

AI is revolutionizing the retail business by creating smart and connected e-commerce platforms



**Category:** AI Driven ROI (Revenue Operations & Intelligence) platform

**Headquarters:** United States

**Latest Series of VC Financing:** Series C (05 Feb 2021)

**Latest Funding Raised:** \$104m

**Valuation at Last Funding Round:** \$536m

**Key Investors:** Andreessen Horowitz LLC, GGV Capital

**Description:** People.ai harnesses AI to deliver sales performance analytics, one-on-one feedback, and pipeline reviews for companies' sales teams. Using the People.ai platform, marketers can visualize successful campaigns in each opportunity, which enables them to identify the personas needed to be targeted to influence the buyer group at an account. This will allow them to customize marketing efforts and get better campaign ROI.

**Key Clients:** Okta, ThoughtSpot, Gainsight and Hexagon, among others.

**No. of Patents Applied / Granted:** 85 / 42

**Twitter Followers/ Influencer Count:** 1,516 / 19



**Category:** AI powered product placement solution for e-commerce retailers

**Headquarters:** United States

**Latest Series of VC Financing:** Series F (12 Aug 2019)

**Latest Funding Raised :** \$100m

**Valuation at Last Funding Round :** \$370m

**Key Investors:** Francisco Partner Management LLC, Granite Ventures LLC

**Description:** Lucidworks enables e-commerce businesses to make data-driven business decisions. One of its products, "Predictive Merchandiser", gives retailers AI-powered insights and recommendations for optimizing search results and product placement on their e-commerce websites.

**Key Clients:** Lenovo, 3M, Verizon, Morgan Stanley, PWC and Reddit, among others.

**Twitter Followers / Influencer Count:** 8,069 / 34



# AI addressing specific use cases: Data Management



Startups have been harnessing AI to make smart data-driven decisions



**Category:** Real estate research data

**Headquarters:** United States

**Latest Series of VC Financing:** Series D (07 Nov 2019)

**Latest Funding Raised:** \$60m

**Valuation at Last Funding Round:** \$200m

**Key Investors:** Bain Capital LLC, Citi Ventures Inc, Sapphire Ventures LLC

**Description:** Reonomy has built an AI-powered platform for real estate industry clients, which helps them search more than 50 million commercial properties and provides accurate property data including sales, debt, rental rates, tax, owner information etc.

**Key Clients:** CBRE, Cushman & Wakefield, WeWork, JLL and Brookfield, among others.

**Twitter Followers/ Influencer Count:** 2,575 / 7



**Category:** Data labelling tools

**Headquarters:** United States

**Latest Series of VC Financing:** Series C (11 Feb 2021)

**Latest Funding Raised:** \$40m

**Valuation at Last Funding Round :** \$400m

**Key Investors:** Andreessen Horowitz LLC, Gradient Ventures, Kleiner

**Description:** Labelbox provides a training data platform that is designed to consist of the necessary tools for the desired type of labeling and is usually equipped with a host of tools which allow the user to outline complex shapes at the pixel level. The company enables clients to save time and reduce difficulty by connecting to the data lakes, labeling data with an intuitive interface clubbed with automated workflows to manage data.

**Key Clients:** Warner Bros., ArcelorMittal, Bayer, Airbnb, Bristol Myers Squibb, among others.

**Twitter Followers:** 600

# AI addressing specific use cases: Robotics

Use of AI in robotics is creating powerful tools for automating tasks and achieving efficiency



## Rokid

**Category:** AI-based smart AR glasses

**Headquarters:** China

**Latest Series of VC Financing:** Series C (18 Jan 2018)

**Latest Funding Raised:** \$100m

**Valuation at Last Funding Round:** \$450m

**Key Investors:** IDG Capital, Linear Venture, Vision Plus Capital

**Description:** Rokid specializes in robotics research and product development using Augmented & Mixed Reality and AI. One of the products, “Rokid X-Craft”, is an AR headband equipped with 5G module, compatible with standard safety helmets, which enables frontline workers in O&G, Power, Automotive, Rail, Aviation etc. to update information automatically and improve work efficiency.

**Key Clients:** Audi, German TWE Group, Cupra, China National Petroleum Corporation and China Mobile, among others.

**Twitter Followers:** 1,791



**Category:** Self-driving robots

**Headquarter:** United States

**Latest Series of VC Financing:** Series D (27 April 2020)

**Latest Funding Raised:** \$36m

**Valuation at Last Funding Round:** \$700m

**Key Investors:** Qualcomm Ventures, SoftBank Vision Fund LP

**Description:** Brain Corp uses innovative AI software to build Autonomous Mobile Robots (AMRs) that can navigate safely and efficiently in public indoor spaces such as retail stores, airports, hospitals etc. powered by BrainOS that require no custom infrastructure or specific training.

**Key Clients:** ICE Robotics, Minuteman and Softbank Robotics, among others.

**No. of Patents Applied / Granted:** 254 / 126

**Twitter Followers/ Influencer Count:** 1,627 / 39

# AI addressing specific use cases: Fintech



AI is also disrupting the banking and insurance sectors by maximizing customer experience and combating fraud among other use



**Category:** Banking channel for enterprises

**Headquarter:** Canada

**Latest Series of VC Financing:** Series C (16 July 2019)

**Latest Funding Raised:** \$35m

**Valuation at Last Funding Round:** \$226m

**Key Investors:** Citi Ventures Inc, Point72 Ventures LLC

**Description:** Flybits is a customer experience platform for the financial service sector that helps deliver data-driven, personalized recommendations and advice. Its solution brings relevant content, products, offers, and information to a bank's digital channels, enabling them to design, launch and measure data-driven consumer experience, while protecting their privacy.

