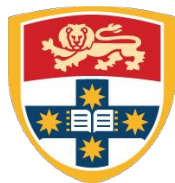


Using Data Science to Transform Global VC

Madhu Shalini Iyer
Partner, Rocketship.vc



Madhu Shalini Iyer



THE UNIVERSITY OF
SYDNEY



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LENDING



Entrepreneurship is Global

Top 30 Global Startup Ecosystems and Runners-up



	Ranking 2020	Change from 2019	Change from 2017
Silicon Valley	1	0	0
New York City	2 (tie)	0	0
London	2 (tie)	▲ 1	▲ 1
Beijing	4	0	0
Boston	5	0	0
Tel Aviv - Jerusalem	6 (tie)	0	▼ -1
Los Angeles	6 (tie)	0	▲ 3
Shanghai	8	0	0
Seattle	9	▲ 3	▲ 1
Stockholm	10	▲ 1	▲ 4
Washington DC	11	▲ 8	NEW
Amsterdam	12	▲ 3	▲ 7
Paris	13	▼ -4	▼ -2
Chicago	14	▲ 3	▲ 4
Tokyo	15	NEW	NEW
Berlin	16	▼ -6	▼ -9
Singapore	17	▼ -3	▼ -5
Toronto-Waterloo	18	▼ -5	▼ -2
Austin	19	▼ -3	▼ -6
Seoul	20	NEW	NEW
San Diego	21	▼ -1	NEW
Shenzhen	22	NEW	NEW
Atlanta	23	▲ 5	▼ -1
Denver-Boulder	24	▼ -3	▼ -3
Vancouver	25	▼ -1	▼ -10
Bangalore	26	▼ -8	▼ -6
Sydney	27	▼ -4	▼ -10
Hangzhou	28	NEW	NEW
Hong Kong	29	▼ -4	NEW
Sao Paulo	30	NEW	NEW
<i>31-35 and 36-40 are alphabetical order</i>			
Bern-Geneva		▼ -12	NEW
Dallas		NEW	NEW
Miami	31 (ties)	▼ -5	NEW
Munich		▼ -5	NEW
Salt Lake-Provo		NEW	NEW
Copenhagen		NEW	NEW
Delhi		NEW	NEW
Dublin	36 (ties)	▼ -10	NEW
Melbourne		NEW	NEW
Montreal		NEW	NEW

30% of Top Global Ecosystems are in the Asia-Pacific Region

Startup Genome

Search...

Ranking	Ecosystem	Continent
#4	Beijing	Asia-Pacific
#8	Shanghai	Asia-Pacific
#15	Tokyo	Asia-Pacific
#17	Singapore	Asia-Pacific
#20	Seoul	Asia-Pacific
#22	Shenzhen	Asia-Pacific
#26	Bangalore	Asia-Pacific
#27	Sydney	Asia-Pacific
#28	Hangzhou	Asia-Pacific
#29	Hong Kong	Asia-Pacific
#36 (ties)	Melbourne	Asia-Pacific
#36 (ties)	Delhi	Asia-Pacific

Startup Genome

Source: www.startupgenome.com

Source: Startupgenome



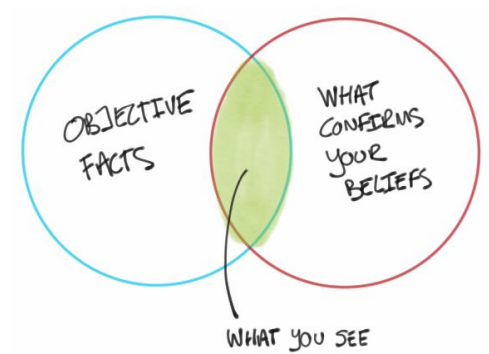
But Traditional VC is struggling to scale



Network Driven



Location Constrained



Confirmation Bias



Data is eating the World! So why not VC?

