

SYNAPTIC | similarweb

Upcoming IPOs Report

An Alternative Data Perspective



Report Highlight

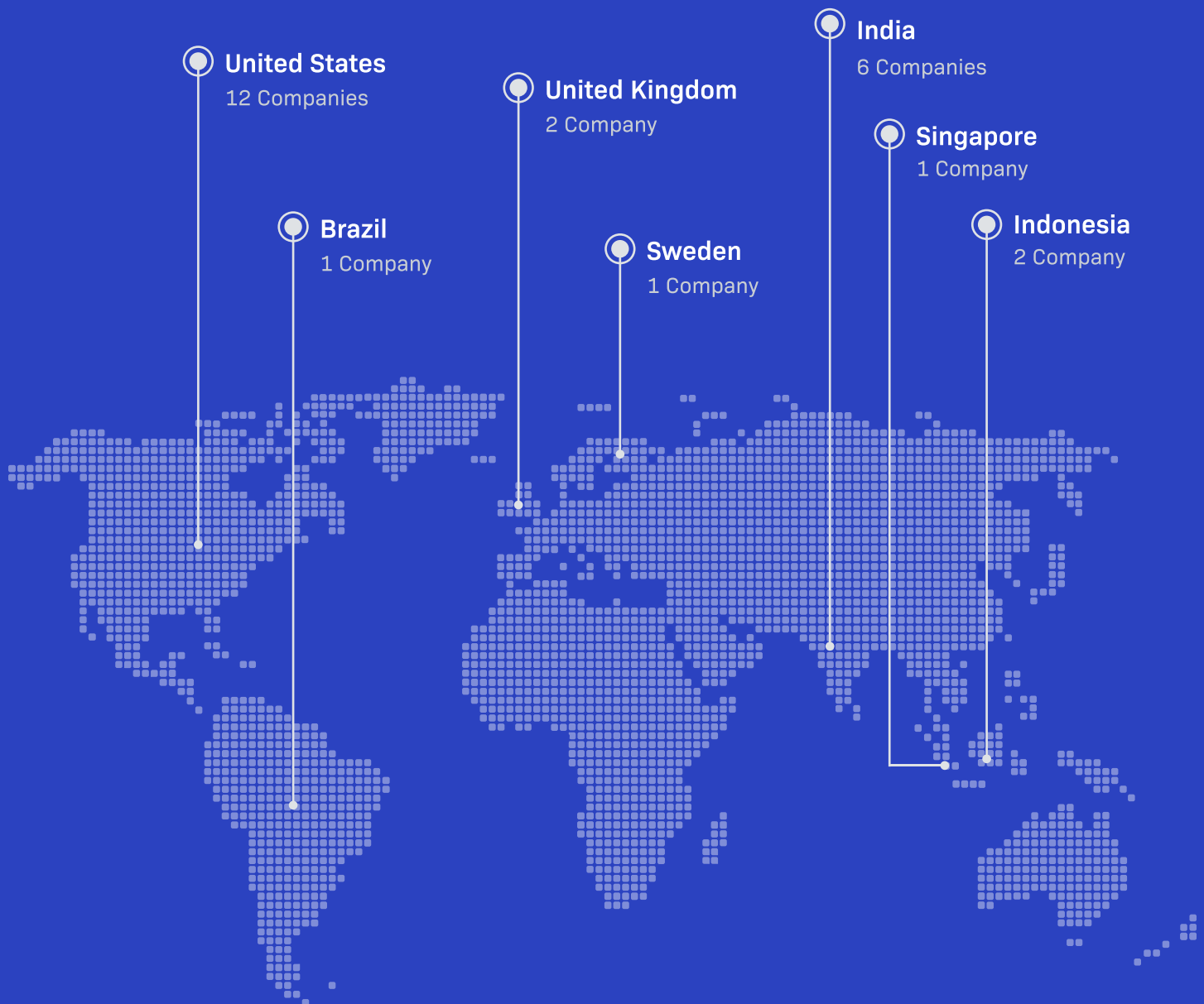
As many VC-backed companies rush towards a listing, this report analyzes some prominent companies looking to go public in the near future. The report leverages alternative datasets like employee growth, website traffic, and mobile app ratings to look for performance signals.

25

Companies

7

Countries



Key Metrics

Total Visits	:	Sum of all visits to the analyzed domain for a particular month.
Unique Visitors	:	Sum of devices visiting the analyzed domain for a particular month.
Avg Visit Duration	:	Average amount of time visitors spend on a website within a session.
Visits Per User	:	Average number of visits per unique visitor for a particular month.
Employee Count	:	Number of employees in the company for a particular month.
New Hires	:	Number of employees who joined the company in a particular month.
Avg Monthly Rating	:	Average of the ratings given to the app for a particular month. The Synaptic platform captures the ratings of all users who have given text reviews.
#Reviews	:	Total number of text reviews given to the app in a given month.
Overall Rating	:	Overall rating on the respective app store.
Google Search Trends	:	Search trends feature that shows how frequently a given search term is entered into Google's search engine relative to the site's total search volume over a given period of time.

Disclaimer

- Alternative data is to be interpreted with caution and is an indicator of company growth trends rather than actual numbers
- Comparable companies have been filtered out based on their stage, growth and business model primarily to highlight the trend and performance of the companies

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Company Overview

Company	Founded Year ¹	HQ ¹	Description ¹	Funding \$M ¹	Last Funding ¹	Notable Investors ¹	Employee Count ²			Total Visits (M) ³			Unique Visitors (M) ³		
							Sep'21	6M	YoY	Sep'21	6M	YoY	Sep'21	6M	YoY
Ascensus ascensus.com	1980	US	High-quality solutions for every segment of the retirement plan marketplace.	-	Feb'19	GIC, Atlas Merchant Capital	2,481	1.0%	2.6%	0.4	30.9%	77.2%	0.2	18.8%	60.2%
Better better.com	2016	US	A homeownership journey platform that utilizes technology to change the way people buy and own a home.	905	Apr'21	HOOPP, SoftBank, L Catterton, Goldman Sachs, 9Yards Capital	7,432	34.1%	98.2%	2.8	12.4%	75.9%	1.0	14.9%	80.1%
BrewDog brewdog.com	2007	UK	A craft beer brewery that produces bottled and canned beers in a variety of styles.	377	Sep'20	Crowdcube, TSG Consumer Partners, RML Capital	781	6.1%	3.7%	0.5	-47.8%	-35.1%	0.3	-44.9%	-32.8%
Byju's byjus.com	2011	India	An educational technology company that develops personalized learning programs for K-12 students.	3,190	Oct'21	Sequoia, Lightspeed, Tencent, Tiger Global, DST Global	24,852	18.5%	33.7%	54.3	-2.3%	10.6%	28.1	-3.3%	7.6%
Chime chime.com	2013	US	Fintech company that helps its members avoid bank fees, save money automatically, and lead healthier financial lives.	2600	Aug'21	Sequoia, Dragoneer, Tiger Global, Coatue, Omidyar Network	1,245	30.2%	87.2%	6.8	-13.6%	-7.5%	4.3	-10.2%	-0.8%
Databricks databricks.com	2013	US	Data and AI company that interacts with corporate information stored in the public cloud.	3500	Sep'21	a16z, Greenoaks, Dragoneer, GIC, CapitalG, AWS, Tiger Global	2,712	37.8%	69.1%	1.9	23.5%	49.1%	0.6	29.2%	67.7%
Discord discord.com	2015	US	An online voice, video, and text communication platform designed for creating communities.	983	Sep'21	General Catalyst, Tencent, Index Ventures, Greenoaks, Dragoneer	1,255	28.3%	68.5%	1,274.7	1.8%	15.3%	411.2	3.3%	8.2%
Exscientia exscientia.ai	2012	UK	A pharmatech company that uses an end-to-end AI platform to design and discover new drugs.	374	Jul'21	Novo Holdings, Celgene, BMS, SoftBank, Mubadala	214	67.2%	167.5%	0.1	393.4%	864.8%	-	-	-
Flipkart flipkart.com	2007	India	An online shopping website with a registered customer base of over 100 million.	12,600	Jul'21	Tiger Global, Dragoneer, Greenoaks, Franklin Templeton, SoftBank	40'753	23.0%	35.4%	194.3	13.4%	-4.4%	72.7	12.7%	-4.3%
Gojek gojek.com	2010	Indonesia	An app that provides a variety of services from payments, food delivery, transportation, and logistics.	5,290	May'21	Sequoia, Mitsubishi, Google, DST Global, PayPal, Tencent	23,805	2.5%	8.2%	3.0	11.7%	16.6%	1.9	11.0%	13.4%
Grab grab.com	2012	Singapore	Application that provides transportation, logistics, and financial services.	12500	Jul'21	Microsoft, Lightspeed, Didi, Softbank, Coatue, 500 Startups	35,817	5.5%	9.7%	11.4	13.1%	31.7%	6.0	14.6%	29.5%
Impossible Foods impossiblefoods.com	2011	US	Focuses on developing plant-based substitutes for meat, dairy, and fish products.	1,590	Jun'21	Khosla Ventures, UBS, Temasek, Coatue, Microsoft, Viking Global	825	6.6%	42.5%	0.3	-11.9%	-14.4%	0.2	-11.8%	-13.0%
Instacart instacart.com	2012	US	An online grocery platform that offers same-day delivery and pickup services for retailers and consumers.	2,690	Mar'21	Canaan Partners, a16z, Sequoia, YC, Dragoneer, General Catalyst	12,103	7.6%	21.9%	28.7	-9.1%	-2.1%	14.3	-8.1%	-1.3%
Klarna klarna.com	2005	Sweden	E-commerce payment solutions platform for merchants and shoppers.	3,740	Jul'21	WestCap, Sequoia, Wellington, GIC, Dragoneer, TCV	5,133	21.4%	45.5%	20.7	8.8%	19.0%	11.4	10.4%	14.7%

