



A sector overview of the most valuable startups. The examples of unicorns.

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Introduction

- "Unicorn" is a term used in the venture capital industry to describe a privately held startup company with a value of over \$1 billion.
- The term was first popularized by venture capitalist Aileen Lee in 2013, referring to how rare it is for a startup to reach this status.



Bolt

Markus Villig



Robyn Rihanna Fenty



Canva

Melanie Perkins



FTX

Sam Bankman-Fried



Revolut

Vlad Yatsenko & Nikolay Storonsky



EPIC GAMES

Tim Sweeney

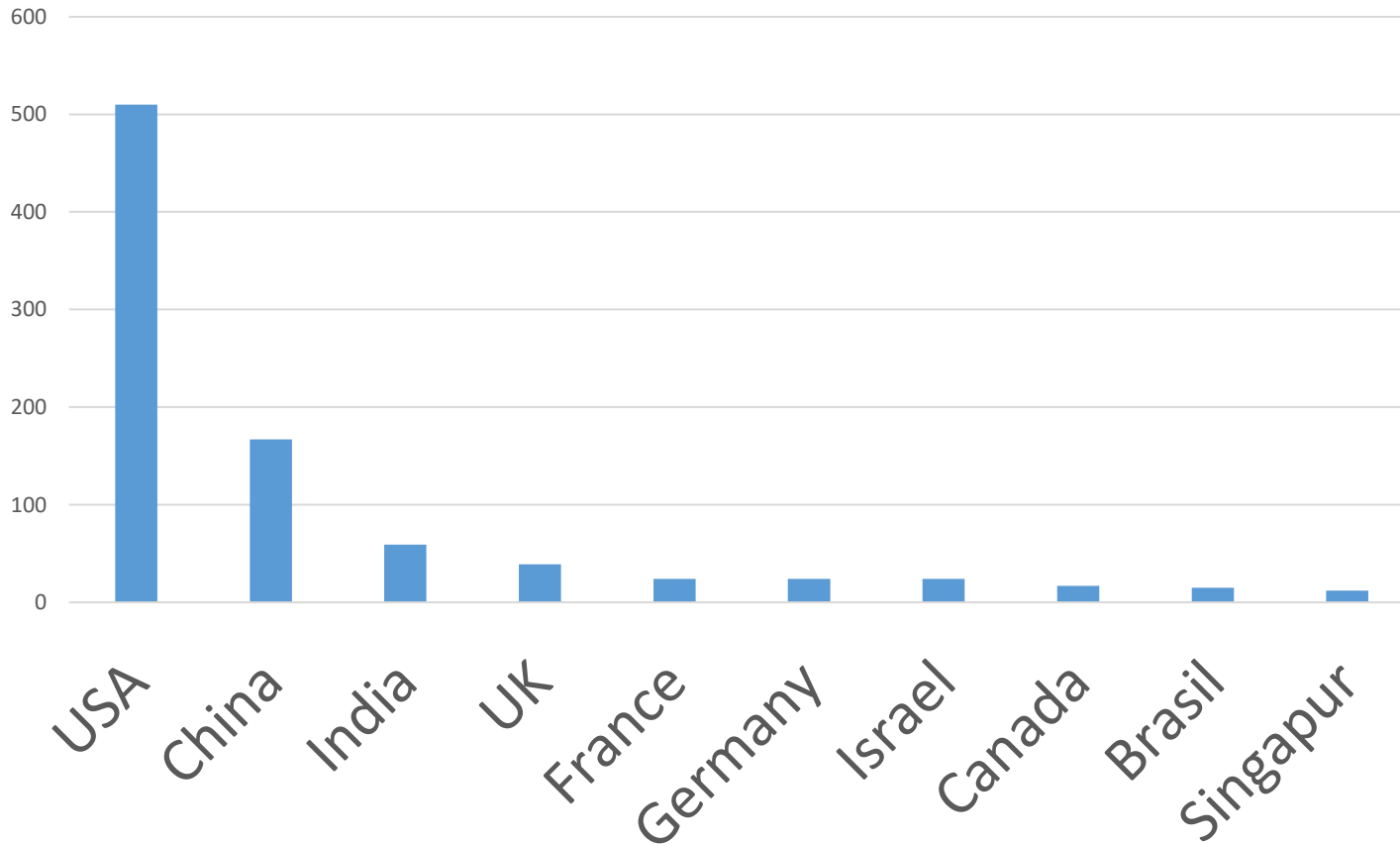


Introduction

- 39 companies were allowed to use the term of unicorn In 2013.
- Globally, the number of unicorns exceeded 1,000 in 2022, so something has changed.
- Examples of the fastest growing and most valuable startups at international level can be an inspiration for students in finance and economics courses.