THE WALL STREET JOURNAL

The Quants Run Wall Street Now



The New York Times

G.M. Unveils Its Driverless Cars



BBC

Google AI defeats world Go champion



McKinsey&Company

One Third of American Workforce may have to switch to new occupations by 2030



SPECTRUM

Stanford algorithm can diagnose pneumonia better than radiologists



Andrew Ng

AI is like Electricity





- Deal Flow: Data/ML source, filter and evaluate the most promising global startups
- Investment: Partners with broad expertise combined with data perform deep evaluation
- Value Add like no other investor:
 - World class data scientists
 - Largest db of startup data
 - Hands-on operator experience from 0 to Unicorns.

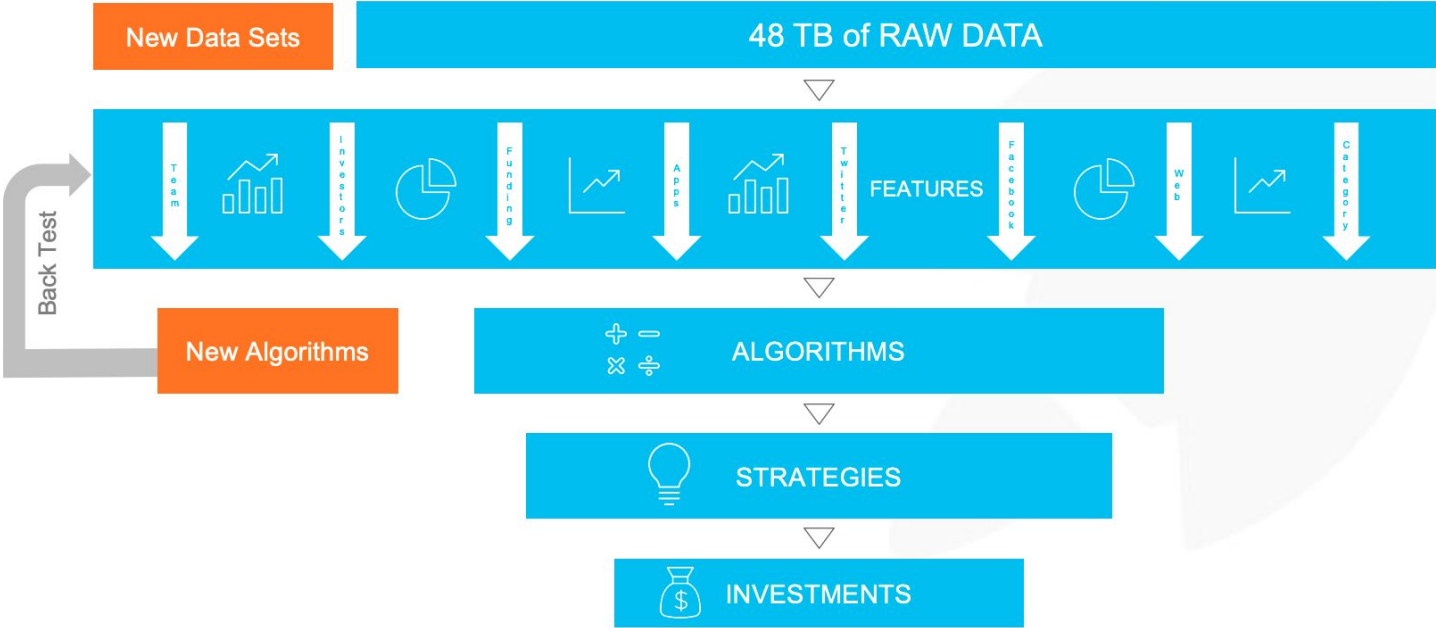


rocketship.vc

A Global VC powered by Data



How do we do it?



