The State of U.S. Early-Stage Venture & Startups: 3Q21

How capital flowed into and out of startups in 3Q21

Date: 10/28/21

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Introduction

Nearly every day on AngelList, individuals are investing in the world-changing startups of tomorrow. By virtue of this activity, AngelList is afforded an unprecedented view into the early-stage venture market. This year we've endeavored to share more of our internal data with the venture community through the publishing of quarterly reports.

While our dataset provides a unique look into startup financings, we were missing a crucial piece: how startups spent that money. So in 2Q21, we began working with Silicon Valley Bank—the banking partner for nearly 50% of all venture-backed tech companies in the U.S. in 2020—to provide those insights.

By combining datasets, we're able to offer a one-of-a-kind look into how capital is flowing into and out of startups—and the impact it's having on the startup ecosystem.

We hope these reports can be a valuable resource to investors, founders, and anyone else interested in startups and venture.

—AngelList & SVB

Venture Executive Summary

The early-stage venture industry has been ascendant for the past 9 months. In 4Q20, **80%** of startups that changed valuations were marked up or had a positive exit—a new record for startups on AngelList at the time. That record was broken in 1Q21 (**85%**) and then again in 2Q21 (**90%**).

3Q21 fell just short of setting a new record for positive activity. Instead, it'll be the second-best quarter ever for early-stage venture (Series A or prior): roughly **87%** of events that happened to startups in the AngelList portfolio in 3Q21 were positive ones (i.e., markups and positive exits).

Despite the slight downtick in positive activity rates, average valuations for startups on AngelList were higher at most stages than they were in 2Q21.

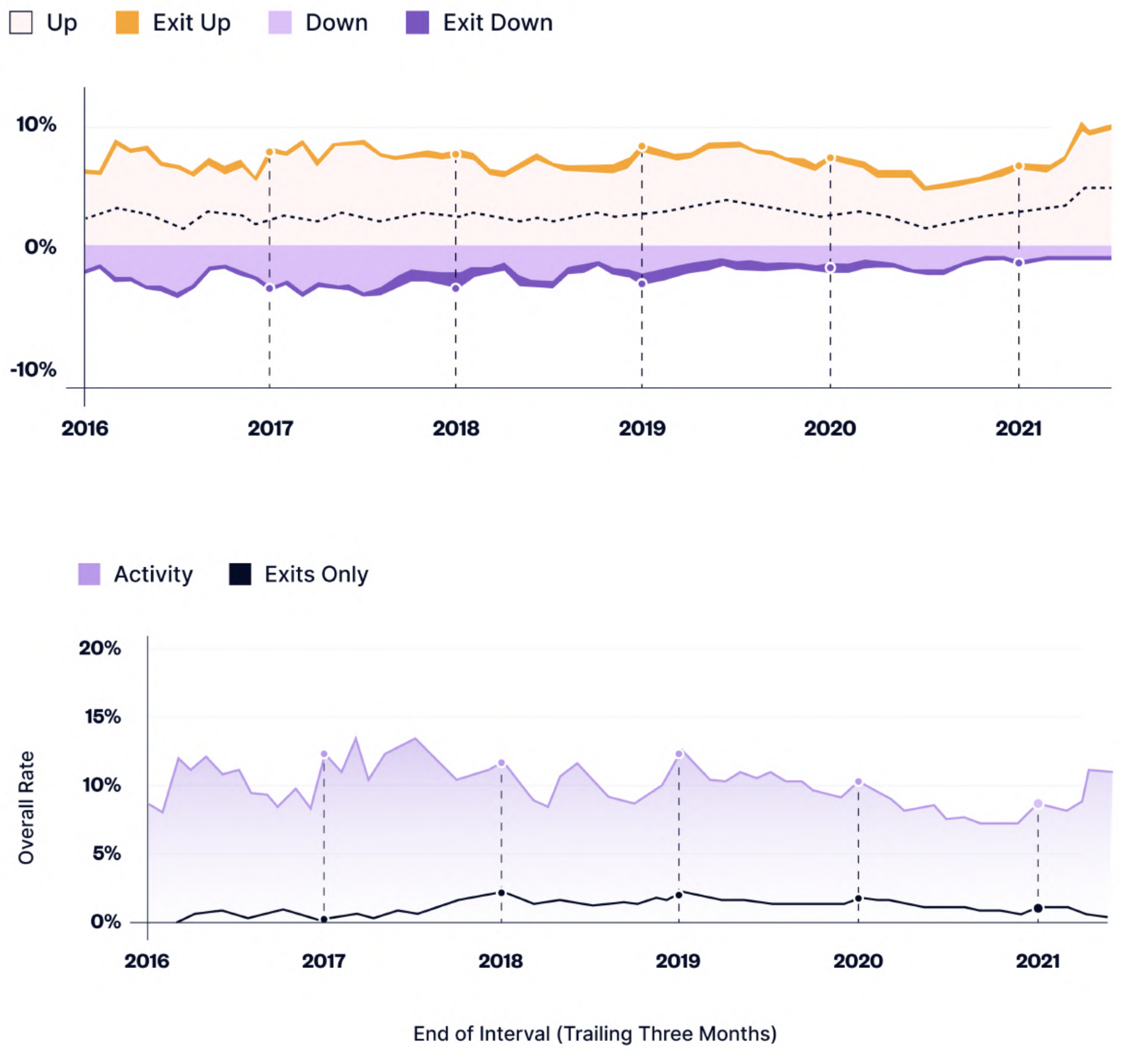
Broken down by percentile rank, we observed that startups are raising increasingly larger rounds earlier in the company lifecycle.

Blockchain / crypto companies captured an enormous share of all capital deployed on AngelList in 3Q21. We also saw capital flowing into startups in a wider array of industries than in the past. What's more, the share of deals and venture dollars that went to female founders bounced back after an underwhelming 2Q21.

Early-stage venture has been on a historic run over the past 9 months. But the surge was unlikely to last forever. Nonetheless, the results of 3Q21 are extremely elevated when compared to years prior.

Markups

Sustained positive activity



Source: AngelList

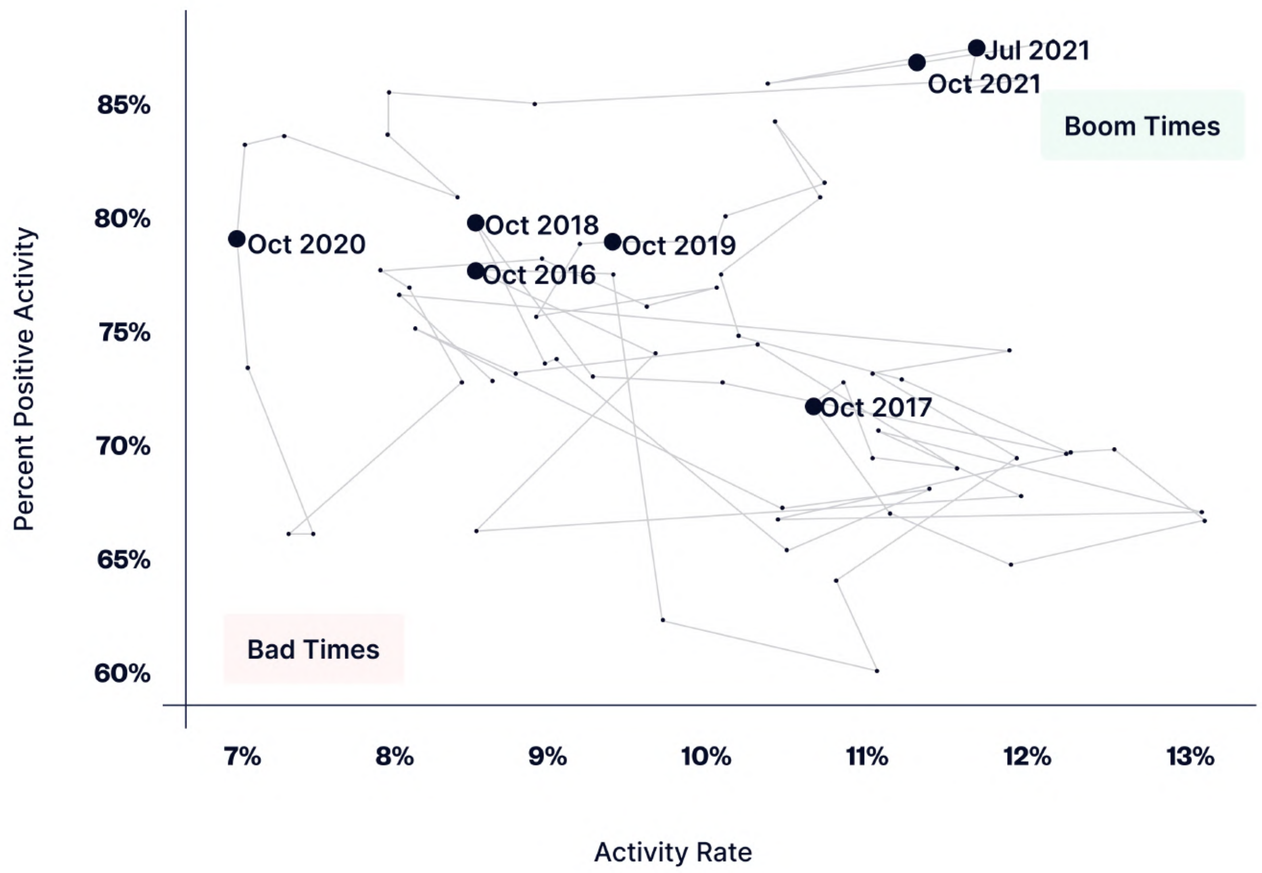
Roughly **11.3%** of the 4,920 startups (primarily at seed or early-stage) that AngelList fund managers had seasoned investments into at the start of the quarter raised a round or exited in 3Q21. Of that activity, a near-record **87%** was positive, meaning the startup saw a markup (if raising a round) or had a positive exit by selling at a higher valuation than its previous round.