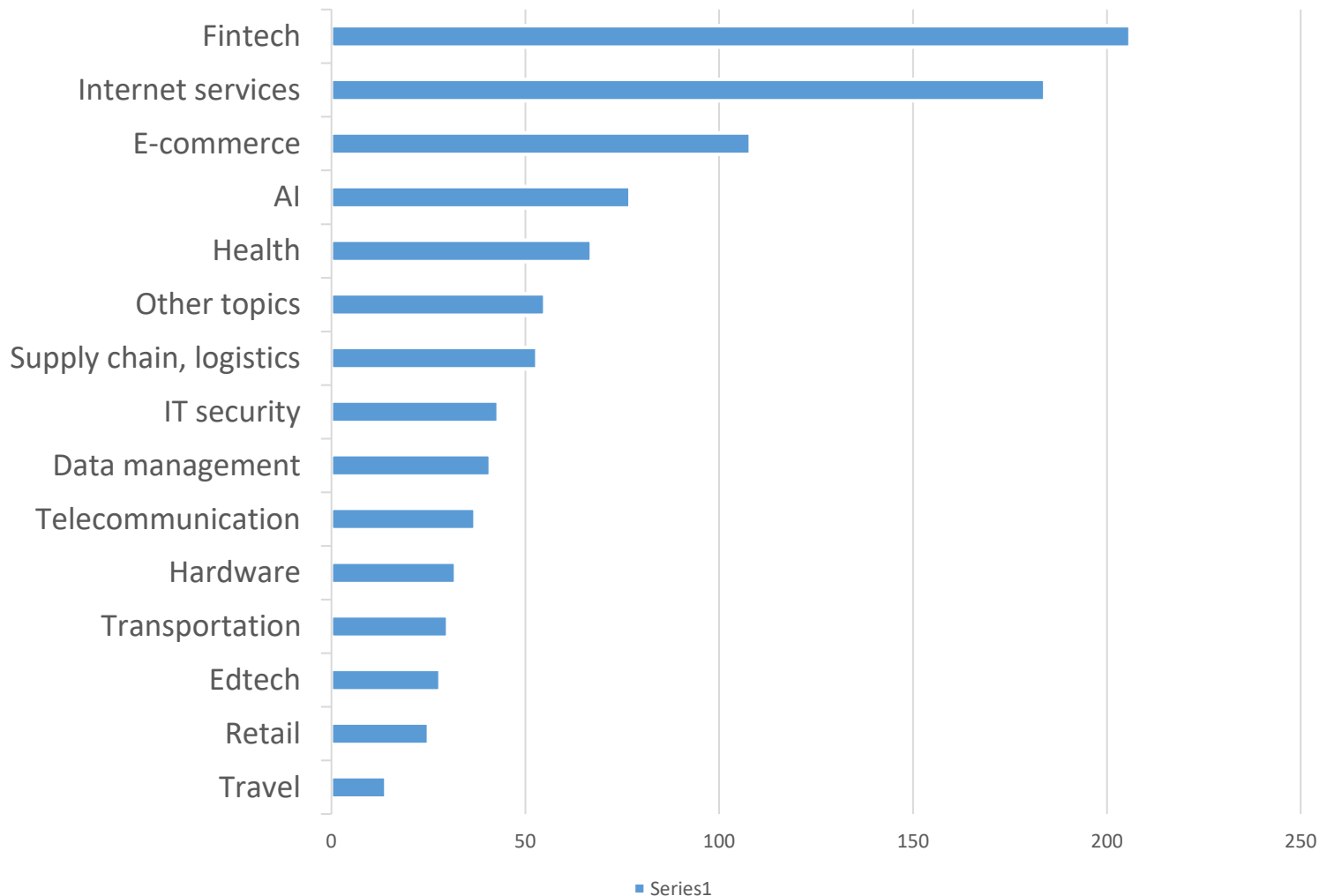


Sector and geographical overview of the unicorns





Sector and geographical overview of the unicorns





Methodology

What economic topics can be demonstrated with the help of unicorns?

- Innovation and R&D ecosystems
- Sectoral trends
- Digital business models
- Startup life-cycle, corporate valuation, exit strategies.



What economic topics can be demonstrated with the help of unicorns?

Innovation and R&D ecosystems

- What public subsidy and funding programs and institutions support the creation and development of start-ups?
- What environmental factors contribute to the development of a particular topic? E.g. Fintech hubs (London, San Francisco, New York)



What economic topics can be demonstrated with the help of unicorns?

Sectoral trends

- How do the products and services of unicorn startups relate to the digital transformation of specific sectors?
 - Transformation of the financial sector;
 - Shifting consumption habits in retail, e-commerce;
 - Medtech and E-health services;
 - Educational technology trends;



What economic topics can be demonstrated with the help of unicorns?

Digital business models:

- Unicorn startups are not only introducing new services, but also new business models, which can be analyzed according to the following factors:
 - Value creation dimension
 - Value delivery dimension
 - Value capture dimension



What economic topics can be demonstrated with the help of unicorns?

Startup life-cycle, corporate valuation, exit strategies:

- The example of unicorns illustrates the ideal growth phases and financing tools that a startup can use to develop;
- The one-billion-dollar entry threshold raises the question of what valuation methods can be used to determine the value of a startup?
- A unicorn club is typically not a permanent state, but a phase in the life of a startup. Companies exit after going public or being acquired.



Summary

- So, we have a group of unicorn start-ups as a set (about 1000 companies), which are suitable as illustrative tools for business education courses.
- The life situation of entrepreneurs, the digital environment, and well-known brands help to create openness and engagement of students.



Summary

- On the one hand the bases of our related research is the educational experience of the past years and the interactive feedback from students.
- Secondly, our research is based on a detailed literature analysis.
- Building on this foundation, we will develop the teaching methodology presented above.



**Thank you for your
attention!**