crunchbase

America's Mighty Middle

What is America's Mighty Middle?

As we kick off a new decade, Crunchbase and Dundee Venture Capital are launching the first America's Mighty Middle Report to look at startup activity in locations between the U.S. coasts over the past 10 years. Omaha-based Dundee Venture Capital collectively calls the region in the middle of America the Mighty Middle, a term that describes the 25 states constituting America's heartland, bounded by the Rocky Mountains to the West and the Appalachian Mountains to the East.

The states in the Mighty Middle include:

Alabama, Arkansas, Colorado, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, New Mexico, North Dakota, Ohio, Oklahoma, South Dakota, Tennessee, Texas, Wisconsin and Wyoming. We also include Pittsburgh, given its location on the western side of the Appalachian Mountains, along with its similarities to many other Midwestern cities including top academic research institutions and a strong concentration of Fortune 500 companies.

Why do we cover the Mighty Middle?

Founders in the Mighty Middle have long had access to engineering talent, large Fortune 500 customers and the benefits of a lower cost of living. Local and coastal venture capital investors are actively and increasingly funding growth across all stages, and it is clear that large, valuable technology companies can be built outside of traditional tech hubs.

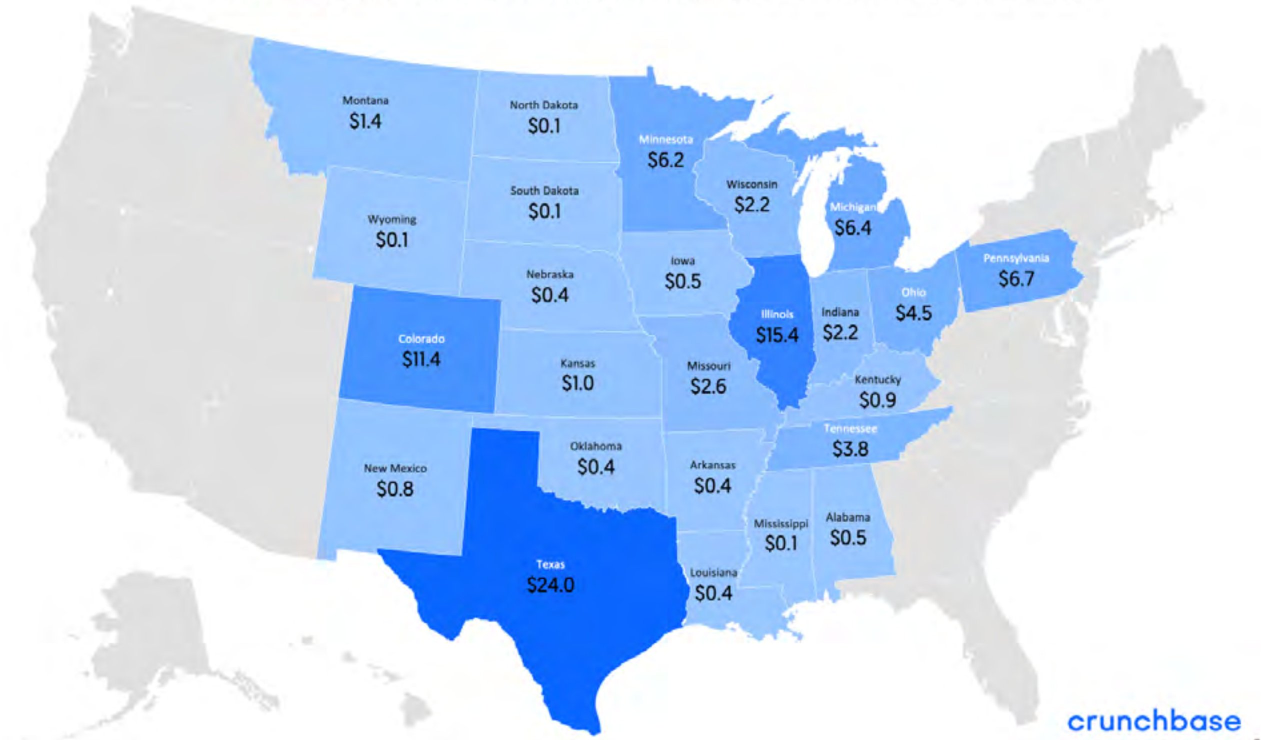
Summary

In America's Mighty Middle Report we review the biggest trends and insights from 2010-2019:

- Total venture capital investment deployed into the Mighty Middle over the past decade was $92.6 billion.
- Over the decade, invested dollars grew from $5.8 billion in 2010 to $20.2 billion in 2019, a 13 percent compounded annual growth rate.
- While the surge in invested dollars in the Mighty Middle at the end of the decade was largely driven by large, late-stage deals, investment across all stages increased significantly throughout the decade.
- Large exits are occurring more frequently. Of the 47 exits, 60 percent, or 28, at $500 million or more in the Mighty Middle occurred from 2015 to 2019. Only six such exits occurred in the first three years of the decade, compared to 16 in the last three.
- Female founders in the Mighty Middle have been able to raise capital at the earliest stages, but to date have not been able to raise further, larger rounds at the same pace as their male peers. Of venture capital raised from 2010 to 2019, 3 percent was invested in female-only teams, 7 percent in female and male teams, and 90 percent went to male-only teams.

The Mighty Middle Venture Investment by State [$Billion 2010-2019]

Includes seed, venture, corporate venture, and technology growth rounds. Note that Pennsylvania only includes Pittsburgh.



Introduction

“Some of the world’s most valuable companies are headquartered in the Mighty Middle. Forty percent of Fortune 500 companies are here. Many of the world’s top research institutions and computer science programs are here. It’s not a matter of if the Mighty Middle collectively catches up to Silicon Valley, but when,” said Dundee Venture Capital Partner Greg Beaufait.

In the last decade, startup activity outside of Silicon Valley has surged. The Mighty Middle, which we focus on in this report, is no exception. Coastal VCs are concentrating more capital outside of traditional startup hotbeds like the Bay Area, New York and Boston, while VC fund formation between the coasts proliferated over the last decade, allowing entrepreneurs to access capital regionally.

