



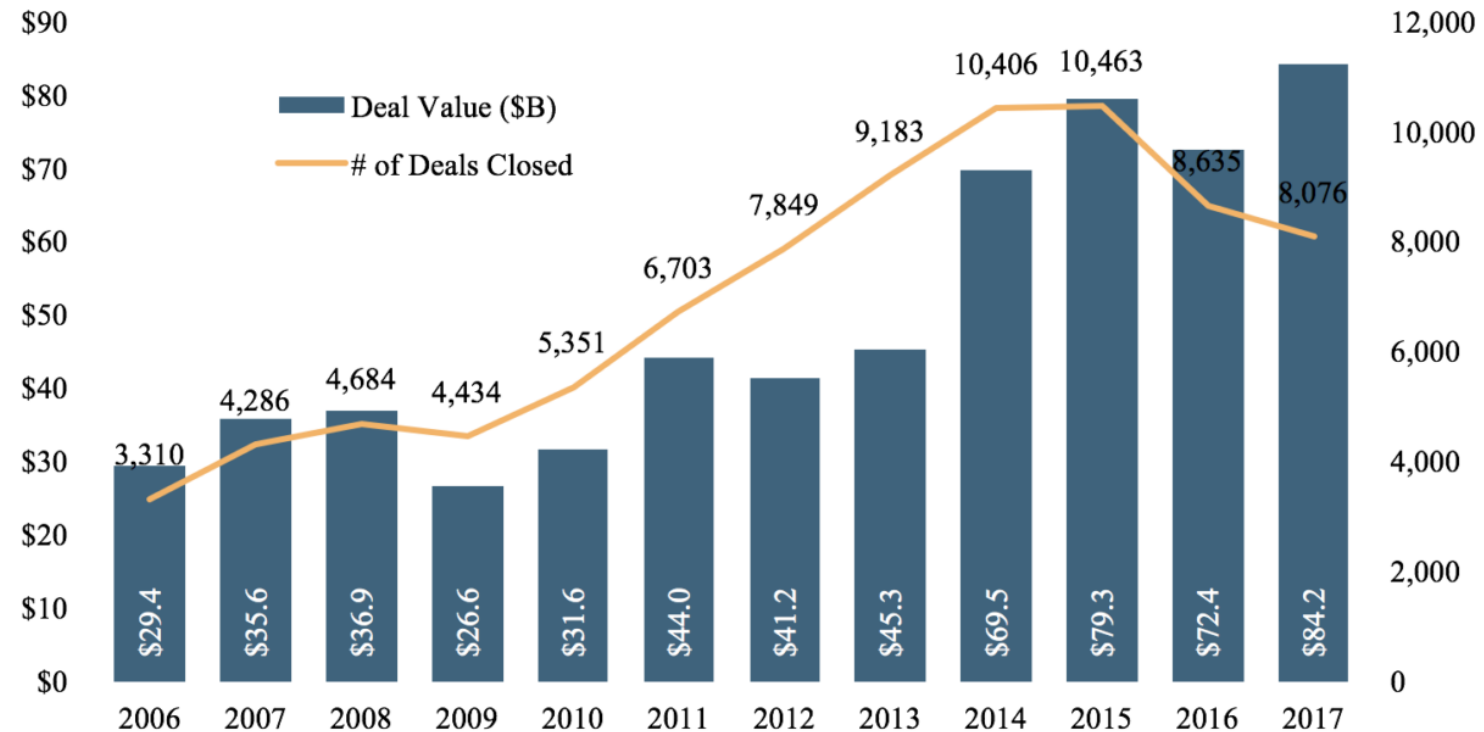
Startups: What's HOT, What's NOT in 2018

