



# Ultimate Guide for Startups

Released August, 2022

Data, statistics and analysis on the startup ecosystem in regards to how founders are building their companies.

# Insights Into the Startup Ecosystem

Peachscore analyzed decades 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's 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.

# The Oscars for Startups



Peachscore will host the first ever startup award inspired by The Oscars in Downtown Los Angeles largest rooftop in California in March 2023.

All startups on Peachscore have chance to pre-qualify as a nominees by Jan 20th, 2023 and a group of judges from the press, VC firms, large corporations and hollywood tech actors will select the winner in each category.

This event is invite only - nominees will receive 2 complimentary tickets to the event and the winners will receive cash prize and the Peachscore award on stage. Each winner will have 10 min on stage to share his/her life story and vision with the audience.

You can read more:

<https://peachscore.com/startup-award/>



**“Back in 2021 I was in New York and I started my company as an entrepreneur with very limited resources. As a first time entrepreneur I always followed the biggest startups success stories, however, I had no idea where to start myself or how to build my company like the people in SV do. Peachscore opened my eyes to the reality of the startup ecosystem and helped me learn what it takes to succeed within it. Today, I have another co-founder, generated 300k+ revenue, and successfully opened multiple stores. Also I’ve received \$180k investment commitment from Peachscore investors and connected to WilmareHale which is known as one of the most reputable law firms in Palo Alto to help me establish my company as a C Corp Delaware. They granted us \$25k advanced credits for legal work and it was a huge save for a company at our size. Big thumbs up for Peachscore from me and how they changed my live and experience as an entrepreneur.”**



**Nicola Leggo**  
CEO at You’re Now Clean

# Contents

<b>Introduction</b>	<b>2</b>	<b>Market</b>	<b>20</b>	<b>Female Founders</b>	<b>3</b>
<b>Fact Sheet</b>	<b>8</b>	Less Active Industries	21	US Regional Breakdown	<b>1</b>
<b>General Information</b>	<b>9</b>	Retail Industry Sectors	22	Age Breakdown	32
Startup Growth in Africa	10	Retail Sector Relationship with Other Industries	23	Business Type Breakdown	33
Startup Growth in Europe	11	Transportation AI Simulation	24	Revenue Model Breakdown	34
Startup Growth in Asia	12	Top Industries for SaaS	25	Business Model Breakdown	35
Startup Growth in Middle East	13	Blockchain Sector	26	Most Active Industries	36
Founders Age 20-29 Top Industries	14	Relationship with Other Industries		For Female Founders	37
Founders Age 30-39 Top Industries	15	Blockchain AI Simulation	27	<b>Startup Credit Score</b>	<b>3</b>
Founders Age 40-49 Top Industries	16	Popular Industry Sectors in UK	28	Risk Classes	<b>8</b>
Founders Age 50-59 Top Industries	17	Popular Industry Sectors in India	29	Score Breakdown	39
Founders Age 60+ Top Industries	18	Popular Industry Sectors in Canada	30		40
Top Positions at Tech Startups	19			<b>Conclusion</b>	
				Disclaimer	41
				Contact Information	42

## What you need to know about startups in August

**6.0%**

**of female founders are CEO**

Approximately 6% of startups have a female founder who is also CEO in the company.

**20%**

**of startups have at least 1 female co-founder**

The Peachscore data indicates 20% of early-stage companies have min of one female co-founders.

**42%**

**International expansion**

The Peachscore data indicates 42% of founders believe their products can expand internationally.

**89%**

**Founders relationship**

89% of co-founders know each other more than 2 years and ~5% have been in relationship between 6 months and 2 year and only ~1% started a company together with less than 6 months prior relationship.

**44.5%**

**Bachelor Degree**

Data indicates that 44.4% of co-founders at tech startups hold bachelor degrees. Also, over 54.5% of team members at early-stage companies have bachelor degrees.