Large technology exits from the Mighty Middle over the past decade have shown that valuable technology businesses can be built and grown outside of the most well-known startup ecosystems. Startup successes including Indianapolis’ ExactTarget (purchased by Salesforce for $2.5 billion in 2013), Chicago’s Grubhub ($2.7 billion valuation at its IPO in 2014), Columbus’ CoverMyMeds (acquired by McKesson for $1.1 billion in 2017), Ann Arbor’s Duo Security (acquired by Cisco for $2.3 billion in 2018), Denver’s SendGrid (purchased by Twilio for $3 billion in 2019), Houston’s Drunk Elephant (acquired by Shiseido for $845 million in 2019), and Minneapolis-Saint Paul’s JAMF (that confidentially filed for an IPO at a $3 billion valuation in Q1 2020) showcase the breadth of activity throughout the region.

Momentum is building. A total of 16 exits greater than $500 million occurred in the Mighty Middle between 2017 and 2019, compared to only six in the first three years of the decade. Investors across all stages are paying attention. In 2019 alone, megarounds cemented unicorns including RigUp in Austin (raised $300 million at a $1.9 billion valuation led by Andreessen Horowitz), Root Insurance in Columbus (raised $350 million at a $3.6 billion valuation led by Coatue Management and DST Global), Bright Health in Minneapolis (raised $635 million led by NEA), C2FO in Kansas City (raised $200 million at a greater than $1 billion valuation led by SoftBank), and Duolingo in Pittsburgh (raised $30M at a $1.5 billion valuation from CapitalG).

The vastness and variety of the startup landscape in the area between the coasts can make these regions difficult to evaluate. Cities like Austin, Chicago, Denver, Minneapolis and Pittsburgh have robust and highly differentiated startup ecosystems. Regional coverage has historically focused on specific cities, states or individual startups. We looked at the entire region in order to present a holistic view of the trendlines of startup and venture activity in the middle of the country over the last decade.

Impact of COVID-19

We conducted this research during the COVID-19 pandemic. As the world grapples with unprecedented challenges, private companies are adjusting to new market conditions. In the first quarter of 2020, there was $2.5 billion invested in the Mighty Middle, down from fourth-quarter 2019 at $4.7 billion and first-quarter 2019 at $3.8 billion --down 47 percent quarter over quarter and 34 percent year over year. If you remove outsized rounds above $500 million, funding is down by 11 percent quarter over quarter and 19 percent year over year. This will adjust upward as fundings are added to Crunchbase due to data lags in disclosing funding rounds.

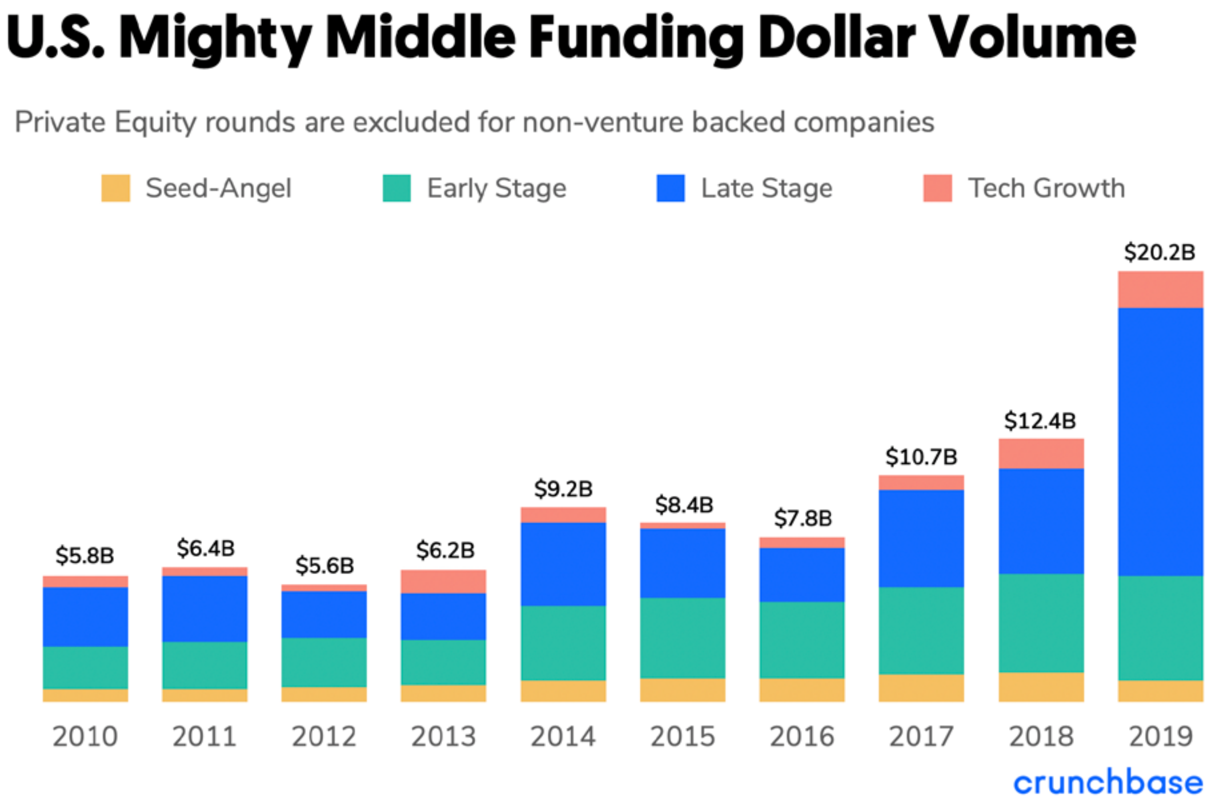
As shelter-in-place statewide regulations have been recently enacted in many states --starting around March 19--we have yet to determine the impact of the health crisis on funding. Crunchbase does anticipate a slowdown in the second and third quarters as venture investors assess the impact to their portfolio companies and reevaluate startups in a changed business environment.

Founders and investors in the Mighty Middle have long focused on building solid companies with an eye toward profitability and aiming to scale beyond their local markets, something that has likely become increasingly valuable in the current investing climate. Venture capital firms have raised record amounts in the last two years, and will continue to deploy capital into growing businesses--the dollars show that is increasingly happening in the Midwest.

A decade of Mighty Middle momentum

Venture capital investment into the Mighty Middle increased 247 percent over the past decade, from $5.8 billion in 2010 to $20.2 billion in 2019.

Mighty Middle venture capital investment saw the highest levels of growth year over year, with 2019 marking the highest rate, followed by 2014 and 2017.



Stages and round sizes

Over the 10-year span, the majority of venture capital dollars (54 percent) have been invested in late-stage and technology growth deals. (Technology growth is defined as private equity rounds in venture-backed companies.) This is followed by 36 percent of dollars invested at the early stage. Seed-stage deals represent 10 percent of total invested dollars. The largest growth in late-stage funding and technology growth deals was 124 percent in 2019.