WIC South Bay
March 12, 2018

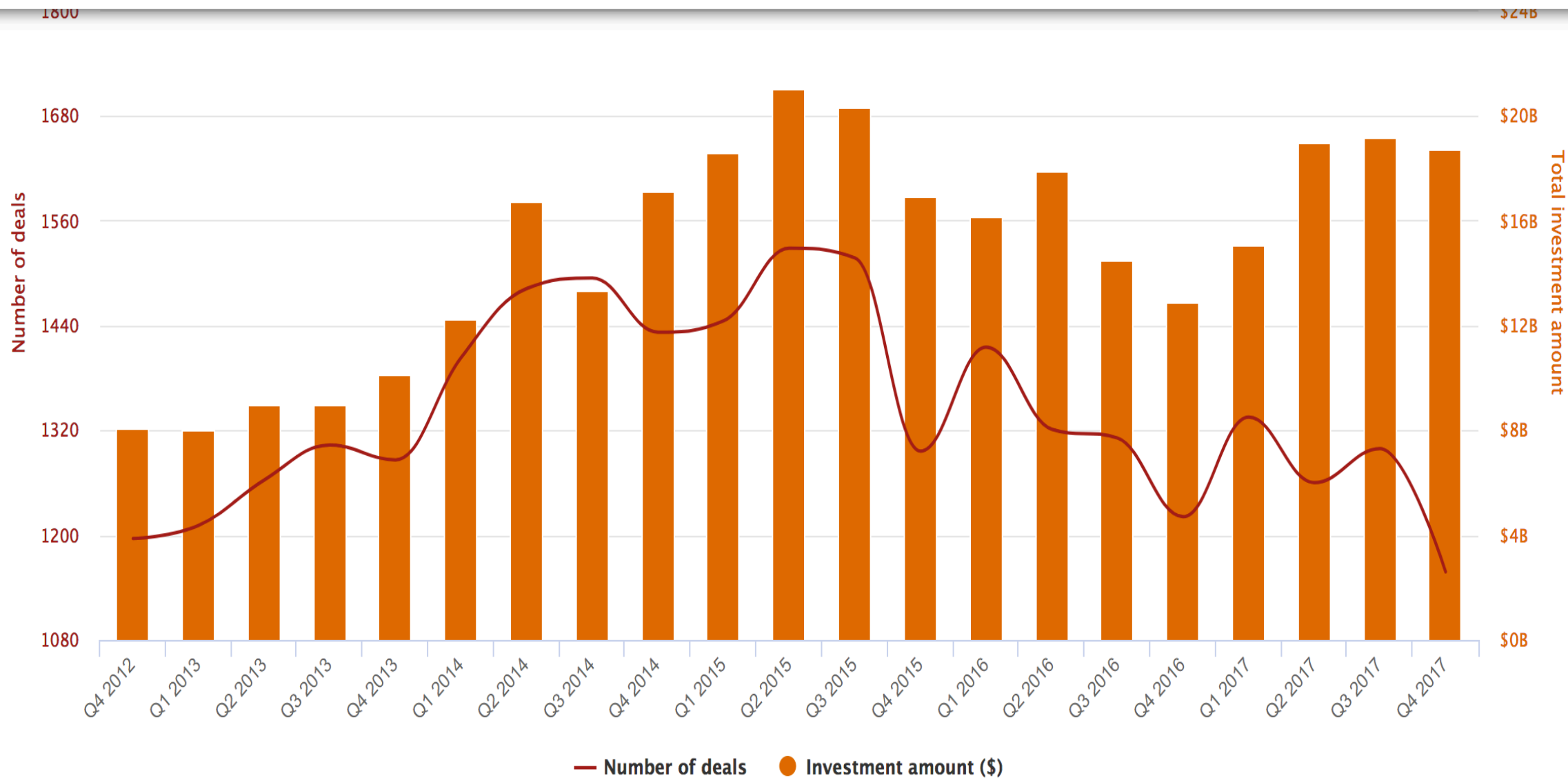
Record VC funding

<Slide 2>

- Record levels in 2017
- After lower levels in 2016
- Non-tech buying tech
- Mega-deals continue
- Many consultants sell to VC backed firms or those who compete with them



Source: PitchBook



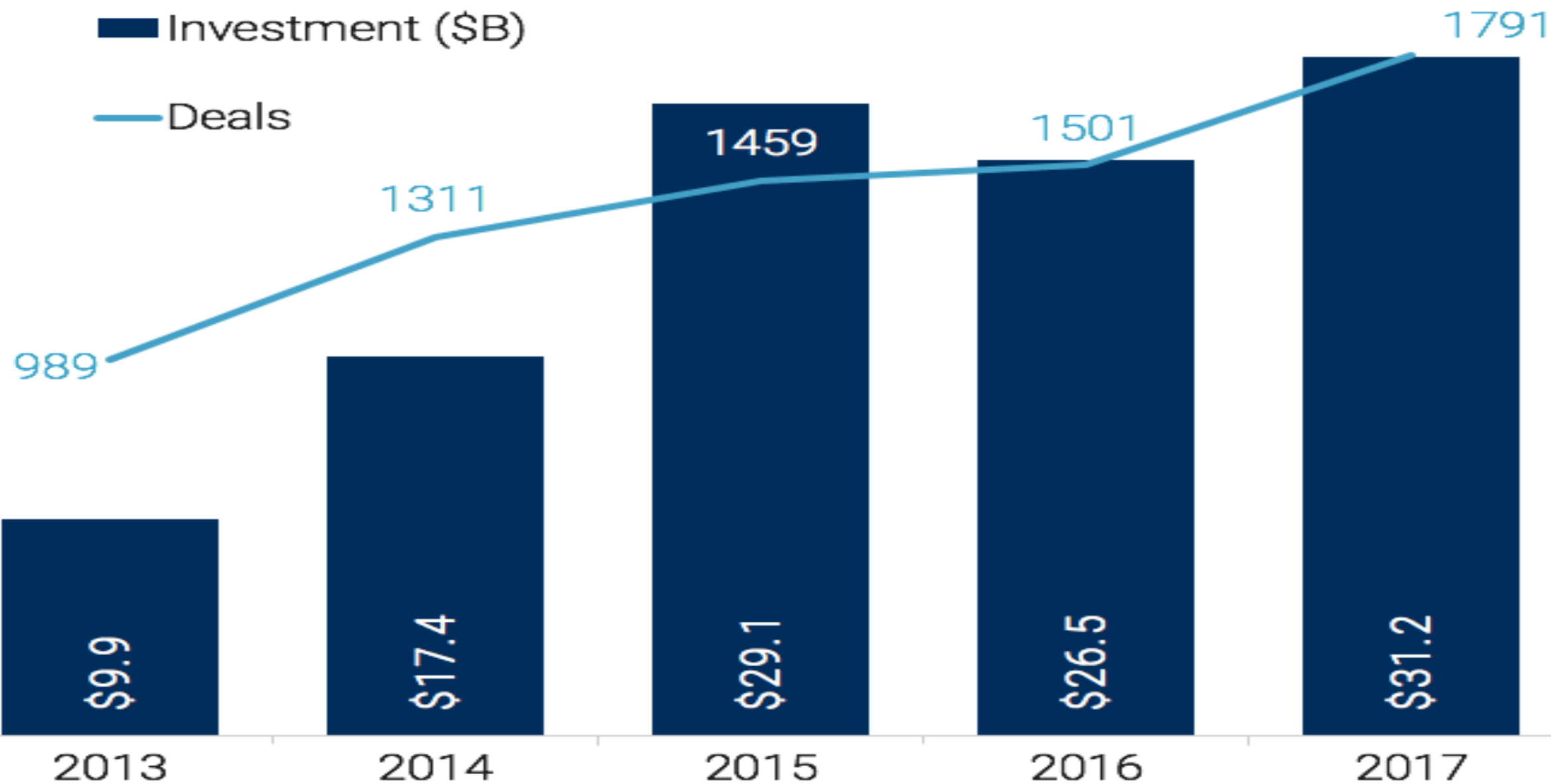


Global CVC activity reaches new highs

2013 - 2017

■ Investment (\$B)