Source: ¹ Crunchbase, ² Synaptic, ³ Similarweb

Showing 14/25

Note: i. Data as of 08 Nov'21

ii. GoTo Group (formed from the merger of Gojek and Tokopedia) is planning a dual listing (New York and Jakarta)

Company	Founded Year ¹	HQ ¹	Description ¹	Funding \$M ¹	Last Funding ¹	Notable Investors ¹	Employee Count ²			Total Visits (M) ³			Unique Visitors (M) ³		
							Sep'21	6M (%)	YoY	Sep'21	6M	YoY	Sep'21	6M	YoY
Nextdoor nextdoor.com	2010	US	App where you plug into the neighborhoods that matter to you.	448	Sep'19	Meritech, Coatue, Bond, Tiger Global, GV, Kleiner Perkins, Meyer Global	761	10.6%	16.2%	140.3	16.9%	24.7%	27.5	18.6%	25.2%
NuBank nubank.com.br	2013	Brazil	Digital bank that offers digital credit cards, transfers, and payments.	2,260	Jun'21	Sequoia, Ribbit, Dragoneer, Tiger Global, TCV, GIC, Berkshire Hathaway	6,225	45.2%	80.0%	14.0	-12.1%	-7.4%	9.0	-10.7%	-6.2%
Ola olacabs.com	2010	India	Mobility platform and ride-hailing company that integrates city transportation for customers and driver partners.	4,310	Jul'21	Tiger Global, Matrix Partners, Sequoia, SoftBank, GIC, Temasek	13,838	20.8%	29.8%	3.7	34.8%	60.3%	1.9	39.5%	67.3%
OYO oyorooms.com	2013	India	A global travel tech company that connects its patrons and guests.	4,100	Jul'21	Sequoia, Lightspeed, DSG, SoftBank, Grab, Didi, Airbnb, Microsoft	14,129	-3.3%	-14.7%	4.2	0.6%	25.9%	2.4	1.7%	20.6%
PharmEasy pharmeasy.in	2015	India	Health tech startup offering services such as teleconsultation, medicine deliveries, & diagnostic test sample collection.	1,590	Oct'21	BVP, Eight Roads, F-Prime, Temasek, Tiger Global, TPG Growth	1,538	41.6%	66.6%	6.0	-3.3%	42.5%	3.3	-4.8%	43.0%
Pinelabs pinelabs.com	1998	India	Merchant commerce platform that provides financing and last-mile retail transaction technology to merchants.	838	Sep'21	Temasek, Sequoia, Mastercard, Invesco, Paypal Ventures	2,122	9.8%	14.0%	0.1	-55.2%	-42.0%	-	-	-
Quizlet quizlet.com	2005	US	Learning platform that uses activities and games to help students practice and master what they're learning.	62	May'20	Union Square Ventures, Costanoa Ventures, General Atlantic	364	30.5%	45.6%	156.9	-9.5%	0.4%	44.5	-10.0%	1.1%
Reddit reddit.com	2005	US	Online platform that enables users to submit links, create content, and have discussions about the topics of their interest.	1,330	Aug'21	YC, a16z, 500 Startups, Sequoia, Coatue, Vy Capital, Fidelity, Tencent	1,658	31.7%	63.0%	1,590.6	-5.7%	2.2%	231.0	-1.1%	7.7%
Stripe stripe.com	2010	US	Developer-oriented commerce company helping small and large companies accept web and mobile payments.	2,240	Jul'21	Sequoia, General Catalyst, Redpoint, CapitalG, YC, a16z, Tiger Global	5,232	41.0%	73.5%	31.4	8.3%	44.7%	15.9	13.8%	61.4%
Sweetgreen sweetgreen.com	2007	US	Fast casual restaurant chain that serves simple, seasonal, and healthy salads, and grain bowls.	479	Sep'19	T. Rowe Price, D1 Capital, Fidelity, Franklin Templeton	1,383	6.5%	5.2%	0.5	19.4%	19.4%	0.4	21.8%	19.7%
Tokopedia tokopedia.com	2009	Indonesia	Technology company that democratizes commerce through technology.	2798	Nov'20	Softbank, Sequoia, Alibaba Group, Temasek, Google	6240	15.2%	34.3%	149.1	5.5%	36.9%	47.9	4.7%	24.2%

Source: ¹ Crunchbase, ² Synaptic, ³ Similarweb

Showing 25/25

Note: i. Data as of 08 Nov'21

ii. GoTo Group (formed from the merger of Gojek and Tokopedia) is planning a dual listing (New York and Jakarta)



Reddit Inc | reddit.com

United States 2005 \$1.3B

Reddit is an online platform that enables users to submit links, create content, & have discussions about the topics of their interest.

In The News



Reddit is seeking to hire investment bankers and lawyers for an IPO in New York.

Team Members



Steve Huffman | CEO

Former Co-founder and CTO at Hipmunk



Roxy Young | CMO

Former VP of Marketing at Hipmunk and Rewarder and Director of Marketing at Netflix and Zynga



Chris Slowe | CTO

Former Chief Scientist at Hipmunk and PhD in Physics from Harvard University

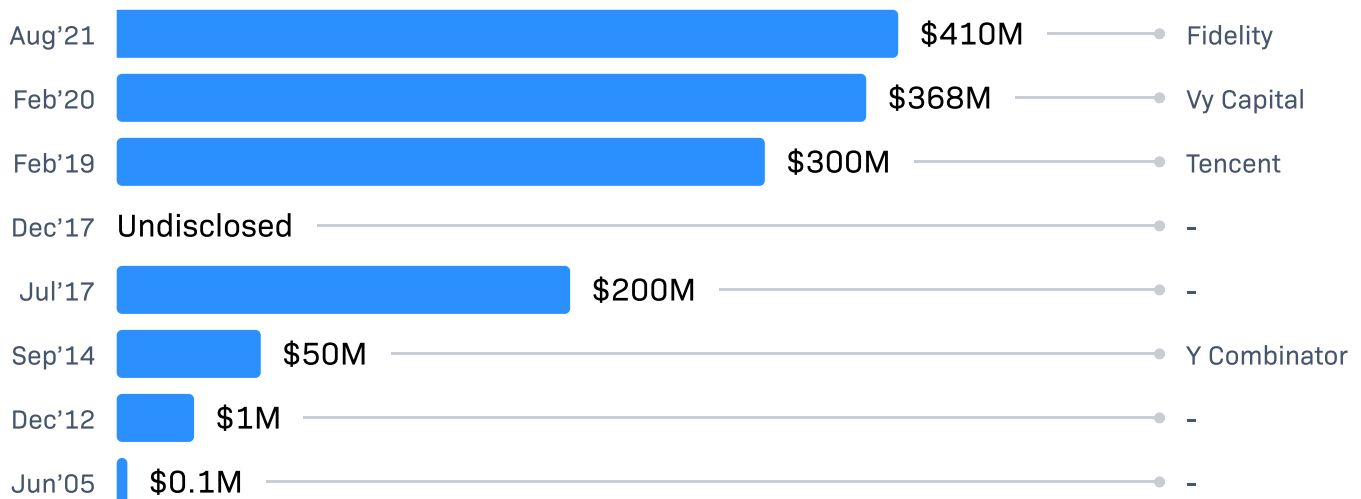
Competitive Landscape

	Reddit (2005)	Quora (2009)
Funding Stage	Series F	Series D
Total Funding	\$1.3B	\$ 226.0M
Employees (YoY)	1,658 (+63.0%)	1,021 (+11.5%)
Total Visits (YoY)	1,590.6M (+2.2%)	540.6M (-4.7%)
Total Unique Visitors (YoY)	231.0M (+7.7%)	220.9M (-3.7%)

Funding History

Notable Investors

Fidelity, a16z, Sequoia, Tencent, Vy Capital, Coatue, Craft Ventures, Y Combinator, Thrive Capital



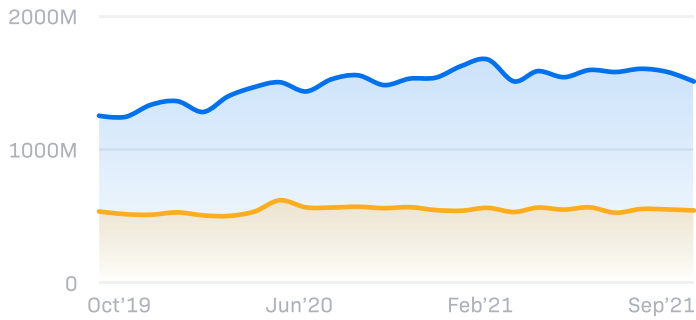
Note: The above data is not exhaustive and includes select funding rounds and investors.

Source: Crunchbase

Website Traffic

Reddit's Total Visits are ~3x of Quora's Total Visits. While Reddit and Quora have comparable Unique Visitors, Reddit gets ~3x Visits Per User as compared to Quora.