While the surge in invested dollars in the Mighty Middle at the end of the decade was largely driven by large, late-stage deals, investment across all stages increased significantly throughout the time period.

As the dollars invested at all stages grew, so too did round sizes. Seed investment is of particular importance, driving future funding and exit activity.

Seed-stage funding nearly

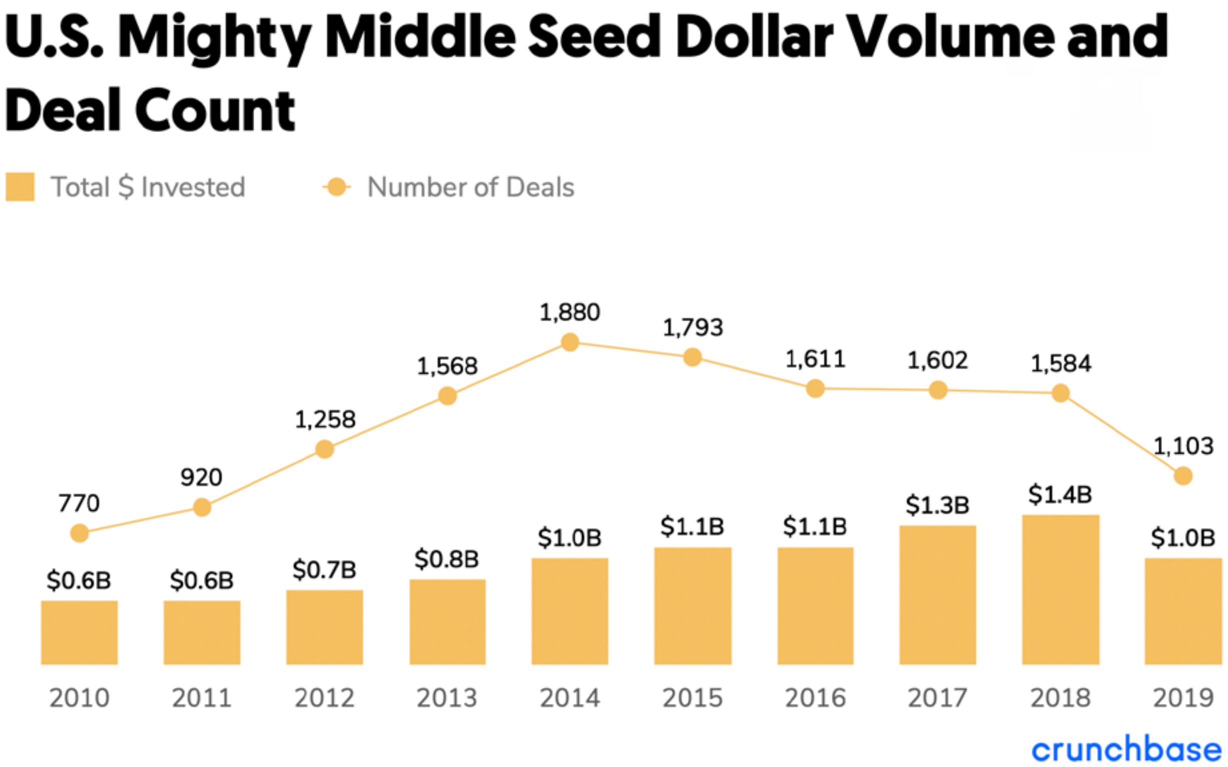
In total, seed-stage companies in the Mighty Middle raised $9.7 billion over the last decade. Since 2014, seed-stage companies have raised over $1 billion annually with the sum increasing each year.

Comparing 2010 to 2018--to allow for a full year of data to flow in--both deals and dollars at the seed stage grew significantly.

- The volume of Mighty Middle seed deals grew 106 percent, from 770 to 1,584.
- Seed dollars grew from $550 million to reach $1.4 billion, more than doubling over the decade.

While seed-stage investments make up just over 10 percent of total dollars invested in the region, seed comprises the vast majority of deals in the past decade at 70 percent of all deals, with 23 percent of rounds being early-stage and only 7 percent at late-stage, including technology growth.

For the first half of the decade, on average, 1,280 seed rounds were completed each year throughout the Mighty Middle. Over the last five years, on average, 1,540 seed financings were completed annually in the area. The counts from 2019 will push this number higher over time, as we see a significant time lag for seed funding reporting.

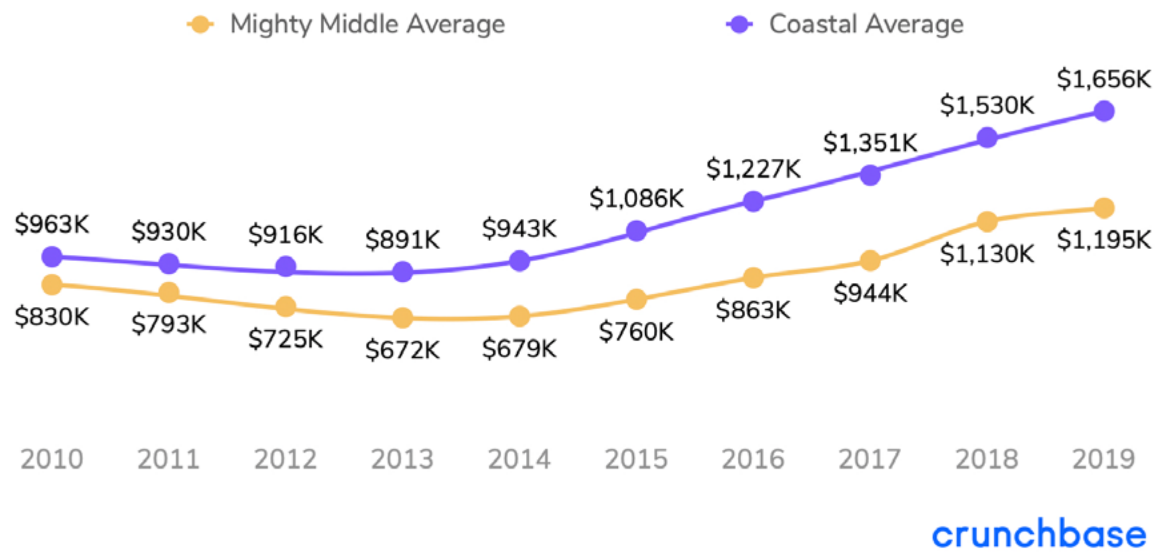


Seed-stage round sizes increased

Round sizes act as a proxy for company valuations, and seed-stage round sizes have been increasing across the U.S. over the last 10 years. While coastal seed round sizes exceed those in the Mighty Middle, both markets have seen average and median round sizes increase.

