



Ultimate Guide for Startups

Released September, 2022

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

Vol.3



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 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 prizes 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/>

Peachscore Platinum



Peachscore has recently launched a new program that secures startups meetings with ideal investors and strategic connections.

Through our new “Platinum” program startups that are accepted into our cohorts are guaranteed 5 investor meetings and given premium access to the Peachscore platform to learn how to improve their business’ chances of fundraising.

If you are currently raising and booking investor meetings is a priority for you, [apply here](#) for consideration.



Peachscore helps you to get into the specifics to improve your business instead of guessing what you need to do. It will guide you to be ready for a perfect pitch and take specific steps to close a deal.

- Christian Peverelli
Co-Founder of WeAreNoCode

My experience on Peachscore and with your team has been fantastic. I think you have a great product, I love the interface, and I'm excited to see your company grow into the next unicorn.

- Dalton Skach
CEO & Founder of Golden Gate

Peachscore was an awesome exercise for getting us ready for Investor introductions and conversations. Once we got our Peachscore to a solid level, we made strategic connections to great investors.

- Casey Binkley
CEO & Founder of Movia

It's great! All the info I've been working in many different formats and versions, standardized and stored in one single platform.

- Jaime Sacristan
CEO & Founder of Wifly Mobility

The most comprehensive risk and evaluation tool for startups and investors alike.

- Rian Van Der Walt
CEO of Reson18

Peachscore helped me uncover insights into my business that are valuable as a founder. The tool is also useful for streamlining our company's progress into an easy-to-read report.

- Patrick Utz
CEO & Co-Founder of Abstract

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Team and Product Section					

What you need to know about startups in September 2022

35%

of the startups have at least 1 pivot

Peachscore's data indicates that startups obtain their pivots 19 months on average after their company has been established.

30%

Granted Perks worth more than \$10K

30% of startups has recorded they have secured more than \$10K worth of perks and free credits from the service providers.

54%

Startups with Lawyers

54% of the startups on Peachscore has listed they have lawyers that represent their company. 12% of the lawyers are from top law firms.

66%

Startups with Advisors

Data indicates that 66% of the startups benefit from advisors in their companies.



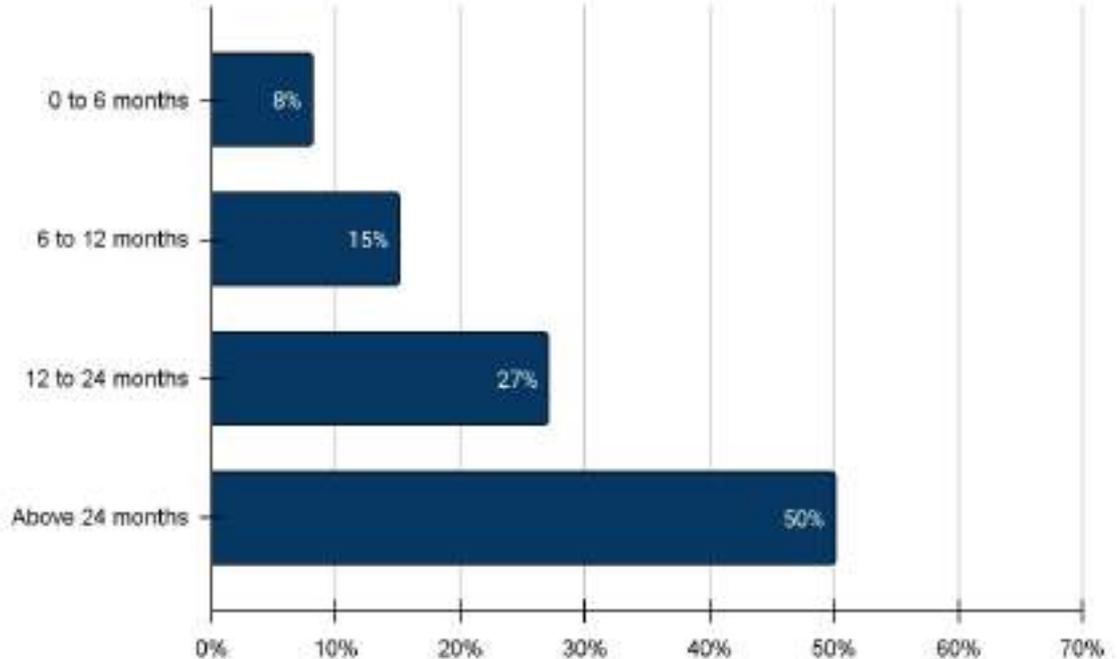
General Info

2022



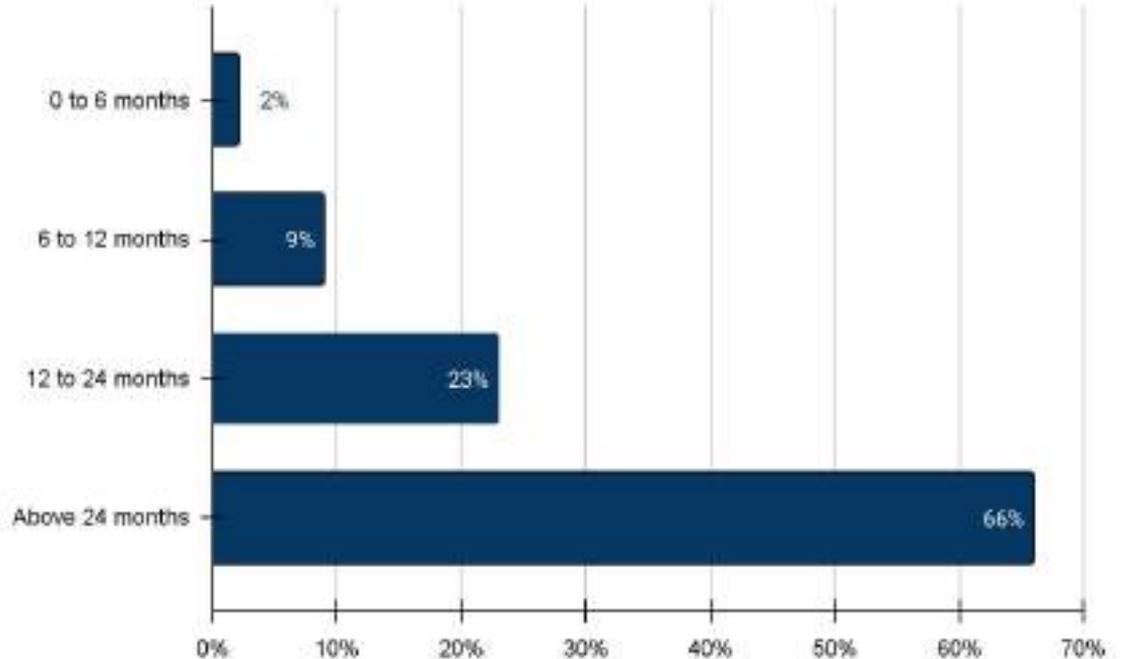
Startup's Lifetime (Pre-seed)

Data reveals that over 50% of companies in the pre-seed stage have to be around for more than 24 months before they can secure seed funding.