**Key Partners:** MasterCard, salesforce, Infosys and Adobe, among others.

**No. of Patents Applied / Granted:** 27 / 9

**Twitter Followers/ Influencer Count:** 1,489/ 17



**Category:** Accounting application provider

**Headquarter:** Germany

**Latest Series of VC Financing:** Series B (05 May 2020)

**Latest Funding Raised:** \$33m

**Valuation at Last Funding Round:** \$180m

**Key Investors:** Battery Ventures LP, Vintage Investments Partner, HV Capital, Deutsche bank

**Description:** Zeitgold provides accounting automation software powered by AI. The startup provides an app, which combines human expertise with AI to allow small companies such as owners of cafes, restaurants, small retailers or craft businesses to manage preparatory accounting and other administrative tasks.

**Key Clients:** HWS Lutz GmbH & Co. KG, among others.

**Twitter Followers:** 96

# AI addressing specific use cases: Healthtech



AI has facilitated the emergence of a new generation of medical and biotech solutions

SYNTHEGO

**Category:** Genome engineering

**Headquarters:** United States

**Latest Series of VC Financing:** Series D (26 Aug 2020)

**Latest Funding Raised:** \$100m

**Valuation at Last Funding Round:** \$870m

**Key Investors:** Intel Capital Corporation, Menlo Ventures

**Description:** Synthego harnesses machine learning and gene editing to build genome engineering platforms that help develop next generation medicines by facilitating genome editing at scale.

**Key Clients:** Arcus Biosciences, Peter MacCallum Cancer Center and UC Davis Genome Center, among others.

**No. of Patents Applied / Granted:** 15 / 2

**Twitter Followers/ Influencer Count:** 5,770/ 28

HUMAN API

**Category:** Health data integration

**Headquarters:** United States

**Latest Series of VC Financing:** Series B (27 Oct 2020)

**Latest Funding Raised:** \$20m

**Valuation at Last Funding Round:** \$430m

**Key Investors:** BlueRun Ventures, Samsung Ventures America

**Description:** Human API is a health data network that covers more than 260 million individuals and integrates 30,000+ health and wellness data sources into one platform, giving consumers an easy way to view and share their health data from everywhere. The company built a platform that connects, normalizes, and structures data from a network of hospitals, EHR data partners, pharmacies, labs, multiple wearable devices and fitness apps.

**Key Clients:** SCOR Global Life, Omada, Welldoc and Ladder, among others

**Twitter Followers/ Influencer Count:** 1,089 / 9

# AI addressing specific use cases: Virtual Assistants



Conversational AI-powered virtual assistants have been enhancing employee experience, customer satisfaction and augmenting ROI

## Kasisto

**Category:** Conversational AI solutions

**Headquarter:** United States

**Latest Series of VC Financing:** Series B (04 Feb 2020)

**Latest Funding Raised:** \$7m

**Valuation at Last Funding Round:** \$470m

**Key Investors:** Napier Park Financial Partners, Rho Capital Partners

**Description:** Kasisto enables financial institutions to service, engage and acquire customers via human-like intelligent conversations. Its digital experience platform, KAI, powers omnichannel virtual assistants and chatbots facilitating banking on mobile apps, websites, messaging platforms, and voice-enabled devices.

**Key Clients:** J.P Morgan, Westpac, Standard Chartered and DBS, among others.

**No. of Patents Applied:** 5

**Twitter Followers/ Influencer Count:** 2,023/ 35



conversica

**Category:** Conversation bot provider

**Headquarter:** United States

**Latest Series of VC Financing:** Series D (20 Aug 2020)

**Latest Funding Raised:** \$20m

**Valuation at Last Funding Round:** \$390m

**Key Investors:** Hollyport Capital, Providence Strategic Growth

**Description:** Conversica provides AI assistants, which help in automating routine business conversations, and personalizing interactions to help companies find and secure customers quickly by automating contacting, engaging, qualifying, and following-up with leads via natural, multi-channel, two-way conversations using its library of purpose-built and ready-to-use conversational support and features.








