

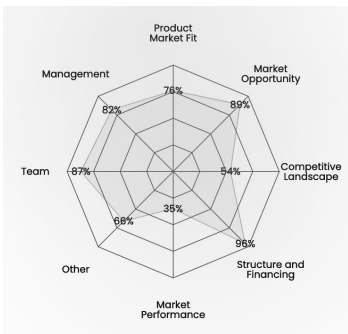


Ultimate Guide for Startups

Released July, 2022

Data, statistics and analysis on the US private market in regards to how founders are building their companies.

Guess Less. Win More.



Peachscore is the world's first credit score for startups. Our core offering to founders are:

- **Business Intelligence Report**
Receive your startup credit score and report to continuously monitor and benchmark your business.
- **Reach and Engage with Decision Makers**
Utilize your startup credit score to directly connect with large organizations to secure capital, new contracts and customers.

Insights into the market

Peachscore analyzed 50 years' worth of data from the venture capital industry to provide detailed insights into how the startup landscape changes over time and how successful founders are building their businesses.

Peachscore engine creates this report by analyzing over 900 key metrics in 14 different dimensions: Founders, Team, Product, Market Opportunity, Competitive Landscape, Legal and Financing, Market Performance, and more.

Why This Is Important and Who Accepts It?

The lack of a standard format to deliver information within the startup ecosystem has caused the majority of founders to suffer from unfair distribution of resources, long waiting times, and feeling disconnected at scale. The Peachscore system was invented to disrupt the private sector by giving early credibility to all startups. Much like how you can get financing for a car quickly using your credit score, you can get investments, partnerships, pilots, and more using Peachscore.

Currently, 60+ large institutions including Plug and Play are accepting this new Startup Credit Score as an alternative solution to engage with founders through a fast track process. We are constantly developing new partnerships with major corporations to incorporate Peachscores into their processes.



This is really a great platform. Easy to use and the risk assessment details are SUPER helpful. It clarified for me what's important for investors and what we need to get clear on before going in front of them. For what it's worth, big thumbs up from me.



Nicola Leggo
CEO at You're Now Clean

Contents

Introduction	2	Product	1	Team	3
Fact Sheet	6	Product Stages	9	Number of Co-founders	1
General Information	7	Business Model	20	Age	32
Startup Locations	8	Revenue Model	21	Relationships	33
Startup Stages	9	Region Expansion	22	Degrees	34
Companies Lifetime	10	Barriers of Entry	23	Entrepreneurship History	35
Founder's Exit Strategy	11	Trademark	24	Team Size	37
Structure and Financing	12	Patent	25	Employment Status	38
Entity Type	13	Market	26	Job titles	39
Option Pool Size	14	Industry Sectors Ranking	7	Female Industry Sectors	40
Board Seats	15	Sub-sector and Tags	28	Field of Studies	41
Capital Raised	16	Universities	29		42
Runway	17		30	Startup Credit Score	4
Post Money Capitalization	18			The End	4
					5

What you need to know about tech founders in 2022

6.0%

Venture backed startups

Approximately 6% of startups in the United States are venture backed. 0.4% of the startup ecosystem is accepted into accelerator and incubator programs every year.

24.9%

Of founders are STEM class

Approximately 24.9% of the founders have Science, Technology, Engineering, and Mathematical educational backgrounds.

15%

Previously worked for top corporations

The Peachscore data indicates 15% of founders previously worked at Fortune 2000 corporations. Also, the analysis reveals 25.9% of founders graduated from the top 500 universities.

\$7.4%

Seasoned advisory board

Only 7.4% of early stage companies benefit from a savvy and seasoned advisory team. The advisors within these companies received on avg. 0.1% to 2% equity in the company with 15% vesting schedule.

2.1%

Government Grants

2.1% of startups receive grants in pre-seed and seed stages from government agencies and non-profit organizations. Biotech companies are among of most successful sectors that are able to secure grants.