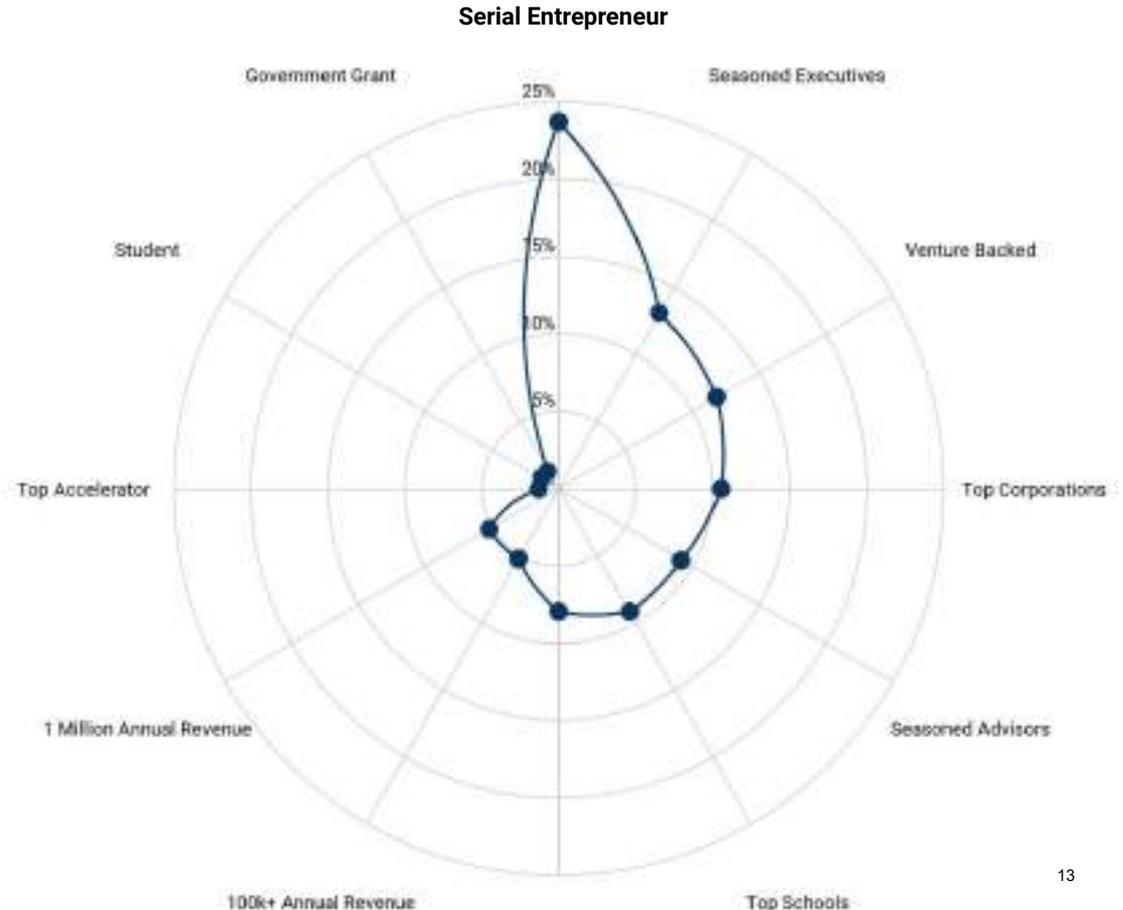
Startup's Lifetime (Seed Round)

Data indicates only 11% of companies were able to graduate into seed stage within the first 12 months of their company's lifetime.



Structure & Financing Section Correlation With Startup's Spotlights

Data indicates the early-stage companies that were able to get a much higher rating on the company structure & financing section had previous entrepreneurship experience. We can add other notable characteristics of these companies including management skills and the benefit of having savvy advisors.



Global and Emerging Startup Hubs

70% of the startup founders on Peachscore are inside or approximately within 75 miles of 152 emerging or global startups cities and hubs.