**Key Clients:** IHS Markit, Beck & Masten and Sutter Shared Services, among others.

**No. of Patents Applied:** 32

**Twitter Followers/ Influencer Count:** 12,863/ 39

# Other top ranked AI startups predicted to become unicorns: Key facts



Startups	Founding Year	Total Funding Raised Till Date (US\$m)	Latest Round Funding Amount (US\$m)	Latest Round of Financing	Date of Latest VC Round Raised	Headquarter Country	Key Investors	Description
 ANAGOG	2010	23	10	Series C	31/03/2020	Israel	IN Venture, Porsche, Skoda Auto, Dailmer, MizMaa Venture	Anagog is a mobile engagement platform harnessing AI to analyze user behavior pattern and trends
 Flock Freight	2015	184	114	Series C	01/12/2020	United States	GV Management Co LLC, SoftBank Vision Fund	Flock Freight uses AI-based algorithmic technology to pool shipments into shared truckloads to make carrying freight more efficient
 cerebras	2016	200	Undisclosed	Series D	30/11/2018	United States	Benchmark, Foundation Capital, VY Capital	Cerebras offers AI-based chips for deep learning applications
 数坤科技 SHUKUN	2017	105	Undisclosed	Series C	28/12/2020	China	Qiming Venture Partners, BOC International Holding	Shukun Technology is a Chinese AI medical company that develops diagnostic systems for chronic diseases
 algolux	2014	13	10	Series A	01/05/2018	Canada	Drive Capital LLC, Real Ventures Limited	Algolux is an AI software company specializing in computational optics
 云迹科技 YUNJI TECHNOLOGY	2014	120	28	Series C	18/01/2021	China	Tencent Holdings Ltd, CDH Investments, Qiming Venture Partners	Yunji Technology manufactures intelligent service robots for hotels using AI & big data technologies
 ORBO	2016	2	2	Series A	15/08/2019	India	GenNext Ventures, Founders Factory, Venture Catalysts	Orbo uses AI technology for facial recognition and visual makeup
HYPERSCIENCE	2014	189	80	Series D	16/10/2020	United States	Battery Ventures LP, Bessemer Venture Partners, Felicis Ventures, Tiger Global Management LLC	Hyperscience offers AI-based enterprise software that helps automate office work processes

# Other top ranked AI startups predicted to become unicorns: Key facts



Startups	Founding Year	Total Funding Raised Till Date (US\$m)	Latest Round Funding Amount (US\$m)	Latest Round of Financing	Date of Latest VC Round Raised	Headquarter Country	Key Investors	Description
 JUVENESCENCE	2016	268	57	Series C	17/04/2020	United Kingdom	Foresite Capital Management LLC, Gork Venture	Juvenescence is an AI powered drug discovery company developing therapies for age related diseases
 The Bee Corp	2016	2	Undisclosed	Series A	11/08/2020	United States	Jane Martin, Indiana University Philanthropic Venture Fund	The Bee Corp is an AgTech company. It uses image recognition to digitally scan beehives and improve pollination
 车主邦能链 Newlinks Group	2016	402	141	Series D	10/07/2020	China	Joy Capital, Korea Investment Partners Co Ltd, Joy Capital, CICC	Newlinks Group is an energy management company using AI to digitalize energy transportation & management processes.
 Intelligence Node Consulting Private Limited	2012	14	6	Series B	24/07/2019	India	New Enterprise Associates Inc, Calibre Ventures, Cornerstone Ventures	Intelligence Node is an AI powered retail analytics and pricing intelligence company
 from scratch	2010	133	29	Series D	17/05/2017	Japan	Innovation Network Corporation of Japan, DNX Ventures, Kohlberg Kravis Roberts	From Scratch is a developer of B->Dash, an integrated digital marketing platform
 ripcord	2014	120	45	Series B	25/02/2020	United States	GV Management Co LLC, Kleiner Perkins Caufield & Byers, Lux Capital, CDK Global	Ripcord is a robotic digitalization company harnessing AI with entity extraction to free usable data from documents
 KeyMe	2012	100	35	Series E	14/01/2020	United States	Battery Ventures LP, Comcast Ventures, Brentwood Associates	KeyMe allows a user to store, share, replicate keys using AI to duplicate the 3D image of keys
 FREIGHT HUB	2016	132	50	Series B	17/11/2020	Germany	Northzone Ventures, Inven Capital, Rider Global	Freight Hub is a freight forwarding platform using AI to share freight load in a more effective and profitable manner

# Other top ranked AI startups predicted to become unicorns: Key facts



Startups	Founding Year	Total Funding Raised Till Date (US\$m)	Latest Round Funding Amount (US\$m)	Latest Round of Financing	Date of Latest VC Round Raised	Headquarter Country	Key Investors	Description
 药研社 Yaoyanshe	2012	129	86	Series D	10/08/2020	China	GGV Capital, Vision Plus Capital, Sequoia Capital	Yaoyanshe provides an AI powered clinical research platform for drug research and development
 Nexar	2015	97	52	Series C	30/07/2020	Israel	Slow Ventures, Corner Ventures, Ibex Ventures	Nexar manufactures AI powered smart dash cams
 TOK EN	2016	47	15	Series B	27/01/2021	United States	Digital Currency Group Inc, Plug and Play Tech Center, SBI Investments	Token is an open banking payment solution provider using AI to power the process
 fetch robotics	2014	94	46	Series C	23/07/2019	United States	Shasta Ventures Management LLC, Translink Capital, FortRoss Ventures	Fetch Robotics develops and manufactures collaborative, autonomous mobile robot solutions for the warehousing and intralogistic markets
 AUGURY	2011	114	55	Series D	14/10/2020	United States	Qumra Capital, Qualcomm Ventures, Insight Partners	Augury is the provider of an AI and IIoT platform offering insights into the health and performance of machines
 integrate.ai	2017	39	30	Series A	12/09/2018	Canada	Georgian, Portag3 Ventures, Real Ventures	Integrate.ai provides software platforms that help deliver insights into enterprises
 TARANIS	2014	66	Undisclosed	Series C	21/07/2020	Israel	Mitsubishi UFJ Capital Co Ltd, OurCrowd Ltd, Viola Ventures	Taranis is an AgTech company using precision agriculture intelligence platforms to monitor fields
MISO ROBOTICS	2016	43	22	Series C	15/02/2018	United States	Through Crowdfunding	Miso Robotics creates AI and robotic products for restaurants









