

FACTORS THAT INFLUENCE STARTUP SUCCESS

From investment to funding and from pivots and scaling. Here're exclusive startup growth stats that contribute to Startup Success.

Average new business owners every month in 2015 **530000**

AGE OF STARTUP FOUNDERS & ENTREPRENEURS

The average founding team is aged

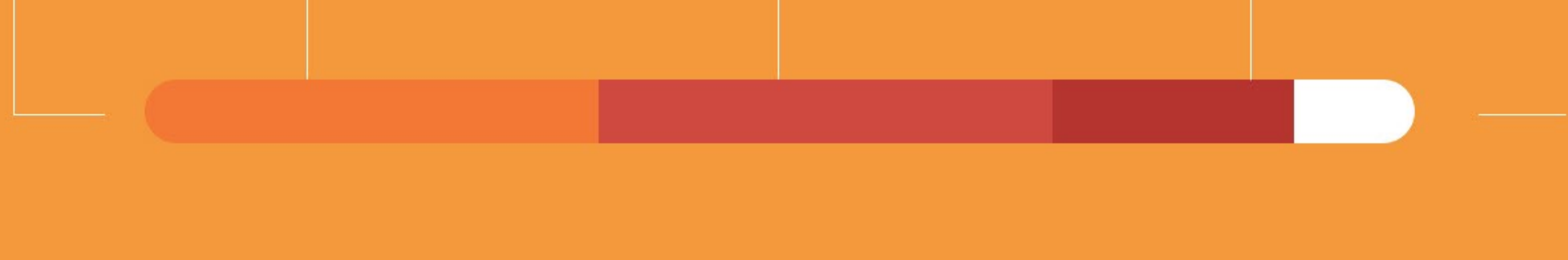
35 to **54**

Companies with an average age of

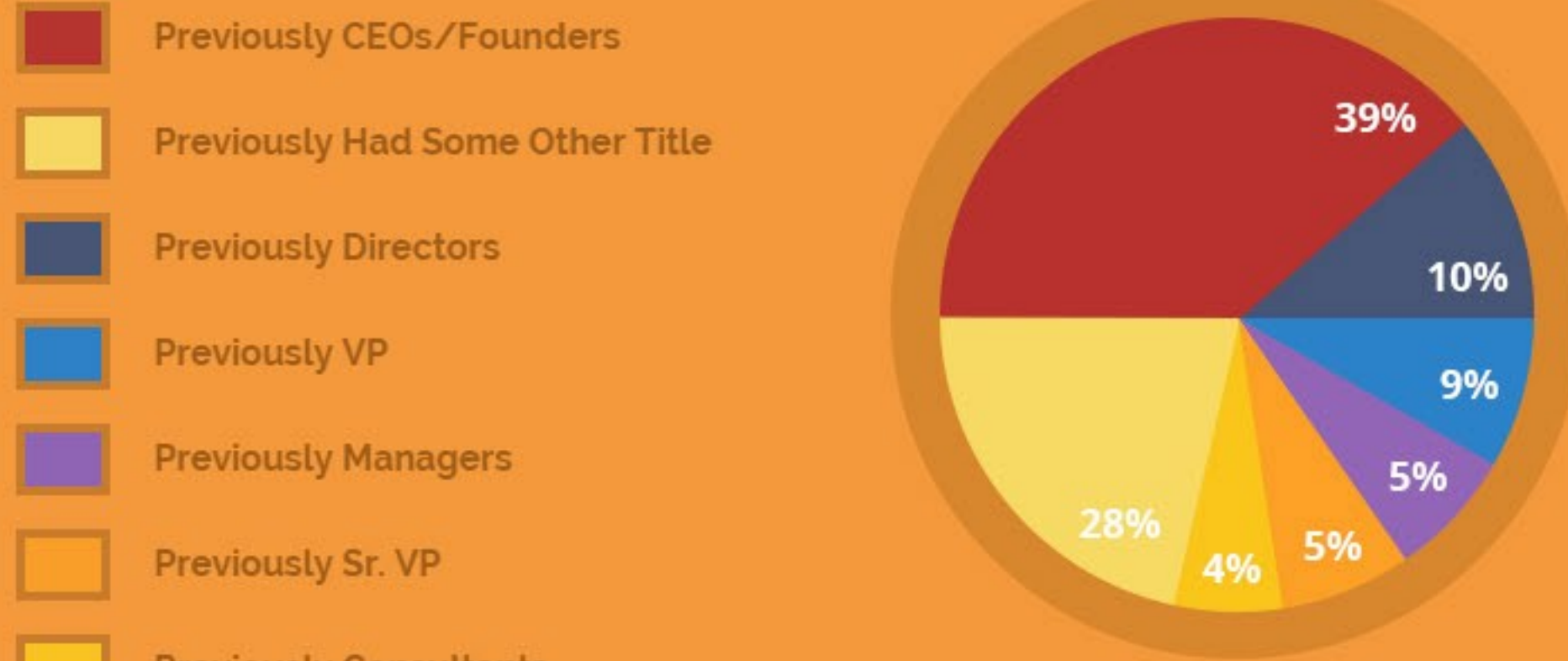
35 to **44**

Have the **highest median funding of startup founders.**

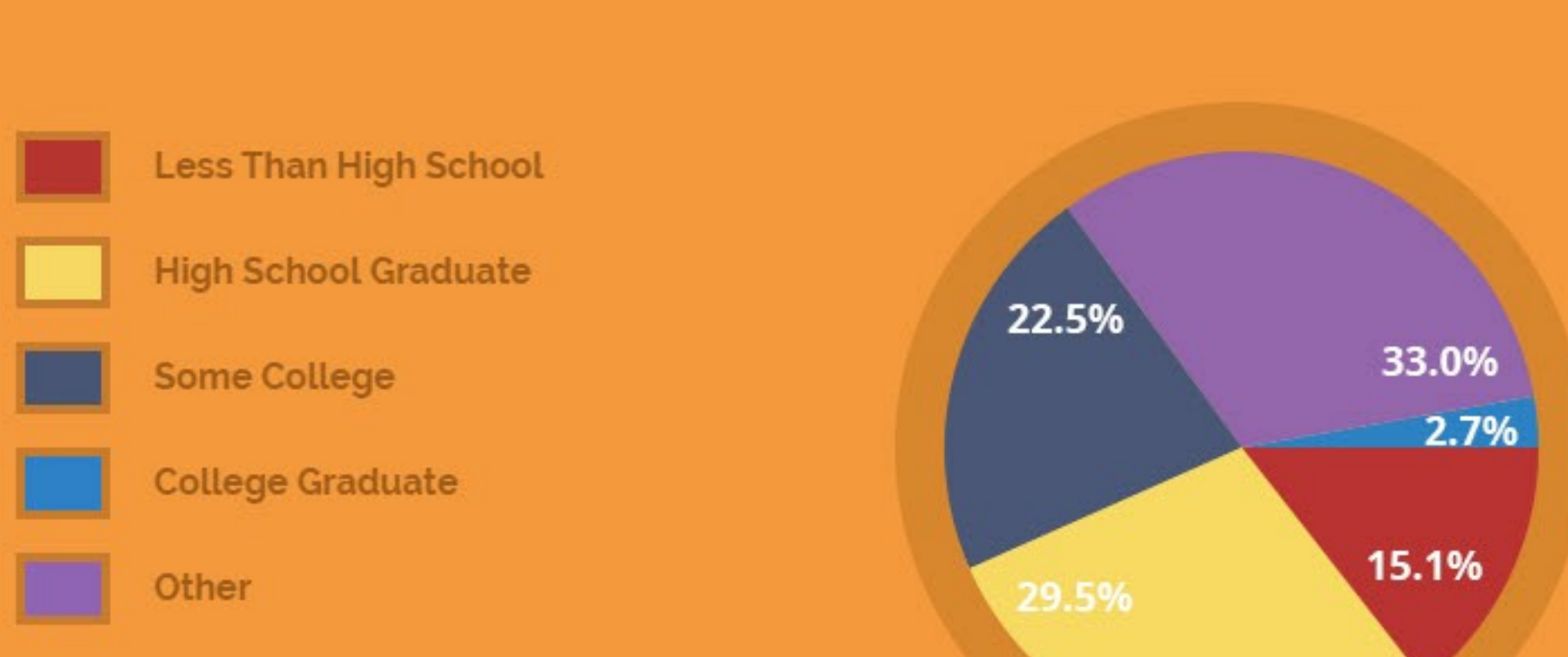
BREAKDOWN OF STARTUP FOUNDERS BY AGE:



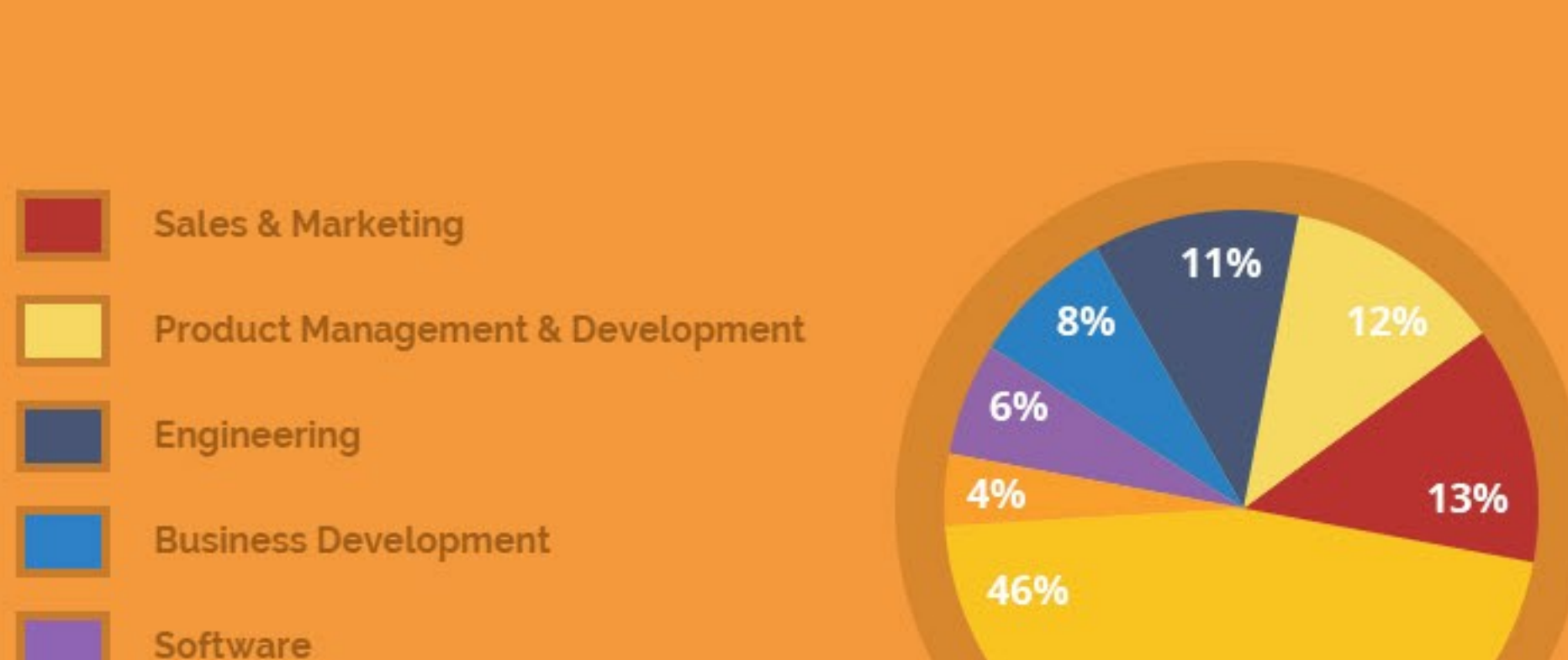
BREAKDOWN OF STARTUP FOUNDERS BY FORMER TITLE:



BREAKDOWN OF STARTUP FOUNDERS BY EDUCATION:



BREAKDOWN OF STARTUP FOUNDERS BY FORMER ROLE:



BEST CITIES TO START A BUSINESS

TOP 5 USA CITIES FOR HIGH-TECH STARTUP DENSITY



STARTUP FUNDING & INVESTORS

VENTURE CAPITAL

Total VC Investment from 2014(Q2) to 2015(Q2) (USD Billions):



Total Venture Capital Invested In 2015:

\$32.96 Billion

Total Number of Venture Capital Deals In 2015:

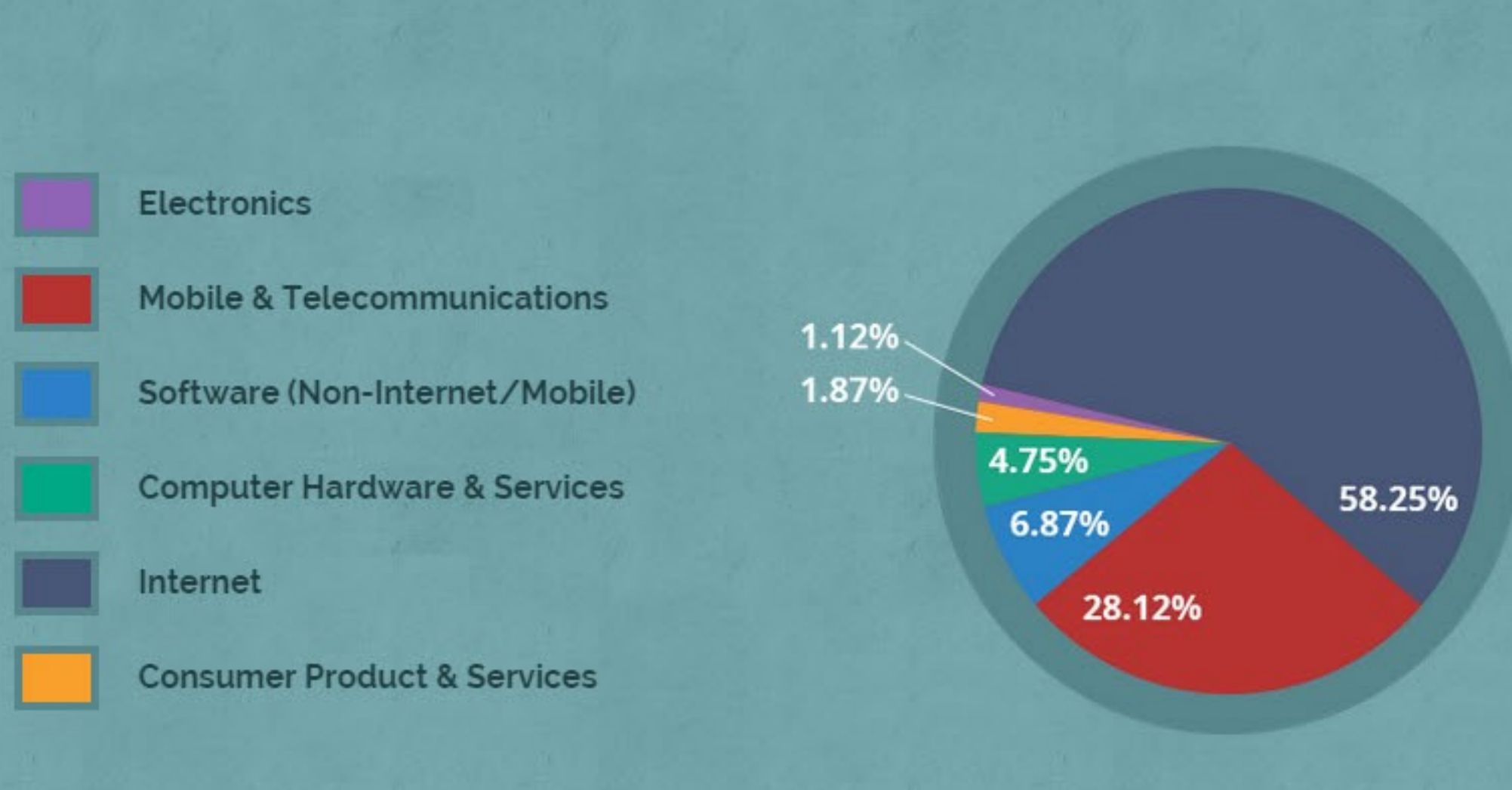
1895

Average Venture Capital Funding Amount In 2015:

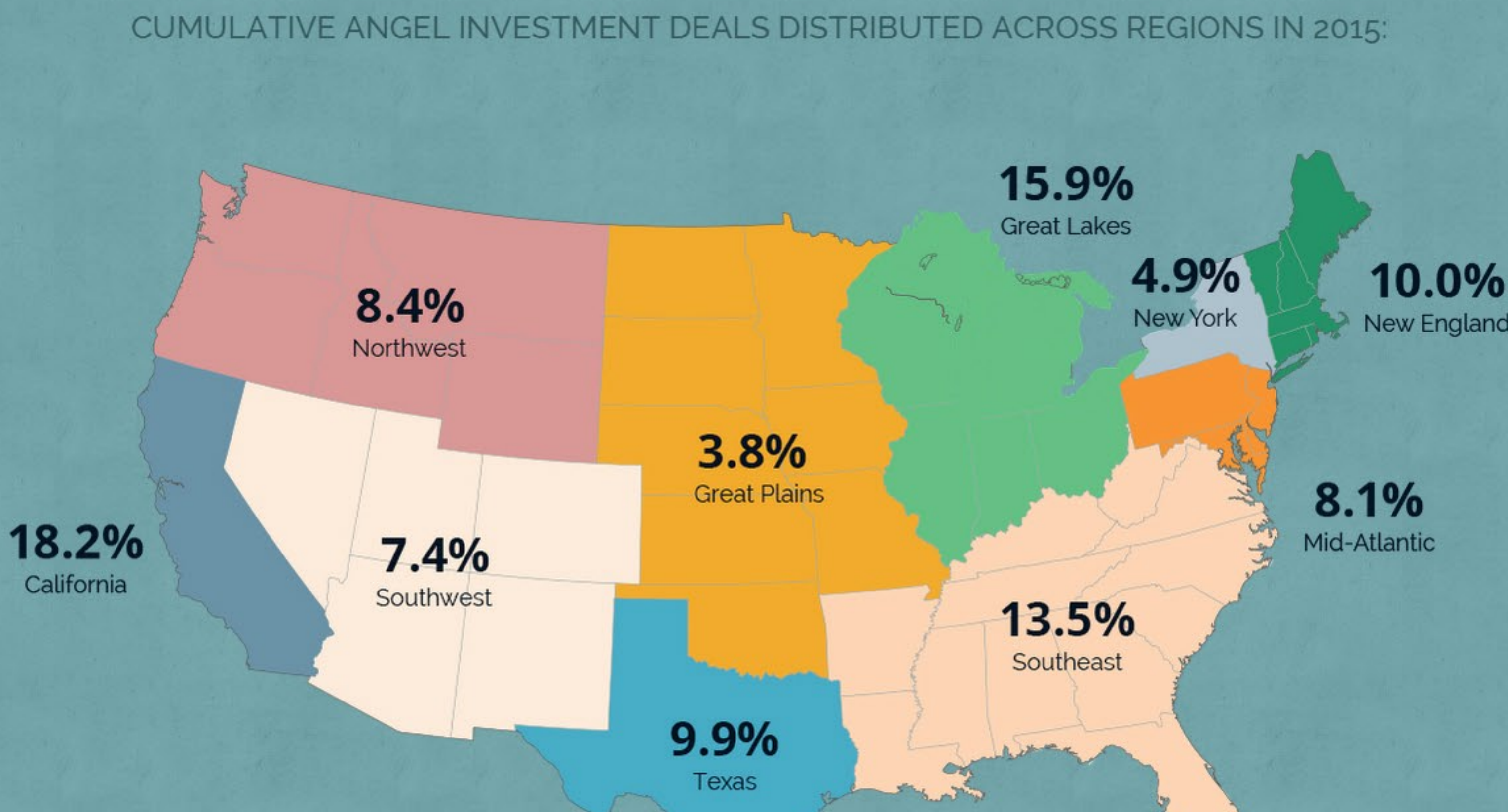
\$16.91 Million

ANGEL INVESTORS

Angel Group Investments By Sector in 2015:



CUMULATIVE ANGEL INVESTMENT DEALS DISTRIBUTED ACROSS REGIONS IN 2015:



CROWDFUNDING FOR STARTUPS

Of the **\$34 Billion** raised in 2015, **\$2.85 Billion** was donation based, **\$2.68 Billion** was reward based & **\$2.56 Billion** was equity-based.



Kickstarter is the largest crowdfunding website, with **\$320 million** pledged by **2.2 million people** in 2015