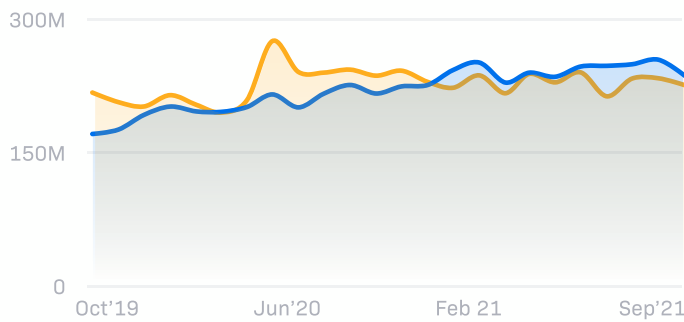
Total Visits



	Sep'21	6M	YoY
Reddit	1,590.6M	-5.7%	+2.2%
Quora	540.6M	-5.8%	-4.7%

Source: SimilarWeb

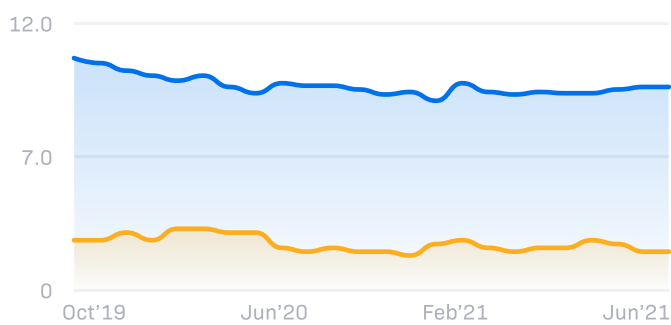
Unique Visitors



	Sep'21	6M	YoY
Reddit	231.0M	-1.1%	+7.7%
Quora	220.9M	-4.3%	-3.7%

Source: SimilarWeb

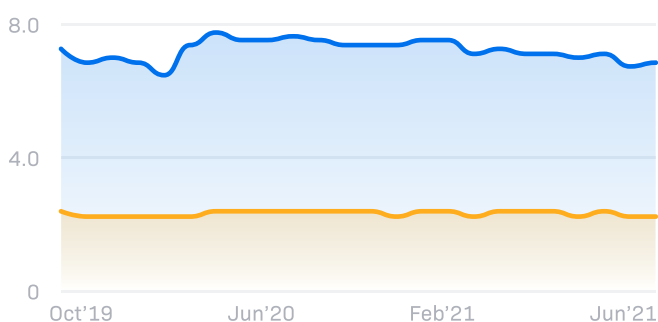
Avg Visit Duration (Mins)



	Sep'21	6M	YoY
Reddit	9.6	+2.3%	+0.8%
Quora	2.7	-0.1%	+1.2%

Source: SimilarWeb

Visits Per User



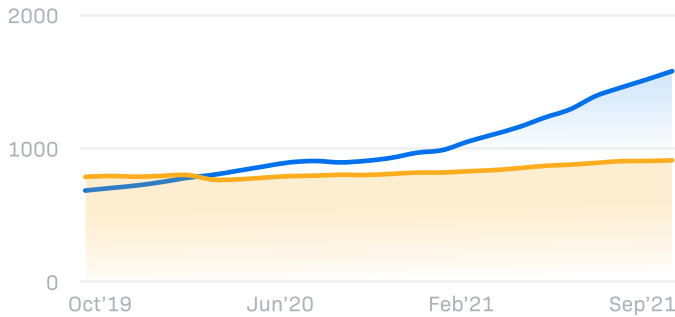
	Sep'21	6M	YoY
Reddit	6.9	-4.2%	-5.5%
Quora	2.4	-4.0%	-4.0%

Source: SimilarWeb

Employee Growth

Reddit surpassed Quora in Feb'20 and has doubled its employee count since Oct'19.

Employee Count



	Sep'21	6M	YoY
Reddit	1,658	+31.7%	+63.0%
Quora	1,016	+5.8%	+11.5%

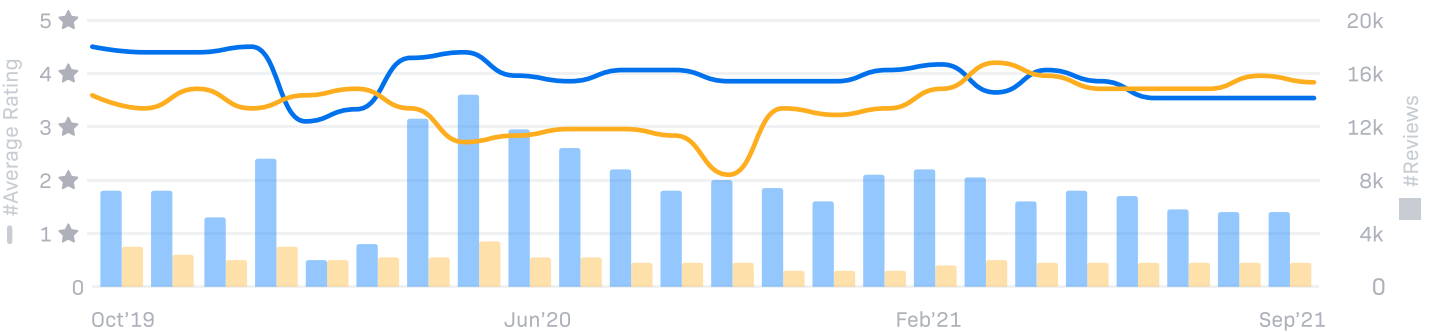
Source: Synaptic

App Ratings & Reviews

Quora surpassed Reddit on monthly average ratings in both Android and iOS while Reddit has received a higher number of reviews than Quora.

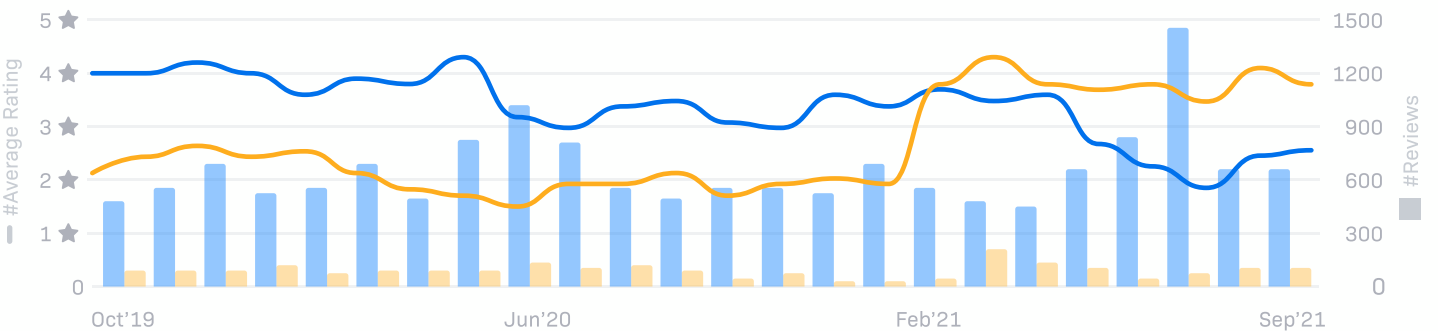
	🌐 WW	🇺🇸 US
Reddit	4.3 ★	5.0 ★
Quora	4.4 ★	4.5 ★

Play Store



Source: Synaptic

App Store



Note: Avg Rating and Number of Reviews only capture the data for text reviews given to an app.

Source: Synaptic



NuBank | nubank.com.br



Brazil

2013

\$2.3B

Nubank is a digital bank that offers digital credit cards, transfers, and payments.

In The News



Nubank has hired Morgan Stanley, Goldman Sachs and Citigroup to help lead its U.S. initial public offering

Team Members



David Velez | CEO

Ex-Sequoia Capital, General Atlantic, Morgan Stanley and MBA from Stanford Business School



Cristina Junqueira | Co-Founder

Ex-BCG, LuizaCred and MBA from Kellogg School of Management



Guilherme Lago | CFO

Former MD at Credit Suisse and MBA from Harvard Business School

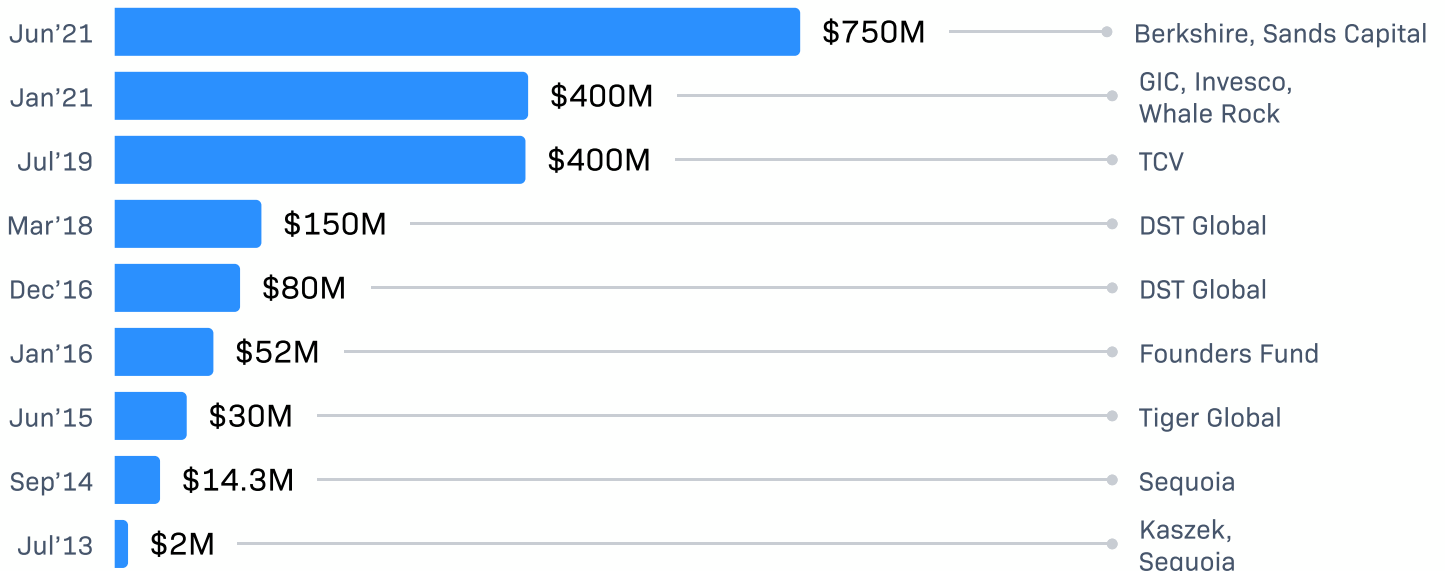
Competitive Landscape

	Nubank (2013)	Neon (2016)	Banco Inter (1994)
Funding Stage	Series G	Series C	Public (Bovespa: BIDI4)
Total Funding	\$2.3B	\$420.3M	-
Employees (YoY)	6,225 (+80.0%)	1,434 (+66.7%)	3,757 (+68.8%)
Total Visits (YoY)	14.0M (-7.4%)	0.9M (-17.8%)	3.5M (-20.4%)
Total Unique Visitors (YoY)	9.0M (-6.2%)	0.7M (-8.1%)	1.8M (-11.6%)