# Other top ranked AI startups predicted to become unicorns: Key facts



Startups	Founding Year	Total Funding Raised Till Date (US\$m)	Latest Round Funding Amount (US\$m)	Latest Round of Financing	Date of Latest VC Round Raised	Headquarter Country	Key Investors	Description
	2015	57	37	Series B	15/11/2019	United States	Geodesic Capital, New Enterprise Associates Inc, Sozo Ventures	One Concern provides risk assessment, and damage & loss estimation using AI during and after disasters
	2013	93	35	Series D	17/02/2021	United States	Accel, FJ Labs, G2VP, LLC, Intel Capital Corporation, Sinovation Ventures, 40 North Ventures	Fictiv's platform combines AI with manufacturing to deliver on-demand precision parts
	2015	92	55	Series B	04/01/2021	United States	Congruent Ventures, GV Management Co LLC, Sequoia Capital Operations LLC, Valor Equity Partners, XN	AMP's platform creates a robotic system, Cortex, that picks recyclable materials for recovery, after which individual pieces of the recoverable material are identified
	2013	138	78	Series D	24/10/2019	China	Qiming Venture Partners, Shenzhen Capital Group Co., Ltd, Tencent Holdings Ltd	Transwarp develops AI-based big data platforms for enterprises
	2014	108	35	Series D	12/12/2019	United States	Menlo Ventures, Mistletoe, Inc., Avathon Capital	EdCast is an AI-powered knowledge cloud for knowledge management, and personalized learning
	2011	184	130	Series C	11/03/2021	United Kingdom	Hitachi Ventures, Leaps by Bayer, NWS Holding	Huma provides a digital health platform for predictive care and research using AI
	2013	53	25	Series C	22/10/2019	United Kingdom	Redline Capital, GMG Ventures, Kreos Capital, Alex Northcott	Signal AI transforms information into useful business knowledge and insights using AI
	2014	8	8	Series A	20/02/2019	United States	QED Investors, Central Texas Angel Network	Rabbit develops an intelligent automation platform to manage construction finance processes

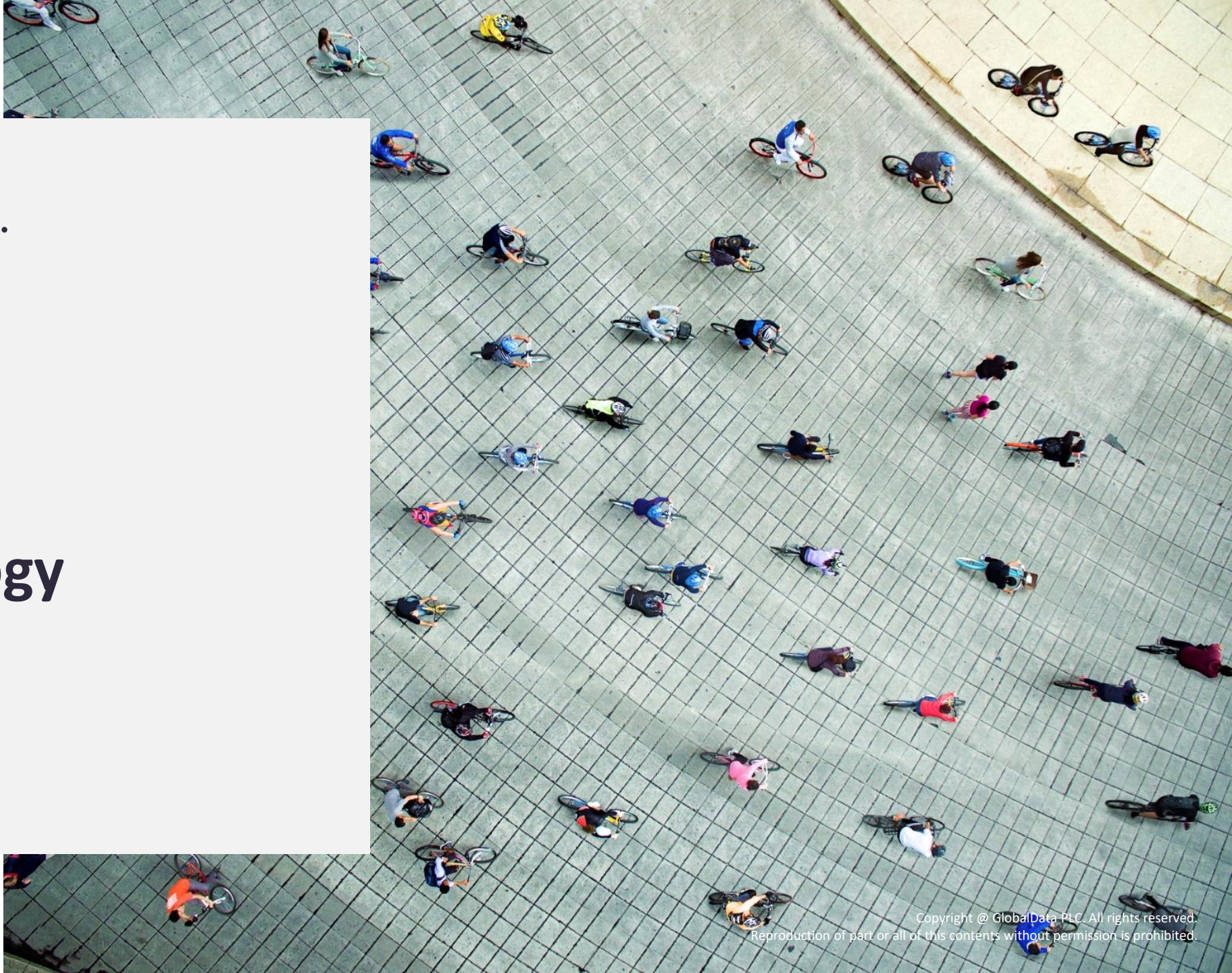
# Other top ranked AI startups predicted to become unicorns: Key facts