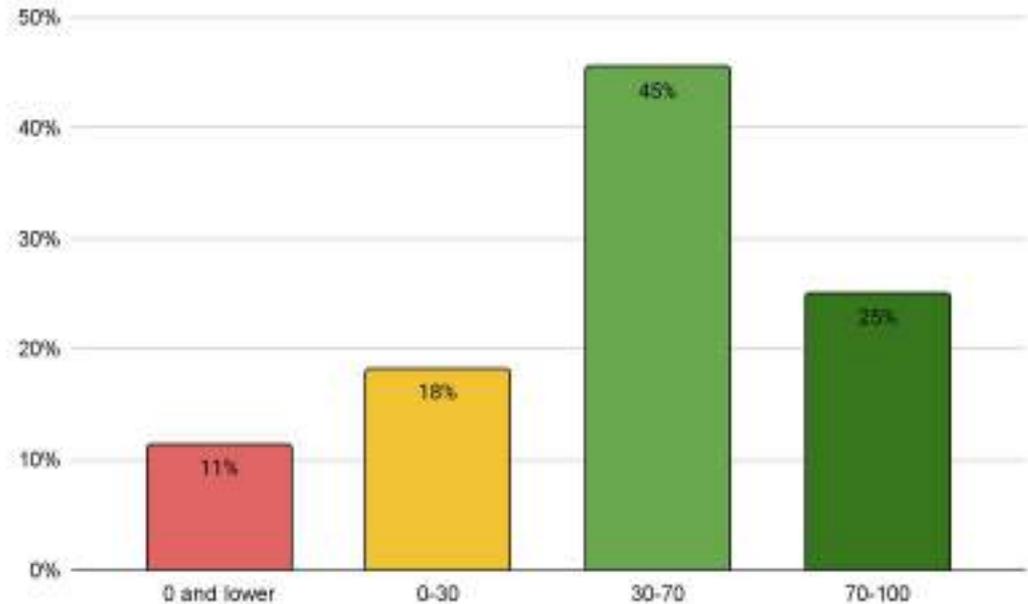
Market

2022

NPS Surveys

Startups with B2B Business Model

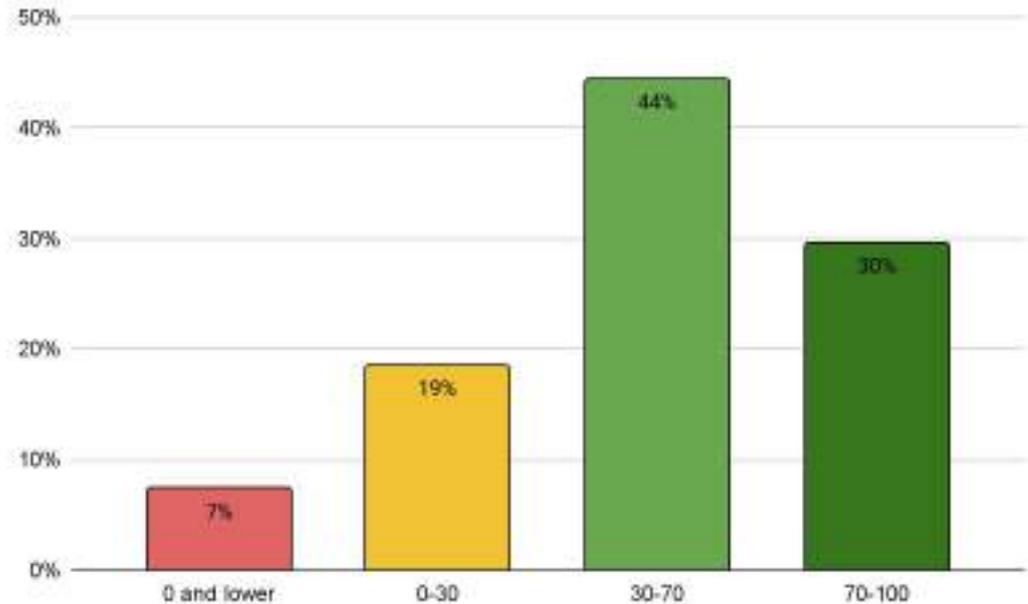
NPS Survey of startups
with B2B Business Models



NPS Surveys

Startups with SaaS Revenue Model

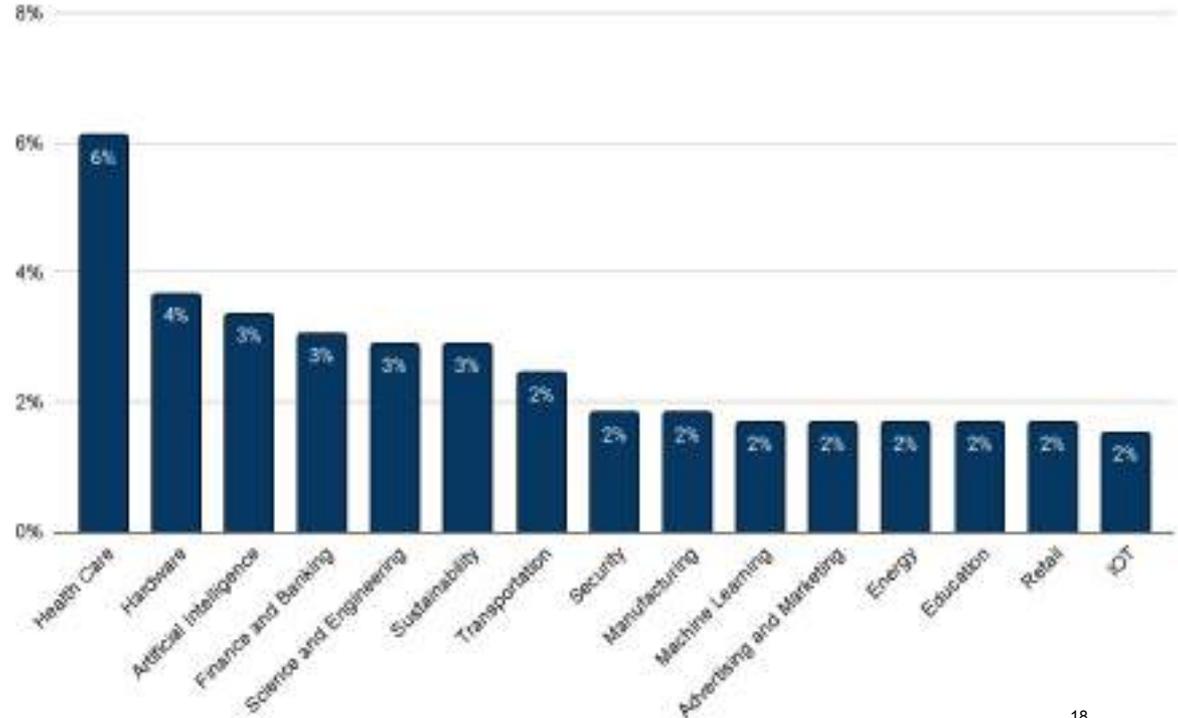
NPS Survey of startups with SaaS or B2B Enterprise revenue models.



Top Industry Sectors with the Most Registered Patents

The industry sectors with the most number of registered patents are:

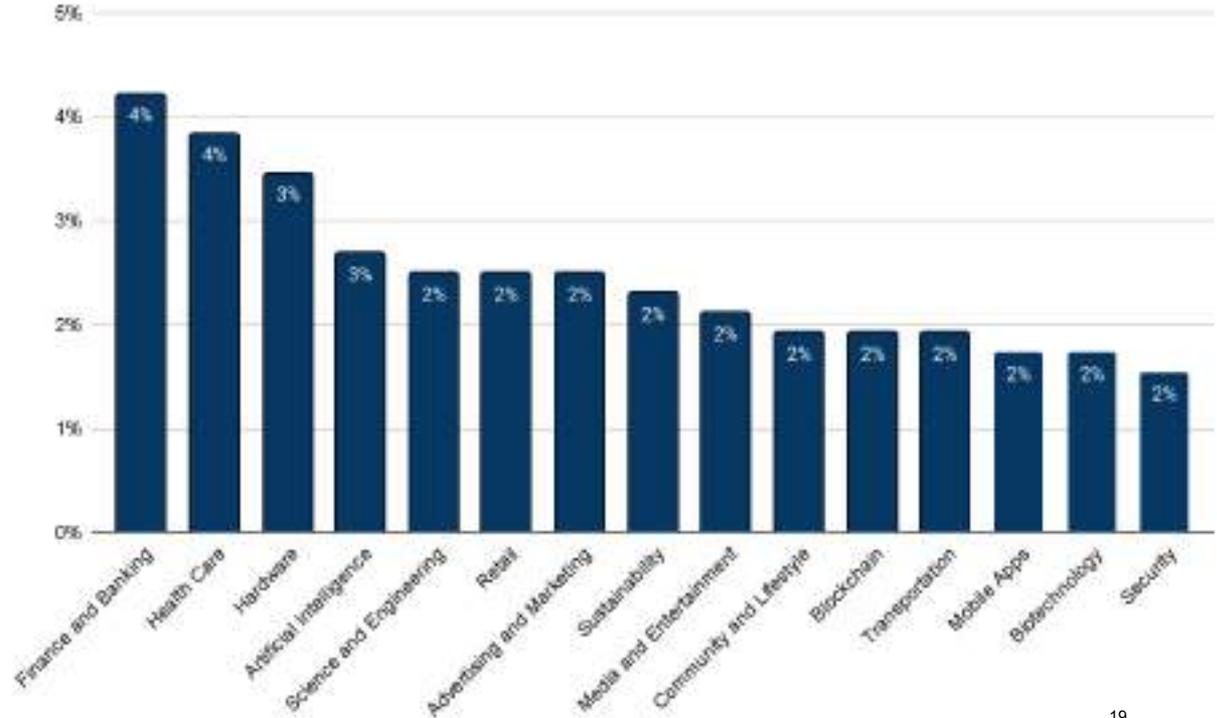
- Health Care
- Hardware
- Artificial Intelligence