Funding History

Notable Investors

Berkshire Hathaway, Dragoneer, GIC, Invesco, Kaszek, Ribbit, Sequoia, Tencent, Whale Rock, DST Global, TCV, Thrive Capital, Founders Fund, QED, Redpoint, Tiger Global, Sands Capital



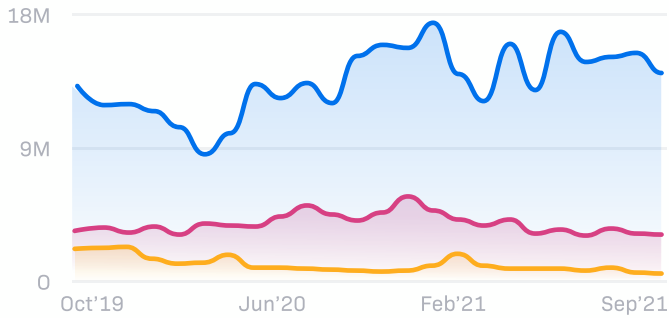
Note: The above data is not exhaustive and includes select funding rounds and investors.

Source: Crunchbase

Website Traffic

Majority of digital banks in Brazil saw a decline in their website traffic over the period of Oct'20 to Sep'21. Despite the decline, Nubank maintains its lead with the highest website traffic.

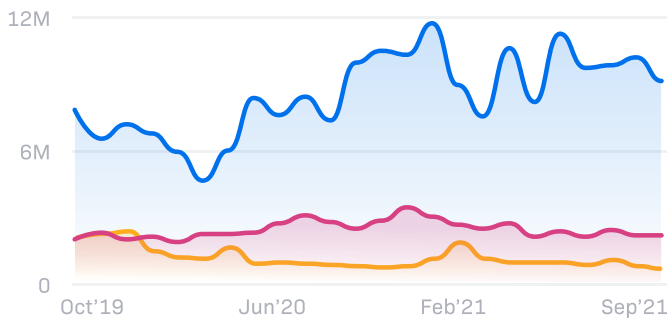
Total Visits



	Sep'21	6M	YoY
■ Nubank	14.0M	-12.1%	-7.4%
■ Neon	0.9M	-26.3%	-17.8%
■ Banco Inter	3.5M	-21.8%	-20.4%

Source: SimilarWeb

Unique Visitors



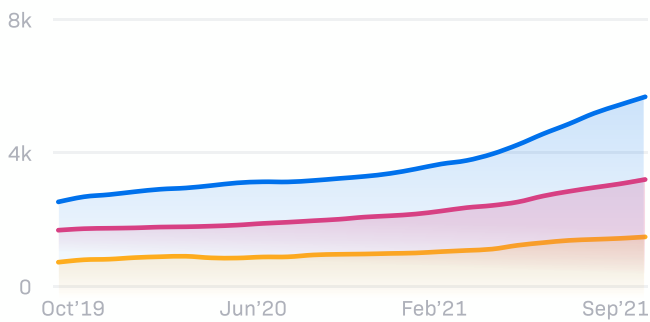
	Sep'21	6M	YoY
■ Nubank	9.0M	-10.7%	-6.2%
■ Neon	0.7M	-23.6%	-8.1%
■ Banco Inter	1.8M	-18.5%	-11.6%

Source: SimilarWeb

Employee Growth

Nubank's Employee Count has grown faster than its competitors.

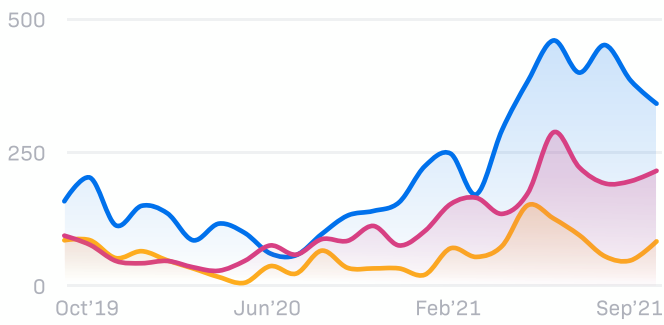
Employee Count



	Sep'21	6M	YoY
■ Nubank	6,225	+45.2%	+80.0%
■ Neon	1,434	+39.0%	+66.7%
■ Banco Inter	3,757	+36.3%	+68.8%

Source: Syntactic

New Hires



	Sep'21	6M	YoY
Nubank	327	+16.4%	+147.7%
Neon	87	+10.1%	+112.2%
Banco Inter	210	+55.6%	+138.6%

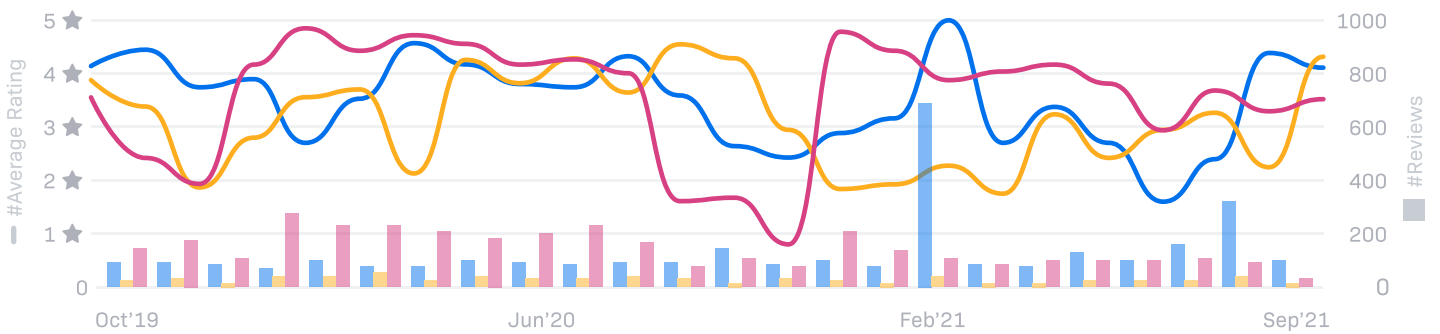
Source: Synaptic

App Ratings & Reviews

NuBank has received the most reviews and is the highest rated app amongst its competitors in both App and Play Store.

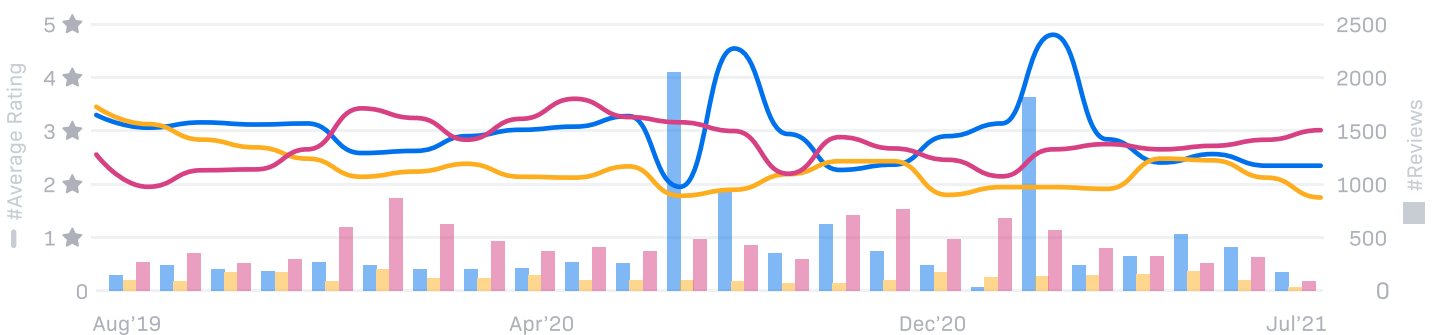
	WW	BR
NuBank	4.7 ★	5.0 ★
Neon	4.1 ★	4.5 ★
Banco Inter	4.6 ★	5.0 ★

Play Store (Monthly Data)



Source: Synaptic

App Store (Monthly Data)



Note: Avg Rating and Number of Reviews only capture the data for text reviews given to an app.

Source: Synaptic



Stripe | stripe.com



United States



2010



\$2.2B

Stripe is a developer-oriented commerce company helping small and large companies accept web and mobile payments.

In The News

Bloomberg

In discussion with investment banks about going public as soon as 2022.