# General Info

2022

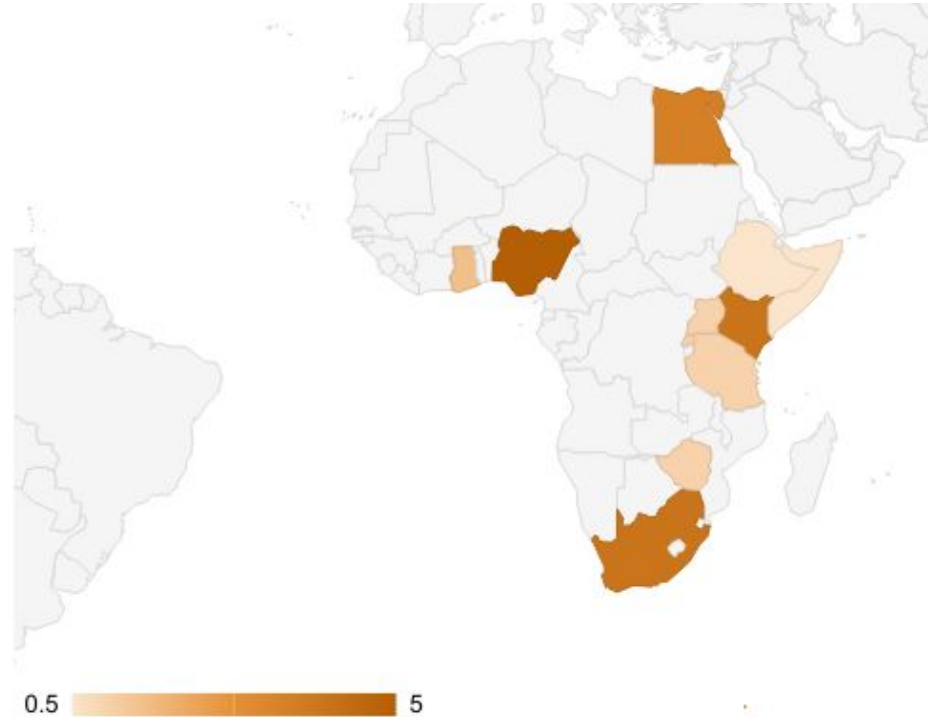




## Which Countries in Africa have more Startups?

- Nigeria
- Kenya
- Egypt
- South Africa
- Ghana
- Ethiopia
- Somalia
- Uganda
- Rwanda
- Tanzania
- Zimbabwe

Data reveals Egypt had a spike on opening a new startups in the region.

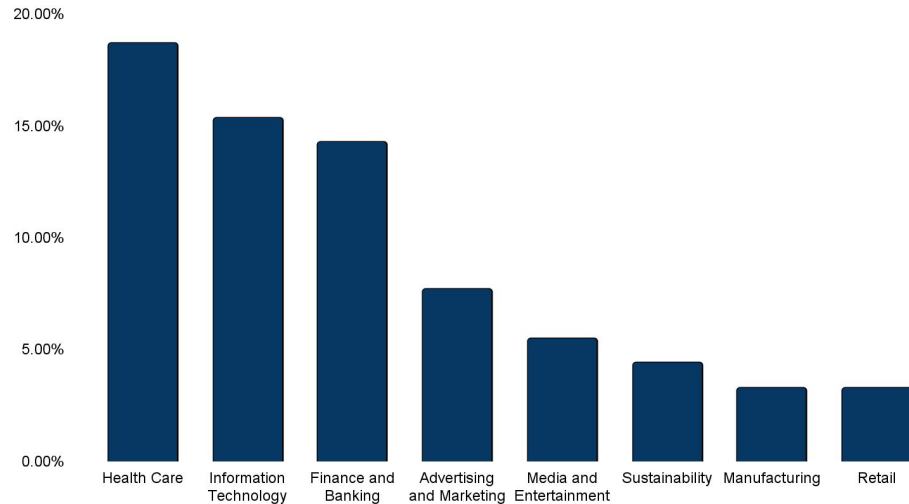


## Co-founders Age Groups and Their Top Industry Focus Areas

Data indicates that many co-founders between ages 50-59 have strong focus in health care, IT, Fintech, Media, advertising and marketing solutions.