Top Industry Sectors with the Most Registered Trademarks

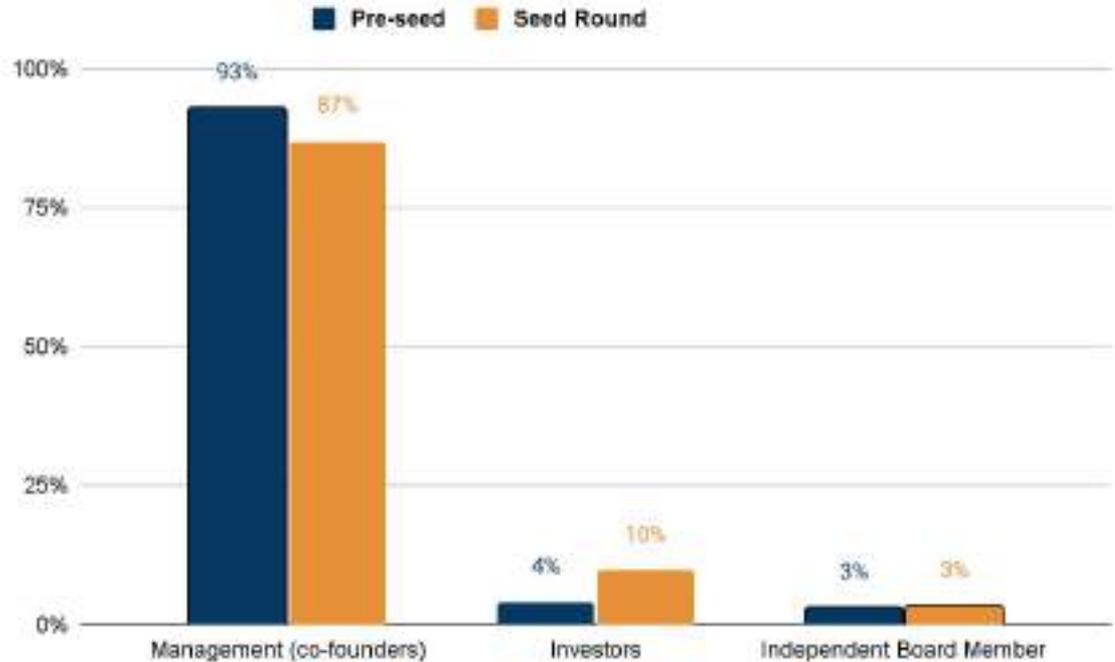
The industry sectors with the most number of registered trademarks are:

- Finance and Banking
- Health Care
- Hardware



Board of Directors Composition In Early-stage Companies

Peachscore's data indicates that the majority of startups that raised below \$500k still make up the majority of the company board of directors. The ratio in ventured back companies is completely different.

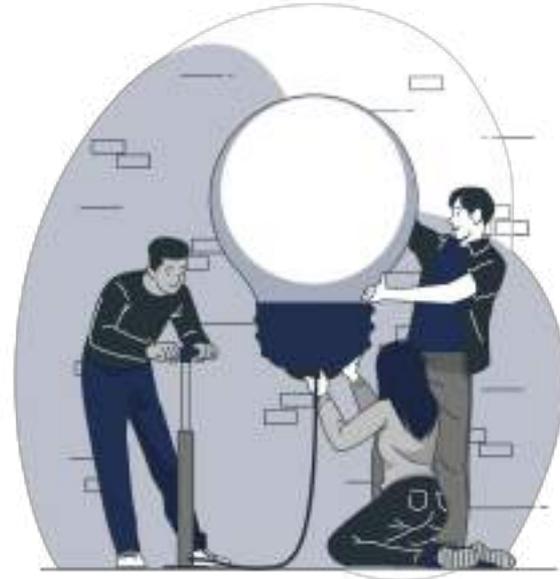


Correlation Between Founding Team Strength With Legal and Structure of the Company

Peachscore's engine analysis indicates that startups that received above 70% grade on Structure & Financing section also have higher score on Founder section with an average of **76%**.

First-time
Entrepreneurs

56%



Correlation Between the Product Maturity With Legal and Structure of the Company

Peachscore's engine analysis indicates that startups that received above 70% grade on Structure & Financing section also have higher score on Product maturity level with an average of **65%**.

Product Stage:
Post-revenue

31%





Competitors

2022

Startup's Competitors Size

Peachscore's data indicates that founders believe 32% of their competitors are small sized, followed by medium sized at 27% and large at 41%.