That's the second-highest positive rate ever observed in our dataset, after last quarter's record-breaking **90%** (in 4Q20 the rate was **80%**, and in 1Q21 it was **85%**).

Overall in 3Q21, **9.8%** of startups in our portfolio saw a markup or positive exit, while **1.5%** were marked down or exited at a loss relative to their last fundraise.

Rate of Activity

Elevated frequency of deal activity



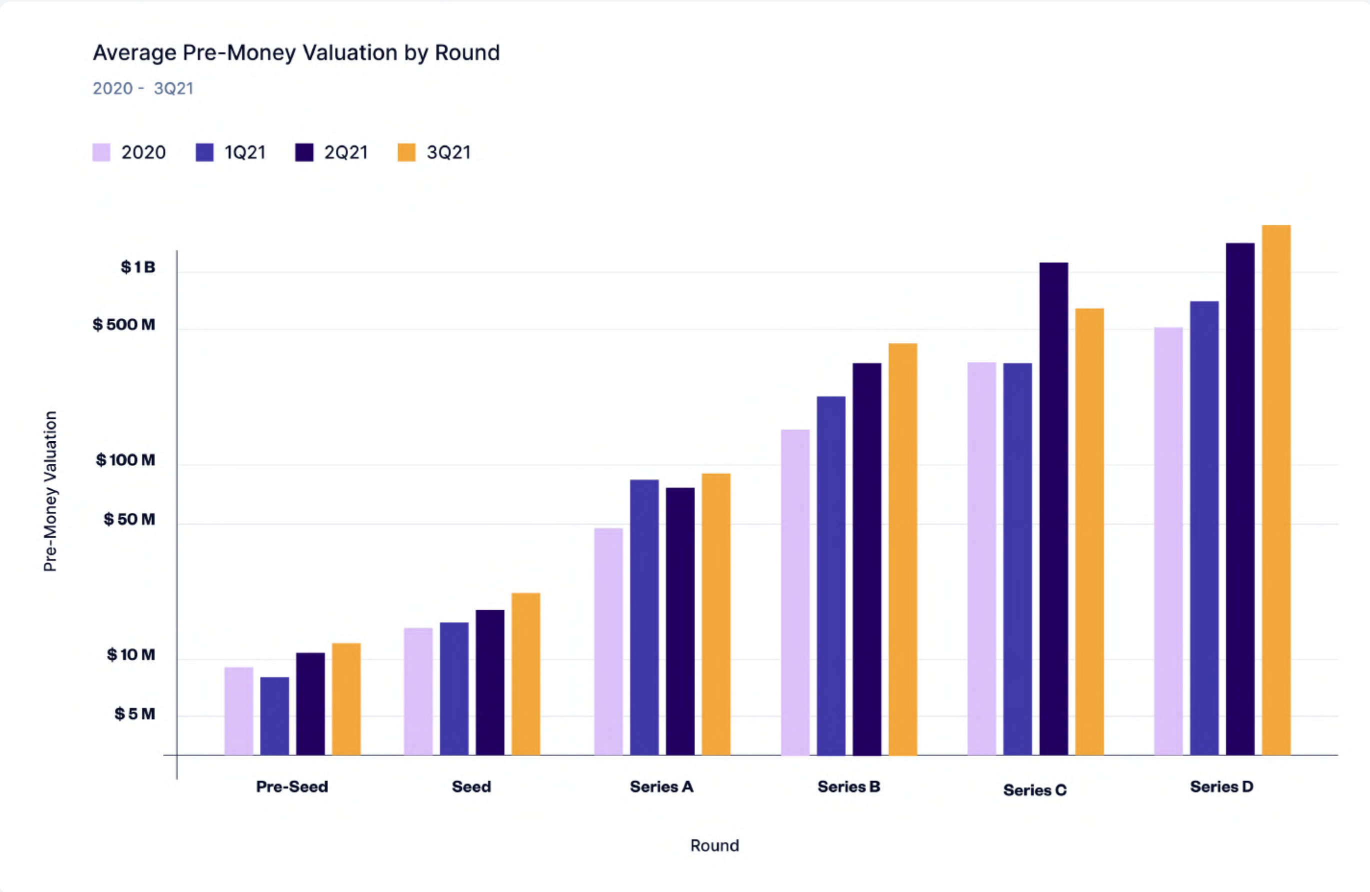
Source: AngelList

The rate of dealmaking decreased modestly from 2Q21 (when **12%** of startups in our portfolio raised a new round or exited) but still remains elevated above historical norms at **11.3%**.

This indicates the marketplace remains extremely active on AngelList. Founders are raising with regularity and they're not struggling to find investors willing to fund them.

Valuation by Round (Average)

Growth at almost every stage



Source: AngelList

Pre-seed through Series B startups on AngelList all saw marked pre-money valuation increases in 3Q21. At pre-seed, average valuations jumped roughly **14%** over 2Q21 to **$11.1M**. Seed saw a **22%** bump over 2Q21 to **$22.2M**, while Series A jumped roughly **18%** to **$84M**.

At Series B, valuations increased roughly **31%** over the previous high set in 2Q21 to **$375M**, while Series D valuations also saw a **22%** increase to **$1.6B**.

Average Series C startup valuations decreased by nearly **43%** to **$594M**—a precipitous decline from what was observed in 2Q21—but more in line with Series C valuations from previous quarters.

Valuation by Round (Median)

Large rounds for young companies

Round Name	25th Percentile	50th Percentile	75th Percentile
Pre-Seed	$5M	$8M	$10M
Seed	$10M	$15M	$24M
Series A	$40M	$60M	$100M
Series B	$125M	$200M	$400M

