



Venture Capital and Tech Startups

fueling the IT industry

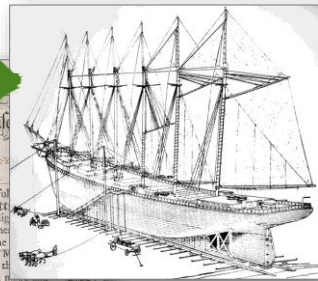
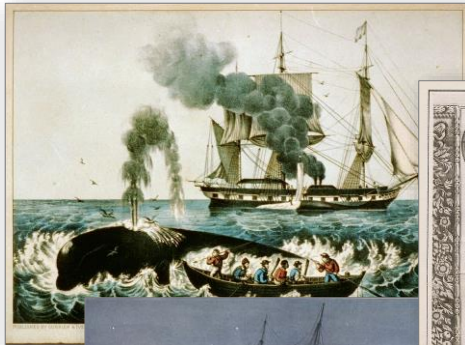
with Mark Campbell



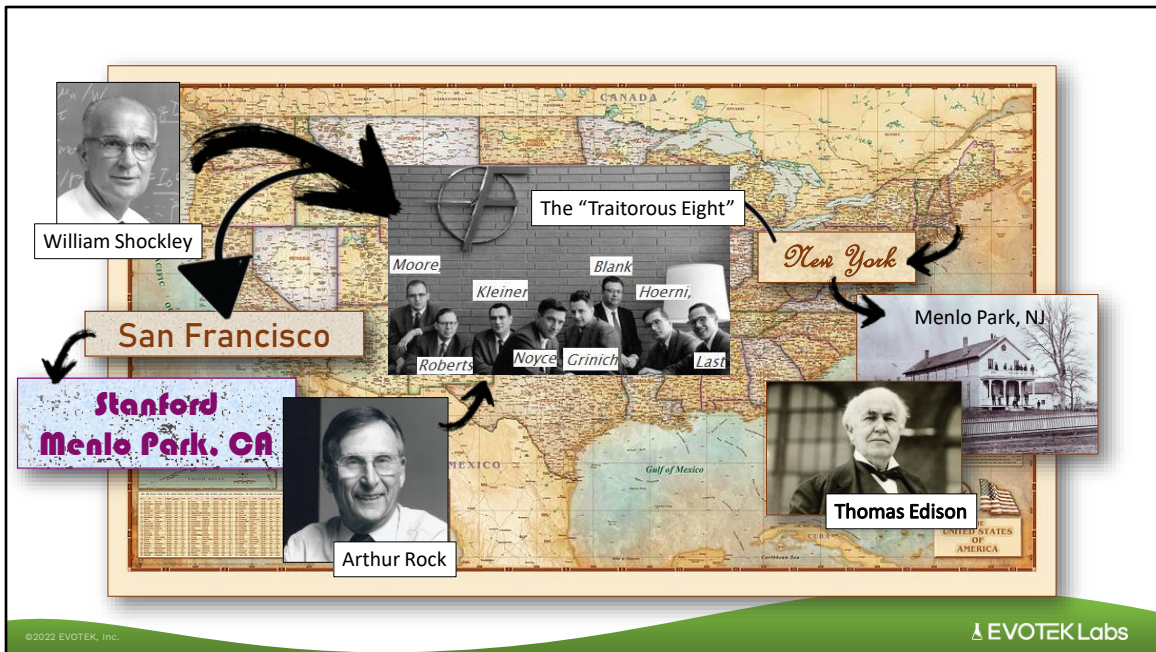
Presenter



Mark Campbell
Chief Innovation Officer, EVOTEK
"IT INNOVATION" columnist, IEEE Computer



We shall retain one in five barrels of that ye carry



Arthur Rock – Fairchild, Intel, Apple

Traitorous 8 & Fairchildren

Gordon Moore – Moore’s Law, Founder of Intel

Sheldon Roberts – founded Amelco (Teledyne)

Eugene Kliener – founded Kliener Perkins Caufield Byers (“The more difficult the decision, the less it matters what you choose.”)