— Deals










Unicorns

- Private companies valued at \$1 billion or more
- Once the stuff of myth
- Aileen Lee of Cowboy Ventures in TechCrunch Nov-2-2013.
Unicorns: Billion Dollar Ventures
- *Essentially trading valuation for terms / liquidation preferences*



<Slide 5>



Company	Industry	HQ	Total Raised	Current Valuation	Unicorn as of
 Canva	Multimedia & Design Software	Surry Hills, Australia	\$96M	\$1.0B	January 8
 美菜 meicai.cn	Platform Software	Beijing	\$477M	\$2.8B	January 11
 曹操专车 CAO CAO	Automotive	Hangzhou, China	\$380M	\$1.6B	January 17
 cabify	Automotive	Madrid	\$410M	\$1.4B	January 22
 snowflake	Database Software	San Mateo, CA	\$473M	\$1.8B	January 25
 HeartFlow®	Decision/Risk Analysis	Redwood City, CA	\$467M	\$1.5B	February 14
 ORCAM	HC Devices & Supplies	Jerusalem	\$91M	\$1.0B	February 20



UNICORN HUNTERS: INVESTORS RANKED BY # OF PORTFOLIO COMPANIES IN THE GLOBAL UNICORN CLUB

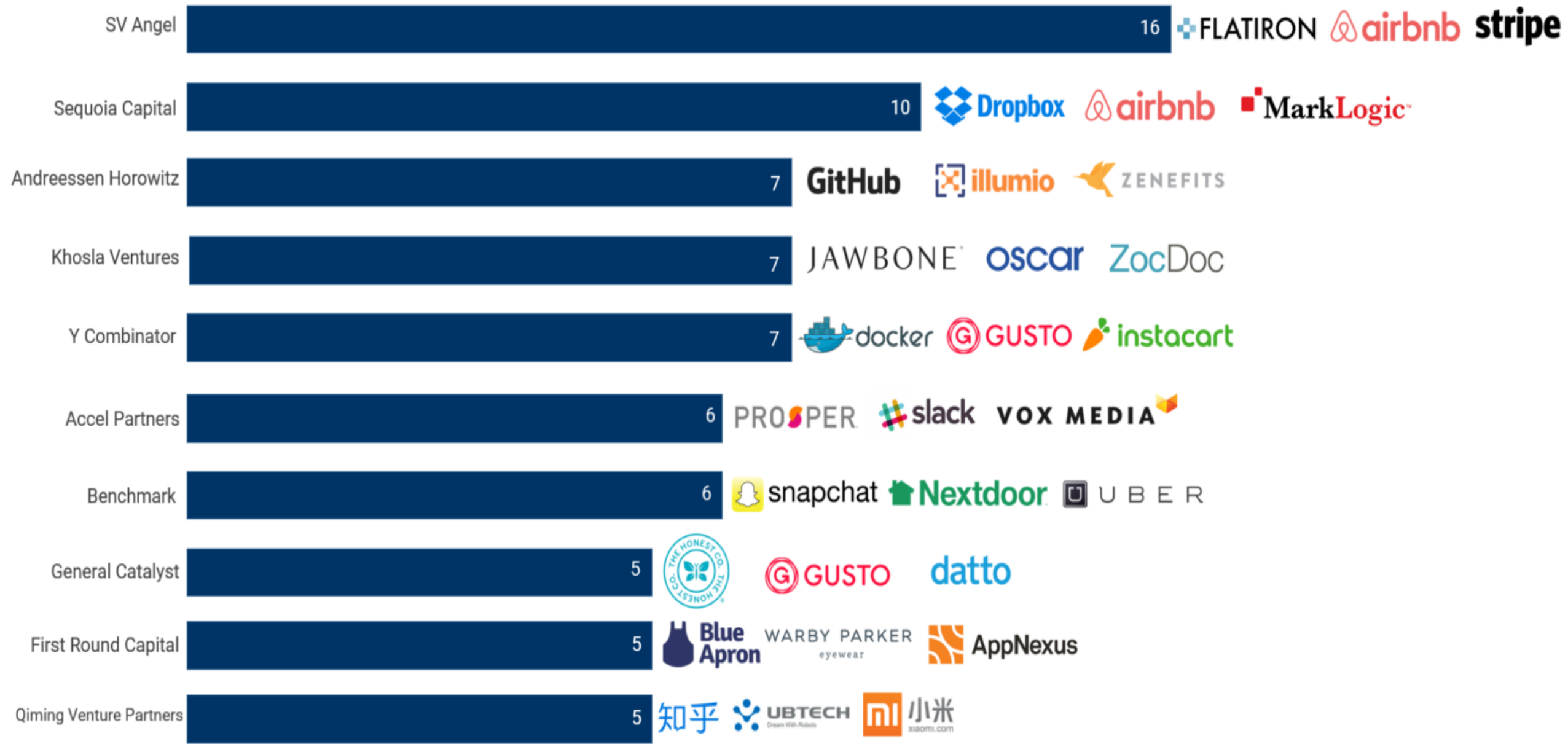
as of 2/1/2017



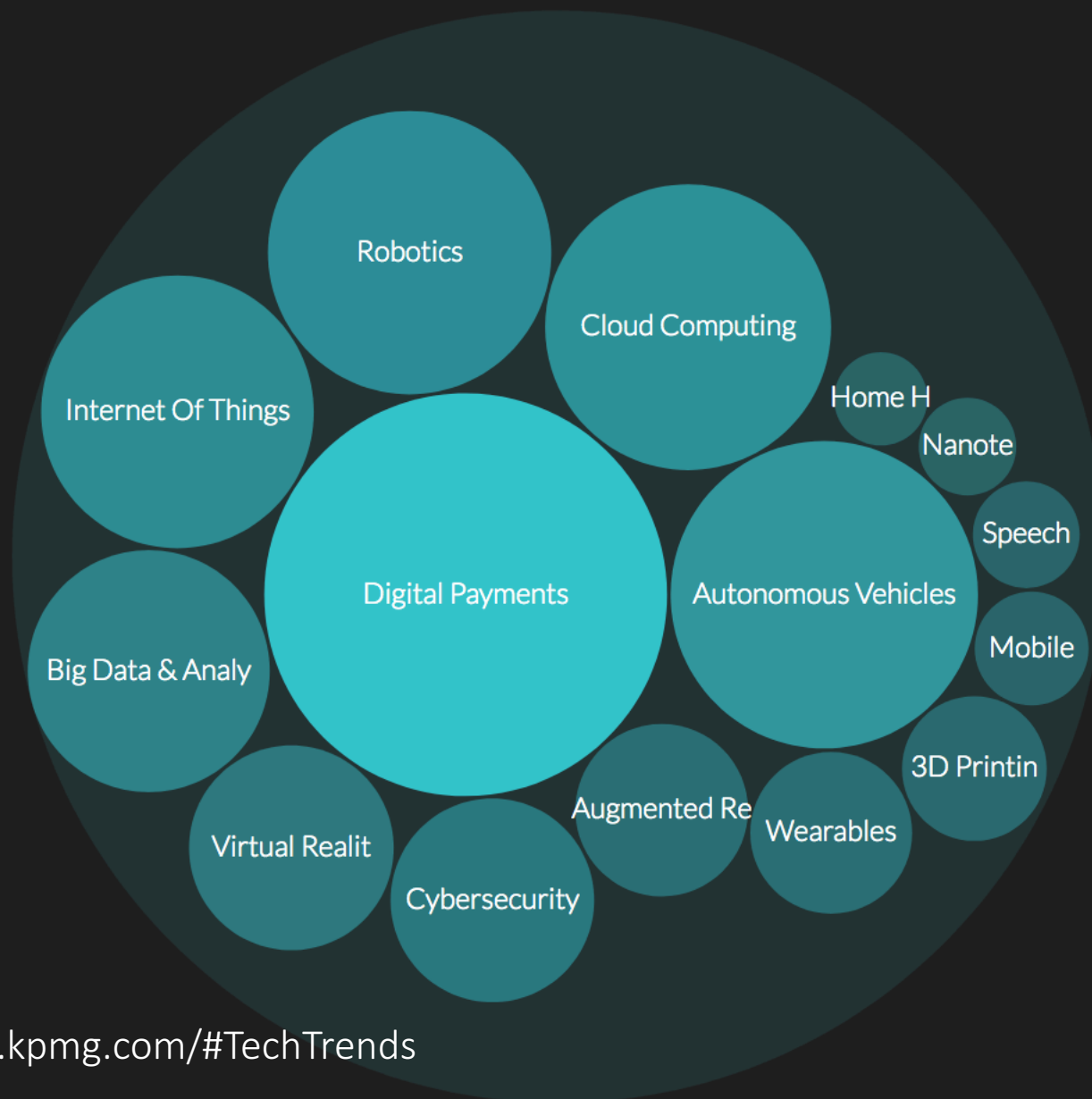
EARLY STAGE INVESTORS IN UNICORNS

Number of Unicorns Invested at Seed/Series A Stage (as of 2/1/2017)