Team Members



Patrick Collison | CEO

Former Co-Founder of Auctomatic | MIT



John Collison | President

Harvard University



Dhivya Suryadevara | CFO

ex-CFO at General Motors, ex-UBS Investment Bank, PWC and MBA from Harvard Business School

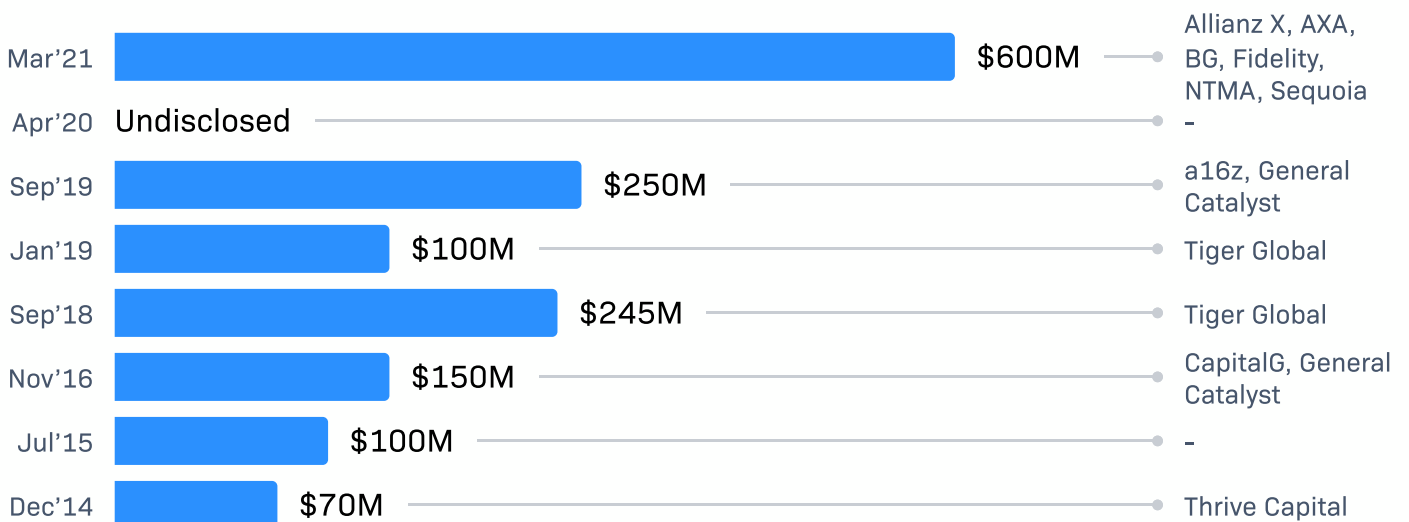
Competitive Landscape

	Stripe (2010)	Paypal (1998)
Funding Stage	Series H	Public (NASDAQ:PYPL)
Total Funding	\$2.2B	-
Employees (YoY)	5,232 (+73.5%)	34,288 (+13.3%)
Total Visits (YoY)	31.4M (+44.7%)	539.9M (-6.2%)
Total Unique Visitors (YoY)	15.9M (+61.4%)	208.9M (-2.7%)

Funding History

Notable Investors

YC, Sequoia, SV Angel, Kleiner Perkins, a16z, General Catalyst, Khosla Ventures, GV, Tiger Global, Founders Fund, Redpoint, Thrive Capital, Fidelity, DST Global, Lowercase Capital, CapitalG, Allianz X, AXA, BG, NTMA



Note: The above data is not exhaustive and includes select funding rounds and investors.

Source: Crunchbase

Website Traffic

Stripe's website footprint has grown steadily, with Total Visits and Unique Visitors increasing 45% YoY and 61% YoY respectively.

Total Visits



	Sep'21	6M	YoY
Stripe	31.4M	+8.3%	+44.7%

Source: SimilarWeb

Unique Visitors



	Sep'21	6M	YoY
Stripe	15.9M	+13.8%	+61.4%

Source: SimilarWeb

Employee Growth

Stripe's team has grown ~2.4x in the last two years.

Employee Count



	Sep'21	6M	YoY
Stripe	5,232	+41.0%	+73.5%

Source: Synaptic

Glassdoor

Stripe's overall rating is comparable to Paypal and Stripe's employees have a more Positive Business Outlook compared to Paypal's employees.

	Overall Rating	CEO Approved	Recommends to a Friend	Positive Business Outlook
 Stripe	4.1	92%	78%	90%
 Paypal	4.1	93%	81%	81%

Source: Glassdoor



Klarna | [Klarna.com](https://klarna.com)

Sweden 2005 \$3.7B

Klarna is an e-commerce payment solutions platform for merchants and shoppers.

In The News

Bloomberg

Klarna may consider IPO as early as 2022.

Team Members



Sebastian Siemiatkowski | CEO
Stockholm School of Economics



Knut Frängsmyr | Deputy CEO
Ex-Modern Times Group, Oracle and Masters of Law from Uppsala University



Alexander Olsson | CFO
Former CEO Animail and Masters in Corporate and Financial Management from Lund University

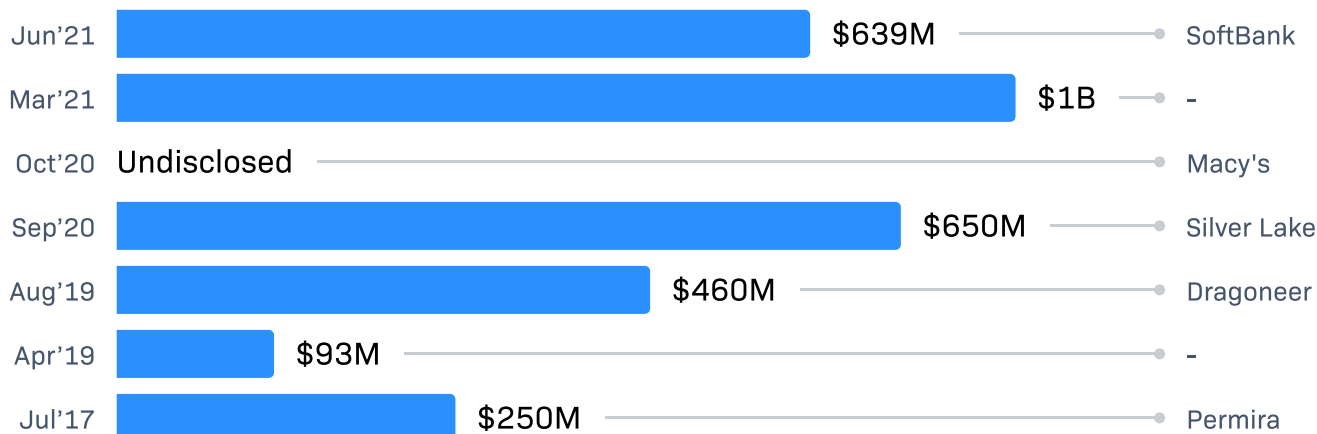
Competitive Landscape

	Klarna (2005)	Affirm (2012)	Sezzle (2016)
Funding Stage	Series C	Public (NASDAQ:AFRM)	Public (ASX:SZL)
Total Funding	\$3.7B	-	-
Employees (YoY)	5,133 (+45.5%)	1,768 (+77.0%)	479 (+122.8%)
Total Visits (YoY)	20.7M (+19.0%)	7.3M (+52.3%)	2.8M (+39.7%)
Total Unique Visitors (YoY)	11.4M (+14.7%)	4.3M (+54.0%)	1.3M (+37.3%)

Funding History

Notable Investors

Sequoia, TCV, General Atlantic, Institutional VP, SoftBank, HarbourVest, GIC, BlackRock, QED Investors, DST Global, Atomico, Wellington, Dragoneer, Silver Lake, Permira, WestCap, Macy's



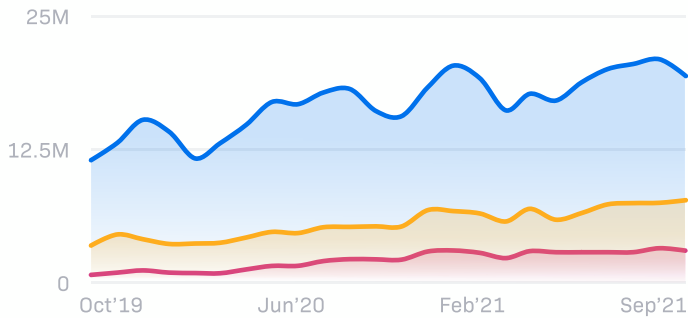
Note: The above data is not exhaustive and includes select funding rounds and investors.

Source: Crunchbase

Website Traffic

Majority of e-com payment solutions saw an increase in Website Traffic. Klarna maintains its lead with more than 2.5x Total Visits and Unique Visitors compared to Affirm.

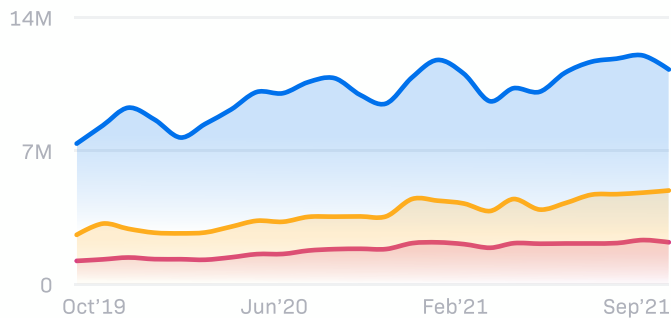
Total Visits



	Sep'21	6M	YoY
■ Klarna	20.7M	+8.8%	+19.0%
■ Affirm	7.3M	+12.8%	+52.3%
■ Sezzle	2.8M	+1.4%	+39.7%

Source: SimilarWeb

Unique Visitors



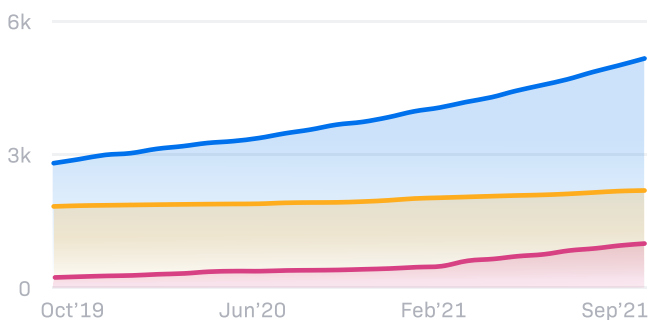
	Sep'21	6M	YoY
■ Klarna	11.4M	+10.4%	+14.7%
■ Affirm	4.3M	+13.0%	+54.0%
■ Sezzle	1.3M	+3.5%	+37.3%

Source: SimilarWeb

Employee Growth

Klarna has a much larger team compared to Affirm and Sezzle.