Source: AngelList

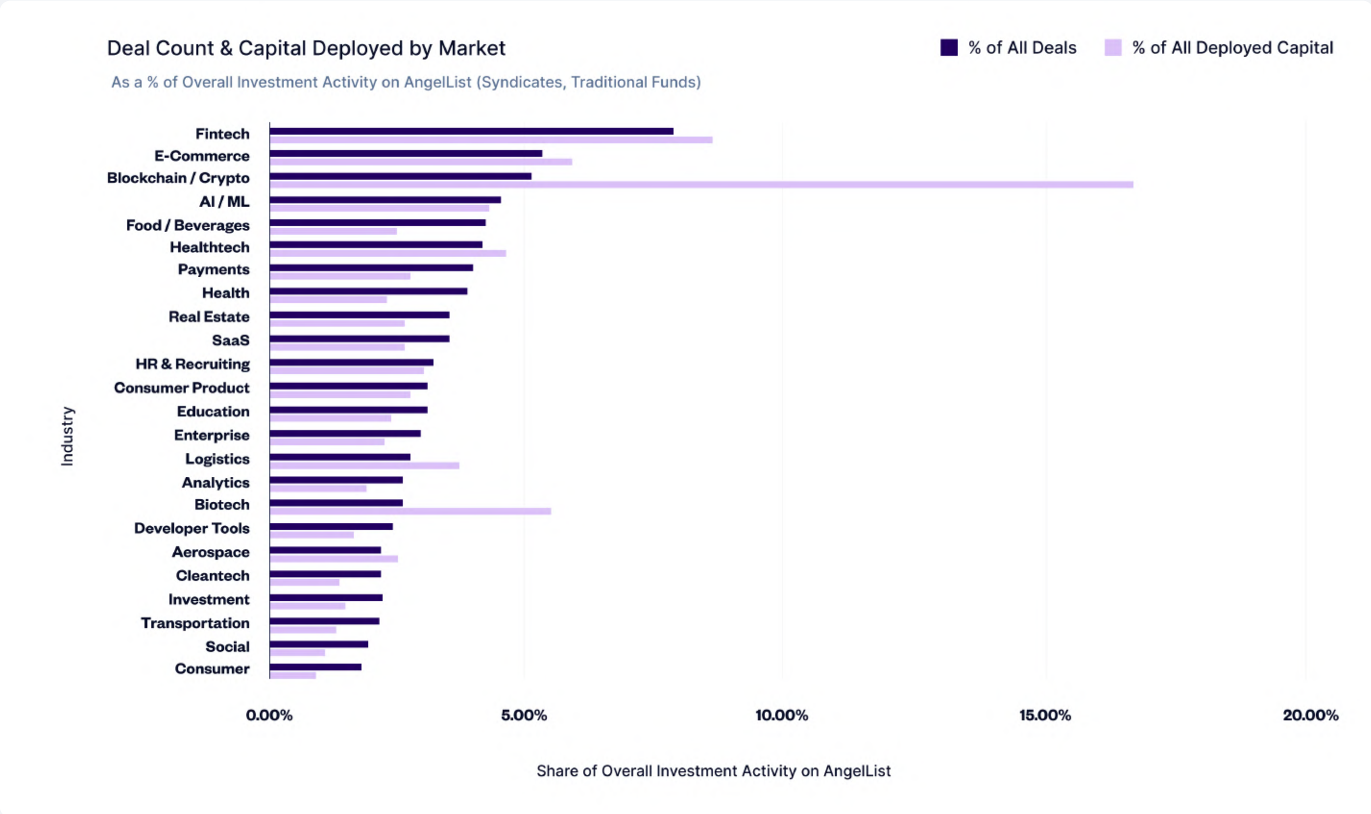
Because averages can be skewed by large outliers, we also reviewed valuations by percentile rank in 3Q21 to understand the typical range of valuations associated with different fundraising rounds.

For startups in the 50th percentile (median), pre-seed companies raised at a valuation of **$8M**, seed companies raised at a valuation of **$15M**, Series A companies raised at a valuation of **$60M**, and Series B companies raised at a valuation of **$200B**.

The results reinforce a popular narrative that startups are raising increasingly larger amounts of capital earlier in their lifecycle (something that's also implied by the continued rise of average-money valuations on AngelList).

Early-Stage VC by Market

Blockchain has its moment



Source: AngelList

Capital deployed into blockchain / crypto startups skyrocketed in 3Q21, mimicking investor enthusiasm for these technologies in the broader market. While blockchain / crypto investments only made up **5%** of all deals on AngelList in 3Q21, these companies collected a whopping **16.6%** of all deployed capital.

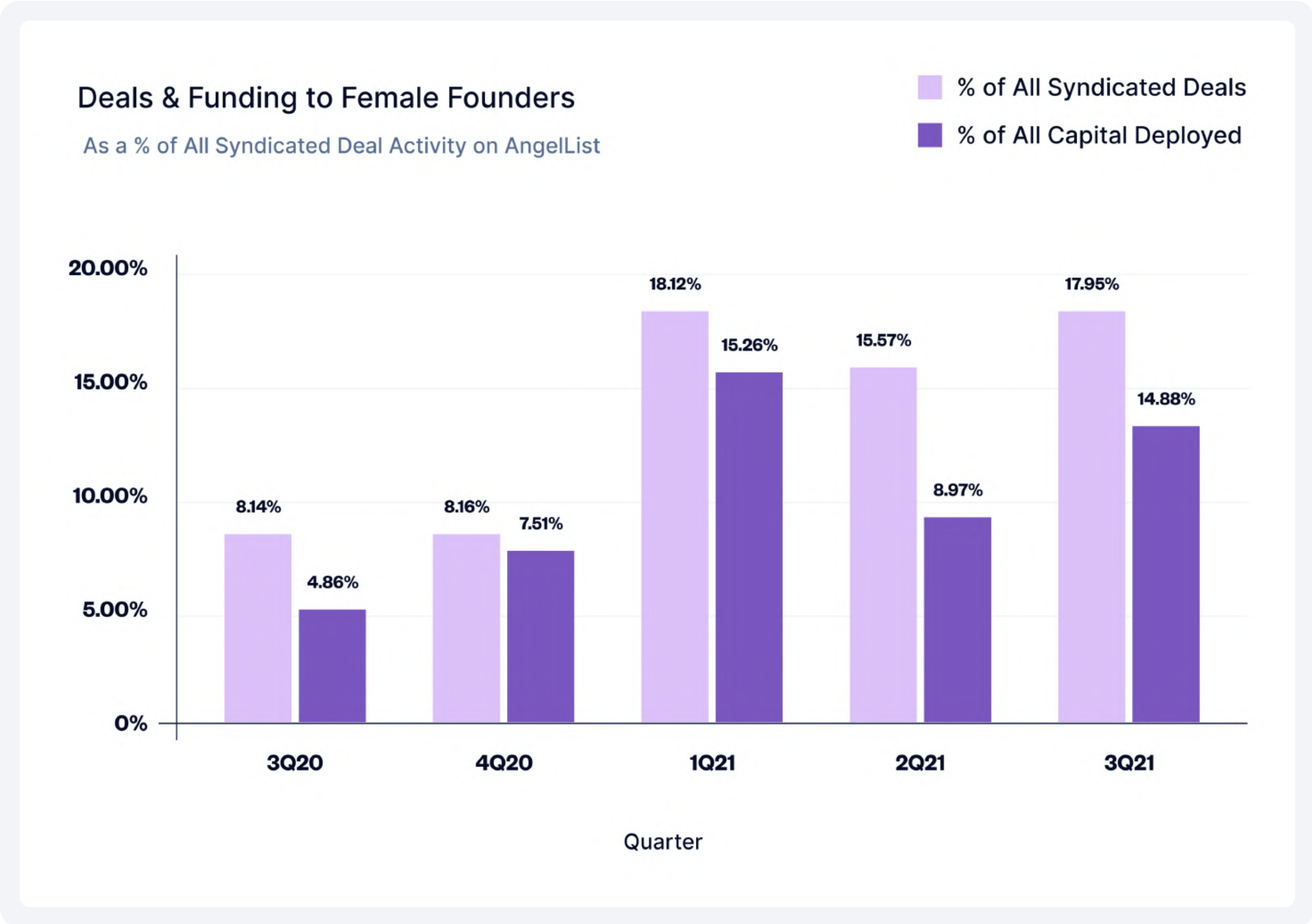
Compare this to 2Q21, when blockchain / crypto companies collected **7%** of all deployed capital and accounted for roughly **3.5%** of all deals.

The largest amount of deal share once again went to fintech startups (**7.84%**, down from **8.67%** in 2Q21), followed by e-commerce (**5.26%**, up from **3%** in 2Q21), blockchain / crypto, and AI / ML (**4.48%**, down from **5.41%** in 2Q21). These four sectors combined to account for roughly **35%** of all capital deployed on AngelList in 3Q21.

Noticeably, 3Q21 saw a broader distribution of investments into different sectors. **13** different sectors captured at least **3%** of overall deal share, up from 7 sectors in 2Q21. The fact that startups in a variety of different markets captured a non-insignificant amount of deal share implies a greater variety of investment-worthy businesses on AngelList.