- The average seed round during the decade in the Mighty Middle was $849,000, while the average coastal seed round was $1.16 million.
- In 2010, the average Mighty Middle seed round was $830,000, and by 2019 grew to $1.2 million, a 44 percent increase.
- On the coasts, the average seed round was $963,000 in 2010 and reached $1.66 million in 2019, a 72 percent increase.

Average Seed round size U.S. Mighty Middle vs. Coastal

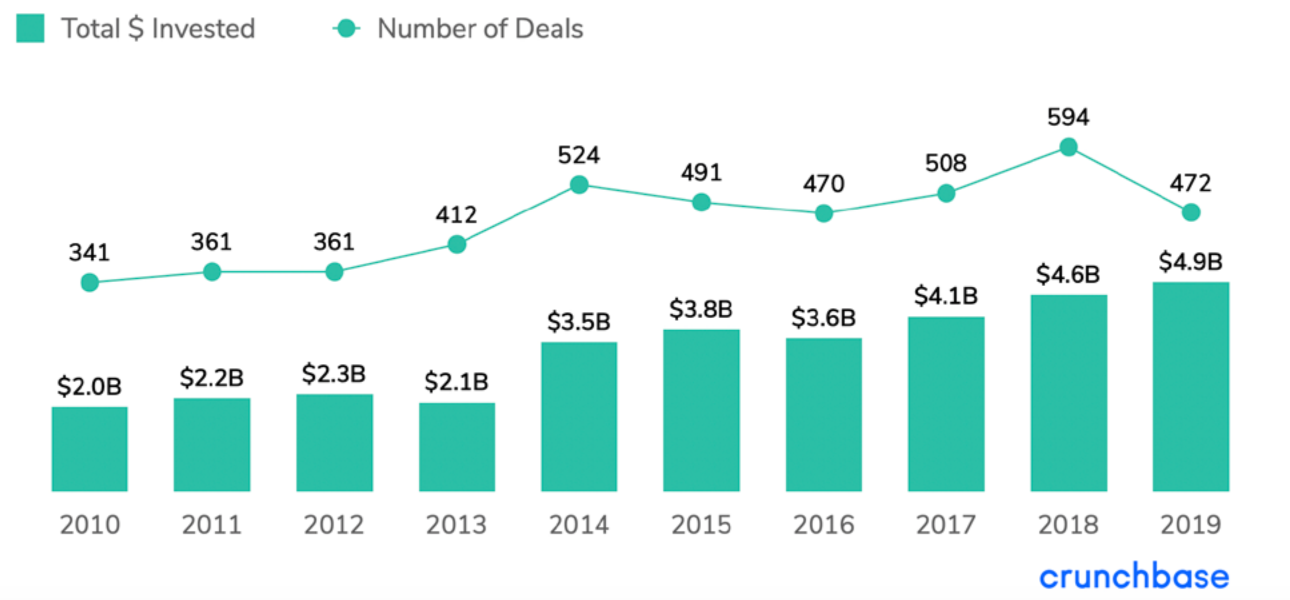


Early-stage activity has crossed $4B+ annually

Early-stage investment volume in the region reached a peak in 2018, with 594 deals. There were over 500 early-stage rounds closed in the region in 2018, 2017, and 2014.

- While the 2019 deal volume exhibits reporting lags, the dollars invested at the early stage in the Mighty Middle last year have already set a record and may cross $5 billion for the first time.
- Dollars invested at the early stage have more than doubled since 2010, from $2 billion to close to $5 billion in 2019.

U.S. Mighty Middle Early Stage Dollar Volume and Deal Count



Late-stage investment increased 4x since 2010

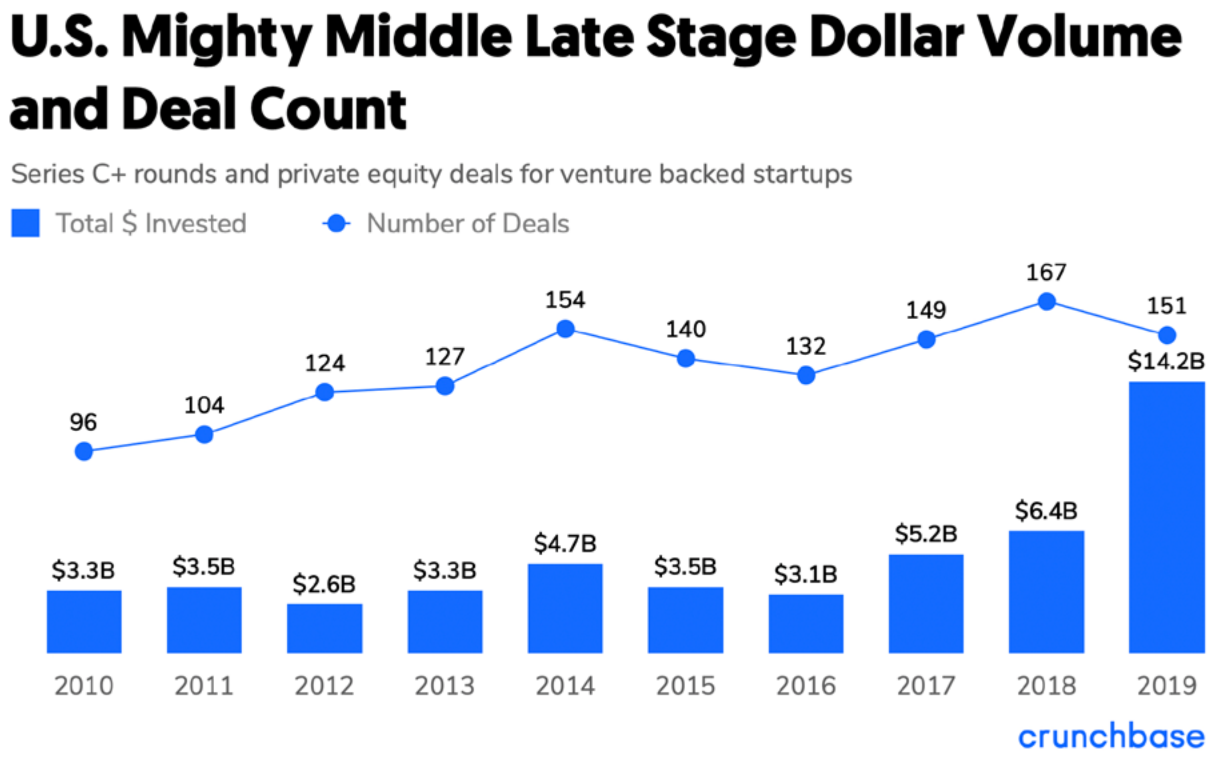
Investment in late-stage technology businesses (Series C and later rounds) has driven the majority of Mighty Middle venture investment. In 2019, 26 funding rounds of over $100 million occurred. These 2019, primarily late-stage megadeals, were led in part by automotive, energy and insurance companies--three sectors that have been long-standing regional stalwarts. Together, $100 million-plus late-stage rounds represented $11.1 billion in total invested dollars in the region. (Four of these $100 million-plus deals were raised at Series B.)