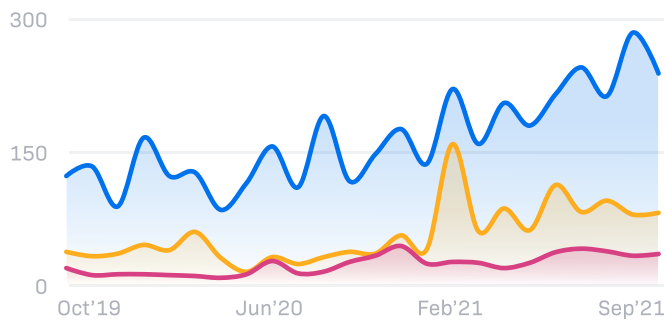
Employee Count



	Sep'21	6M	YoY
■ Klarna	5,133	+21.4%	+45.5%
■ Affirm	1,768	+30.5%	+77.0%
■ Sezzle	479	+38.8%	+122.8%

Source: Synaptic

New Hires



	Sep'21	6M	YoY
■ Klarna	239	+16.6%	+107.8%
■ Affirm	79	-6.0%	+132.4%
■ Sezzle	32	+100.0%	+39.1%

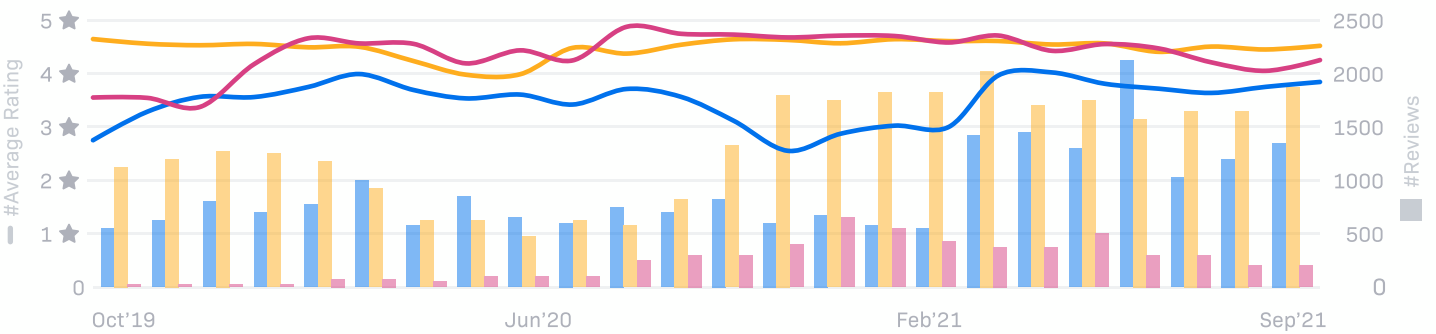
Source: Synaptic

App Ratings & Reviews

Klarna's Overall App Ratings are comparable to Affirm and Sezzle.

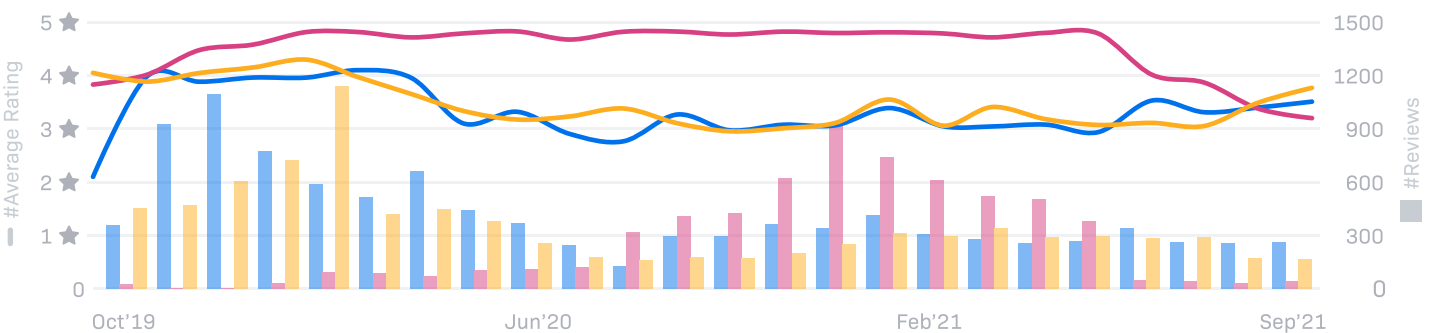
	WW	US
■ Klarna	4.6 ★	5.0 ★
■ Affirm	4.7 ★	5.0 ★
■ Sezzle	4.7 ★	5.0 ★

Play Store (Monthly Data)



Source: Synaptic

App Store (Monthly Data)



Note: Avg Rating and Number of Reviews only capture the data for text reviews given to an app.

Source: Synaptic



Instacart | [instacart.com](https://www.instacart.com)

United States 2012 \$2.7B

Instacart is an online grocery platform that offers same-day delivery and pickup services for retailers and consumers.

In The News

Bloomberg

Instacart has hired Facebook veteran, Carolyn Everson ahead of its highly anticipated IPO.

Team Members



Fidji Simo | CEO

Former Head of the Facebook App and Masters from HEC School of Management



Nick Giovanni | CFO

Former Head of Global Technology, Media and Telecom Group at Goldman Sachs



Carolyn Everson | President

Former VP at Facebook and MBA from Harvard Business School

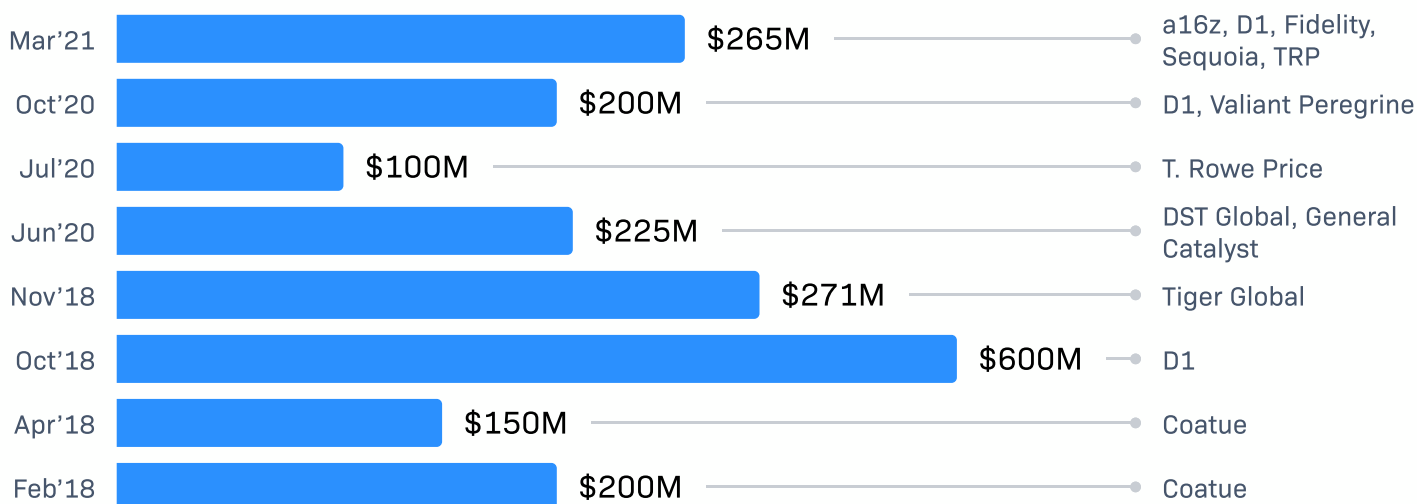
Competitive Landscape

	Instacart (2012)	Postmates (2011)
Funding Stage	Series F	Acquired by Uber
Total Funding	\$2.7B	\$763.0M
Employees (YoY)	12,103 (+21.9%)	5,560 (-11.6%)
Total Visits (YoY)	28.7M (-2.1%)	3.7 (-56.5%)
Total Unique Visitors (YoY)	14.3M (-1.3%)	2.2M (-55.8%)

Funding History

Notable Investors

YC, Sequoia, SV Angel, Kleiner Perkins, a16z, General Catalyst, D1, Fidelity, Khosla Ventures, Tiger Global, Canaan Partners, FundersClub, Dragoneer, DST Global, Coatue, Thrive Capital, TRP, Valiant Peregrine



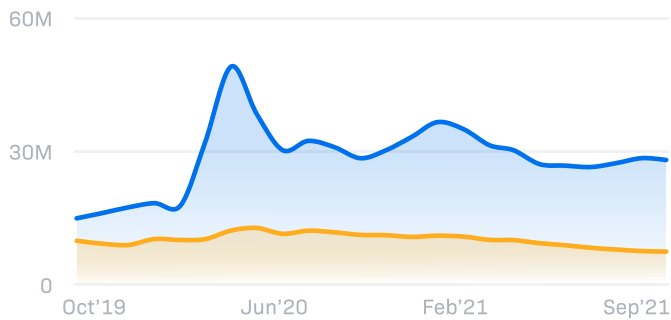
Note: The above data is not exhaustive and includes select funding rounds and investors.

Source: Crunchbase

Website Traffic

Instacart and Postmates saw a decline in their website footprint with Instacart seeing a YoY decline in Total Visits of 9%. Postmates' website footprint almost halved, widening the gap between the two players.