Funding to Female Founders

More funding to female founders this quarter



Source: AngelList

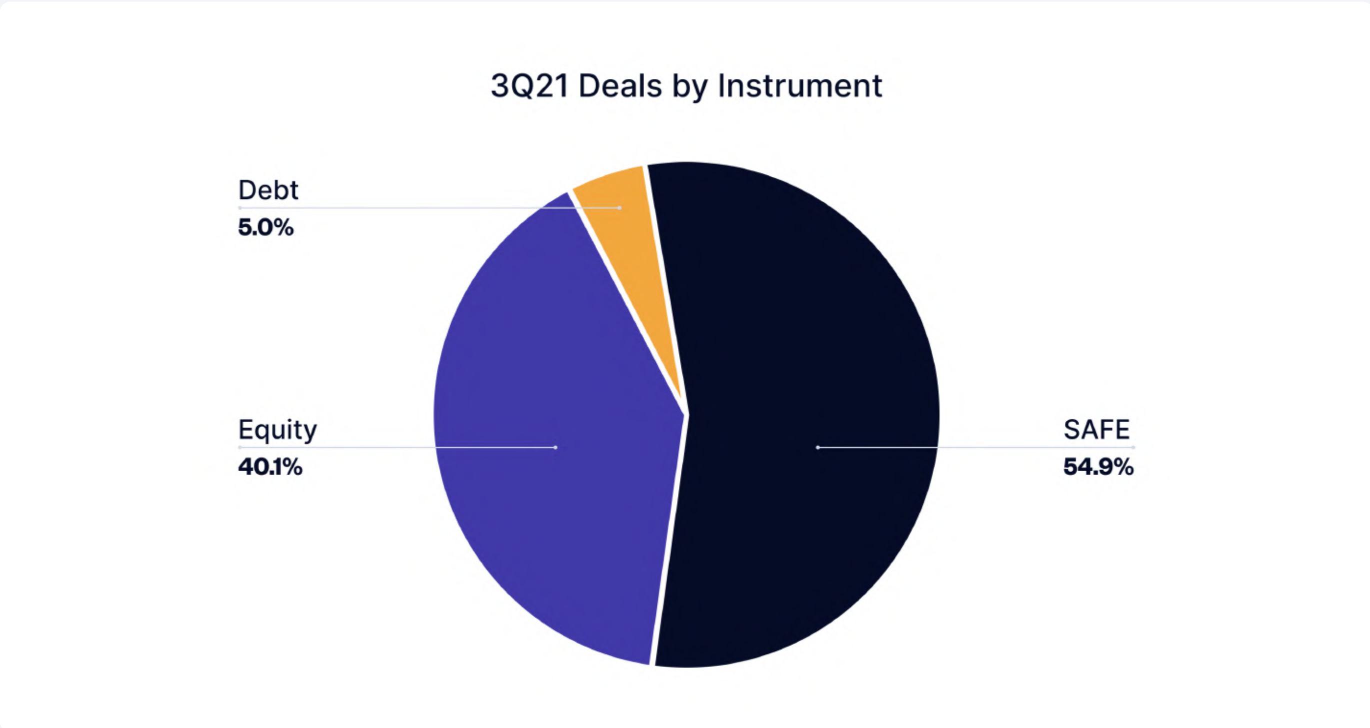
3Q21 was the second-best quarter ever for female founders on AngelList in terms of deal share and capital deployed.

Companies with at least one female founder collected **14.88%** of all deployed capital in 3Q21, a nice rebound after a sharp decline in 2Q21.

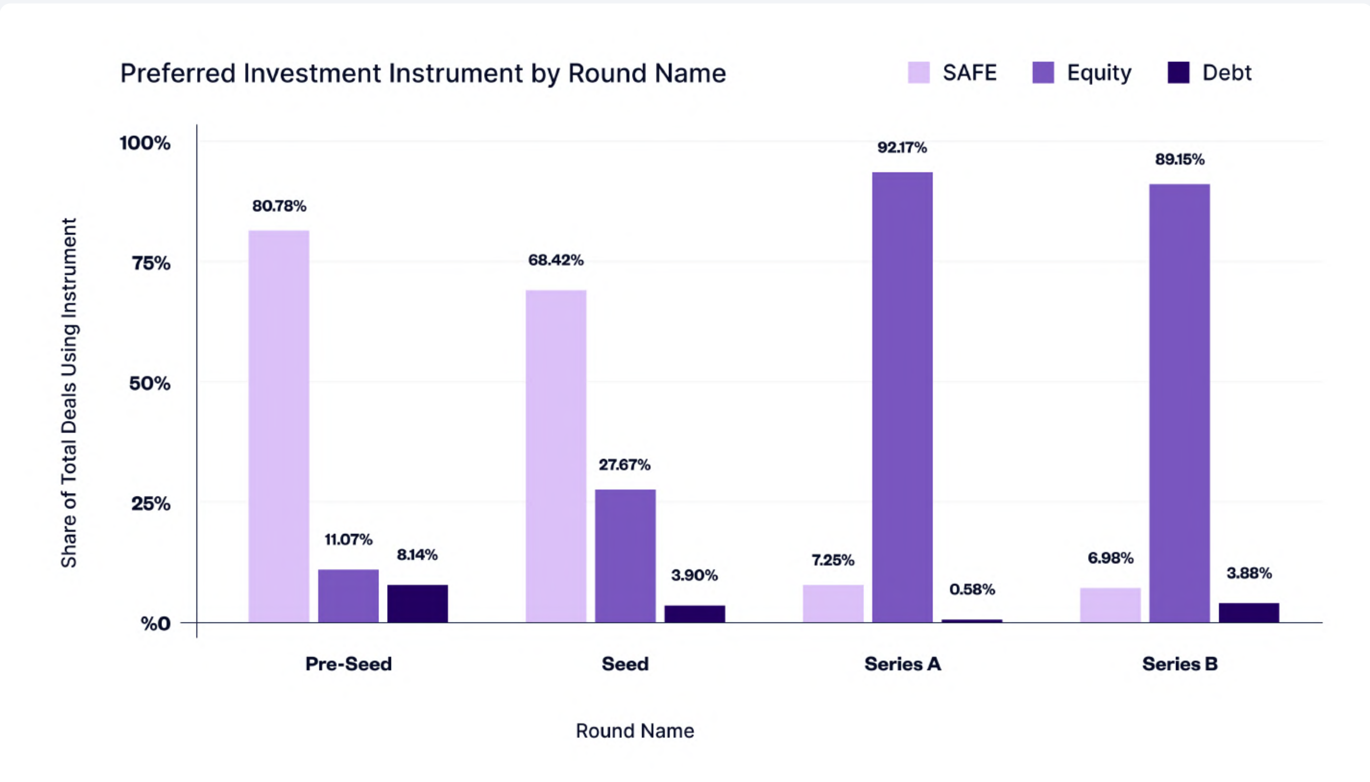
Deal share of companies with a female founder jumped up to **17.95%**, just shy of the all-time high set in 1Q21.