Investment Process

- Multiple Partner conversations
 - We were doing Zoom way before the pandemic!
 - Company gets to talk directly to a partner
- Deep due diligence
 - Customer conversations
 - Ecosystem and competition analysis
- Investment Committee

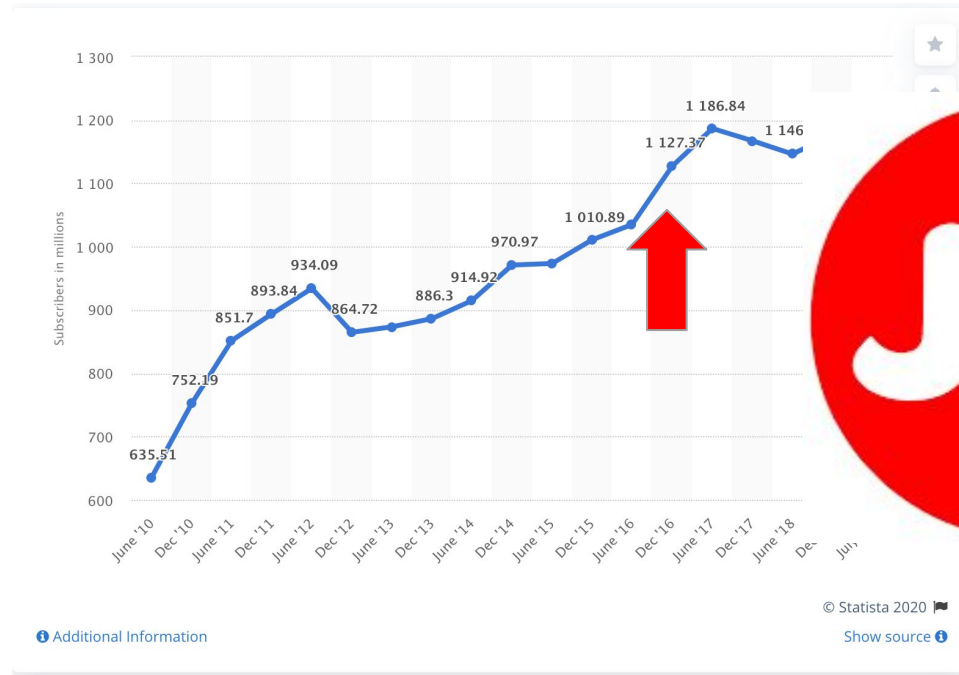


Rocketship.vc In Operation

Case study: India

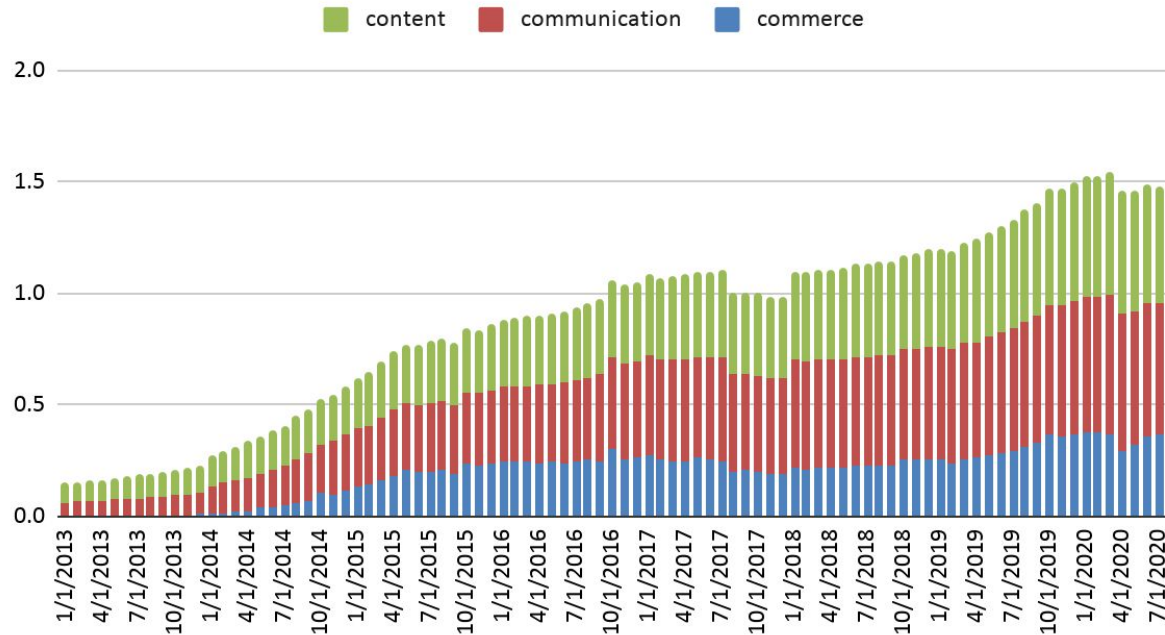


Late 2016: Pipeline full of Indian Companies. Why?