- Late-stage deals and technology growth follow a similar trend, with volume peaking at 167 investments in 2018.

- Late-stage dollar volume, including technology growth, has increased more than fourfold since 2010, with 2019 representing 124 percent growth year over year.

In automotive, Rivian in Michigan raised $2.85 billion in 2019 across four separate financings. Pittsburgh-based companies Argo AI and Uber Advanced Technologies raised $2.6 billion and $1 billion, respectively. In energy, Absaroka Energy in Montana raised $1 billion, and in insurance, Bright Health in Minnesota raised $635 million and Root Insurance in Ohio raised $350 million.

Late-stage investment activity in 2019, even with the four largest ($1 billion-plus) investments removed, remains a record, with over $8 billion invested in the region.



Leading states and cities

The Mighty Middle states with the highest total venture capital investments over the decade were Texas, Illinois, Colorado, Pennsylvania (Pittsburgh specifically) and Michigan. The states with the greatest increases in venture dollars invested from the early to the latter 2010s were Pennsylvania (Pittsburgh specifically), Texas, Michigan, Colorado and Illinois.

Invested Dollars By State ($B)

We exclude private equity rounds for non-venture backed companies. *For the State of Pennsylvania we only include Pittsburgh west of the Appalachian Mountains

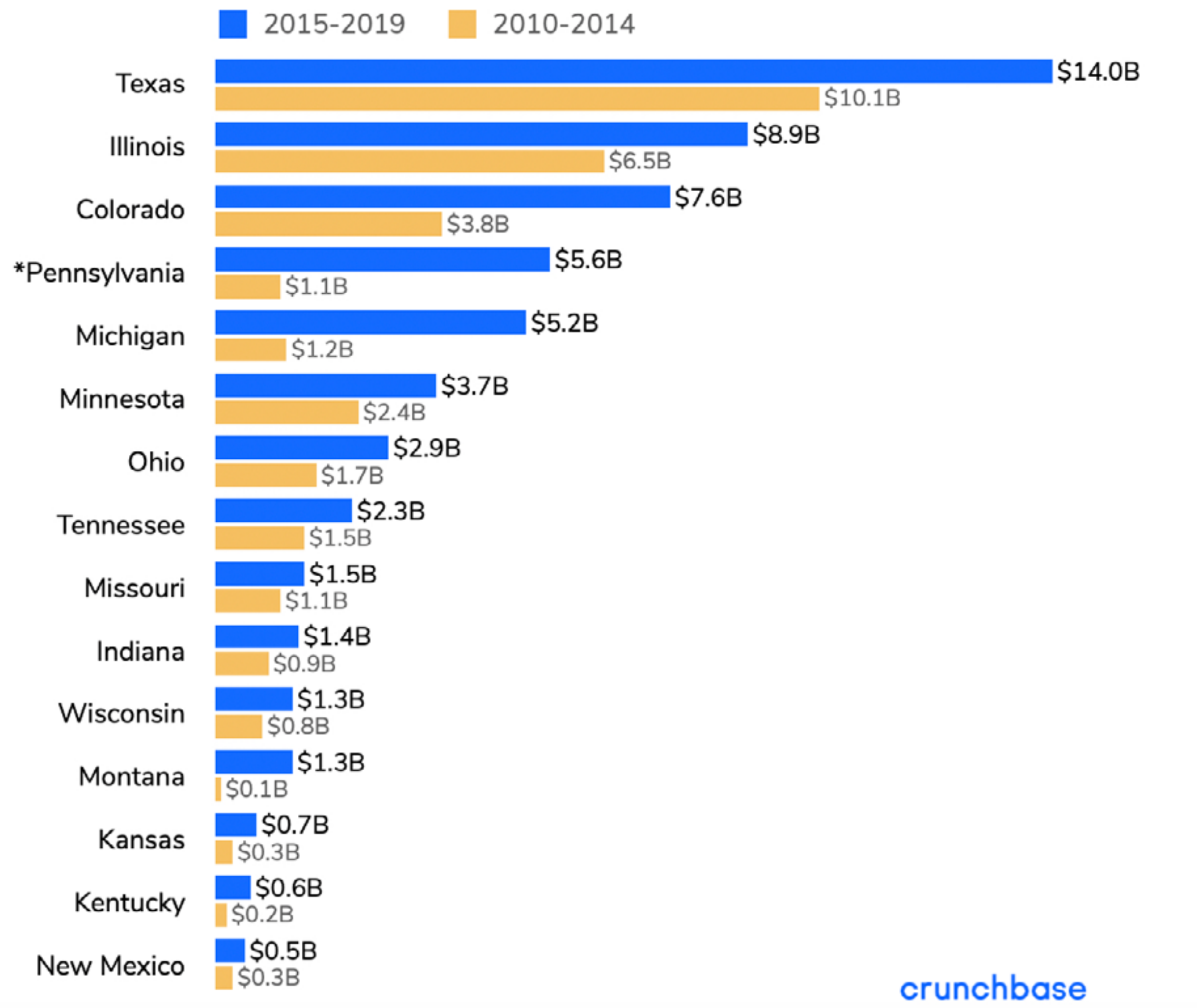
State	2015-2019	2010-2014	Increase In 5 Years
*Pennsylvania (Pittsburgh)	5.6	1.1	4.6
Texas	14.0	10.1	3.9
Michigan	5.2	1.2	3.9
Colorado	7.6	3.8	3.8
Illinois	8.9	6.5	2.4
Minnesota	3.7	2.4	1.3
Ohio	2.9	1.7	1.2
Montana	1.3	0.1	1.2
Tennessee	2.3	1.5	0.7
Indiana	1.4	0.9	0.5
Wisconsin	1.3	0.8	0.5
Missouri	1.5	1.1	0.4
Kentucky	0.6	0.2	0.4
Kansas	0.7	0.3	0.3
New Mexico	0.5	0.3	0.3

crunchbase

- The three leading states, Texas, Illinois and Colorado, make up roughly half of the total activity at $30 billion invested (compared to $20 billion the previous five years).
- The 10 leading states, including Texas, Illinois, Colorado, Pennsylvania (Pittsburgh specifically), Michigan, Minnesota, Ohio, Tennessee, Missouri and Indiana comprise 89 percent to 90 percent of the total dollars invested in the region over both the decade and the last five years.