Select Investments



Startup News Buzz



Source: Startup Index

Feb. 21, 2018

<http://startuptrendsindex.kpmg.com/#TechTrends>

What's Hot



Niche Targeted Products

FinTech, IndTech, MedTech, AgriTech



Auto Tech

IoT gaining traction in niche systems



Deep Learning

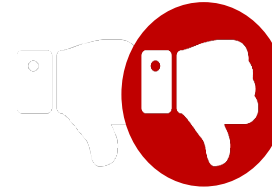
Lots of data, what does it mean

What's Not



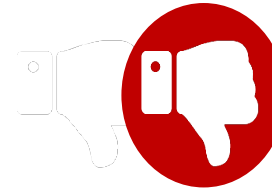
APPS

Crowded market
High cost of customer



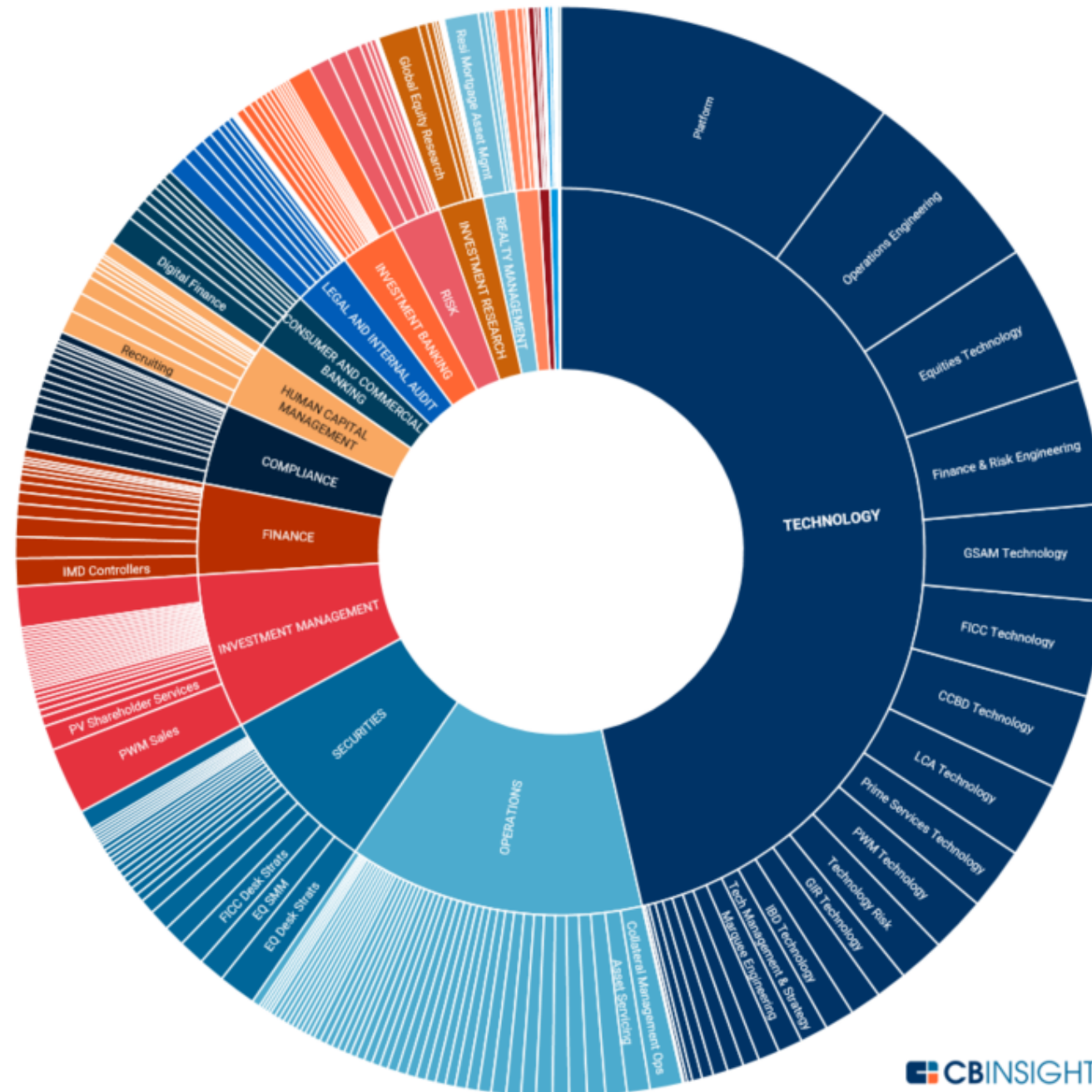
Consumer Products

Retail has been burnt
Continue to be shy

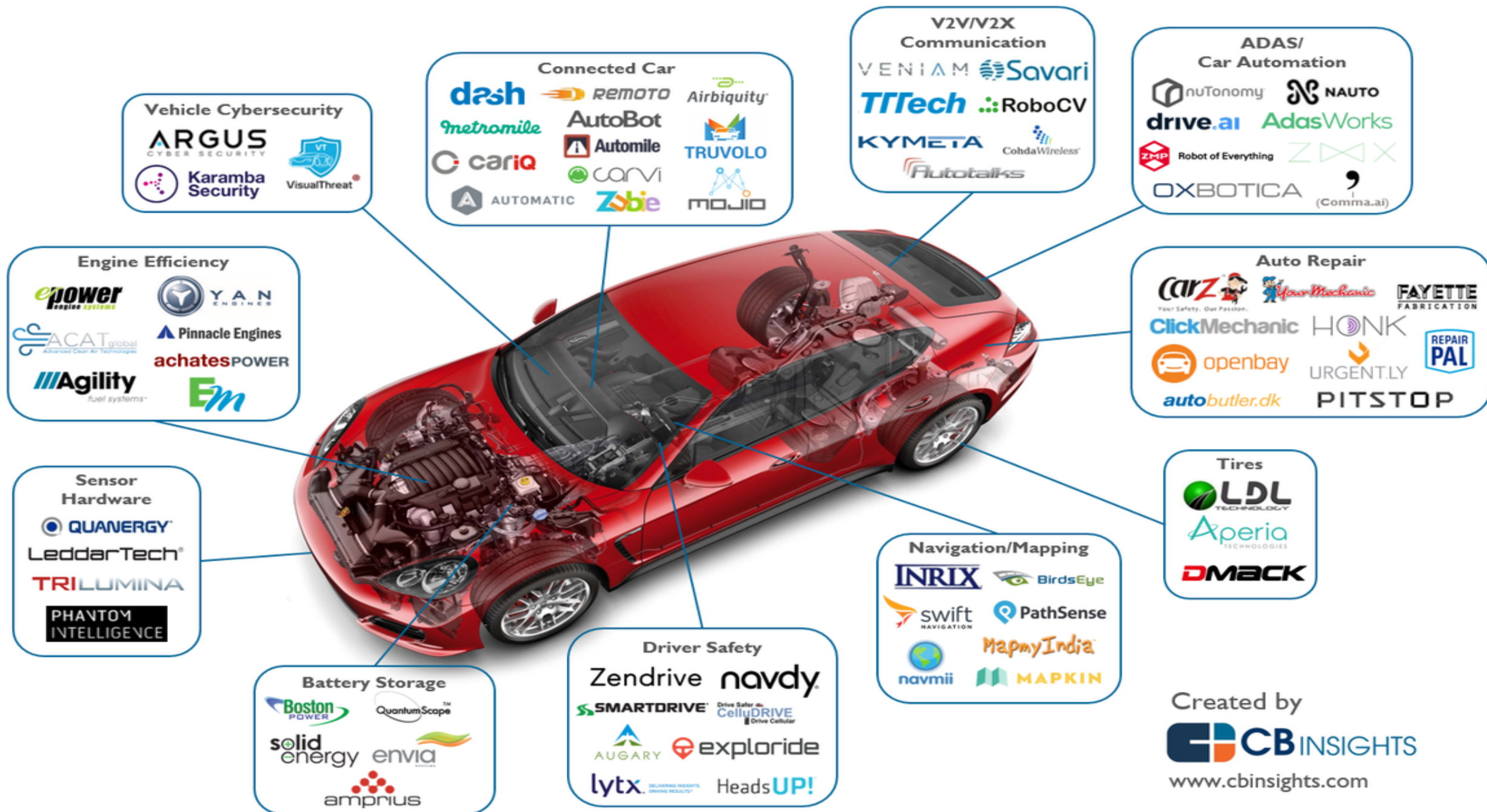


Education Technology

Less a tech than a people problem
Difficult sales process



Unbundling The Automobile





THE MOST ACTIVE INVESTORS IN IOT

VCs Ranked by Unique IoT Investments, 2012 - 2016 YTD (10/3/16)