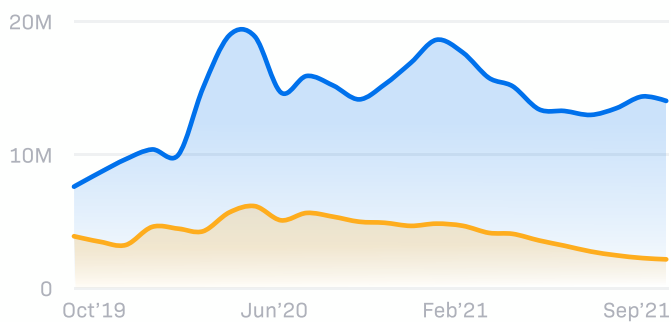
Total Visits



	Sep'21	6M	YoY
Instacart	28.7M	-9.1%	-2.1%
Postmates	3.7M	-47.2%	-56.5%

Source: SimilarWeb

Unique Visitors



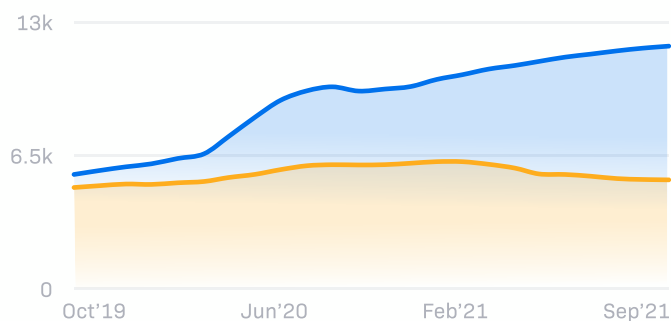
	Sep'21	6M	YoY
Instacart	14.3M	-8.1%	-1.3%
Postmates	2.2M	-46.1%	-55.8%

Source: SimilarWeb

Employee Growth

While their team sizes were similar in Oct'19, Instacart now has ~2.2x number of employees compared to Postmates.

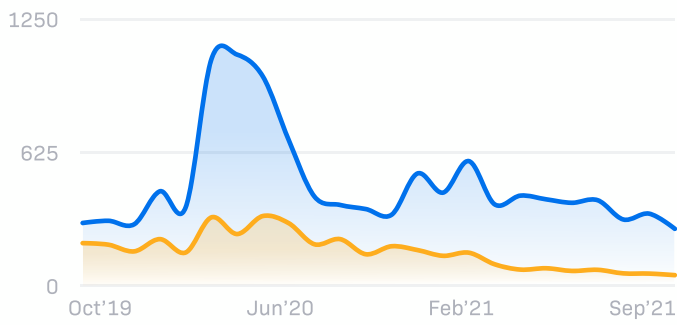
Employee Count



	Sep'21	6M	YoY
Instacart	12,103	+7.6%	+21.9%
Postmates	5,560	-5.1%	-11.6%

Source: Synaptic

New Hires



	Sep'21	6M	YoY
Instacart	236	-39.3%	-27.8%
Postmates	27	-48.1%	-77.7%

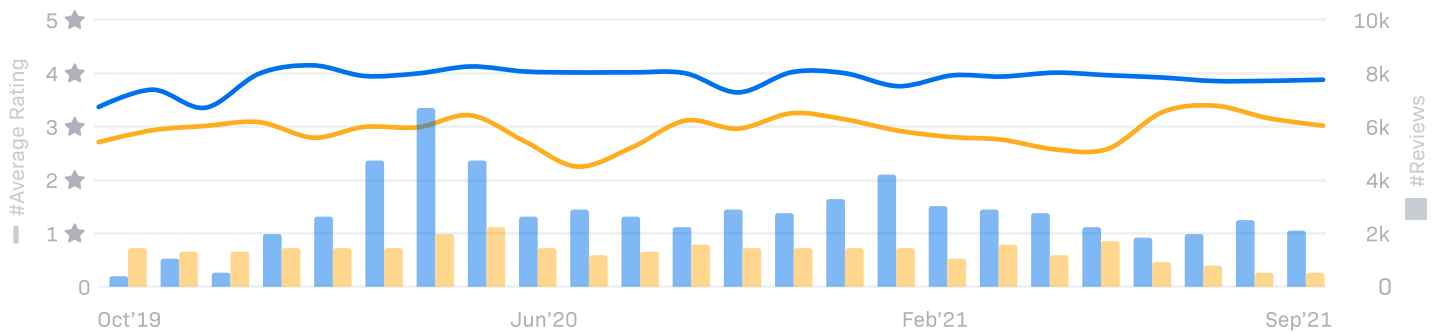
Source: Synaptic

App Ratings & Reviews

Instacart is ahead of Postmates on Monthly Average Rating on both Play Store and the App Store.

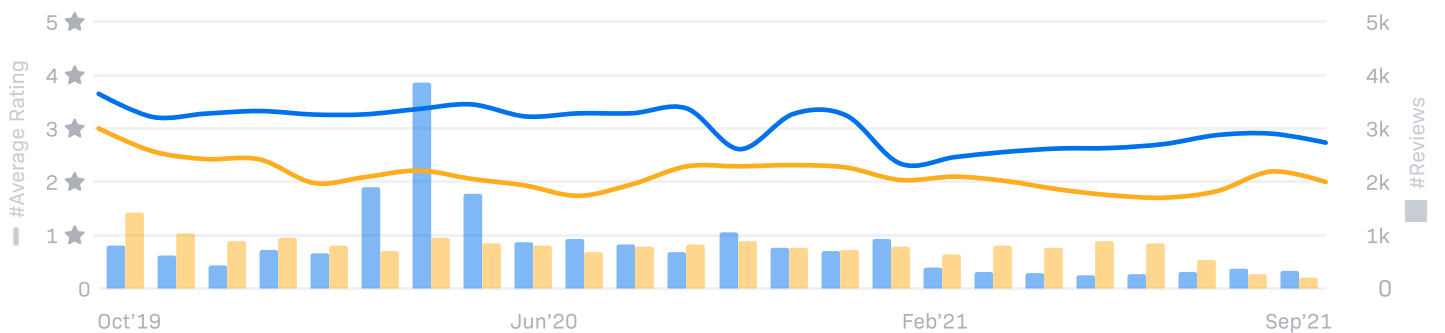
	🌐 WW	🇺🇸 US
Instacart	4.3 ★	5.0 ★
Postmates	4.1 ★	5.0 ★

Play Store (Monthly Data)



Source: Synaptic

App Store (Monthly Data)



Note: Avg Rating and Number of Reviews only capture the data for text reviews given to an app.

Source: Synaptic

Google Search Trends

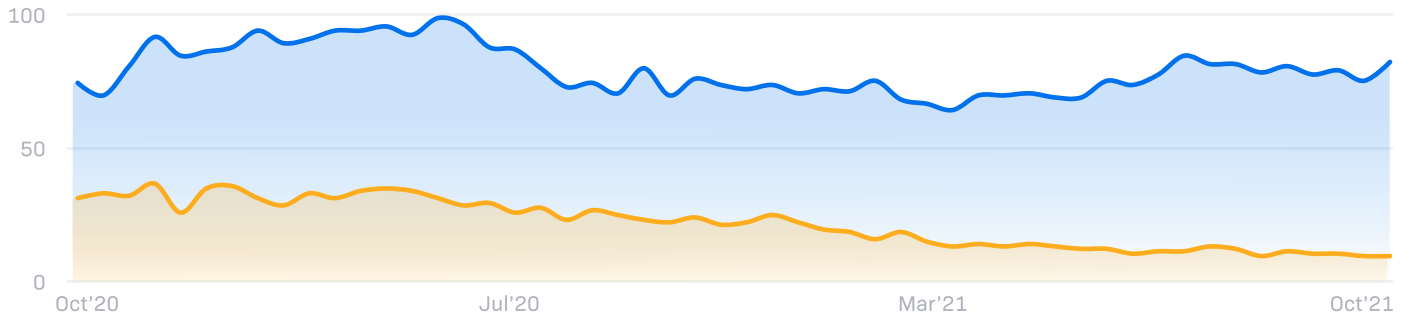
Instacart maintains a lead over Postmates in search trends.

US

Instacart

Postmates

Trends



Source: Synaptic



Grab | grab.com

Singapore 2012 \$12.5B

Grab is an application that provides transportation, logistics, and financial services.

In The News



Southeast Asia's Grab is going to complete the \$40B SPAC merger with Altimeter Growth Corp. by Q4 2021

Team Members



Anthony Tan | Group CEO
MBA from Harvard Business School



Hooi Ling Tan | Co-Founder
Ex-Salesforce, McKinsey & Company, Eli Lilly & MBA from Harvard Business School



Peter Oey | CFO
Former CFO at LegalZoom & MyLife.com and VP Corporate Controller at Activision Blizzard