Deals by Instrument

SAFEs at early-stage, equity at later-stage



Source: AngelList



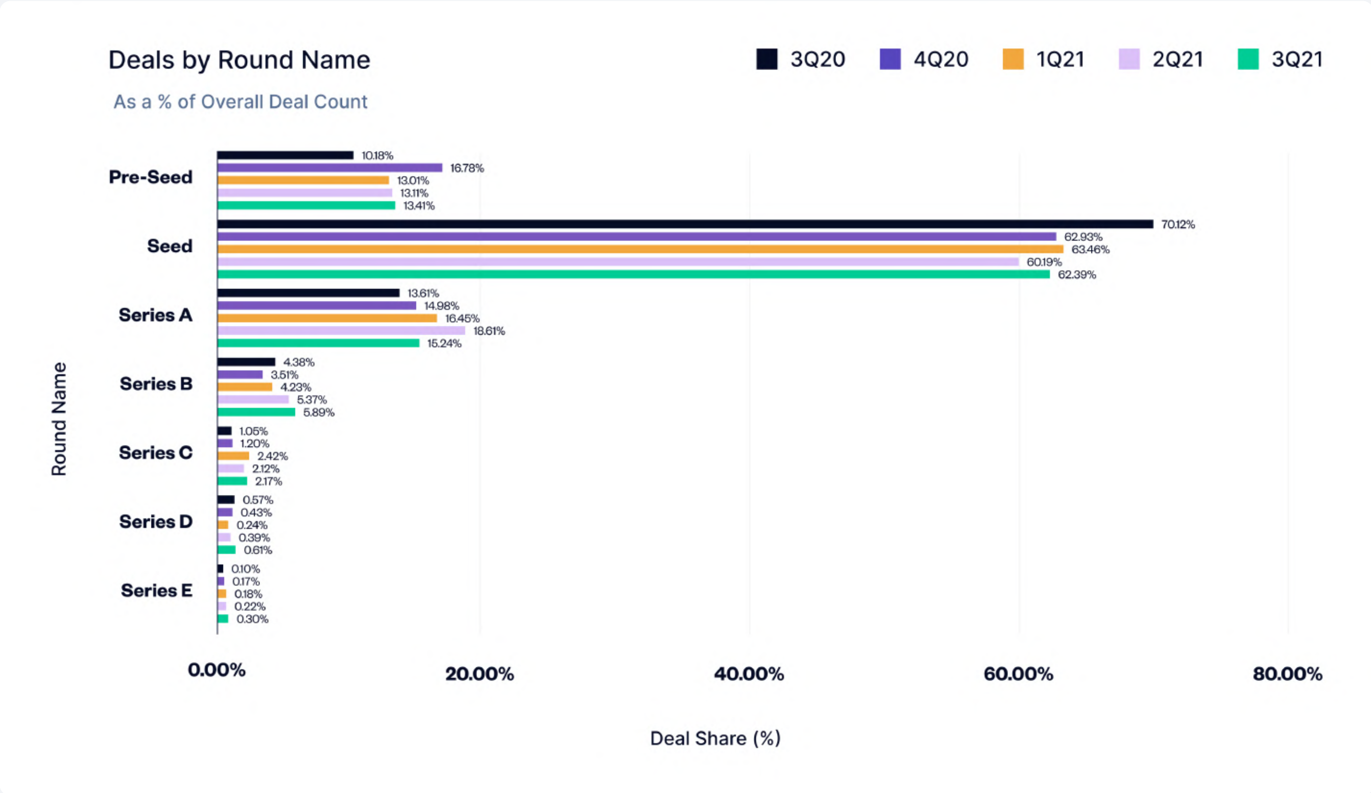
Source: AngelList

The percentage of deals done using SAFEs on AngelList increased **2.8%** over 2Q21, while the share of equity and debt rounds declined by **1.3%** and **1.5%**, respectively.

SAFEs continued to be the dominant form of financing at pre-seed and seed, while a vast majority of later-stage deals were equity rounds—consistent with what we've seen historically on AngelList.

Deal Count by Round Name

More later-stage deals than ever on AngelList



Source: AngelList

In 3Q21, a record **8.97%** of deals on AngelList were done at Series B or later, an increase of **0.88%** over the previous high set in 2Q21.

Generally, we've seen the amount of later-stage deals done on AngelList slowly increase over time, from **6%** in 2020 to nearly **9%** in 3Q21.

State of Early-Stage Startup Spend: 3Q21

Data and commentary provided by Silicon Valley Bank

Executive Summary

If startup spend is a proxy for the overall health of the early-stage startup community, then 3Q21 should be seen as a strong positive indicator. We analyzed early-stage startups across three sectors—consumer, enterprise, and fintech—and found that overall spend as well as payroll spend increased since the worst days of the pandemic.

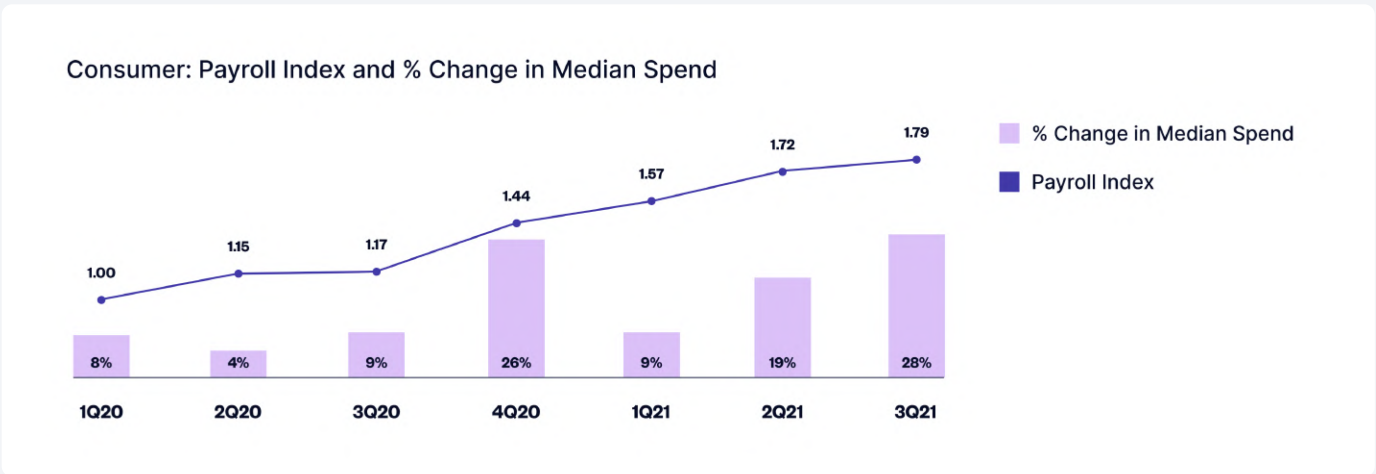
Among our sample, we found that consumer-facing startups fared the best during the pandemic, increasing overall spending and payroll spending in each of the past 7 quarters.

In enterprise and fintech, overall spend dropped off early in the pandemic but has since bounced back. Fintech in particular has seen a strong surge in spend over the past few quarters.

Digging deeper into payroll spend, we found that early-stage startups are spending more on recruiting and less on outsourcing—a reversal from the early days of the pandemic. When looking at spend by vendors, we found that big tech (e.g., Google, Amazon) is among the top line items for startups across all three sectors.

Consumer Spend

Steady growth



Source: SVB Proprietary Data

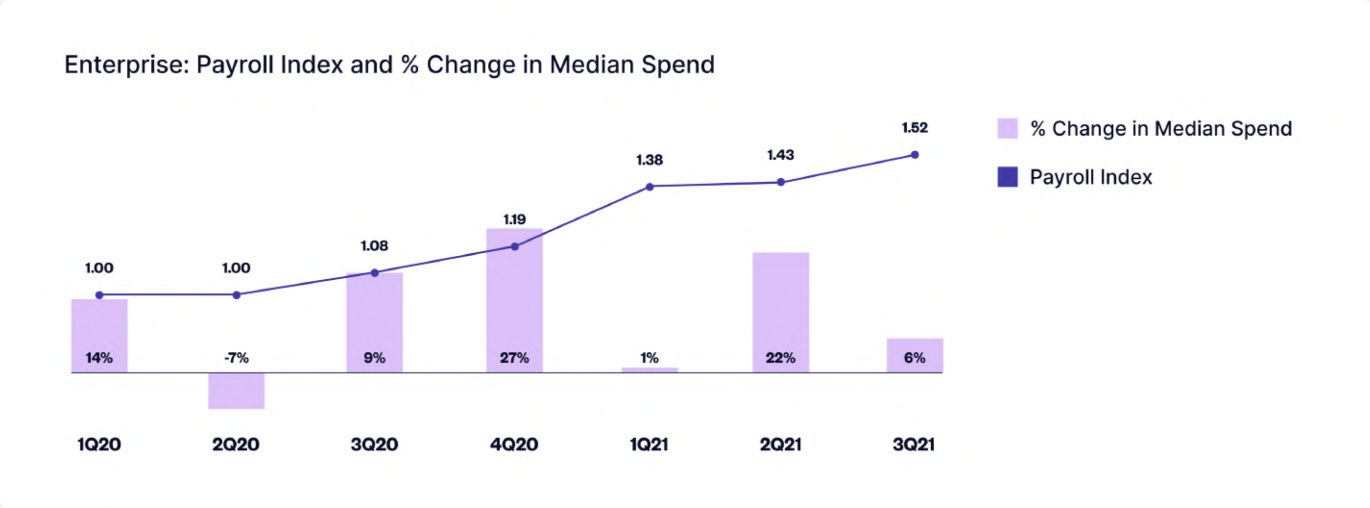
Consumer startups saw a boost in 2020 when the pandemic forced people indoors and in front of screens. In turn, consumer startup payroll spend—indexed at 1 to the beginning of the period—has more than tripled since the beginning of 2020. In 3Q21, median total spend per company increased by **28%**, the largest gain we've seen over the observed period.