Robert Noyce – founded Intel, visionary

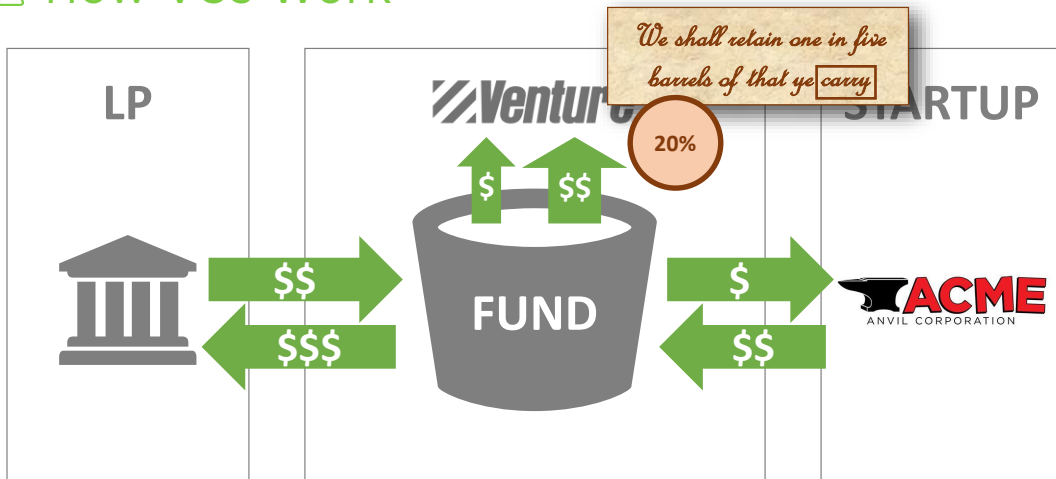
Victor Grinich – CEO of Identronix (RFID in 1978) – now Datalogic

Julius Blank – later developed non-volatile memory at Xicor

Jean Hoerni – Co-Invented IC – Started Amelco (no Teledyne), founded Union Carbide Electronics

Jay Last – Amelco (Teledyne)

How VCs Work



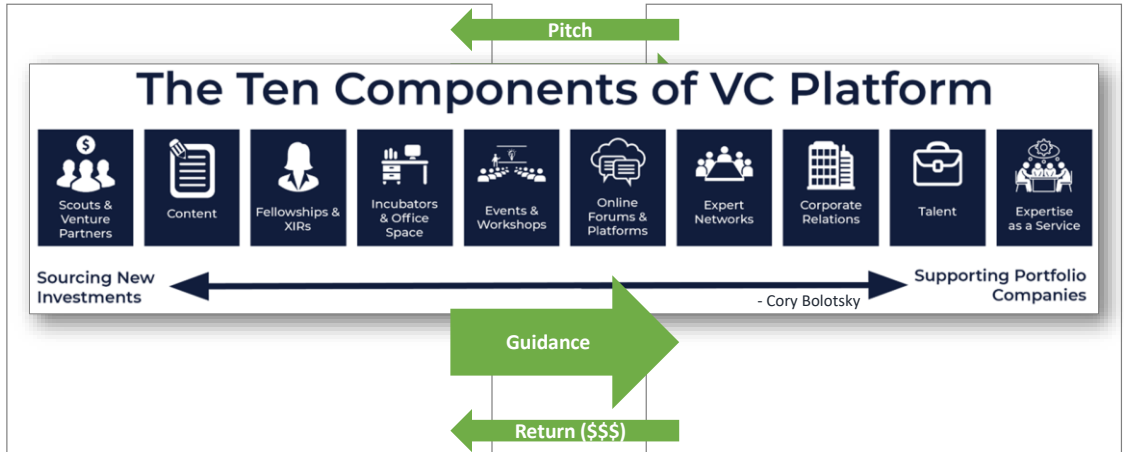
©2022 EVOTEK, Inc.

EVOTEK Labs

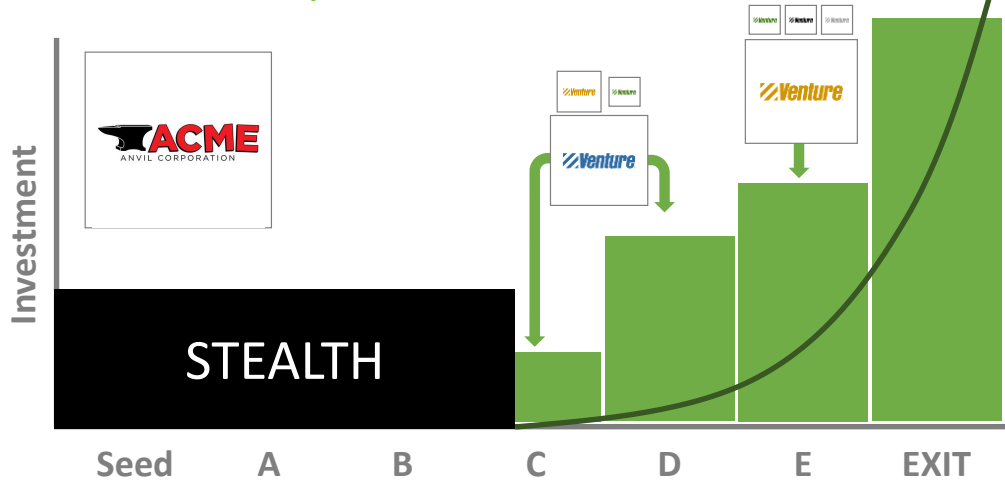
Sequoia (Jim Goetz)

- Invested in Facebook (with Reif Hoffman, Greylock)
- Invested in YouTube (\$1.65B exit) = \$200M Carry
- Invested \$60 million in WhatsApp and made \$3B (50x) = \$588M Carry

🔬 How Startups Work with VCs



🧪 How Startup Work with VCs



©2022 EVOTEK, Inc.