Startups	Founding Year	Total Funding Raised Till Date (US\$m)	Latest Round Funding Amount (US\$m)	Latest Round of Financing	Date of Latest VC Round Raised	Headquarter Country	Key Investors	Description
 LoopMe	2012	47	5	Series A	28/10/2018	United Kingdom	Business Growth Fund plc, Impulse VC	LoopMe uses AI to optimize media delivery and contribute to considerable increase in sales and other marketing goals
 sparkcognition	2013	163	100	Series C	24/10/2019	United States	March Capital, Verizon Ventures, US Department of Energy	SparkCognition builds AI-based technology solutions for industrial applications
 bambu	2016	13	10	Series B	30/07/2019	Singapore	Franklin Templeton Investments, PEAK6 Investments LLC	Bambu is a provider of Robo-advisory solutions using AI
 OSARO	2015	66	37	Series B	06/04/2021	United States	Founders Fund, Darco Capital, King River Capital	Osaro is a developer of machine learning software for industrial automation that uses AI software to broaden the range of applications for robotics.
 LIQID	2013	51	28	Series B	13/11/2019	United States	Panorama Point Partners, Marker Hill capital, DH Capital	Liquid provides composable disaggregated infrastructure solutions that optimize AI+ML operations that can manage resources such as NVIDIA GPUs
 TRACTABLE	2014	55	Undisclosed	Series C	27/02/2020	United Kingdom	Insight Venture Management LLC, Georgian	Tractable develops AI for accident and disaster recovery



# Appendix : Methodology

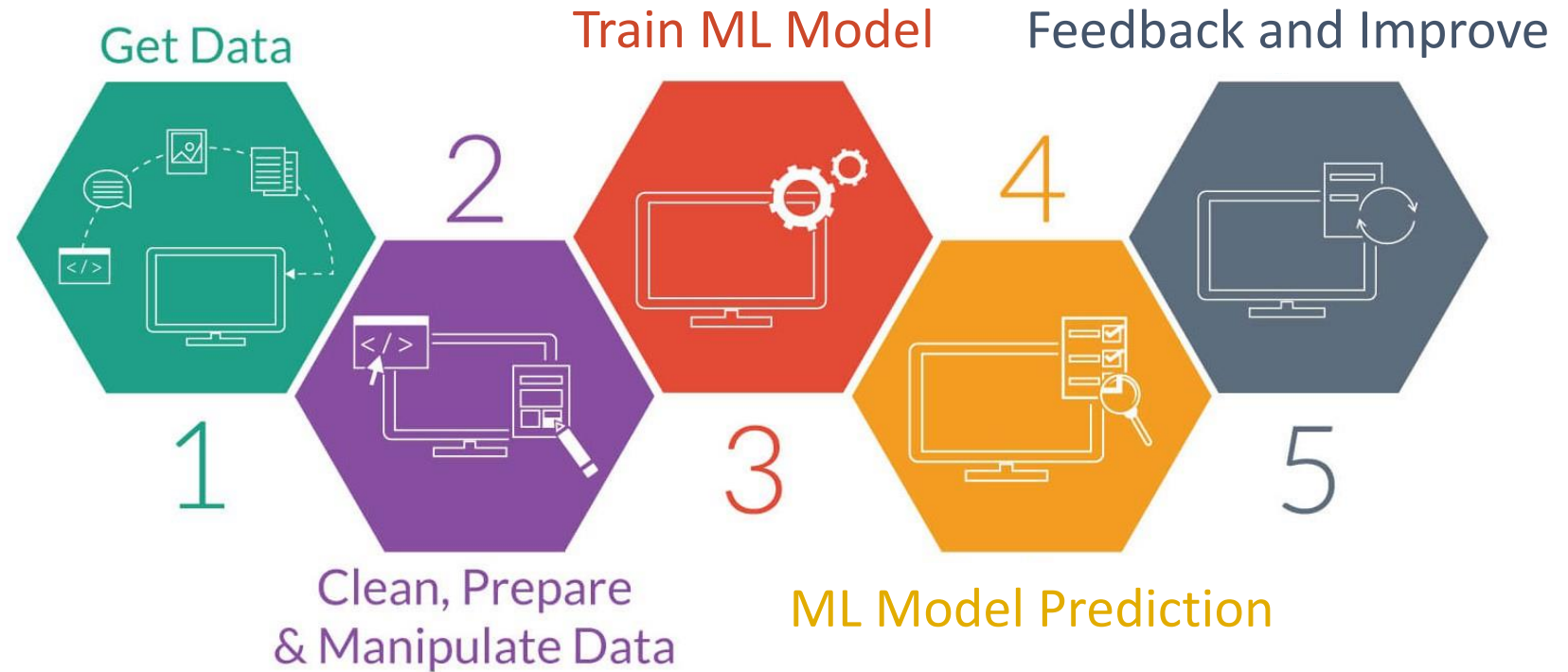


# Unicorn Prediction: Startup Scorecard + ML Model



Startup Scorecard and Machine Learning algorithm remain the basis for predicting unicorns

The list of the Top 50 AI Startups predicted to become Unicorn(s) is compiled using GlobalData's Quant-based Startup Scorecard tool combined with proprietary Machine Learning (ML) algorithms. The tool accurately predicts promising future Unicorns (Startups predicted to be valued at US\$1bn or more) by analyzing the key indicators of the previously identified Unicorns.



