

- Providing Context to Startup Culture

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1

Number One Question

What causes startups to succeed?

● Our Hypothesis

- A startup is more likely to succeed if
 - It has as high level of consistency
 - It has a positive sentiment
 - It subjectively seems more likely to succeed



● Our Procedure

- We visited three startups in NYC
- Interviewed founders
- Collected information
 - Internal: Observations made through interviewing
 - External: Observations made through articles and social media

● Startups Visited

○ - Estimote

Collects and aggregates information for Wall Street

- PowerToFly

Provides a service to get women jobs in the technology sector with flexible hours

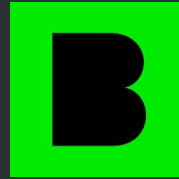
- Betaworks

NYC based technology startup incubator

● Our Trips



Collected Information About...



● Information Collected

○ **Articles**

The number of articles written about the startup



Funding


The total funding the startup has received over its lifetime



Investors

The number of investors the startup has received over its lifetime





● We Measured...

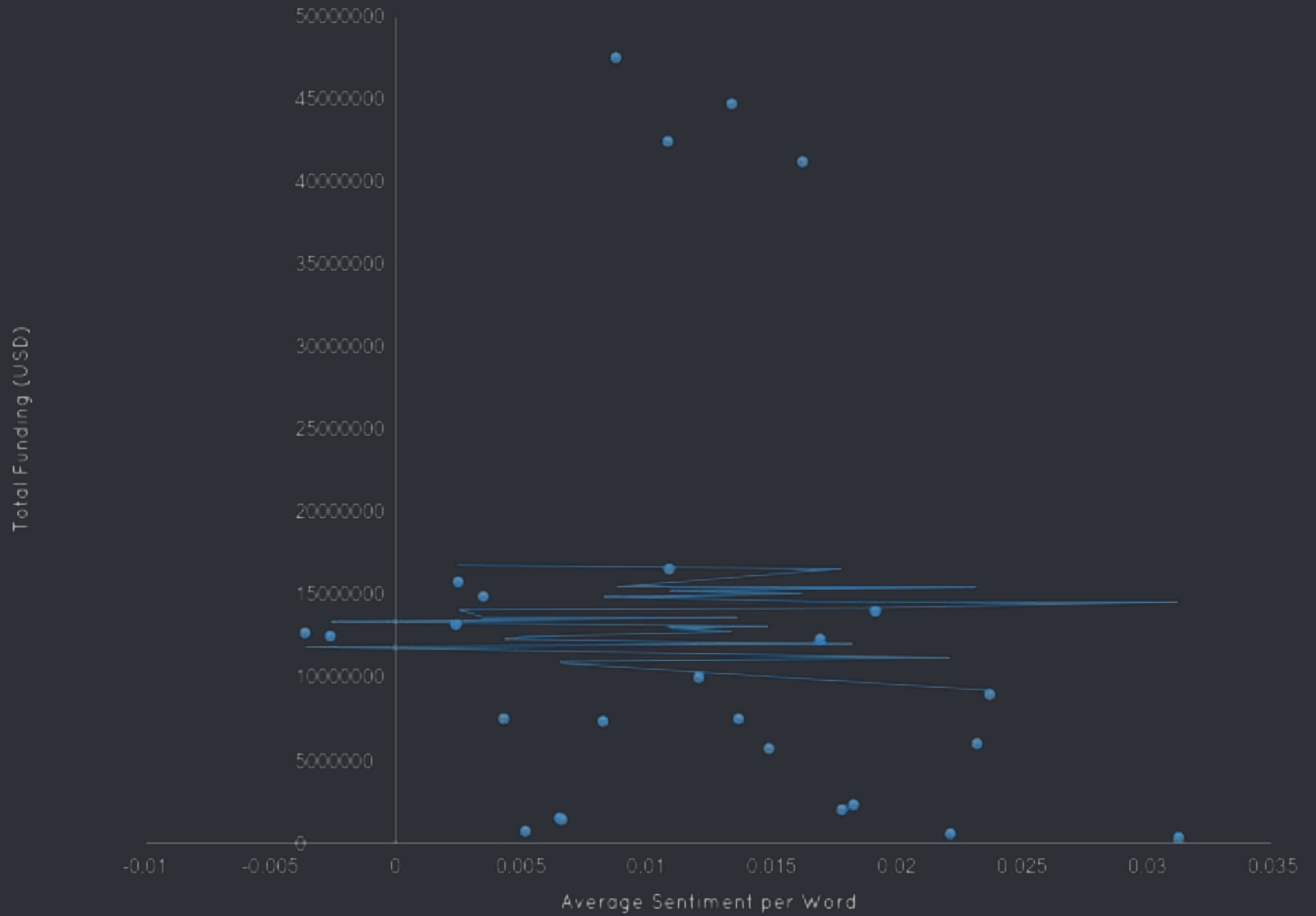
Sentiment

Used semantic analysis of observations and Techcrunch articles to learn positive sentiment