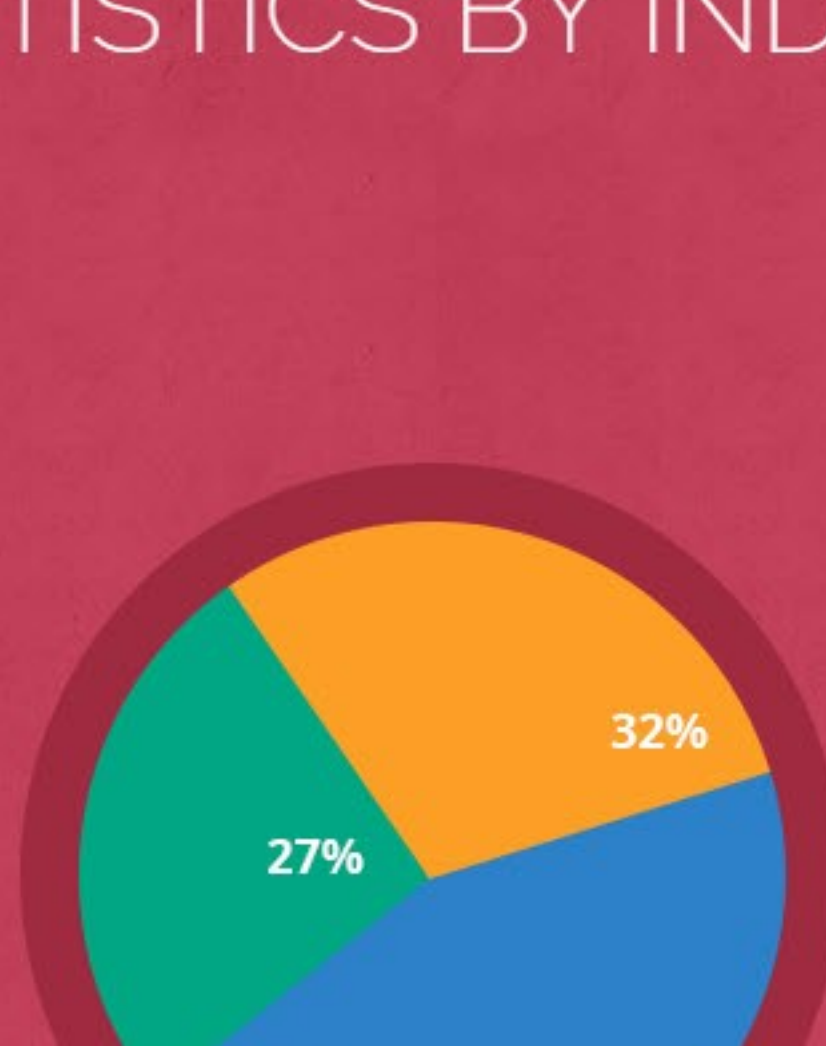
Those earning more than **\$100,000/year** are more likely to invest in startups through crowdfunding.

STARTUP SUCCESS & FAILURE STATISTICS BY INDUSTRY

Are Product-Only

Are Service-Only

Offer A Product And Service



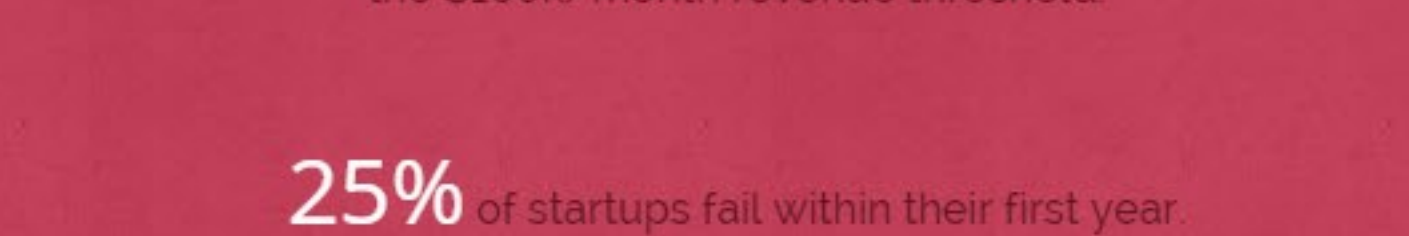
93%

of startups that scale prematurely never break the \$100k/month revenue threshold.

74%

of high-growth internet startups fail due to premature scaling.

25% of startups fail within their first year



of those remaining, 36% will fail in their second year



of those remaining, 44% will fail in their third year



of those remaining, 50% will fail in their fourth year



18%

of entrepreneurs succeed in their first venture

20%

the success rate for entrepreneurs who have failed more than once only rises to

OF ASPIRING ENTREPRENEURS:

68% believe the odds of their business succeeding are better than others in their sector

Only **5%** think their odds are worse

Sources

MARK RESEARCH PARTNERS

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CB Insights

BUSINESS INSIDER

STATISTIC BRAIN

Entrepreneur

FRANK KAUFFMAN FOUNDATION

Forbes

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