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Investor	Rank	Companies																								
Intel Capital 	1	Airware Performance Lab	Apiai PrecisionHawk	Arrayent Prism Skylabs	Avegant Proglow	BASIS Science Razer	Body Labs Recon Instruments	Braigo Labs SanJet	Enlightened Sano Intelligence	EyeSmart Fibocom	FreedomPop SigFox	GainSpan Corporation Skully Helmets	Guangdong Appcomm SnowCookie	Impinj Sotera	Inrix Stratoscale	MAANA Strim	Mark One Telink	Mocana Thalmic Labs	NewAer WebRadar	OrCam Witricity	Ossia Yunec	Peloton Technology Peloton				
GE Ventures 	2	Airware	APX Labs	Bit Stew Systems	Chrono Therapeutics	Cirro	Clearpath Robotics	DataTorrent	Desktop Metal	ENBALA Power Networks	FlexGen Power Systems	Foghorn Systems	Lucid Design Group	MAANA	Mocana	Morphisec	Motive Drilling Technologies	mPrest	Omni-ID	Ornim Medical	PingThings	Predixion Software				
Andreessen Horowitz 	3	Airware	Anki	Automatic Labs	Dispatch	goTenna	Granular	Halo Neuroscience	IFTTT	Jawbone	Leap Motion	Lockitron	MATERNET	Osito	Percolata	Prism Skylabs	Quirky	Ringly	Samsara	Shapeways	Skydio	SkySafe				
Qualcomm Ventures 	4	3D Robotics	Airstrip Technologies	AliveCor	August	Cubic Telecom	Fitbit	Flirtey	Ineda Systems	LIFX	LiveScribe	Olio Wearables	Panoramic Power	Placemeter	RedZone Robotics	Skycatch	Sotera	Stratosclae	Streetline	Swift Navigation	Telcare	Voluntis				
New Enterprise Associates 	5	APX Labs	Cape Productions	Cuff	Desktop Metal	Euclid Analytics	GOQii	IFTTT	iobeam	Kaazing	Little Labs	MetroMile	Olio Devices	Placemeter	Psikick	Senseonics	SmartDrive Systems	Swift Navigation	The Climate Corporation	The Orange Chef	Topera Medical	Uptake Technologies				
Khosla Ventures 	5	AliveCor	Blue River Technology	Canary Connect	Catalia Health	CellScope	EyeNeura	Ginger.io	Granular	Helium Systems	Jawbone	LittleBits	Misfit Wearables	Momentum Machines	Narrative	ParStream	Quanttus	The Climate Corporation	Theatro	Thync	Tile	View				
Foundry Group 	7	3D Robotics	CloudTags	Cuseum	Dragon Innovation	Fitbit	Hammerhead Navigation	ivee	littleBits	MakeTime	Modular Robotics	Notion	OnTheGo Platforms	Rachio	Revolvr	Revolv	ROLI	SnowShoeFood	Sphero	U Grok It						
Kleiner Perkins Caufield & Byers 	7	Airware	AwarePoint	Crossbar	Desktop Metal	Dropcam	Enlighted	Farmers Edge	Hover Inc.	Jawbone	Kinsa	mCube	MODE	Motiv	Quirky	relayr	Ring	Strim	Telogs	Wearable Intelligence						
True Ventures 	9	3D Robotics	Athos Works	Brava	Fitbit	Ginger.io	littleBits	Narrative	OpenROV	Ring	Sano Intelligence	SoundHawk	Streetline	Technical Machine	Understory	Valencell	Veniam									
FundersClub 	10	Atheer	Bluesmart	Estimate	Gecko Robotics	Keen Home	LittleBits	MoBagel	Nymi	Perceptiv Labs	Placemeter	Sano Intelligence	Sight Machine	Sprouting	TerrAvion	Thalmic Labs										
Cisco Investments 	11	Ayla Networks	Bit Stew Systems	Cohda Wireless	EVERYTHING	Ineda Systems	Phunware	PubNub	relayr	Sensity Systems	smart-FOA	Stratoscale	Toytomic	Veniam	Worldsensing											
Google Ventures 	11	Airware	Comfy	Granular	Helium Systems	Hivemapper	Nest Labs	Osito	Percolata	Skycatch	The Climate Corporation	The Orange Chef	Wearable Intelligence	Wonder Workshop	Zipline International											
First Round Capital 	13	Airware	Augury Systems	Electric Objects	MetroMile	Nomi	Ring	Ringly	SmartThings	Sprouting	Swift Navigation	Thalmic Labs	Vinli	Wearable Intelligence												
Bessemer Venture Partners 	14	Altair Semiconductor	August Home	Bastille Networks	CyPhy Works	Dekko	Estimate	Flirtey	Mind Pirate	Misfit Wearables	OMsignal	Stratoscale	Tile													
Felicitas Ventures 	14	Airware	CyPhy Works	Fitbit	InteraXon	Mark One Lifestyle	MetroMile	PlotWatt	Ring	Sano Intelligence	Swift Navigation	The Climate Corporation	Zipline International													