**Median spend quarter-over-quarter reflects the difference in company median spend relative to the prior quarter.*

**Payroll spend, isolated using our proprietary transaction analytics, is indexed at 1 to the beginning of the period, with 1 equalling no change.*

Enterprise Spend

Slower growth compared to 2Q21



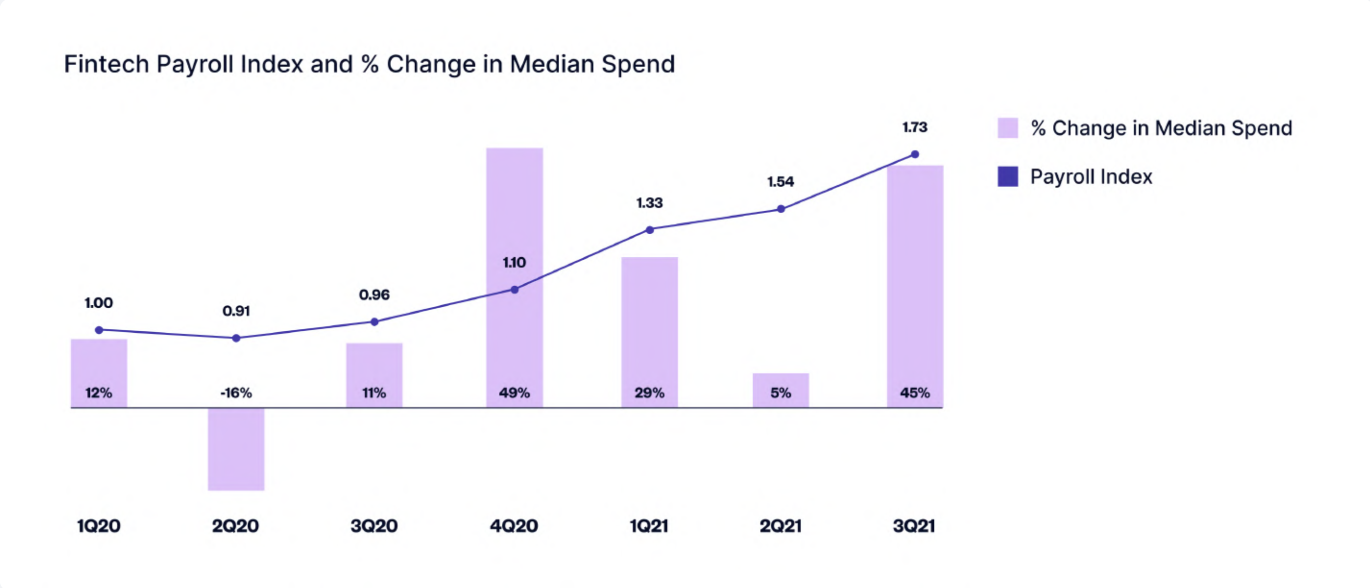
Source: SVB Proprietary Data

Enterprise startups slashed spend and held payrolls flat at the onset of the pandemic. In 3Q20, enterprise startups were able to bounce back after adjusting to the virtual sales environment.

In 3Q21, enterprise payroll spend and overall spend continued to climb (**6%** increase in spend over the previous quarter).

Fintech Spend

Massive growth



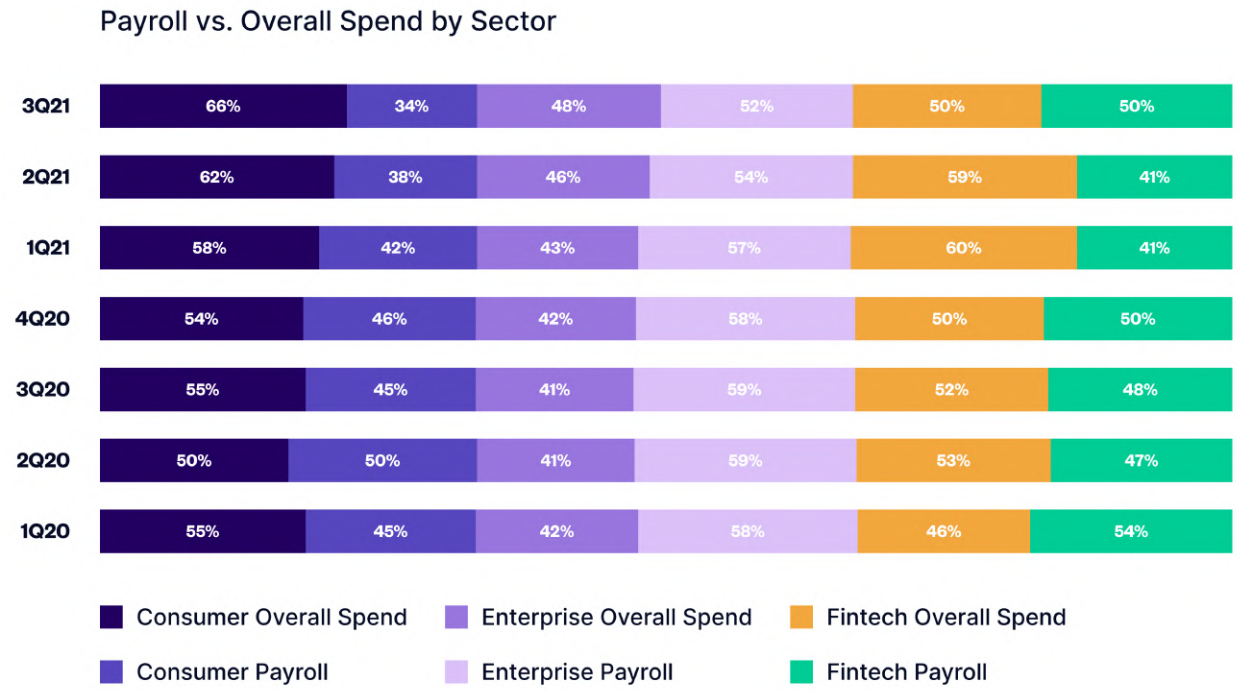
Source: SVB Proprietary Data

In 2Q20, market turbulence and the threat of a recession sent fintech companies into survival mode. The corresponding dip in spend was short lived, as the lockdown spurred consumers flush with stimulus checks to focus their attention on their personal finances. In turn, trends around retail investing and crypto emerged.

Traditional financial institutions, faced with disruption, have increasingly partnered with fintech startups to improve their digital experience and develop new products. Buoyed by this demand, 3Q21 saw a **45%** increase in overall spend and a **20%** increase in payroll spend.

Payroll Spend vs. Overall Spend

Overall spend growth outpaces payroll spend growth



Source: SVB Proprietary Data

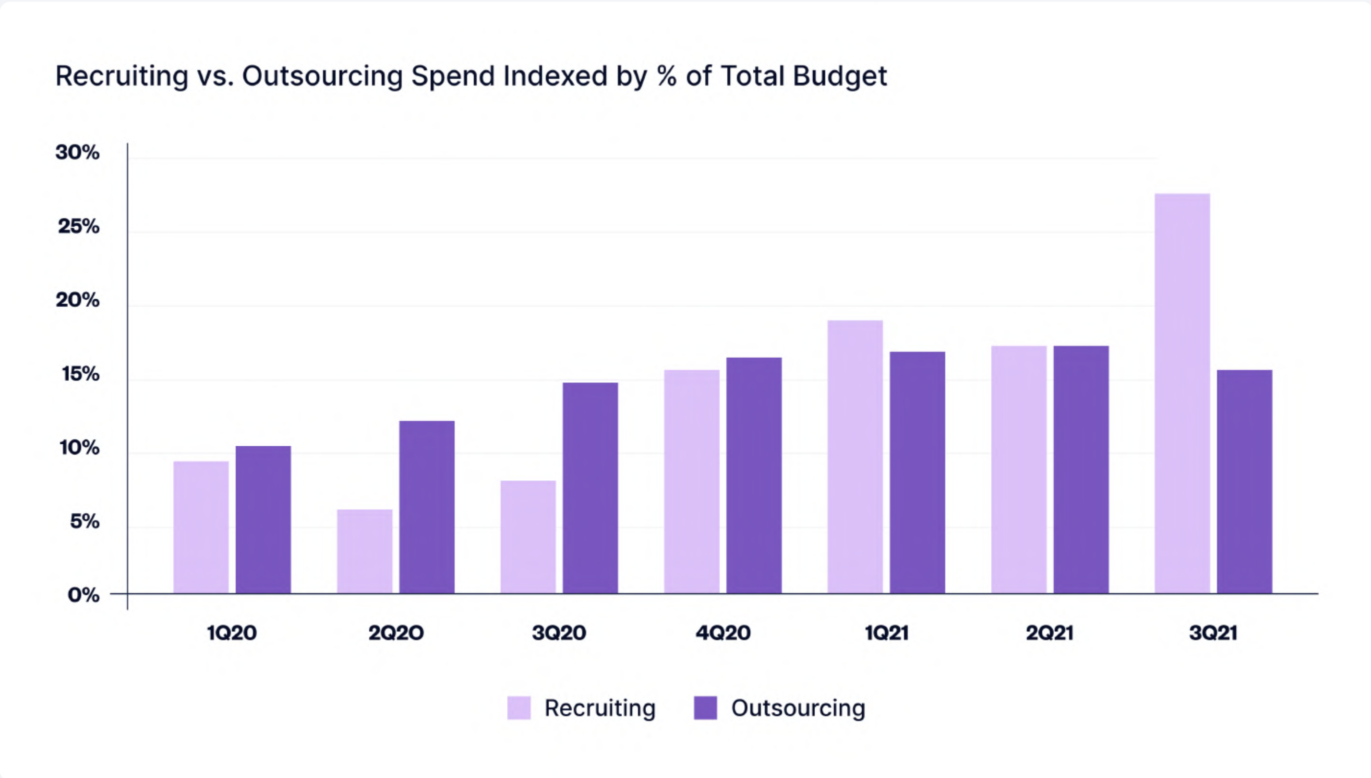
While payroll spend continues to increase across all three sectors observed, overall spend has outpaced it—meaning payroll spend is becoming a smaller percentage of overall spend in the consumer and enterprise sectors.