1: Communication, Content, Commerce (3C)

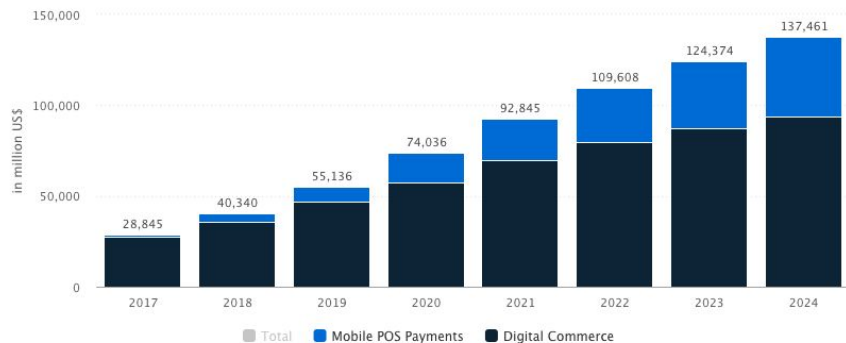
MAU of Top 3C Apps in India 2013-2020 (Billion)



Source: AppAnnie

2: Money

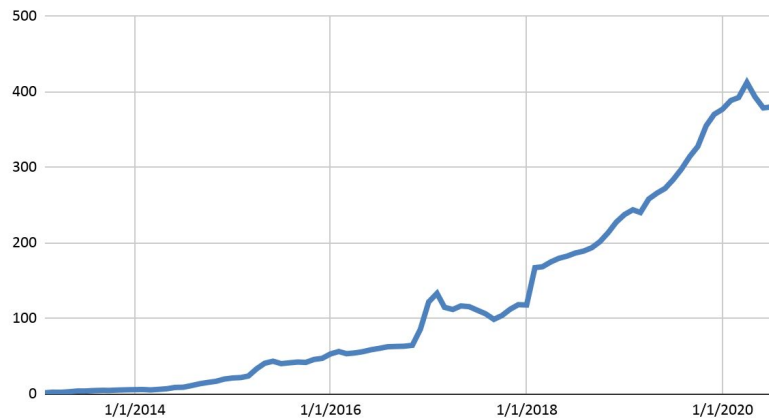
Yearly Digital Payment Transaction Value in India



Source: Statista (Forecast adjusted for expected impact of COVID-19), September 2020