EVOTEK Labs

Seed – Family & Friends

A – Development (MVP), IP, Alphas

B – Refinement (A/B Testing), Betas, Hiring

C – General Availability (GA), Sales, Channel, Regional Scaling

D – Global Scaling, Marketing

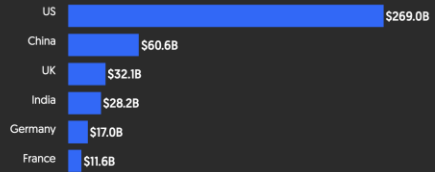
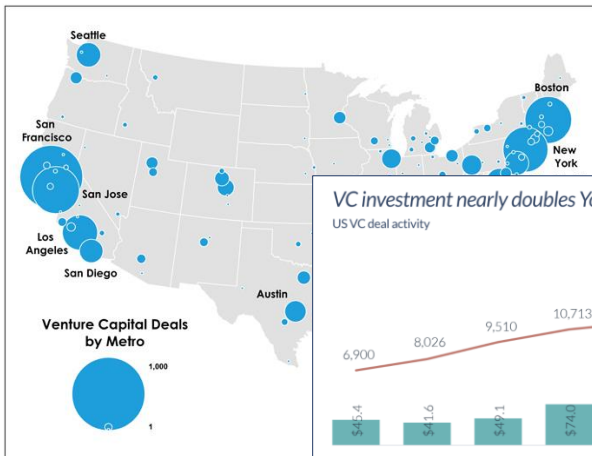
Growth – E Round and Beyond

Exit – Bankruptcy, IPO, PE, Acquisition, Grow Big & Buy Back

Where is VC Funding

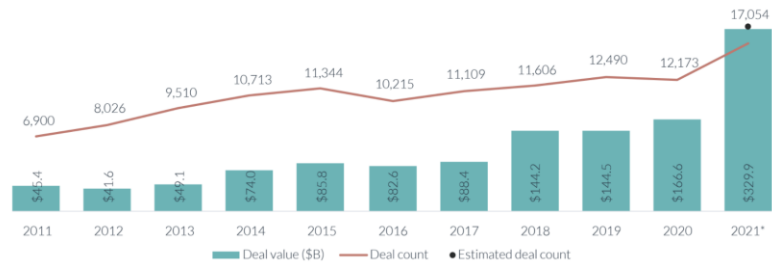
Largest Global Markets For Venture Funding (Past 12 Months)

Based on disclosed rounds in Crunchbase as of October 29, 2021



VC investment nearly doubles YoY

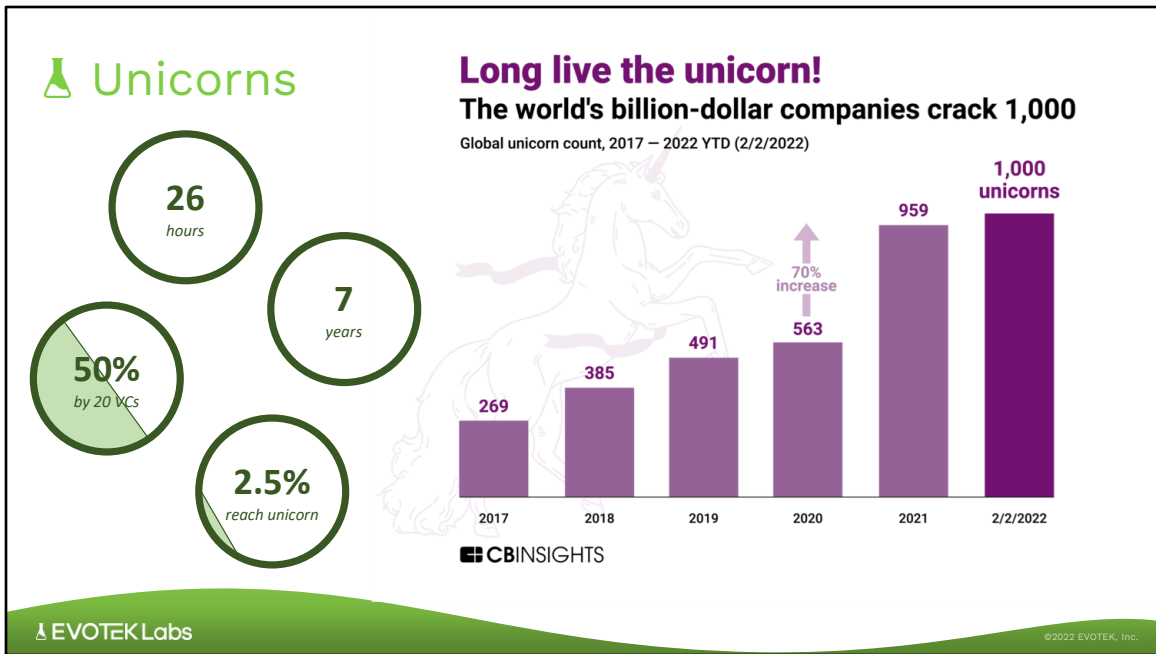
US VC deal activity



EVOTEK Labs

©2022 EVOTEK, Inc.