Comparing different age ranges also indicates that sustainability and manufacturing industries have many interests among this age group.

Age Group 50-59

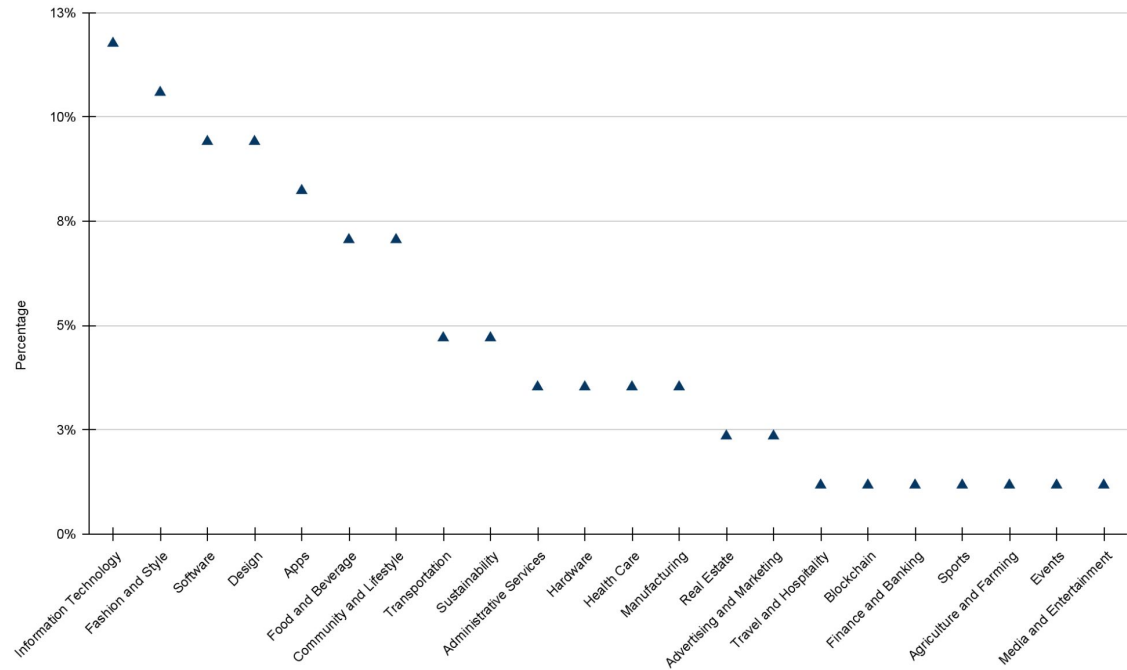


# Market

2022

# Retail Sector Relationship with Other Major Industries

Data from early-stage companies reveals that information technology, fashion & style, software and design industry sectors have the most impact on the retail industry. Also, the normalized and aggregated results in August indicates that a large group of tech entrepreneurs currently focuses on fashion & style, design, food & beverage, community & lifestyle, supply & chain, sustainability innovations that directly impact the retail industry sector.