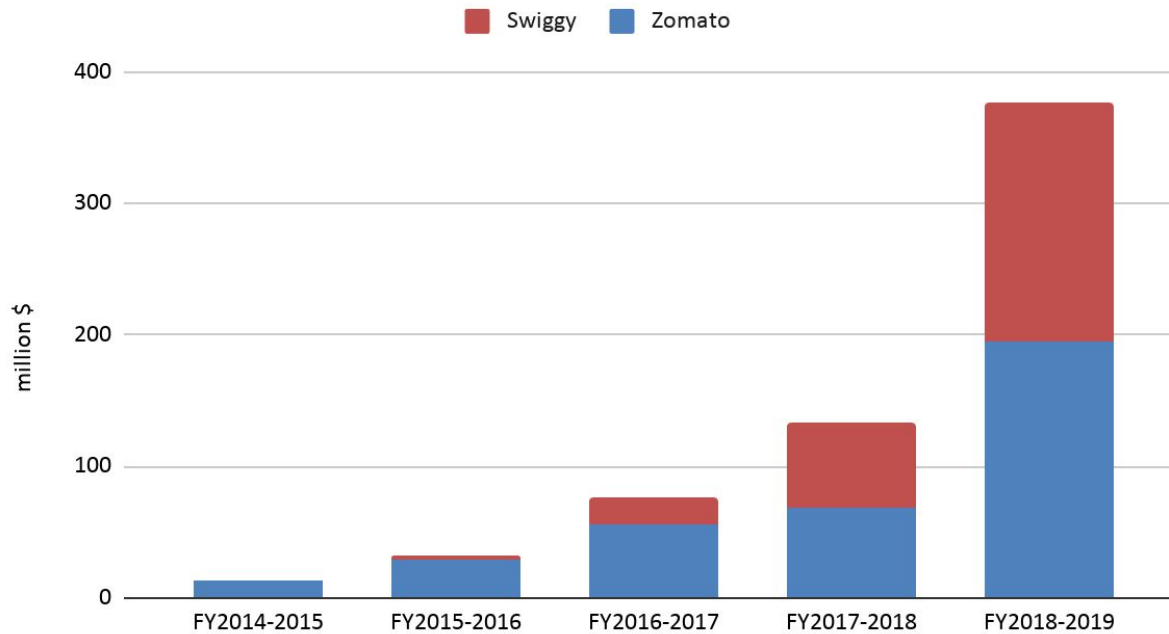
Info

Total MAU of Tez, PhonePe and Paytm in Millions



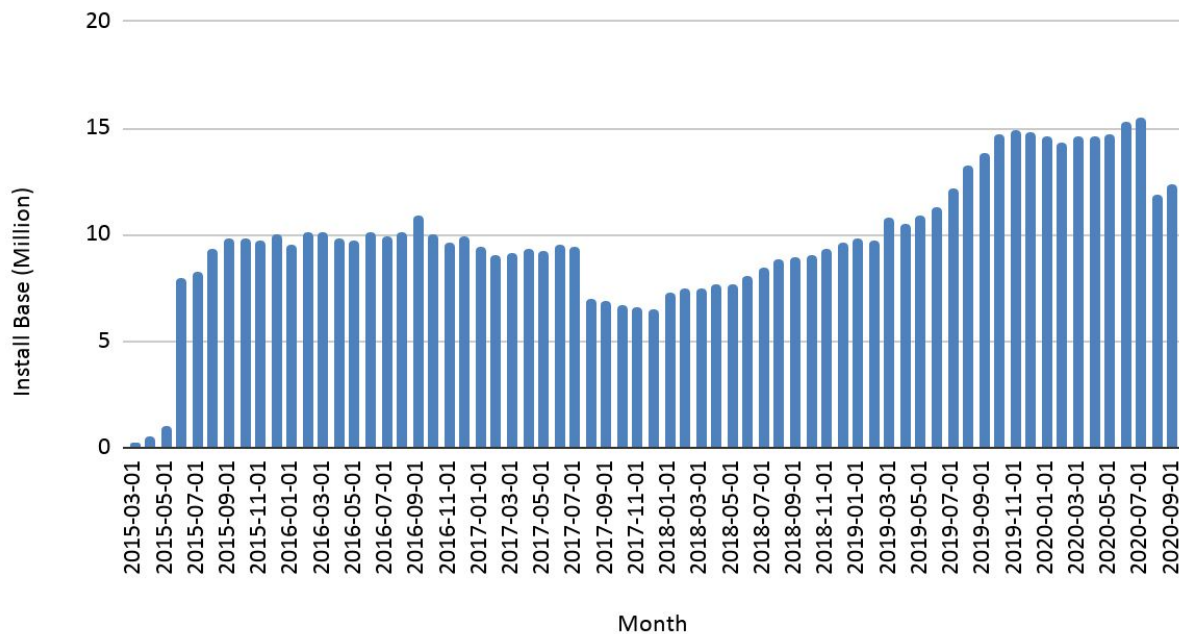
3: Food, Clothing, Shelter

Revenue Estimate of the Top Two Players in India Food Delivery



4: Digital Health

Total Users with Major Telemedicine Apps Installed

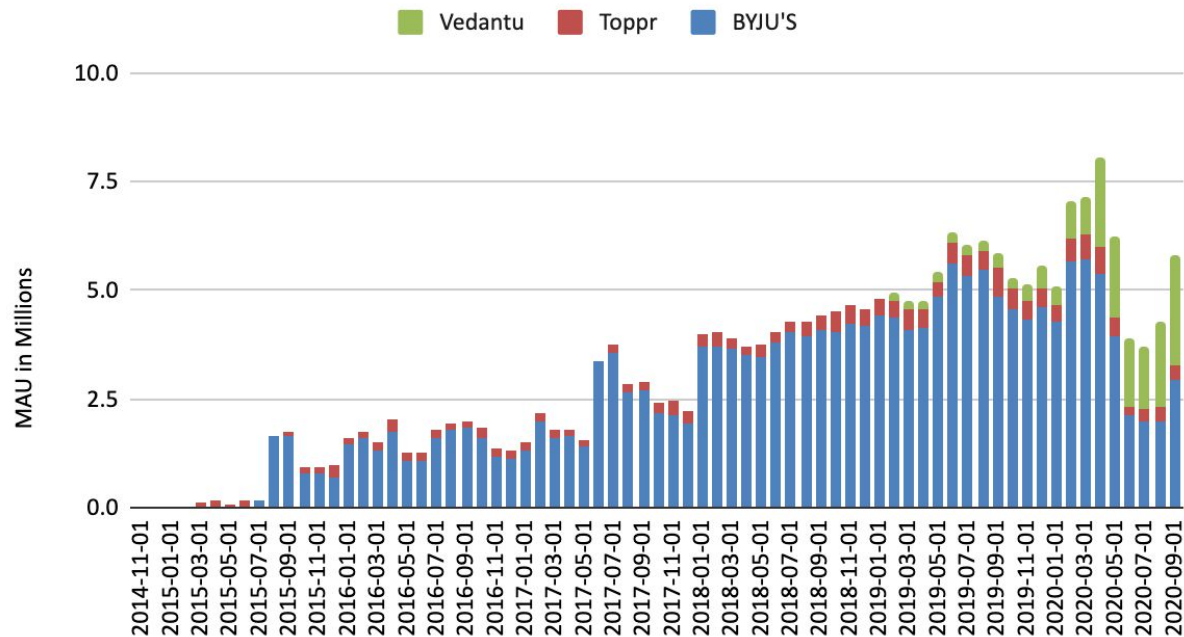


Source: AppAnnie



5: Edtech

Active Users of BYJU'S, Toppr and Vedantu



Source: AppAnnie



Key Advantages

- Trends are identified bottom-up from the data
 - Reduces bias
 - Increases confidence, fraud unlikely
- Identify leading companies in the trend
 - Competitive analyses
 - Pick the recognised leader
- We reach out to companies
 - Bypasses traditional network
 - Direct and timely outreach to founders