U.S. Mighty Middle Top 15 States Dollar Volume 2015/2019 vs. 2010/2014

Private Equity rounds are excluded for non-venture backed companies. *For the State of Pennsylvania we only include Pittsburgh west of the Appalachian Mountains



Chicago, Austin, Denver are the leading cities

Across the Mighty Middle, companies in the metro areas or cities of Greater Chicago, Austin, Greater Denver (which includes Boulder), Pittsburgh, Greater Dallas and Greater Minneapolis raised the most venture capital dollars over the past decade. A rise of strong-performing companies in each city, including those we highlighted earlier Grubhub, RigUp, SendGrid and JAMF, drew attention and dollars from coastal investors, so it's not surprising to see this concentration of venture capital dollars.

Three areas saw startups raise more than $1 billion in seed capital over the last decade: Austin, Greater Denver (including Boulder) and Greater Chicago.

Leading Metro and Cities ($B) 2010-2019

Metro/City Area	Total Invested ($B)	Total Seed ($B)	Seed Ratio
Austin	$11.8	$1.3	11%
Greater Denver	$10.5	$1.2	11%
Greater Chicago	$15.2	$1.1	7%
Greater Dallas	$6.5	$0.7	10%
Greater Minneapolis	$6.0	$0.5	8%
Greater Houston	$4.3	$0.4	9%
Nashville	$2.2	$0.3	12%
Pittsburgh	$6.7	$0.3	4%
Madison	$1.1	$0.2	19%
St Louis	$1.7	$0.2	14%
Indianapolis	$1.5	$0.2	12%
Ann Arbor	$1.4	$0.2	12%
Greater Detroit	$4.4	$0.2	4%
Columbus	$1.6	$0.1	9%

crunchbase

Governments, accelerators drove early-seed funding

A strong base of venture capital funds in the Mighty Middle has formed over the last 15 years, and there is increasing investment from coastal funds across all stages. The earliest stage of investment, seed, can be a leading indicator for growth in a region. Seed has evolved significantly in the region over the last couple of decades.

Initial seed investment activity in the middle of the U.S. was initially catalyzed by government and nonprofit organizations, often backed with public dollars. By 2006, several such government and nonprofit organizations across the Mighty Middle were actively deploying capital at the seed stage in their own backyards. In Ohio, CincyTech, JumpStart and Rev1 Ventures, which are all part of Ohio's Third Frontier Program, have collectively made 143 seed investments since 2010. Innovation Works in Pittsburgh has made 136 seed investments over the last decade. In Tennessee, Innova Memphis has made 68 seed investments, and in Nebraska, Invest Nebraska has made 52 investments. Active angel networks were established around the same time, including Houston Angel Network in Texas, formed in 2001, and Hyde Park Angels formed in 2007 in Illinois.

At the same time in the mid-2000s, accelerators began to form. Techstars held its first accelerator program in Boulder in the summer of 2007. Five years later there were over 30 accelerator programs in the Mighty Middle, including mainstays such as the Capital Factory in Austin, AlphaLab in Pittsburgh, Capital Innovators in St. Louis and gener8tor throughout the region.

As early-stage entrepreneurs were funded by government organizations and nonprofits, accelerators, or by bootstrapping, early-stage fund formation lagged a few years behind before quickly accelerating, with many of the most active funds at seed in the region being formed during the last decade. Twelve of the 14 most active seed venture capital funds in the region (excluding state-funded and nonprofit activity) formed after 2005.

Mighty Middle Investors by Seed Portfolio Count in the Mighty Middle (2010-19)

Counts based on reported seed rounds in Crunchbase as of March 2020

Investment Firm	Seed Portfolio Count	Founded	City
M25	56	2015	Chicago
Techstars Ventures	52	2006	Boulder
Chicago Ventures	38	2012	Chicago
Pritzker Group Venture Capital	36	1996	Chicago
Hyde Park Venture Partners	34	2011	Chicago
Service Provider Capital	31	2014	Golden
Impact Engine	28	2011	Chicago
MB Venture Partners	25	2001	Memphis
Serra Ventures	24	1998	Champaign
Lightbank	23	2010	Chicago
Dundee Venture Capital	23	2010	Omaha
Wakestream Ventures	20	2016	Grand Rapids
Silverton Partners	19	2006	Austin
FirstMile Ventures	19	2010	Colorado Springs

crunchbase

Coastal VCs invest early outside the coasts

As regional funding in the Mighty Middle grew over the decade, coastal venture capital funds increased their investment in the region. The most active coastal funds in the area over the decade are largely high-volume, non-lead micro VCs, including Right Side Capital Management, Social Starts, Great Oaks VC, Liquid 2 Ventures, SV Angel, Backstage Capital and VilCap Investments.

In contrast to the dozens of early-stage funds formed in the Mighty Middle since 2010, the larger coastal venture capital funds investing heavily in the area are some of the most well-established, brand-name firms that have been seed investing since its beginning.

Coastal venture capital funds actively investing at the seed stage in the Mighty Middle include seed-focused firms Floodgate, Founder Collective and Slow Ventures, in addition to early-stage funds like Greycroft and lifecycle funds such as NEA and Founders Fund. While our data focuses on the Bay Area-, New York- and Boston-headquartered funds, it is important to mention Revolution's Rise of the Rest Seed Fund, based in Washington, D.C., which has raised $300 million across two funds since 2017 to invest in seed-stage opportunities outside of the coasts. Rise of the Rest Seed Fund, along with Revolution Ventures and Revolution Growth, are among the most active Mighty Middle investors headquartered outside of the region.