Small

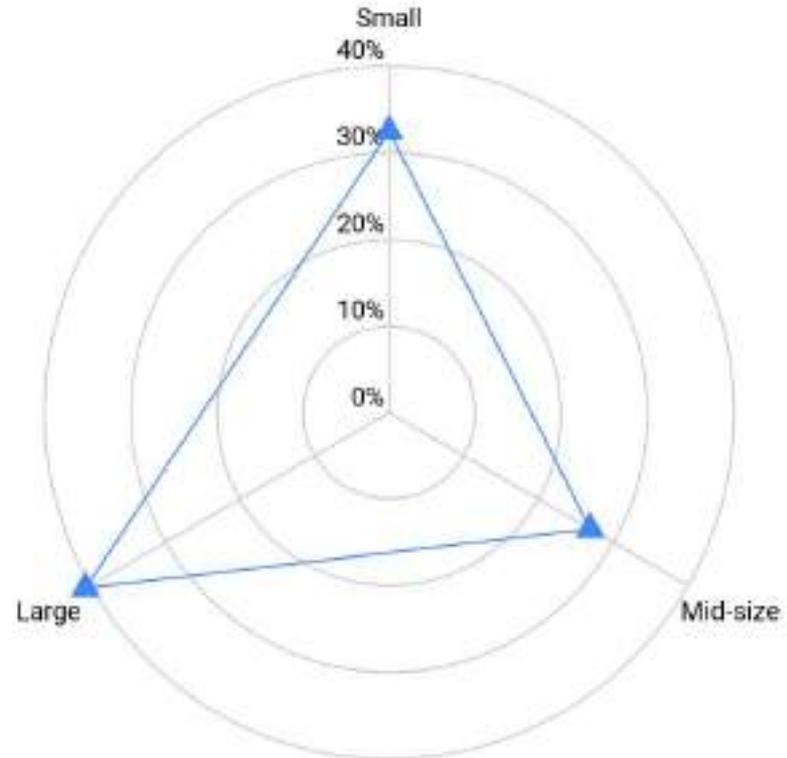
60% Direct and 40% indirect

Mid-size

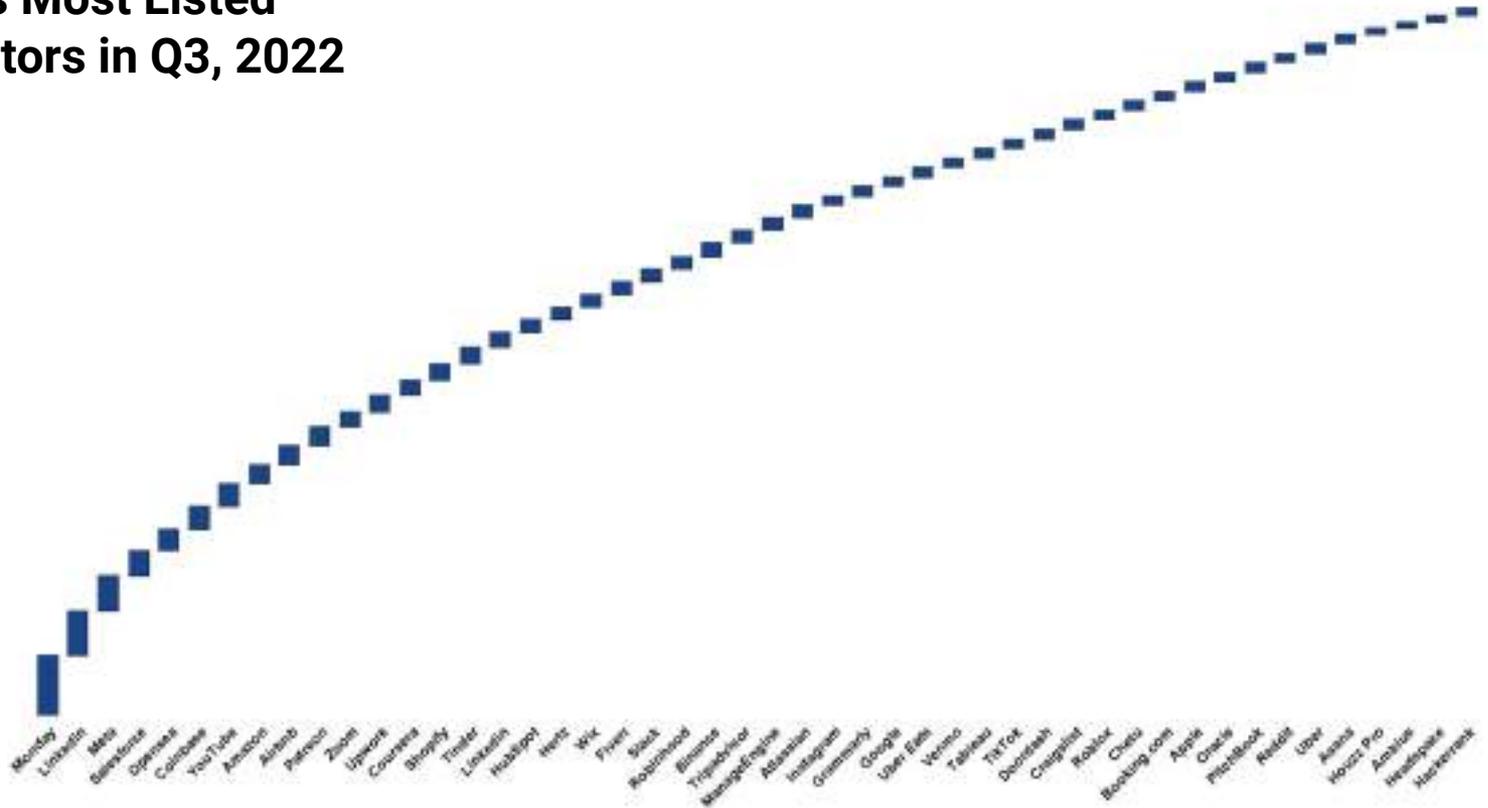
54% Direct and 46% indirect

Large

36% Direct and 64% Indirect

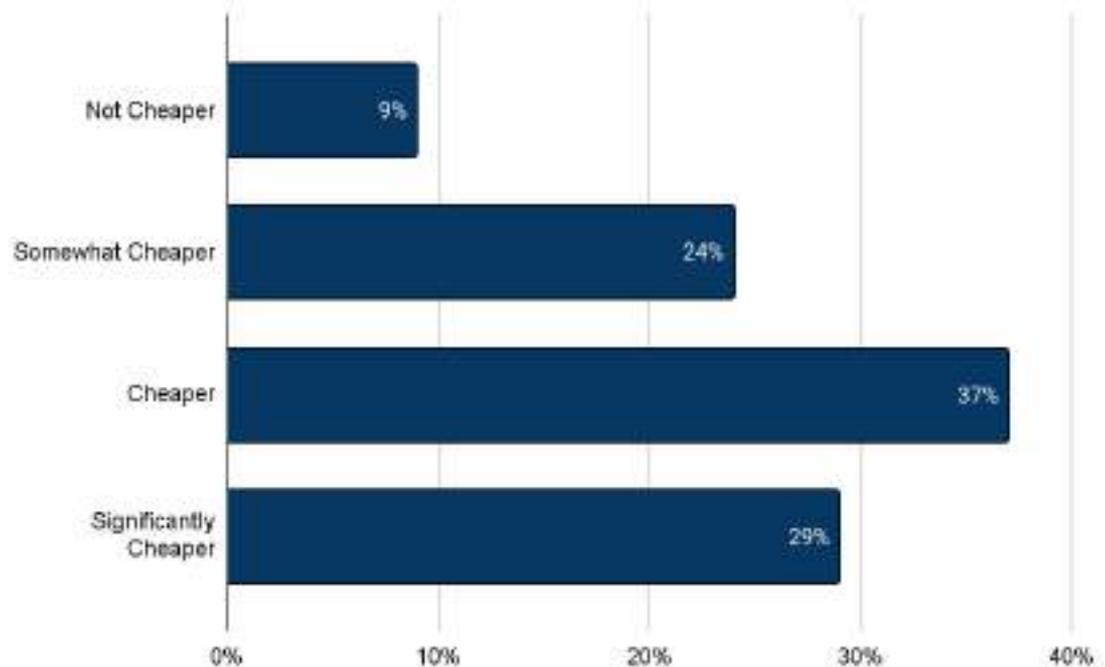


Startup's Most Listed Competitors in Q3, 2022



Competitive Price

33% of early-stage companies believe their products are not cheaper than their competitors. Data reveals the same group assuming on average their products are 81% more efficient and 74% have better technology.



Greater Efficiency

56% of founders believe their products (scale 0-10) is significantly better than the existing competitors in the market.