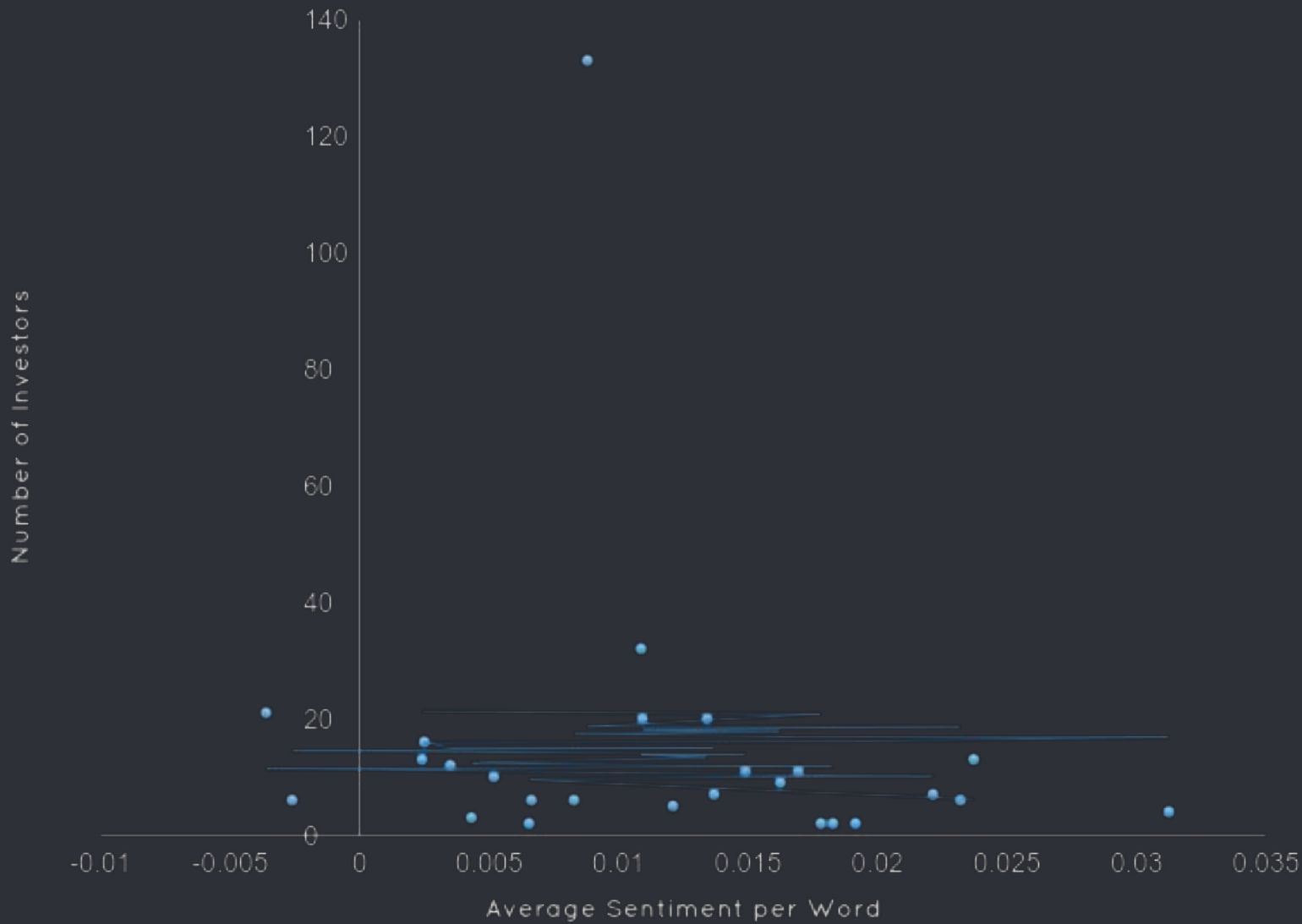
Consistency

How many internal observations can be found in external sources

Total Startup Funding vs. Sentiment



Number of Investors vs. Sentiment



● Consistency Data

| Company | Score | Funding | Sentiment Consistency |
|----------------|--------------|-----------------|------------------------------|
| Betaworks | 1.0 | \$47.5M | 4.90 |
| Estimize | 1.0 | \$15.78M | 1.04 |
| PowerToFly | 0.6 | \$7.5M | 0.33 |



Consistency

The highest correlative variable with our measured success factors



● Conclusions

- The startup needs to be consistent in its culture and mission
- The startup should not diversify its workforce by enabling remote work

Thanks!

ANY QUESTIONS?