When comparing the early part of the decade against the latter, coastal fund activity at seed shows a strong increase. From 2010 to 2014 there were 215 coastal funds making 426 total seed investments in the Mighty Middle, and in the last five years, 560 funds made 1,241 seed investments. Among the most active coastal funds, with three or more Mighty Middle investments, the acceleration is even clearer. Twenty-seven coastal VC funds made 205 seed investments from 2010-2014. From 2015-2019, 104 coastal VC funds made 688 seed investments, a threefold increase.

Coastal Investors by Seed Portfolio Count in the Mighty Middle (2010-19)

Counts based on reported seed rounds in Crunchbase as of March 2020

Investment Firm	Seed Portfolio Count	Founded	City
Right Side Capital Management	82	2010	San Francisco
Social Starts	19	2012	San Francisco
Great Oaks Venture Capital	18	2005	New York
Liquid 2 Ventures	13	2015	San Francisco
SV Angel	13	2009	San Francisco
Backstage Capital	11	2015	West Hollywood
VilCap Investments	10	2014	San Francisco
Social Capital	10	2011	Palo Alto
BoxGroup	9	2007	New York
Floodgate	9	2006	Palo Alto
Kapor Capital	8	1999	Oakland
True Ventures	8	2005	Palo Alto
Draper Associates	7	1969	Menlo Park
Greycroft	7	2006	New York
Zelkova Ventures	7	2007	New York
City Light Capital	6	2004	New York
Data Collective DCVC	6	2011	San Francisco
Digital Currency Group	6	2011	New York
Founder Collective	6	2009	Cambridge
Founders Fund	6	2005	San Francisco
Joyance Partners	6	2017	San Francisco
Lerer Hippeau	6	2010	New York
New Enterprise Associates	6	1977	Menlo Park
Rock Health	6	2010	San Francisco
Silicon Badia	6	2011	New York
Slow Ventures	6	2009	San Francisco
Stacked Capital	6	2017	New York

Regional fund formation has increased dramatically

Venture capital funds in the Mighty Middle formed at a rapid pace over the decade, filling a historical void of early-stage venture capital and accelerating the pace of regional investment activity across all stages.

In aggregate, 128 new venture capital firms formed in the region over the 10 years, compared to 51 in the prior decade. From 2005-2009, 26 venture funds formed regionally including Foundry Group's initial $225 million fund. At least two more funds, Silverton Partners and Mercury Fund, from that cohort, now have $100 million early-stage funds. By comparison, more funds (29) formed in 2010 and 2011 alone than in the prior five years.

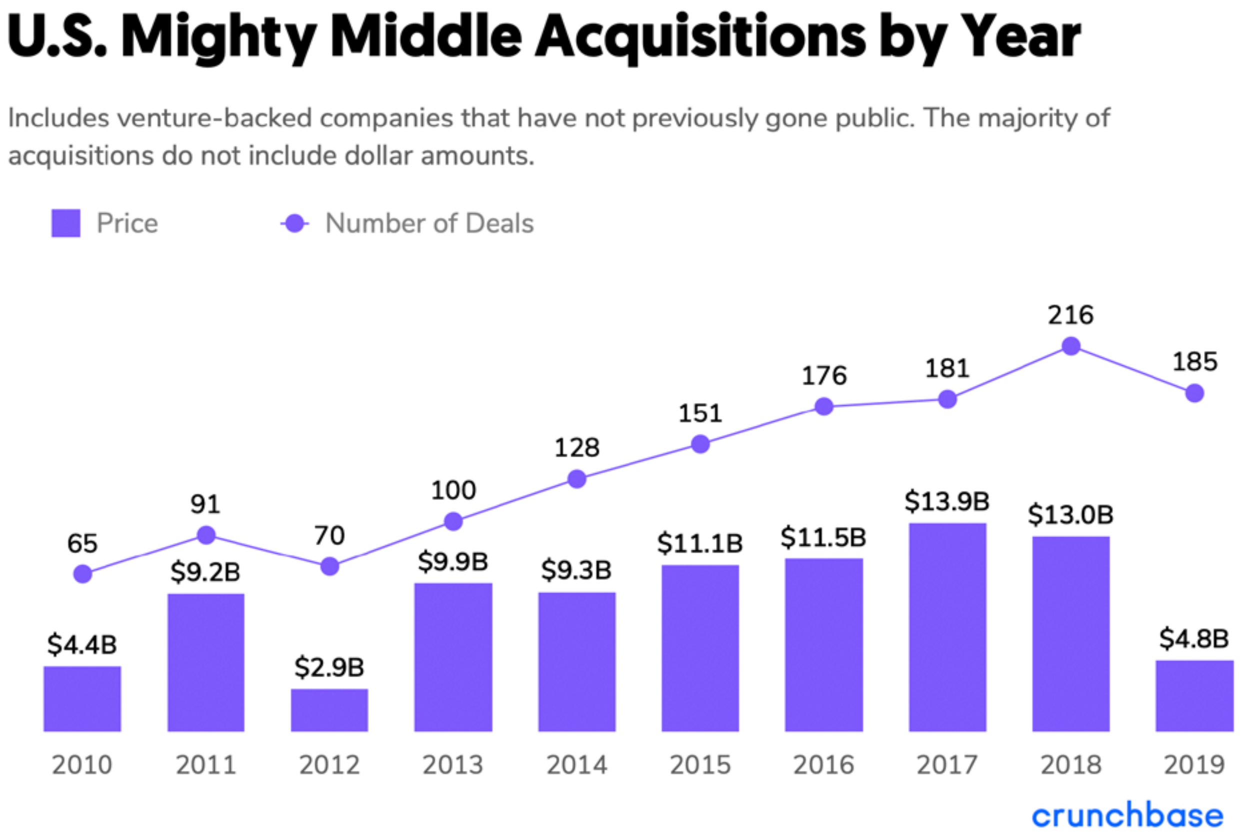
The funds formed between 2010 and 2014, 74 in total, play a meaningful part in the increased investment seen at all stages across the region. Several focus exclusively on regional seed investing, including Dundee Venture Capital, Matchstick and Chicago Ventures. Large, regionally focused Series A and B funds, including Drive Capital (now with $1 billion under management), Lewis & Clark Ventures ($200 million under management), and Hyde Park Venture Partners (with $190 million) were formed during this same period.

Note: For this analysis, we only looked at active venture capital funds (those making more than three Mighty Middle investments), and excluded nonprofit/government funders, corporate VCs and accelerator-based funds.