Top geographies: The United States is home to the majority of unicorns (51%), followed by China (17%) and India (6%).

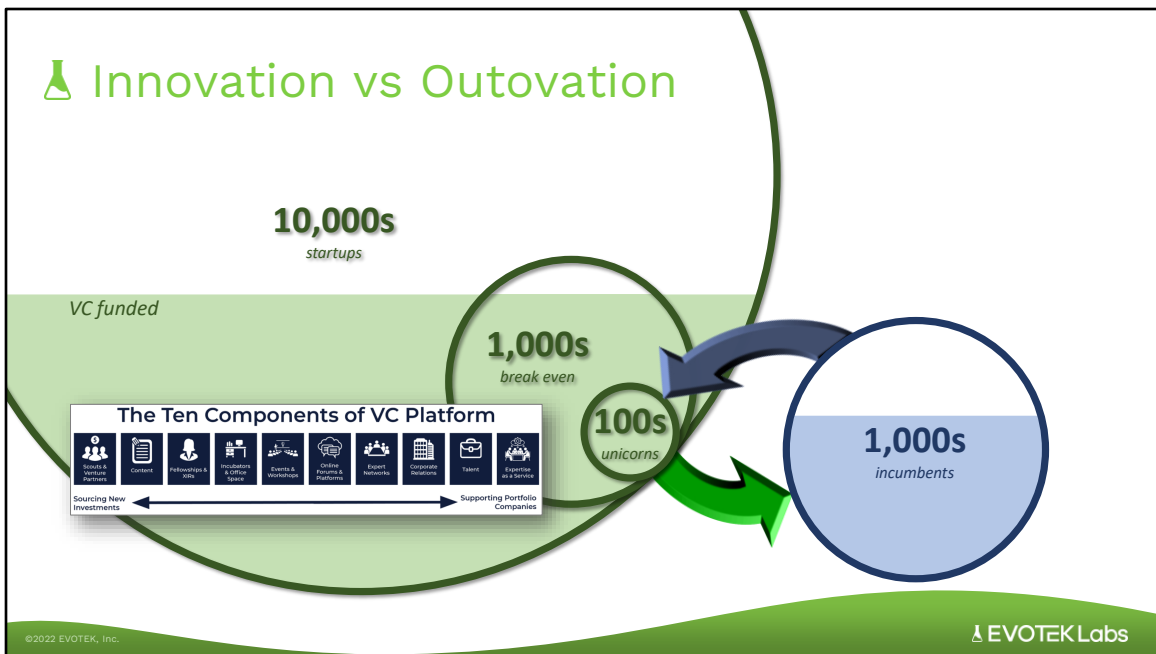


Affinity - <https://www.globenewswire.com/news-release/2022/01/25/2372637/0/en/Affinity-Finds-20-VC-Firms-Fund-Nearly-Half-of-All-Unicorns.html>

- Top categories:** Fintech is the largest category for unicorns, accounting for roughly 1 in every 5 unicorns (21%). It is followed by internet software & services (18%), then e-commerce & direct-to-consumer (11%).
- Valuation distribution:** Only two companies – [Bytedance](#) and [SpaceX](#) – have hit “hectocorn” status, with valuations of \$100B+. Another 46 companies boast decacorn (\$10B+) valuations, while roughly 31% of unicorns are valued at exactly \$1B.

<https://www.cbinsights.com/research-unicorn-companies>

🧪 Innovation vs Outovation



- Of the 10,000s of Enterprise Tech startups launched each year, the large minority are VC funded
- Of the 1,000s of startups up that break even each year, over 90% are VC funded
- Of the 100s of unicorns formed each year, with a few exceptions per decade, all are VC funded
- Of the 1,000s of incumbents most of their product offerings came directly from startup acquisition
- Each year dozens of unicorns displace or acquire incumbents

The VC/Startup combination is typically much more inventive, agile and cost effective than similar incumbent efforts

- Said another way, once a company becomes an incumbent, they typically stop doing or lose the Ten Components and rely on their own internal “expertise”.



thanks

nothing ventured ... nothing gained

©2022 EVOTEK, Inc.



🧪 How We Work with VCs