# Startup Scorecard: Key features and insights

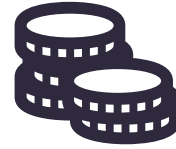


Startup Scorecard ranks startups using quantifiable data to ensure that it is objective and can be comparatively measured across different sectors and themes



## Quant Data Driven Analysis

Track Key Performance Indicators of startups based on the three primary pillars: Investment, Innovation and Market Presence



## Investor Interest

Understand the Investor Activity in the startups driven by key indicators such as funding, Total Investors, Tier-1 Investors, and stage of funding



## Relative Benchmarking

Intelligent Metrics clubbed together to identify the startups doing relatively better than their peers, along with visual graphical insights



## Innovation Strength

Spot Innovative startups by Patent Count, Patent Quality and Strength etc.



## Slice and dice by Sector, Themes and Geographies

Use the Granular Sector, Themes & Geographies in our Startup Scorecard to deep dive into your niche targets



## Social Media Activity

Identify Key Social Media Signals on startups from Twitter followers, Partnership News, Influencers etc.

# Startup Scorecard: Methodology



Offering early predictive intelligence into startups' health and momentum to spot tomorrow's winners

Each pillar has been further categorized into different metrics (KPIs) as mentioned below:



## Investment Activity:

- **Total No of Investors:** The total number of investors who have invested in the startup over time
- **Total No of Tier 1 Investors:** The total number of Tier 1 Investors (a subset of Total Investors)
- **Total Investment:** Cumulative VC funding secured by the startup over time
- **Stage of funding:** Latest Round (or Series) of funding
- **Average Fund raised per deal:** Cumulative investment raised divided by number of investment deals



## Innovation

- **Patents Applied:** Number of Unique Patents Applied by the company
- **Patents Granted:** Number of Unique Patents Granted to the company
- **Average patent quality:** Average of the Quality of the Portfolio of Patents
- **Patent Strength:** Total Strength of the Portfolio of Patents granted



## Market Presence:

- **Twitter Follower:** Number of Twitter Followers of official Twitter handle of startup
- **Partnership News:** Number of News related to partnership
- **Acquisition:** Number of acquisitions by the startup
- **Influencer Tweet Count:** Number of Tweets related to the startup as posted by Influencers

## Methodology:

Using actual Z-values of the data across companies, taking care of outliers and using Min-Max normalization technique, each company gets a relative score of between 0 and 1,000 based on its value in each of the underlying datasets. Scores are computed for ~10,000+ companies

An overall score for each of the 3 broad pillars is calculated as an equally weighted sum of the scores of datasets that come under each pillar. The equal weightage given to each dataset can be changed manually to customized weights, in Excel format.

A Consolidated (Final) Score is calculated by giving 70% weightage to the Overall Score for Investment Pillar, 20% to the Overall Score for Innovation Pillar and 10% to the Overall Score for Market Presence. The weights can be changed manually here, too, in Excel format.

Based on the Final Consolidated Scores, the companies are Sorted and Ranked with the best company getting the Highest Relative Score.

# Startup Scorecard: Sample view



Each pillar (Investment, Innovation & Market Presence) allows users to deep dive into granular level view of scores