Trend: Non-tech buying tech

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- How many have worked with non-tech companies?
- What is different about them?
- Non-tech has little experience with tech product development

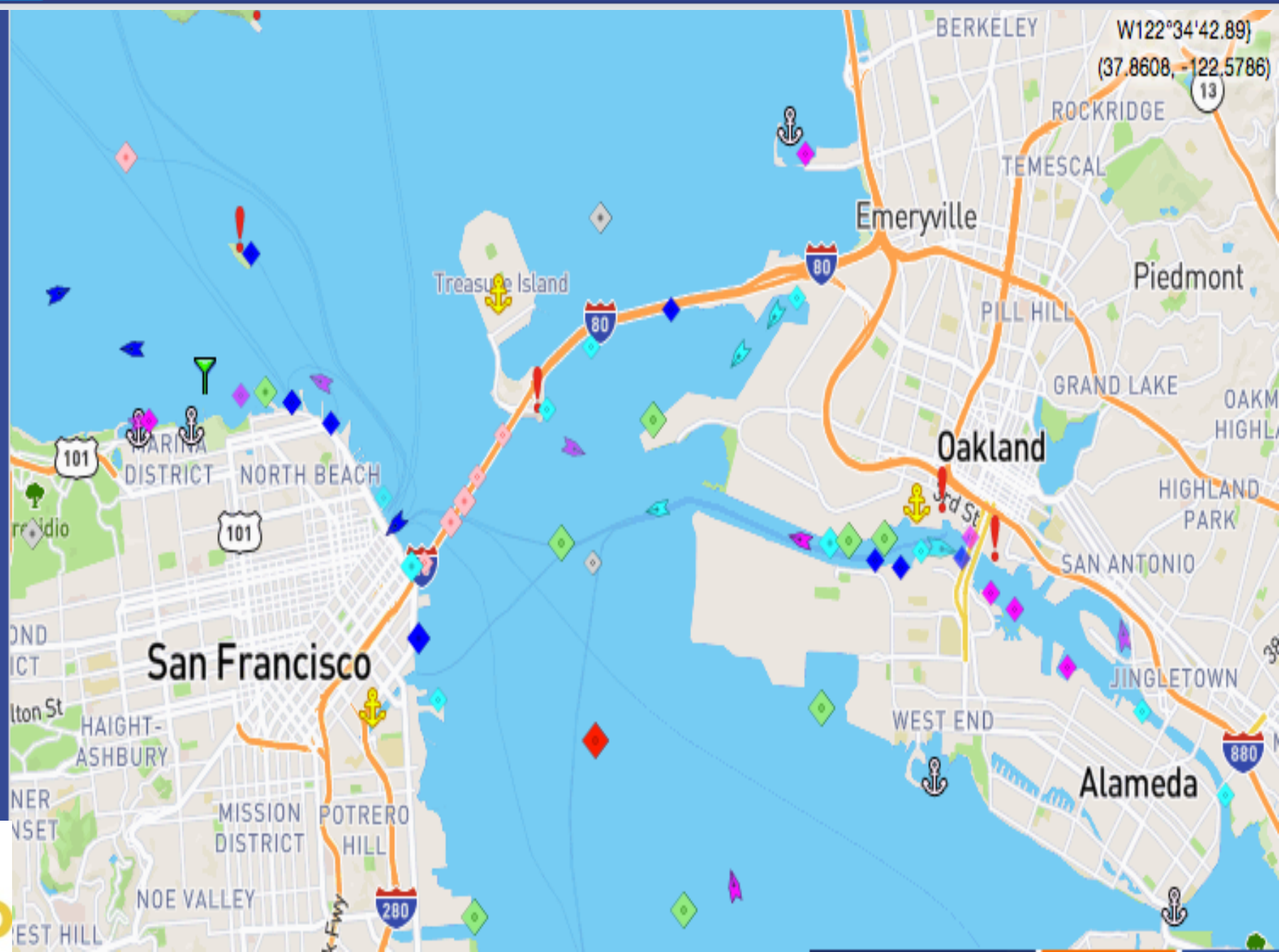
Trend: More sensors means more data

<Slide 15>

- Data centers will become much larger and more virtualized
- Many more firms need Devops to manage SaaS infrastructure
- Manual reports replaced by real time information
- Spreadsheets replaced by visualization / dashboards



Layers

Map type Map☐ Show Vessel Names☐ Projected Course: 30 minutes☐ Wind Now☒ Ports☒ Marinas/ Small Ports☒ Stations☒ Lights & AtoN☐ Photos☐ My Custom Areas

Trend: Retail Struggling

Retail bankruptcies timeline
A timeline of select retail bankruptcies from 2015 to 2017 YTD (12/12/2017)