General Info

2022



Startup Locations

Peachscore engine indicates the United States still holds the largest startup ecosystem in the world. Also, China, the United Kingdom, India and Canada are among the top locations founders are building their companies.

Israel, Spain, Singapore, Nigeria, and Netherland startup ecosystems are also growing very fast.



US
59%

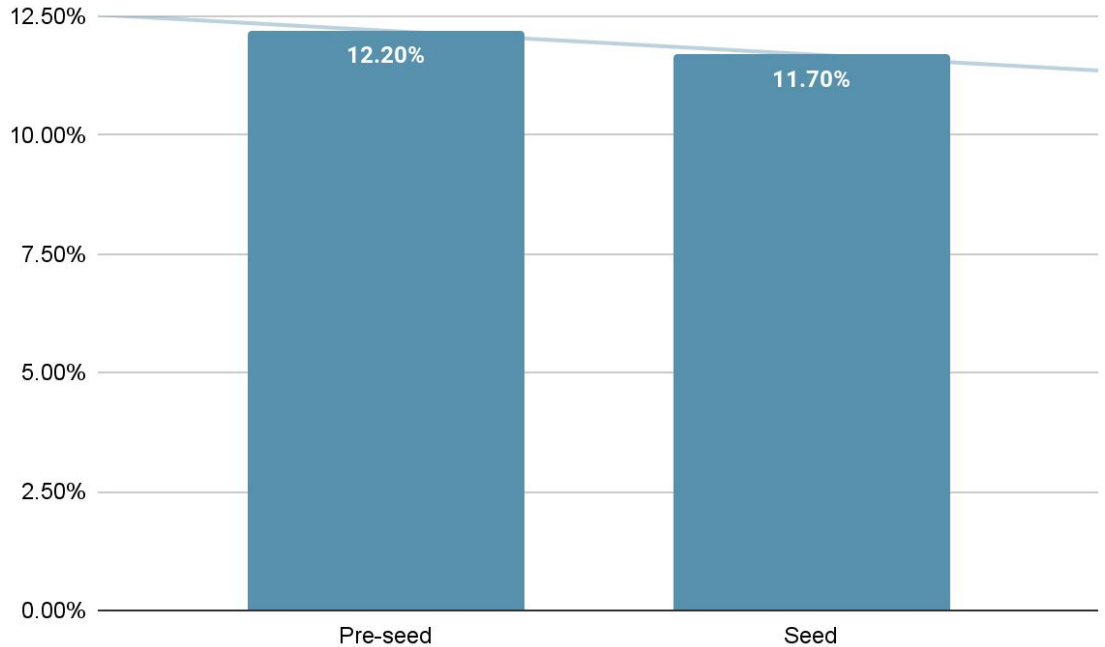


Structure and Financing

2022

Option Pool Size

The average option pool size in Pre-Seed companies is 12.2% and in Seed stage is 11.7%.