Final Rank

Investment Pillar

Innovation Pillar

Market Presence Pillar

Consolidated Scores

Start-up Ranking Scorecard									Investment						Innovation					Market Presence					Consolidated
Rank	CDMS ID	Startup	Stage of Startup	PE Funded	Last Round of VC Financing	Last VC Round Funding Completed Date	Country (HQ)	Sector	Total Investors	Total Tier 1 Investors	Total Investment Raised Till Date	Stage of Funding	Average fund raised per deal	Investor Activity Score	No. of Patents Applied	No. of Patents Granted	Average Patent quality	Patent Portfolio Strength	Innovation Score	Twitter Followers	Partnership News	Acquisition	Influencer Count	Market Presence Score	Consolidated Score
									Score	Score	Score	Score	Score	Score	Score	Score	Score	Score	Score	Score	Score	Score	Score	Score	Score
1	2442255	Didi Chuxing Co Ltd	Growth Stage	Y	SeriesE	01/02/2021	China	Automotive	690	571	1000	714	1000	795	1000	1000	1000	1000	1000	0	1000	1000	266	567	813.3
2	2335056	Magic Leap Inc	Later Stage	Y	SeriesE	07/12/2019	United States	Technology and	786	429	1000	714	771	740	1000	1000	1000	1000	1000	77	1000	800	1000	719	789.8
3	1082863	Stripe Inc	Later Stage	N	SeriesG	14/03/2021	United States	Financial Service	1000	1000	1000	1000	242	848	140	169	378	8	174	171	1000	1000	1000	793	708.0
4	2335374	Robinhood Financial LLC	Growth Stage	N	SeriesG	01/02/2021	United States	Financial Service	1000	857	1000	1000	675	906	16	34	38	0	22	483	0	200	1000	561	695.0
5	2308133	Databricks Inc	Later Stage	N	SeriesG	01/02/2021	United States	Technology and	1000	1000	1000	1000	440	888	56	96	130	1	71	37	1000	200	876	528	688.6
6	3994678	Grab Holdings Inc	Later Stage	Y	SeriesH	16/02/2021	Singapore	Transport and L	976	429	1000	1000	1000	881	13	11	0	0	6	709	1000	600	188	624	680.3
7	3054501	Beijing ByteDance Technology	Later Stage	Y	SeriesE	31/12/2018	China	Technology and	262	286	1000	714	1000	652	1000	96	459	365	480	1000	375	1000	1000	844	637.1
8	1319934	Zomato Media Pvt Ltd	Later Stage	Y	SeriesJ	22/02/2021	India	Consumer Packa	1000	643	1000	1000	189	766	0	0	0	0	0	1000	1000	1000	1000	1000	636.5
9	1038309	OLA (ANI Technologies Pvt Ltd)	Later Stage	Y	SeriesJ	23/09/2019	India	Automotive	1000	571	1000	1000	321	778	106	34	323	5	117	225	1000	1000	336	640	632.4
10	2460410	Impossible Foods Inc	Later Stage	Y	SeriesG	19/08/2020	United States	Consumer Packa	1000	429	986	1000	288	741	294	243	383	18	234	71	938	0	866	625	627.8
11	1248033	Instacart (Maplebear Inc)	Later Stage	Y	SeriesF	02/03/2021	United States	Retailing	1000	857	1000	857	330	809	48	11	99	1	40	50	1000	400	0	483	622.4
12	1220154	SpaceX (Space Exploration Tec)	Later Stage	Y	SeriesO	14/04/2021	United States	Aerospace and	571	143	1000	1000	930	729	21	11	83	0	29	1000	1000	0	1000	1000	616.0
13	2546474	Golek (PT Aplikasi Karya Anak	Later Stage	Y	SeriesF	03/06/2020	Indonesia	Technology and	762	286	1000	857	1000	781	0	0	0	0	0	898	750	1000	85	683	615.0
14	2426287	Swiggy (Bundl Technologies Pri	Later Stage	N	SeriesJ	14/04/2021	India	Consumer Packa	1000	643	1000	1000	298	788	0	0	0	0	0	175	1000	800	437	603	612.0
15	2332666	NuBank (NU Pagamentos SA)	Later Stage	N	SeriesG	28/01/2021	Brazil	Financial Service	1000	857	1000	1000	244	820	0	0	0	0	0	397	0	200	384	327	606.8
16	2455858	Byju's (Think and Learn Pvt Ltd)	Later Stage	Y	SeriesF	29/03/2021	India	Business and C	762	857	1000	857	365	768	0	0	0	0	0	7	0	1000	0	504	588.1
17	1408923	Intarcia Therapeutics Inc	Later Stage	Y	SeriesE	14/01/2020	United States	Pharmaceutical	1000	429	850	714	86	616	894	825	915	130	691	0	188	400	29	154	584.7
18	3688352	Zhenguanyu Tech Inc	Later Stage	Y	SeriesG	24/12/2020	China	Technology and	762	571	1000	1000	722	811	0	0	0	0	0	0	0	0	64	64	574.2
19	3398827	Neutron Holdings Inc	Early Stage	Y	SeriesD	07/05/2020	United States	Business and C	1000	857	1000	571	394	764	71	28	210	2	78	25	188	0	384	199	570.6
20	2317317	DataRobot Inc	Later Stage	N	SeriesF	09/12/2020	United States	Technology and	1000	857	512	857	120	669	119	153	306	6	146	16	1000	1000	536	638	561.4
21	3163029	Chehaoduo Old Motor Vehicle E	Later Stage	N	SeriesE	27/05/2020	China	Retailing	905	643	1000	714	649	782	0	0	0	0	0	0	63	200	8	90	556.6
22	2518412	Bright Health Inc	Later Stage	N	SeriesE	22/09/2020	United States	Financial Service	833	714	1000	714	537	760	0	0	0	0	0	1	250	400	47	175	549.4
23	1818105	Paytm (One97 Communications)	Later Stage	Y	SeriesG	13/12/2019	India	Technology and	357	286	1000	1000	546	638	0	0	0	0	0	946	1000	1000	1000	987	545.1
24	1040903	OYO (Oravel Stays Pvt Ltd)	Later Stage	N	SeriesF	17/03/2020	India	Technology and	929	357	1000	857	308	690	0	0	0	0	0	137	1000	1000	219	589	542.0
25	3229595	Zuoyebang	Early Stage	N	SeriesE	28/12/2020	China	Technology and	762	571	1000	714	787	767	0	0	0	0	0	0	0	0	72	36	540.5