Global Portfolio

All Countries

All Sectors

 Apna

 Crosschq

 Grana

 Jugnoo

 Later

 NoBroker

 Qapital

 Spoyl

 Triller

 Yulu

 Audacy Acquired

 Fitmob Acquired

 HIVE

 KangarooHealth

 Locus

 Paperspace

 RageOn

 Springboard

 Trocafone

 edpuzzle

 Checkbook

 Fynd Acquired

 Jeeva Wireless

 Karma


 MAD Mad Street Den

 PaySense Acquired

 Ravel Biotechnology

 Stocard

 Urgent.ly

 menusifu

 Chewse Acquired

 Genomic Prediction

 Joy

 Khatabook

 moglix

 Privacy

 Splitwise

 Tattoodo

 Wasabi



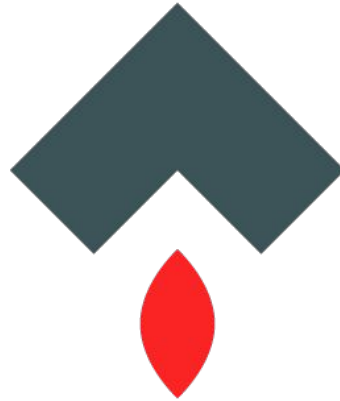
Founder Friendly

- Experienced founders
- World-class data scientists
- Largest database of startup activity



Calling All Founders!

www.rocketship.vc



inbound@rocketship.vc