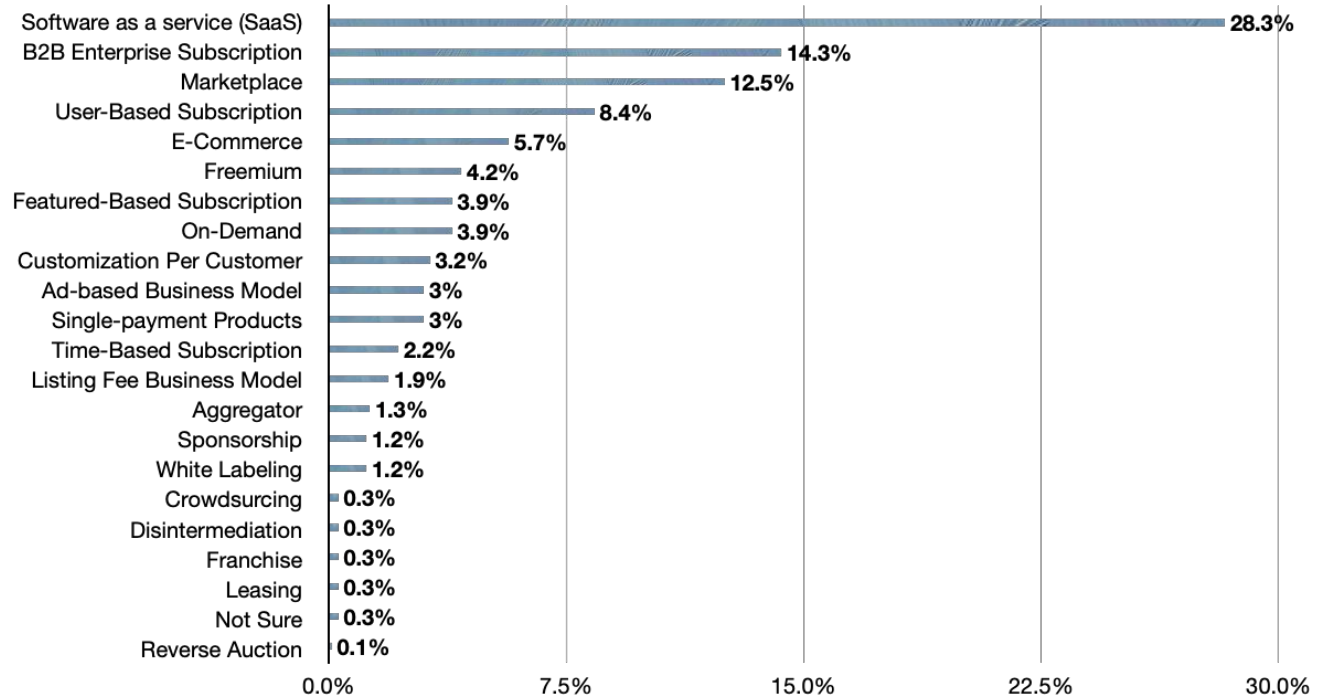


Product

2022

Revenue Model

The most popular revenue model is SaaS, followed by B2B Enterprise Subscription, Marketplace, User-Based Subscription, and E-Commerce.