# Unicorn Prediction: Key elements and features associated



Helping clients see tomorrow's opportunities today

## Key elements of a successful business



### Idea

- An innovative solution
- Huge addressable market



### Team

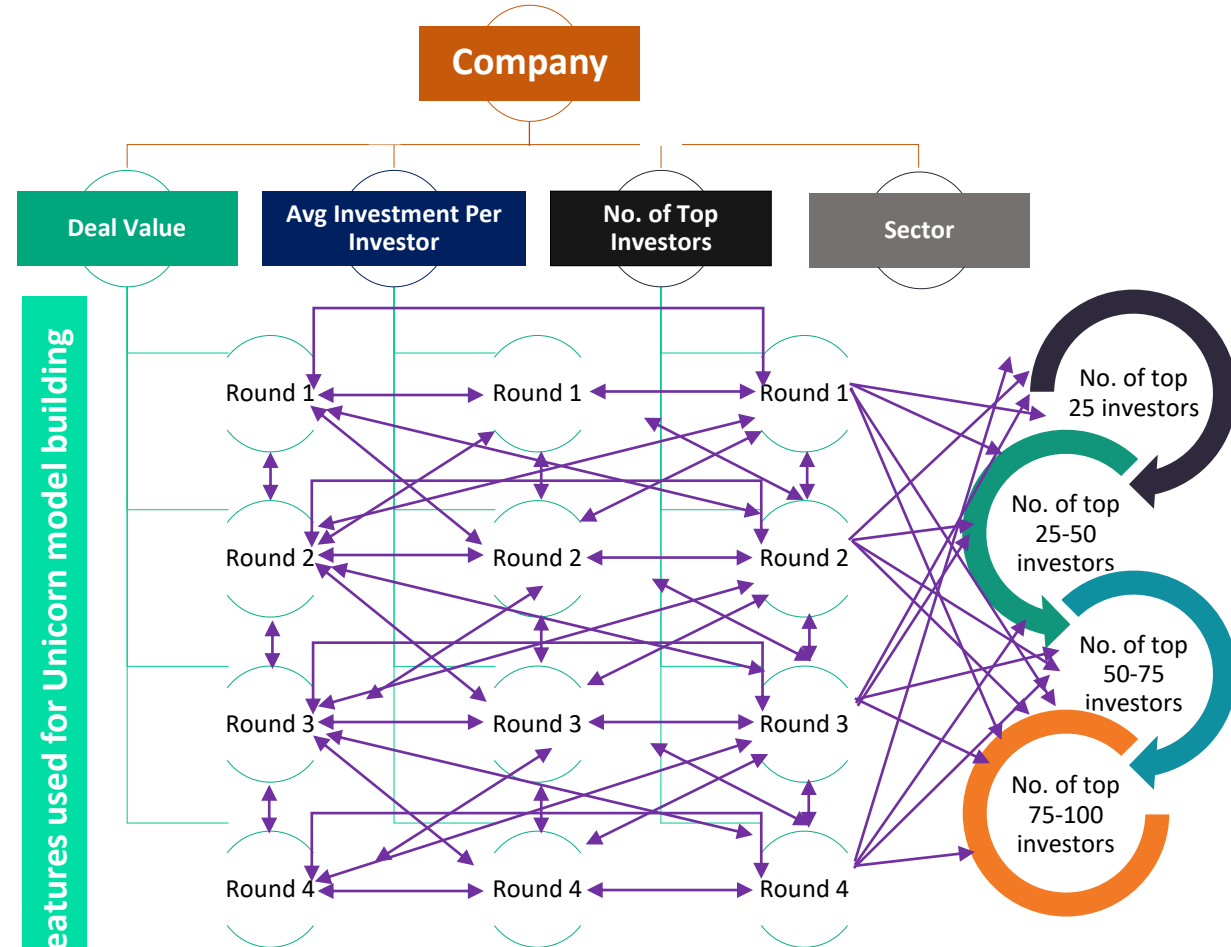
- A credible management and execution team



### Investment

- Timely and sufficient investment
- Quality investors

**Identify at the earliest possible stage whether a VC funded company has the potential to achieve unicorn valuation (> \$1billion)**



**The model decodes millions of interactions between**

- Deal value in each round
- Average investment per investor
- Number of top investors per round
- Company sector



# Unicorn Prediction: Decoding investor seriousness and top investors' research



The model decodes the interaction between certain key deal attributes, which directly and/or indirectly give a good indication of the fundamental elements of the business / company



# Unicorn Prediction: Some predictions which turned true recently



Snippets from Press Releases confirming unicorn status of some predicted entities

## Bulgarian startup SMSBump to grow headcount as owner reaches unicorn status

Author  
Aleksia

Published  
Mar 18, 2021 17:35 EEST

## Plume banks \$270 million to accelerate growth, joins Unicorn club



By Ray Le Maistre

Feb 23, 2021



## Vestiaire Collective Becomes Unicorn After Kering & Tiger Global Back US\$216M Round



By Sally Ho

Published on Mar 3, 2021

Last updated Mar 3, 2021

FASHION CIRCULAR

## Exclusive: SaaS firm Chargebee guns for unicorn status with \$1.4 billion valuation in fundraise

The fundraising round will likely be led by a fresh US-based investor, with existing backers Tiger Global Management, Steadview Capital and Insight Partners doubling down on their bets.

M. SRIRAM & CHANDRA R SRIKANTH

FEBRUARY 23, 2021 / 07:56 AM IST

## Innovaccor All Set To Enter The Unicorn Club With New Funding

22/02/2021

## White-label brokerage Side achieves unicorn status

Firm's motto is "Not all agents, only the best"

March 22, 2021, 4:44 pm By Matthew Blake

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