The exit landscape

There has been substantial growth in the number of acquisitions and exit value in the Mighty Middle over the last decade, with a peak seen from 2017 to 2018. Overall, there were 1,363 reported exits over the period.

From 2010-2014, there were 454 reported M&A deals announced in the region. From 2015-2019, there were 909 reported deals, a nearly 100 percent increase. The majority of the M&A activity, like the investment activity, occurred in Texas, Illinois and Colorado. For our M&A analysis we only include venture-backed companies that have not previously gone public. It is worth noting that the majority of reported acquisitions do not include price.



Companies such as IBM, Marlin Equity Partners, Cisco, Oracle, Google and Vista Equity Partners are among the region's most active acquirers. There are very few serial acquirers, with most having done only one or two deals. Additionally, the top acquirers make up less than 5 percent of all acquisition activity. Exit values have been increasing, but the players are across the board.

Large exits are occurring more frequently: Of the 47 exits, 60 percent, or 28, at $500 million or more in the Mighty Middle occurred from 2015-2019. Only six such exits occurred in the first three years of the decade, compared to 16 in the last three.

Coastal investors have had big wins in the greater Midwest at the seed stage, with True Ventures' 2012 seed round investment in Duo Security (sold to Cisco for $2.4 billion) likely taking the cake for absolute returns.

Still, more often than not, recent large Mighty Middle exits bootstrapped initially. Examples include Indianapolis-based ExactTarget, which bootstrapped to $9 million in revenue before raising Series A funding and eventually selling for $2.5 billion, and Minneapolis' JAMF Software, which bootstrapped for eight years prior to a Series A and this year confidentially filed for an IPO that could value the company at $3 billion.

Perhaps a more stark example compared to coastal funding trajectory is Columbus' CoverMyMeds, with its only equity financing coming locally at the seed stage in 2010 through nonprofit JumpStart, prior to a private equity investment in 2014 and a sale to McKesson for over $1 billion in 2017.

Female founders in America’s Mighty Middle

Female founders in the Mighty Middle have been able to raise capital at the earliest stages, but to date have not been able to raise further, larger rounds at the same pace as their male peers. Gender parity in the entrepreneurial ecosystem is a long way off.

For this analysis, we look at female-only founders, female and male co-founding teams, and male-only teams.

Three percent of venture capital raised from 2010 to 2019 was invested in female-only teams, 7 percent in female and male teams, and 90 percent in male-only teams.

- The largest rounds raised by female-founded businesses in the last decade were Paladina Health ($165 million) and Guild Education ($157 million) in Denver, and Tennessee based Genera Energy ($118 million).
- Female founders in the Mighty Middle are making the most progress at the seed stage. From 2010 to 2014, female-only founding teams raised $123 million in seed funding, which was 4 percent of all seed capital raised during the period. In the second half of the decade, female entrepreneurs raised $269 million in seed capital, which was 5 percent of the total.
- Notable female-founded companies that raised large seed rounds in the latter half of the decade include MyVillage ($5.95 million), Apostrophe ($5.5 million), Diligent Robotics ($3 million) and BrideSide ($3 million).

Conclusion

Venture capital investment into America's Mighty Middle more than tripled from 2010 to 2019, and over 130 regional venture capital firms formed. Floodgate, Founder Collective, Slow Ventures, Greycroft, NEA and Founders Fund were among the firms driving a nearly four times increase in coastal VC activity at seed in America's Mighty Middle. There have been 16 exits at $500 million-plus in the last three years in America's Mighty Middle, compared to only six during the first three years of the decade. Supergiant rounds are commonplace; in 2019, 26 financings at $100 million-plus occurred in the region.

With at least five unicorns minted in 2019 alone and exit activity more than doubling over the decade, the strengths of America's Mighty Middle ecosystems have yielded strong results. Many of the largest technology exits in the region historically were bootstrapped to a Series A, or even further. Now that seed and Series A funds proliferate across the region, will massive tech exits be larger and even more frequent?

One supporting example of this notion may be Root Insurance in Columbus, initially funded by Drive Capital in 2016 prior to selling a single insurance policy. Less than five years later, Root is the most valuable insurtech startup in the world at a valuation of $3.6 billion.

Methodology

This report is based on data in Crunchbase as of April 24, 2020.

For this report we included funded companies founded after 1980. We reviewed private company fundings from seed- through late-stage venture. We included private equity rounds for venture-backed companies. All other private equity rounds are excluded.

We looked at reported--not projected data--which means that 2019 numbers will increase over time, relative to previous years. Private market financing data is subject to reporting delays, so numbers may have changed since publication as more data gets added to Crunchbase.

Glossary of funding terms

- Seed/angel includes financings that are classified as seed or angel, including accelerator funding, equity crowdfunding and venture rounds without a designated series, that are $3 million and below.
- Early-stage venture includes financings that are classified as a Series A or B, and venture rounds without a designated series that are above $3 million and equal to or below $15 million.
- Late-stage venture includes financings that are classified as a Series C+, and venture rounds without a designated series greater than $15 million.
- Technology growth is a private-equity round raised by a company that has previously raised a "venture" round. (So, basically, any round from the previously defined stages.) Private-equity rounds for non venture-backed companies are not included in this report.
- For M&A activity we only included venture-backed companies that have not previously gone public. It is worth noting that the majority of reported acquisitions do not include price.
- Our analysis on female founders is based on announced funding to companies with founders associated. Crunchbase's dataset is constantly expanding, but there are gaps. A company may not have founders listed on its Crunchbase profile. Or Crunchbase might not have a gender listed for founders that are attached to the person's Crunchbase profile. (Note: In addition to "male" and "female," Crunchbase has over two dozen other gender tags.) Based on an analysis of current data for this report, more than 90 percent of dollars raised in the last 10 years are associated with companies that have founders.

About Crunchbase

Crunchbase is the leading provider of private-company prospecting and research solutions. Over 55 million users—including salespeople, entrepreneurs, investors and market researchers—use Crunchbase to prospect for new business opportunities. Companies all over the world rely on us to power their applications, making over 3 billion calls to our API each year.

About Dundee Venture Capital

Dundee Venture Capital was formed in 2010 to lead seed rounds in the best technology entrepreneurs in the Mighty Middle: markets historically underserved by venture capital. Dundee has over $75 million under management across three funds and has invested in 50 world-class founding teams in 20 different cities since 2010. Dundee has offices in Chicago, Omaha and Minneapolis.