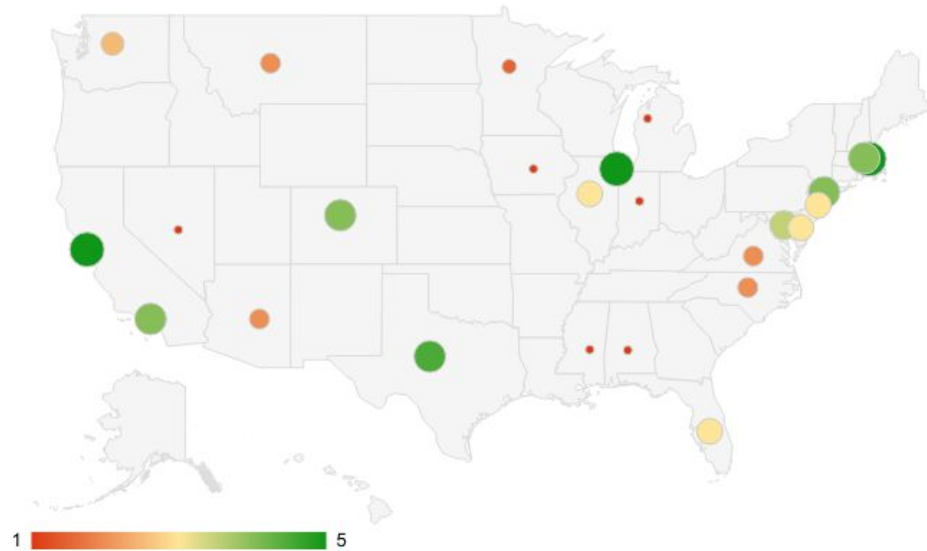




# Female Founders

2022

# US Regions with the Highest Ratio of Female Entrepreneurs

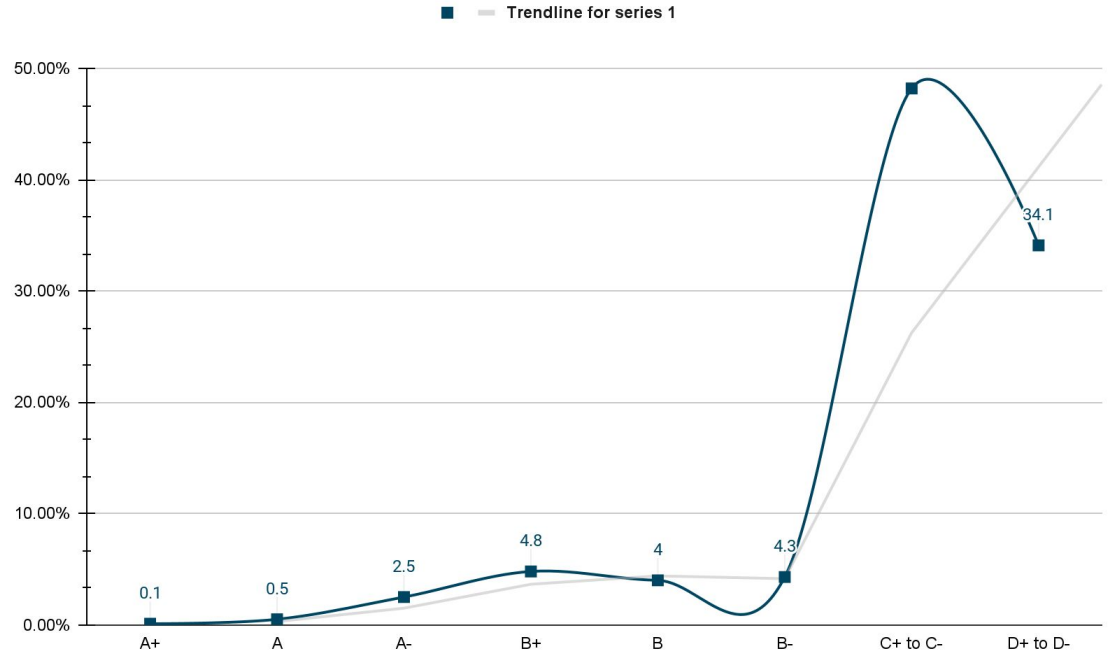




# Startup Credit Score

2022 - Grades

# Score Breakdown





## **Disclaimer:**

The statistics presented in the report are primarily based on the current startup data available to Peachscore. Our dataset may not be a full representative of the entire startup ecosystem. This report is for informational purposes only. Relying on the material or information in this report as a basis for making any business, legal or any other decisions is not recommended. Peachscore is not responsible for any decisions or actions on the basis of this report.

## Contact Info:

---

### Address:

1010 Wilshire Blvd, Los  
Angeles, CA 900917

### Customer Support:

[support@peachscore.com](mailto:support@peachscore.com)

### More information

[info@peachscore.com](mailto:info@peachscore.com)

# Thank You

Powered by Peachscore