In the consumer sector, payroll spend as a portion of overall spend declined **4%** from 2Q21, and in the enterprise space it declined **2%**. This indicates that, while these businesses are investing more in hiring, they're increasing overall spend so much as to make payroll a smaller portion of their overall budget.

In the fintech space, which saw a dramatic increase in overall spend in 3Q21, payroll spend has become **50%** of the budget—a **9%** increase over 2Q21. This suggests that a lot of increased spending in fintech has been allocated to hiring.

Payroll Spend by Category

Payroll budgets increasingly allocated to recruiting



Source: SVB Proprietary Data

The above chart represents how companies across all sectors managed their recruiting and outsourcing budgets quarter-over-quarter dating back to 1Q20. During the early days of the pandemic, companies dramatically reduced spend on recruiting while using more of their outsourcing budget (e.g. hiring freelancers and contractors on platforms like Fiverr and Upwork).

This trend has dramatically shifted since the beginning of 2021. In 3Q21, companies used **27%** of their payroll budget, the largest amount seen in a single quarter since the beginning of the pandemic. This further indicates that many early-stage companies are increasing headcount.

Spend by Vendor

Startups rely on big tech

	1Q20	2Q20	3Q20	4Q20	1Q21	2Q21	3Q21
#1	amazon web services	intuit	amazon web services	amazon web services	amazon web services	intuit	amazon web services
#2	G Suite	amazon web services	G Suite	G Suite	G Suite	amazon web services	Google Ads
#3	Uber	G Suite	slack	slack	slack	G Suite	G Suite
#4	intuit	zoom	LinkedIn	zoom	LinkedIn	zoom	slack
#5	slack	slack	zoom	LinkedIn	Microsoft	slack	zoom
#6	GitHub	LinkedIn	intuit	Microsoft	intuit	LinkedIn	LinkedIn
#7	Google Ads	GitHub	Google Ads	GitHub	GitHub	Google Ads	Microsoft
#8	zoom	Microsoft	Microsoft	Google Ads	zoom	Microsoft	GitHub
#9	LinkedIn	Google Ads	GitHub	intuit	Google Ads	GitHub	intuit
#10	Microsoft	Apple	Apple	Apple	Apple	ATLASSIAN	ATLASSIAN

Source: SVB Proprietary Data

Using our transaction data, we ranked the vendors early-stage startups allocate the most budget to quarter-over-quarter. The top vendors remain fairly consistent, with Amazon Web Services usually being the top line item on most startups' budgets. This is followed by some combination of GSuite, Intuit, and Slack.

The most interesting trend in 3Q21 was the rise of Google Ads as the second most popular vendor for startups in terms of allocation of spend. This may indicate startups are looking to reactivate paid marketing as an acquisition channel after slashing ad spend during the pandemic.

Location Spotlight | New York City

Silicon Valley Bank partnered with Tech:NYC, a non-profit network of tech leaders, to understand the state of the Big Apple tech scene.

According to a 2020 report, New York City is now the world's second largest tech ecosystem, with over 9k startups, 100+ incubators, nearly 200 co-working spaces, and 4 of the top 15 startup studios.

Big Tech companies have doubled down on NYC real estate since the onset of the pandemic. In 2020, Amazon, Apple, and Facebook added 1.6M square feet of office space. In September 2021, Google announced the purchase of St. John's Terminal for $1.2B.

In a 2021 survey conducted by Tech:NYC and Accenture, **58%** of C-suite participants said their organization is planning to increase the number of tech hires in 2021 by as much as **20%** over 2020.

To better understand what the NYC tech scene looks like today, we evaluated NYC early-stage startups in our dataset using the following criteria:

- Industry they operate in;
- Technology type;

We then ranked which industries and technologies were the most popular.

These startups were all founded between 2019 and 2021 and have had at least one round of venture capital financing. By seeing the industries and technologies new NYC startups are targeting, we can get a better idea of where the NYC tech scene is headed.

Industry

Rank	2019	2020	2021
1	Enterprise Software	Enterprise Software	Financial / Insurance Services
2	Health / Wellness	Financial / Insurance Services	Enterprise Software
3	Financial / Insurance Services	Health / Wellness	Health / Wellness
4	Consumer Software	E-Commerce	E-Commerce
5	E-Commerce	Consumer Goods	Consumer Software
6	SaaS	Consumer Software	Saas
7	Consumer Goods	Education	Restaurant / Food / Beverage
8	Restaurant / Food / Beverage	Media / News / Entertainment	Sales / Ads / Marketing / BD
9	Sales / Ads / Marketing / BD	Restaurant / Food / Beverage	Consumer Goods
10	Biotechnology	SaaS	Media / News / Entertainment

Technology

Rank	2019	2020	2021
1	AI / ML	Financial Technology	Financial Technology
2	Financial Technology	E-Commerce	E-Commerce
3	E-Commerce	AI / ML	SaaS
4	SaaS	SaaS	Ai / ML
5	IoT	IoT	Blockchain / Crypto
6	Ag / Food Tech	Education Tech	Ag / Food Tech
7	Blockchain / Crypto	Ag / Food Tech	IoT
8	Education Tech	Social Networking	Social Networking
9	AR / VR	AR / VR	Dev Tools
10	Messaging	Blockchain / Crypto	Medical Devices

Source: Harmonic

Unsurprisingly, the data reveals that NYC is a haven for fintech startups. Recent notable fintechs to come out of NYC include Venmo, Betterment, Better.com, and Gemini—and it seems like many more are following in their footsteps.

NYC has also proven to be a favorite for businesses in the insurtech space (standouts include Lemonade and Policygenius), e-commerce startups (Wix, Glossier, Postmates), and health / wellness businesses (Cityblock Health, Zocdoc, Talkspace).

There is strong support within the city for the continued expansion of the tech ecosystem. Notable public-private partnerships include:

- CS4All. Provides training for NYC public school teachers in computer science and is led by Fred Wilson of Union Square Ventures.
- NYC EDC. Works with top-tier universities to bring tech campuses to the city, including Cornell Tech's Roosevelt Island campus, NYU's Center for Urban Science and Progress in Downtown Brooklyn, and Columbia University's Data Sciences Institute in Manhattan.
- WE Ventures. Invests in women and minority founded companies located in New York.
- Brooklyn Navy Yard. Retrofitted to support tech facilities including the New Lab tech center.

The number of successful startups to emerge from NYC in recent years, as well as the robust tech ecosystem supporting them, leads us to believe that the future of tech in NYC is bright.

About Silicon Valley Bank

Silicon Valley Bank is the leading bank in the innovation economy. For more than 35 years, SVB has helped innovators and their investors move bold ideas forward fast. Today, we provide a range of banking services to companies, investors, and individuals across all stages in innovation centers around the world. SVB supported approximately 50% of all venture capital-backed tech and life science companies in the U.S. and 68% of U.S. venture-backed IPOs in 2020.

Whether you're just getting started as a founder with an idea, raising capital on AngelList, or driving towards your exit, SVB is here to support your journey. Check out more SVB insights designed to help founders on their startup journey.