0-2

Not More Efficient : 1%

3-5

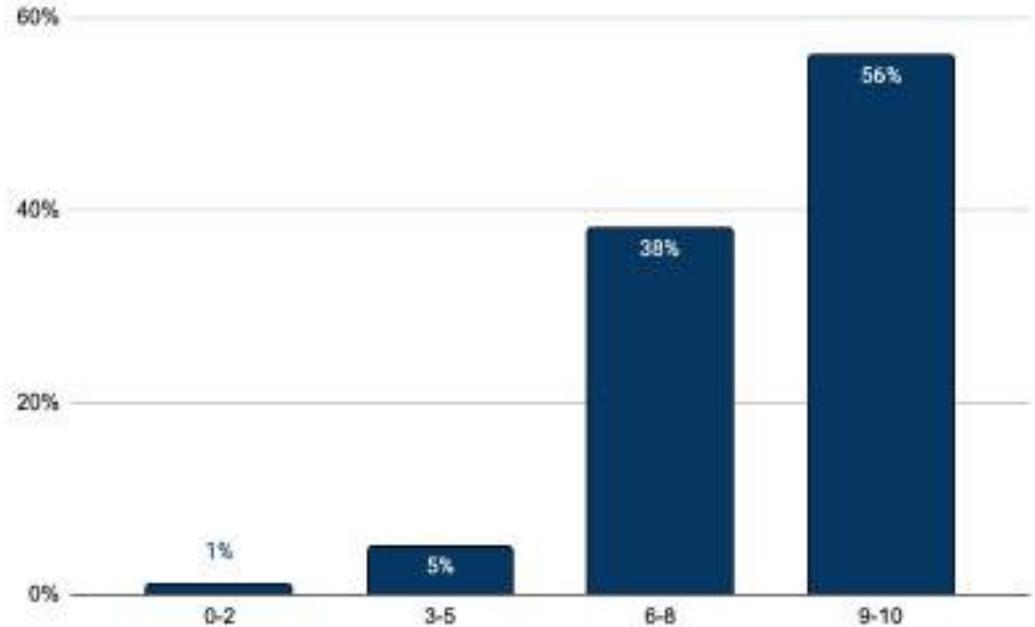
Somewhat More Efficient: 5%

6-8

More Efficient: 38%

9-10

Significantly More Efficient: 56%



Better Technology Stack

54% of founders believe their products (scale 0-10) is significantly better than the existing competition in the market.

0-2

Not Better: 8%

3-5

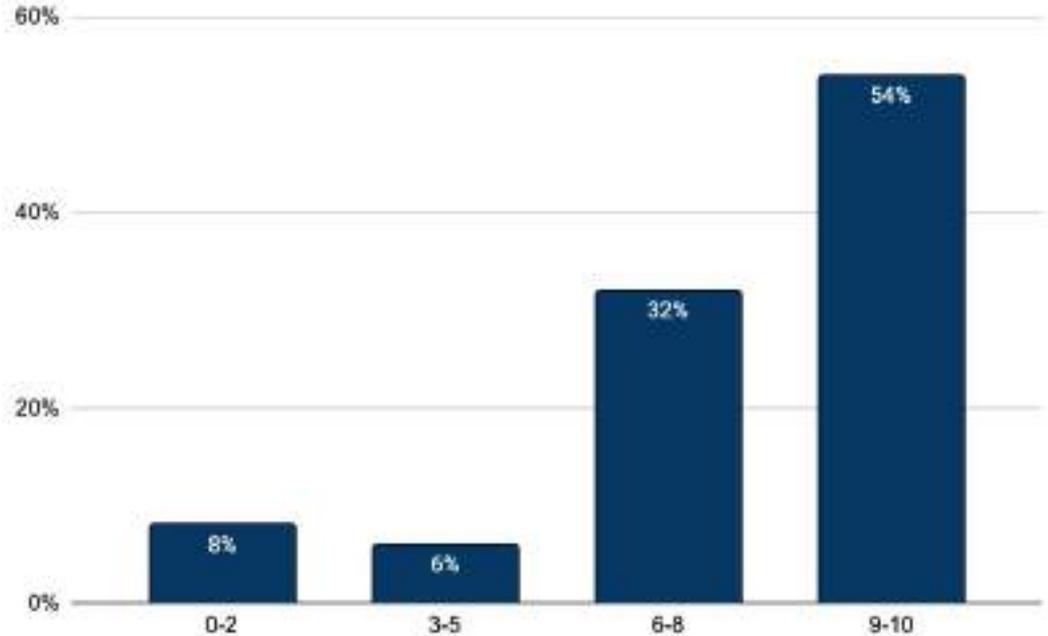
Somewhat Better: 6%

6-8

Better: 32%

9-10

Significantly Better: 54%





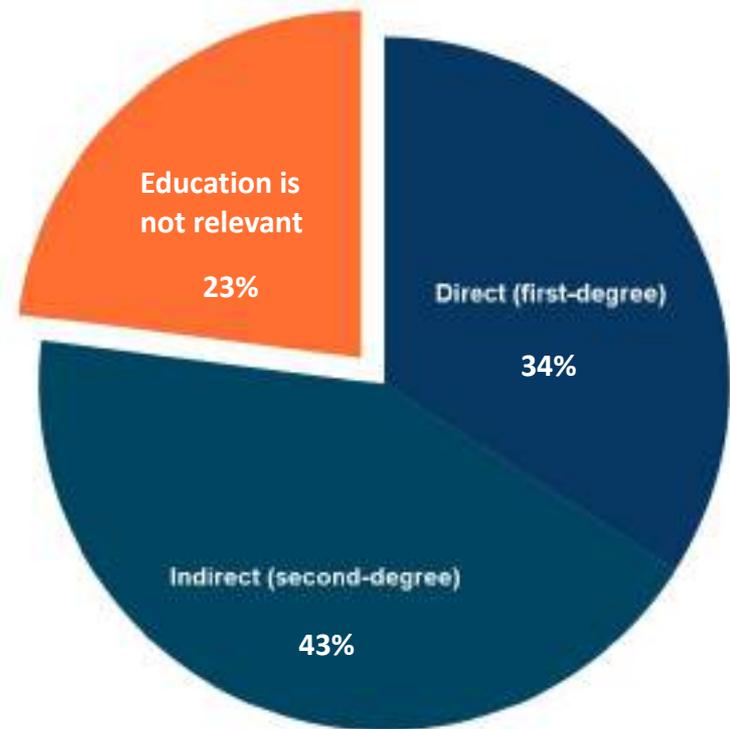
Co-founders

2022

Correlation Between Founder's Field of Study and Their Startups Industry Sectors

77% of the co-founders have relevant educational background which matches to their companies primary or secondary industry sectors.

- Direct (first-degree): 34%
- Indirect (second-degree): 43%



Correlation Between Founder's Previous Working Experience and Their Startups Industry Sectors

78% of the co-founders have relevant educational background which matches to their companies primary or secondary industry sectors.

Fortune 1k
Companies

9%

Seasoned
Executives

10%

Relevant Working
Experience

78%



Co-founders Relationships

Peachscore data indicates 10% to 15% of co-founders previously either worked at the same corporation or studied at the same school.