What's Your Suggested Trend

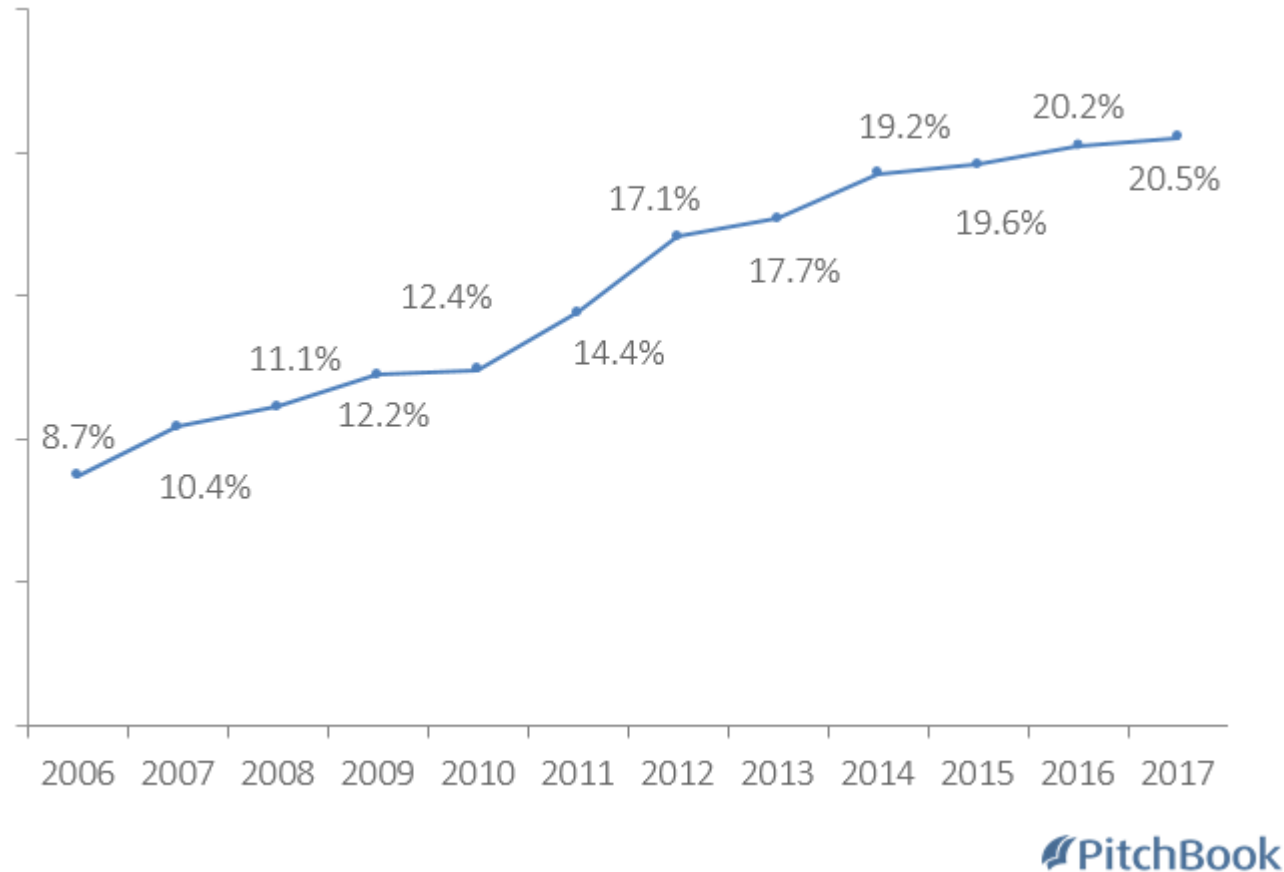
<Slide 18>

Question For Audience

% of Deals for Female Founders

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<https://pitchbook.com/news/articles/see-whos-leading-the-charge-in-backing-female-founders-and-who-has-work-to-do>



Investor	# of deals for female-founded startups	Select female-founded portfolio companies	% of investments in female-founded startups
NEA	156	Framebridge, Houzz	>10%
Golden Seeds	128	Lark, Handwriting.io	>90%
First Round Capital	122	Birchbox, UrbanSitter	>10%
Right Side Capital Management	112	Alice's Table, Solstice	>20%
GV	91	23andMe, Apptimize	>10%
SV Angel	91	Envisagenics, Gencove	>10%
Lerer Hippeau	88	Glossier, BaubleBar	>20%
Greycroft	86	ELOQUII, The Skimm	>20%
Canaan Partners	82	JOOR, Orchard	>20%
Kleiner Perkins Caufield & Byers	82	Nextdoor, Rent the Runway	>10%
Khosla Ventures	78	Ellevest, Replika	>10%
Andreessen Horowitz	78	Hatch, Ringly	>10%
Great Oaks Venture Capital	77	Away, Peek	>20%
Sequoia Capital	70	Dia&Co, Eventbrite	>10%
Uncork Capital	70	Poshmark, LaunchDarkly	>20%
Keiretsu Forum	68	UnaliWear, Transform	>10%
Investors' Circle	68	Kickboard, Medolac	>40%
General Catalyst Partners	64	The Honest Co., Outdoor Voices	>10%
Connecticut Innovations	63	Quigler, Mental Canvas	>20%
Ben Franklin Technology Partners of Southeastern Pennsylvania	62	Lia Diagnostics, Milkcrate	>20%
Venrock	62	Cloudflare, Beckon	>10%
Index Ventures	61	Science Exchange, WayUp	>10%

Source: PitchBook

Top investors in female-founded companies by deal count

Investor	Deals in female-led companies	% of deals in female-led companies
BBG Ventures	58	>90%
Pipeline Angels	25	>90%
Female Founders Fund	39	>90%
Golden Seeds	128	>90%
Astia Angels	45	>80%
37 Angels	19	>50%
Investors' Circle	68	>40%
645 Ventures	18	>40%
Pallasite Ventures	17	>40%
Aspect Venture Partners	27	>40%
Fresco Capital	20	>40%
Better Ventures	16	>40%
Brand Foundry Ventures	12	>40%
HBS Alumni Angels New York	17	>40%
Brooklyn Bridge Ventures	17	>40%
VTF Capital	49	>40%
DBL Partners	32	>40%
SR One	25	>40%
UTA Ventures	11	>40%
Grace Beauty Capital	17	>40%
Reach Capital	15	>40%
Second Avenue Partners	17	>40%
Forerunner Ventures	46	>40%
Angel Investor Forum	16	>30%

Source: PitchBook

Top investors in female-founded companies by percent of deals

About SKMurphy

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- Leads and Deals
- Upcoming Workshops
 - Great Demo May 3-4, 2018, in Sunnyvale
- Startup Mastermind
- Bootstrapper Breakfast
<https://www.meetup.com/Bootstrappers-Breakfast-SV/>



Thanks For Watching



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