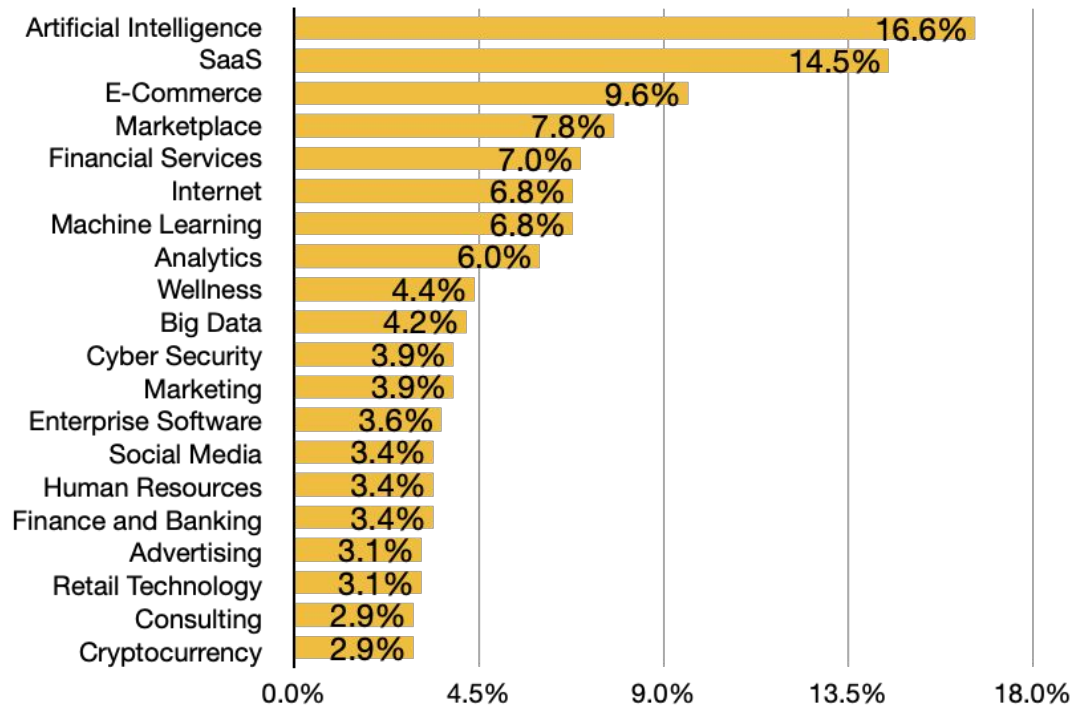


Market

2022

Most Popular Tags Used by Founders

Most popular tag selected
by founders for their
products are AI.



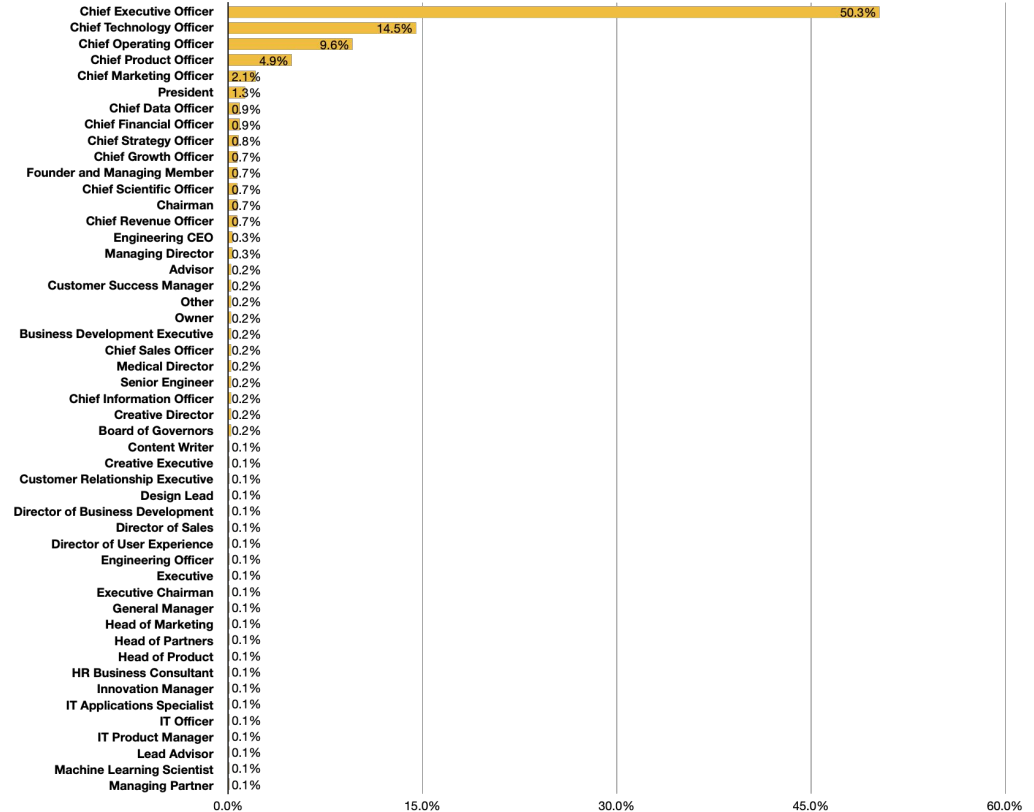
Team



2022

Startups Job Titles

CEO, CTO, COO, CPO, and CMO are the most selected titles in early-stage companies based on the analysis that Peachscore has done on successful companies that raised capital.





The END

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