Same School

15%



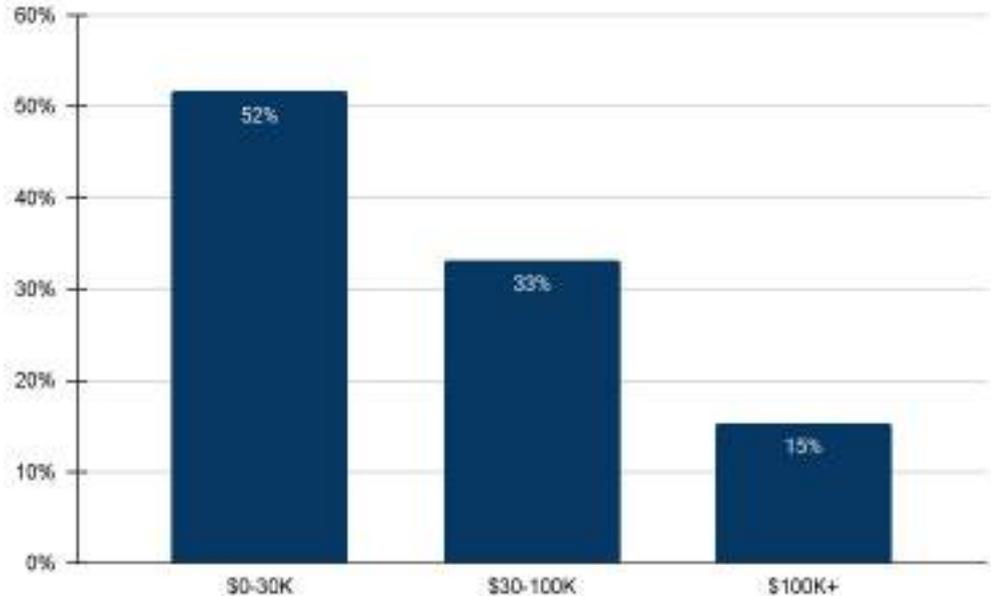
Same Company

10%

Founder's Salary (Pre-seed Round)

Data reveals 52% of co-founders receive less than \$30k annual salary in Pre-seed stage.

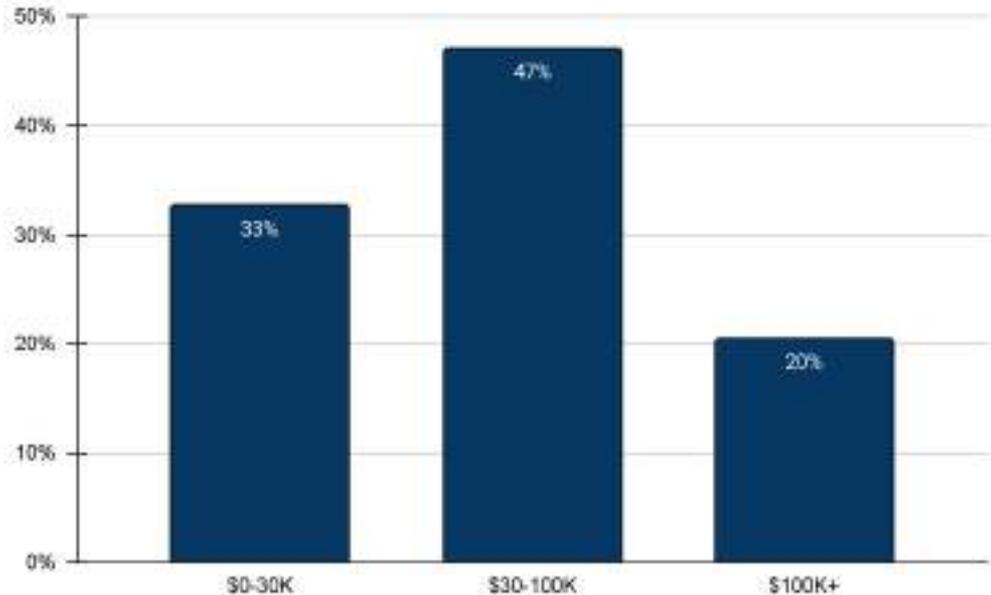
- \$0-30K: 52%
- \$30-100K: 33%
- \$100K+: 15%



Founder's Salary (Seed Round)

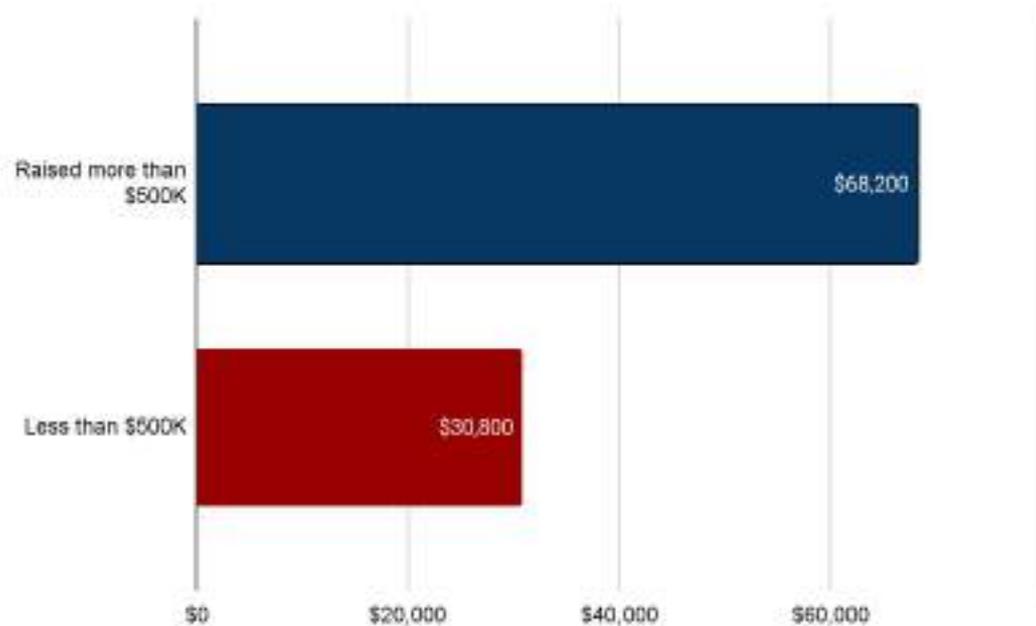
Data reveals 80% of co-founders receive below \$100k annual salary.

