

# Discovery: Identify Start-Ups

How to Identify Start-Ups Within Discovery

patSnap

## Understanding Start- Up Businesses and Market Potential

A startup can be broadly defined as a newly formed, emerging business that has recently begun operation. Therein to be considered a startup you should be small, with usually fewer than 100 employees, financed by seed capital and in operation for under 5-6 years. Although, it must be noted that revenue, profit, and employee numbers greatly differ between industries.

Startups mostly focus on disrupting markets and offer a unique product or service. As such, it is important to consider the technical solutions that startups bring to the market. Also, identifying new competition can allow potential investors to develop a strategy to form partnerships and acquisitions.

### 1 Search across 4 million companies and refine your results to identify start-ups

- Conducting a search in a relevant technology space will provide you access to numerous business intelligence and can be used to obtain company profiles.
- Company profiles can be accessed by clicking on the 'View all' hyperlink which will take you to a results page. Here you can refine by subject matter, such as Founded Year (1-5 years) and Number of Employees (10-100).

YOUR SELECTED FILTERS

- Founded Year
  - 1 - 5 years
  - < 1 year
- No. Of Employees
  - < 10
  - 10 - 50
  - 50 - 100

2,291 results

| Organization Name   | Website            |
|---|--------------------|
| <b>Axiom</b><br>Axiom, Inc.                                     | axiom.co           |
| <b>Consumer Sleep Solutions</b><br>Consumer Sleep Solutions LLC | www.sleepscore.com |
| <b>Simtek</b><br>Simtek Corp.                                   | www.simtek.com     |

- Where appropriate, click on a company profile and select the 'View Corporate Tree' function to understand the organizational structure of a company. For instance, you can find out whether a company is acquired.



### Tips

The quickest way to find start-ups in Discovery is by using the **"Startup company" filter**. Selecting 'yes' will refine the list of results to only display companies that have been labeled as a start-up.

Criteria for start-up labeling in Discovery

For those that have received funding:

- Any company founded after the year 2000

For those that have NOT received funding:

- Must be a private company and not be acquired.
- Investors, colleges, hospitals, and financial institutions are excluded.
- Founded after the year 2006 and employee number <= 500.

discovery

Company [v] Keyword Electronics OR... x

YOUR SELECTED FILTERS Clear All

- Startup Company
  - Yes

FILTERS

- Organization Name
  - Filter organization by name
- Startup Company
  - Yes
  - No

13,922 results

| Organization Name                           | Topic                          |
|---|--------------------------------|
| <b>Magic Leap, Inc.</b><br>magicleap.com    | Software Wearable technol      |
| <b>App Annie, Inc.</b><br>www.appannie.com  | Software Data analysis         |
| <b>Clinipace, Inc.</b><br>www.clinipace.com | Clinical trial Patient recruit |
| <b>Klarna Bank AB</b>                       | E-commerce Direct Paym         |

- Noteworthy areas for business research are Investment and Acquisition as they allow you to see how a company is evolving and which geographic market they could influence.

## 2 Using VC Investment data to identify early-stage start-ups

- To identify companies who are in receipt of a VC investment, perform an initial keyword search and select the 'VC Investments' area.
- To hone in on a company at a specific development stage, you can sort the results by relevancy, time period and even size of investment.
- Moreover, you can apply filters, such as Investment Type, Funded Company Size and Funded Company Location. These will allow you to identify companies that are gaining momentum in a specific technology area. Thus, you can make future predictions on how an innovation will evolve and can cause disruption based on its funding activity.

YOUR SELECTED FILTERS

- Investment Type
  - Seed
  - Pre Seed
- Series
  - A
  - B
- Funded Company Size
  - < 10
  - 10 - 50
  - 50 - 100
  - 100 - 250

788 results

Sort by: Announced Date | Descending

| Announced Date | Title   | Funded Company  |
|----------------|---|-----------------|
| 09 Feb 2021    | theator raised \$15,500,000 from Insight Venture Mgmt     | Theator, Inc.   |
| 03 Feb 2021    | Touchcast raised \$55,000,000 from Accenture Ventures     | TouchCast LLC   |
| 03 Feb 2021    | Deepgram raised \$25,000,000 from Tiger Global Management | Deepgram, Inc.  |
| 27 Jan 2021    | Agile Robots raised from BOCOM International              | Agile Robots AG |
| 26 Jan 2021    | Calendly raised \$350,000,000 from OpenView               | Calendly LLC    |

- Analyzing where investors are located will help you determine which geographic markets are more open to collaboration.
- The 'Analysis' tab will provide the market trends based on your search.



### Tips

- It is particularly convenient to create a **Pinboard** before conducting any searches to allow you to save and later access a collection of business intelligence gathered.
- Importantly, you can create **Alerts** to receive daily or weekly business intelligence on a specific company and track their activity in the market.

#### Save item to Pinboards

##### YOUR PINBOARDS

+ Create new pinboard

- Start-Ups in Healthcare Computer Vision
- Nutritional Early Venture Companies
- Companies in Electronics
- Unisys

Look further into this start-up... just received investment.

60/1000

Cancel Save