About AngelList

AngelList provides investors with the infrastructure they need to invest in world-changing startups. As of this writing, we support over $7B assets under management. In 2020, we participated in more than half of top-tier U.S. early-stage venture deals. Our data and access gives us a nearly unrivaled view into early-stage venture activity. This means we can report with more accuracy on market-wide trends within the startup ecosystem.

AngelList recently launched AngelList Stack—an all-in-one suite that allows founders to launch a fundraising-ready startup with the click of a button. Stack handles everything from incorporation and banking to cap table management and equity issuances so founders can focus on building their business. To learn more, visit our website.

About Tech:NYC

Tech:NYC is an engaged network of tech leaders working to foster a dynamic, diverse, and creative New York City. They bring together New Yorkers to support a successful technology ecosystem, attract and retain top-tier talent, and celebrate New York City and the companies that call it home. Tech:NYC mobilizes the expertise and resources of the tech sector to work with city and state government on policies that ensure New York City's innovation economy thrives.

About Harmonic

Harmonic is a startup on a mission to make innovation open to anyone, anywhere. Harmonic's data platform is used by teams like Brex, Sequoia, Index, Craft Ventures, MongoDB, Bain, and Bloomberg to discover and monitor the world's fastest-growing companies.

About the Authors

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Abe Othman is the Head of Data Science at AngelList, where he leads a small team creating the new field of quantitative venture capital. He has founded two machine-learning companies with successful exits and invested in more than a dozen seed-stage companies. He received his A.B. from Harvard in Applied Math and a Ph.D. in Computer Science from Carnegie Mellon.

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All data referenced in this material is current as of 10/1/21, unless otherwise mentioned. Data includes information that may be reported to AngelList by various third-parties. While we have no reason to doubt the authenticity of the data, we may not undertake any additional steps to verify its accuracy. Charts and graphs provided within are for informational purposes solely and should not be relied upon when making any investment decision. Past performance is not indicative of future results. The content speaks only as of the date indicated. We undertake no obligations to update them in the future.

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Investing in venture capital funds is inherently risky and illiquid. It involves a high degree of risk and is suitable only for sophisticated and qualified investors.

AngelList is an independent third party and is not affiliated with SVB Financial Group.

Methodology

An AngelList "deal" is an investment made by a Traditional or Rolling Fund, Syndicate (SPV), or Roll Up Vehicle hosted on the AngelList platform. We define “early stage” deals as deals that occur at Series A or prior. We include all deals signed in the relevant quarter, indicating a legal commitment to invest. We make no guarantee that these deals were finalized in the quarter, or ever. All deals are labeled by round and sector according to the best judgement of the deal lead, with potential oversight from the AngelList investment operations team.

Since we generally only update valuations at priced rounds, at any given three-month stretch, perhaps only 10% of companies will show a change in value. As AngelList skews towards earlier investments, we estimate that about three quarters of the companies we track are at the Seed or Series A stage

This data represents deals signed by GPs on AngelList between 7/1/21 and 9/30/21.

Markups

The “markups” charts represents what has happened to every active, “seasoned” company (“seasoned” meaning that we track an investment in the company that is at least 180 days old) over a trailing three-month window.

A seasoned startup is considered "marked up (down)" if the most recent deal tracked by AngelList into that startup increased (decreased) in value. Rates are all expressed relative to the number of startups with seasoned investments at the start of the quarter (4,920). While efforts are taken to track valuation updates and exits in a timely manner, readers should expect small changes to historical values on the plots, reflecting valuation changes or exits that occurred during the quarter but were not registered on the platform by the end of the quarter.

In both the “markups” and “activity” charts, time goes left to right, so the most recent activity is closest to the right-hand side of the plot. The top plot is a split between good events (markups and exit ups), which are in shades of yellow and are on the positive side of the top plot, and bad events (markdowns and exit downs), which are in shades of purple and are on the negative side of the top plot.

The dotted line in the top chart is the median outcome—when it’s positive, the typical startup event that we observed was positive. The bottom plot tracks activity rates overall and exit rates specifically.

Rate of Activity

Only active (not exited) startups that we have a seasoned investment into (an investment at least 180 days old at the start of the three-month period) are considered. Since we detect activity by changes in the latest price-per-share, in some cases if a startup does a "flat" round that does not change the price per share, we may not detect that activity.

Valuations

Based on summary statistics from the pre-money USD valuations of all the rounds within the interval.

Valuations are generally marked to a company's latest priced financing round, as disclosed to AngelList. While AngelList's valuation sources are believed to be reliable, AngelList does not undertake to verify the accuracy of such valuations. Companies that have not received new investments in a priced round since the last mark are held at cost or may be marked down at AngelList's discretion according to its valuation policy.

Valuations and returns do not account for liquidation preferences and other non-financial terms that may affect returns. Investments in later-stage companies may be sent to a third-party for valuation if (i) the company's estimated value is over $100M, (ii) the investment is estimated to be worth over $10M, and (iii) 24 months have passed since the last investment. Valuations presented herein are calculated as of the date disclosed and have not been audited by a third-party. Contact us for full details on our valuation methodologies.

Market Sector

Deal share by market sector was calculated by adding up the total deal count for each deal that was part of a Syndicate or Traditional Fund and was assigned a specific market sector tag at deal close. This number was then expressed as a percentage of overall deal count in 3Q21.

Share of capital deployed by market sector was calculated by adding up the total capital deployed for all deals that were part of a Syndicate or Traditional Fund and was assigned a specific market sector tag at deal close. This number was then expressed as a percentage of the total capital deployed across all sectors in 3Q21.

Funding to Female Founders

Deal share of female founders was determined by adding up all syndicated deals to startups with a female member of the founding team (as reported by the investor and verified by AngelList). This number was then expressed as a percentage of overall deal count in 3Q21.

Share of capital deployed to female founders was determined by adding up the total syndicated capital deployed to startups with a female member of the founding team (as reported by the investor and verified by AngelList). This number was then expressed as a percentage of the total capital deployed on AngelList in 3Q21.

Deals by Instrument

Deals by instrument were determined by adding up all deals completed in 3Q21 that were assigned a specific instrument tag at deal close. This number was then expressed as a percentage of overall deal count in 3Q21. Preferred investment instrument by round name was determined by adding up all deals assigned to a specific round in 3Q21 and assigned to a specific deal instrument tag at deal close. This number was then expressed as a percentage of the overall number of deals in that named round in 3Q21.

Deals by Round Name

Deals by round name was determined by adding up the total number of deals that were assigned to a specific round for 3Q21, 2Q21, 1Q21, 4Q20, and 3Q20 at deal close. This number was then expressed as a percentage of the overall deal count that took place within the measured time period.

Overall Spend

SVB analyzed transaction data for over 500 early-stage startups that were founded between 2018 and 2019 and raised under $4M.

Our analysis is based on a cohort of U.S. Based "Emerging Tech Companies" founded between 1Q18 and 3Q19. SVB analysis identifies emerging tech companies with no equity raised, or a seed stage or early-stage deal with equity less than $4M. Select sectors are consumer, enterprise, and fintech.

Consumer categories include digital media and advertising, e-commerce, health and wellness, and edtech, among others.

Enterprise categories include AI / ML, enterprise applications, cyber security, infrastructure, marketplaces, and SaaS, among others.

Fintech categories include alternative lending, banking and capital markets tech, blockchain and cryptocurrency, financial business process software, insurance tech, payments, personal finance and wealth management, and real estate.

Changes are based on overall spend calculated as a percent change quarter-over-quarter payment categories. Payroll spend is indexed quarter-over-quarter.

Payroll Spend vs. Overall Spend

Emerging tech companies broken into select sectors. Spend is aggregated by quarter, by category, as a percent of total spend per quarter. Each quarter equals 100%.

Payroll Spend by Category

Emerging tech companies broken into select sectors: fintech, enterprise, consumer. Spend is indexed by quarter, by merchant, as a percent of total spend for the period (100%).

Recruiting vs. Outsourcing

Cohort's total spend for recruiting and outsourcing vendors, as a percent of spend per quarter. Example: cohort of companies spent $1M in recruiting $100k in 1Q20 is 10%.

Spend by Vendor

Ranking of most popular vendors each quarter for emerging tech companies in select sectors: fintech, enterprise, and consumer. Data gleaned from SVB transactions.

Location Spotlight | New York City

Industry and technology tags are compiled from companies founded between 1/2019 -1/2021 in New York City that have raised at least one round of funding.