- \$0-30K: 33%
- \$30-100K: 47%
- \$100K+: 20%



Co-founder's Salary Correlation With Capital Raised in Pre-seed Round

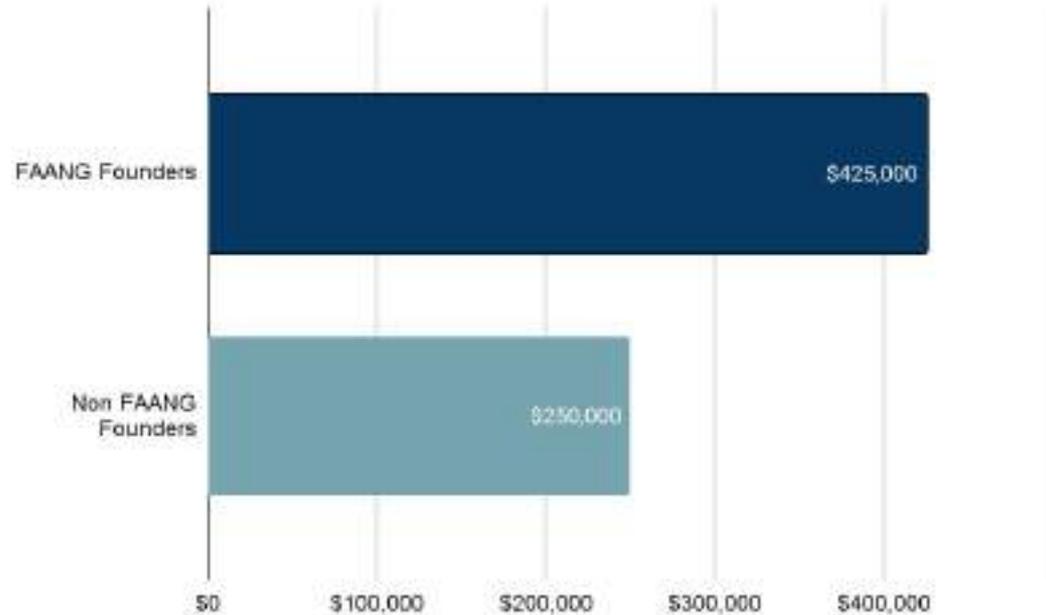
Data reveals that startups that have raised more than \$500K, on average they pay ~\$38K more salary per co-founder.



FAANG Founders

1.4% of the founders on Peachscore has worked at FAANG (Facebook, Amazon, Apple, Netflix, Google) companies.

Median values for total funding raised of Pre-seed and Seed round startups shows that FAANG Founders raised \$425,00 while Non FAANG Founders raised \$250,000

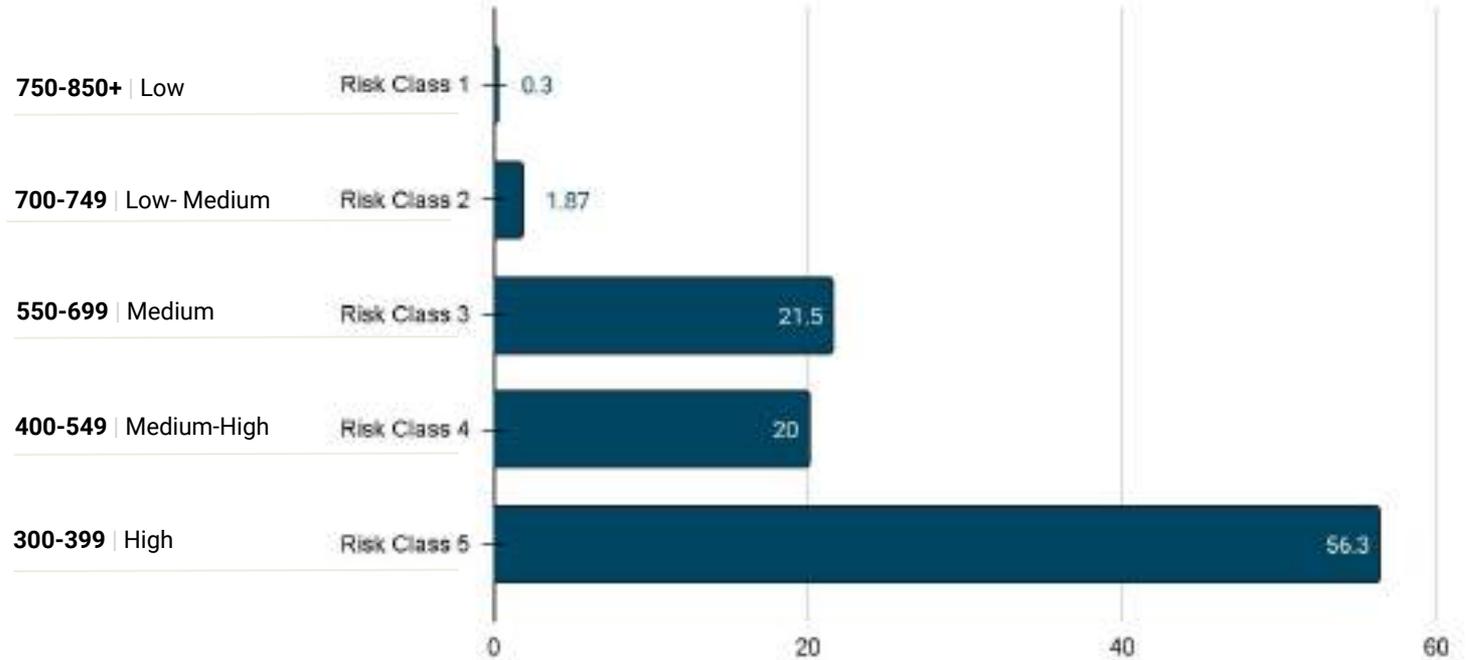




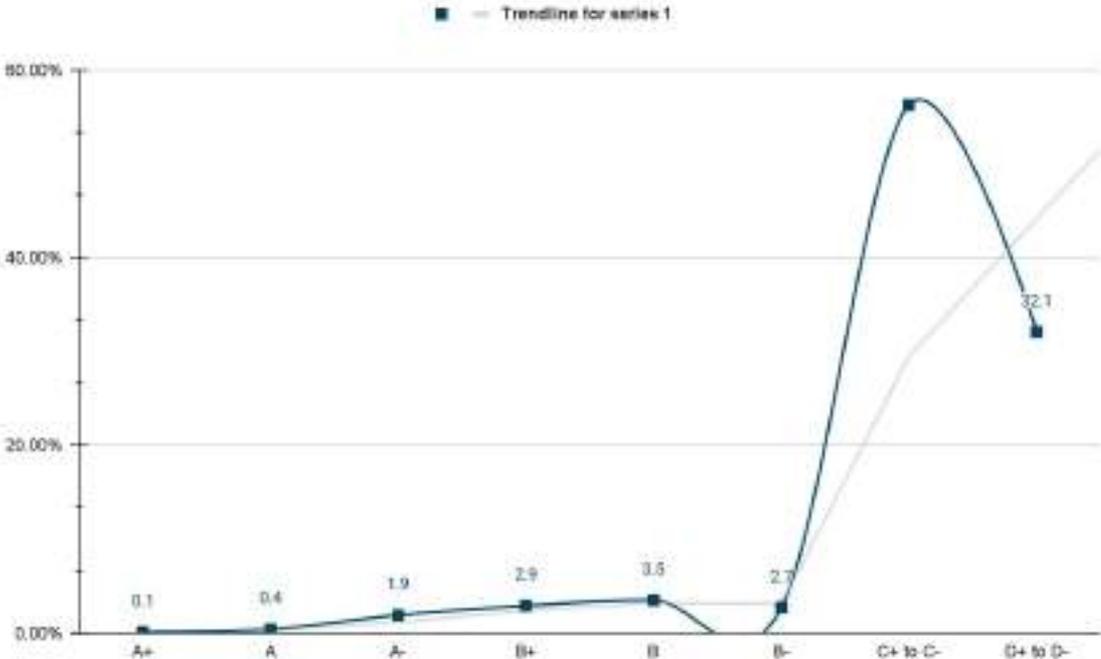
Startup Credit Score

2022 - Grades

Risk Classes



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.

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Thank You

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