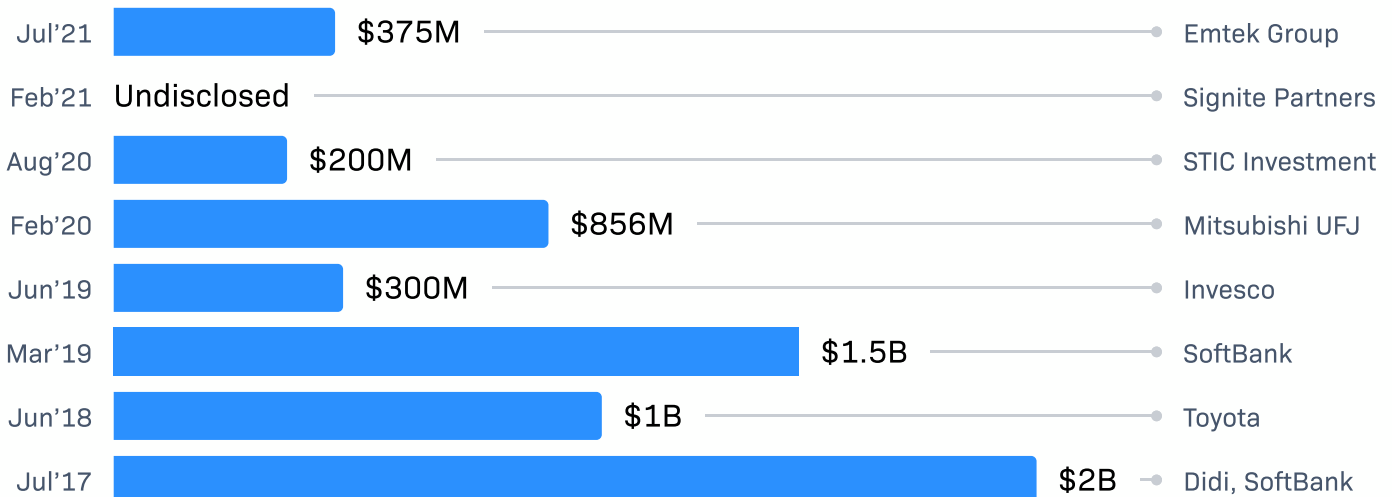
Competitive Landscape

	Grab (2012)	Gojek (2010)
Funding Stage	Series I	Series F
Total Funding	\$12.5B	\$5.3B
Employees (YoY)	35,817 (+9.7%)	23,805 (+8.2%)
Total Visits (YoY)	11.4M (+31.7%)	3.0M (+16.6%)
Total Unique Visitors (YoY)	6.0M (+29.5%)	1.9M (+13.4%)

Funding History

Notable Investors

Didi, Softbank, Emtek Group, Toyota, Invesco, Mitsubishi UFJ, STIC Investment, Signite Partners, Lightspeed, GGV, Tiger Global, Coatue, Microsoft, HSBC, Honda, Yamaha, Vulcan Capital, Vertex Ventures



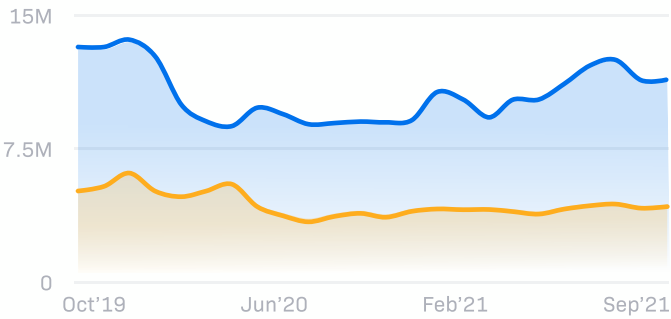
Note: The above data is not exhaustive and includes select funding rounds and investors.

Source: Crunchbase

Website Traffic

Grab has registered a higher growth rate than Gojek in Total Visits with a YoY increase of 32% and Unique Visitors with a YoY increase of 30%.

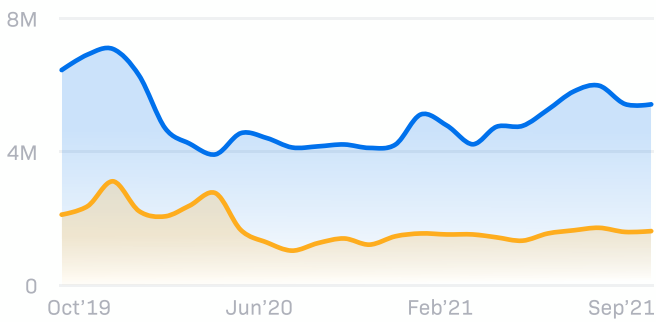
Total Visits



	Sep'21	6M	YoY
Grab	11.4M	+13.1%	+31.7%
Gojek	3.0M	+11.7%	+16.6%

Source: SimilarWeb

Unique Visitors



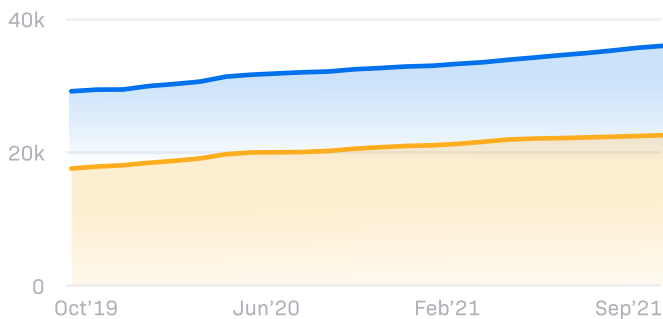
	Sep'21	6M	YoY
Grab	6.0M	+14.6%	+29.5%
Gojek	1.9M	+11.0%	+13.4%

Source: SimilarWeb

Employee Growth

Gojek's number of new hires has declined YoY by 57% while Grab saw a decline of 14%.

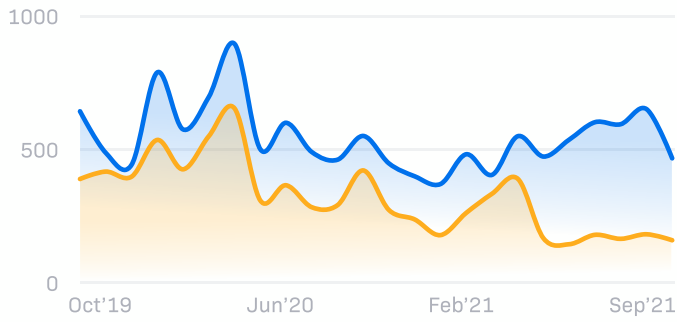
Employee Count



	Sep'21	6M	YoY
Grab	35,817	+5.5%	+9.7%
Gojek	23,805	+2.5%	+8.2%

Source: Synaptic

New Hires



	Sep'21	6M	YoY
Grab	470	-14.1%	-14.2%
Gojek	185	-53.9%	-57.0%

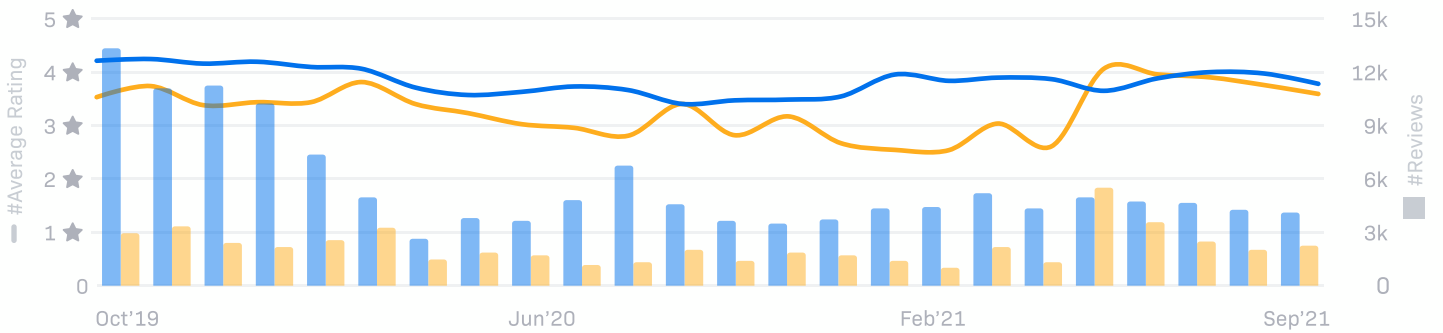
Source: Synaptic

App Ratings & Reviews

Grab's Superapp has a higher Overall Rating than Gojek's app on both Play Store and App Store, Gojek's monthly rating has seen an uptick in recent months.

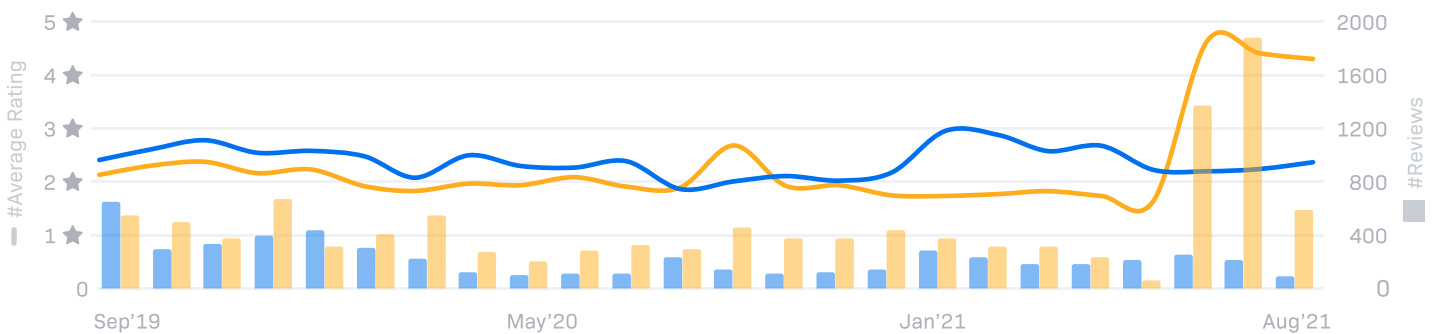
	WW	ID
Grab	4.7 ★	4.5 ★
Gojek	4.6 ★	4.0 ★

Play Store (Monthly Data)



Source: Synaptic

App Store (Monthly Data)



Note: Avg Rating and Number of Reviews only capture the data for text reviews given to an app.

Source: Synaptic



OYO | oyorooms.com

India 2013 \$4.1B

OYO is a global travel tech company that connects its patrons and guests.

Team Members



Ritesh Agarwal | CEO
Fellow - The Thiel Foundation



Abhinav Sinha | Global COO
Former Principal at The Boston Consulting Group and MBA from Harvard Business School



Maninder Gulati | Global CSO
ex-Lightspeed India Partners, McKinsey & Company and MBA from ISB

In The News

crunchbase

OYO has filed for an initial public offer and is looking to raise \$1.2B.

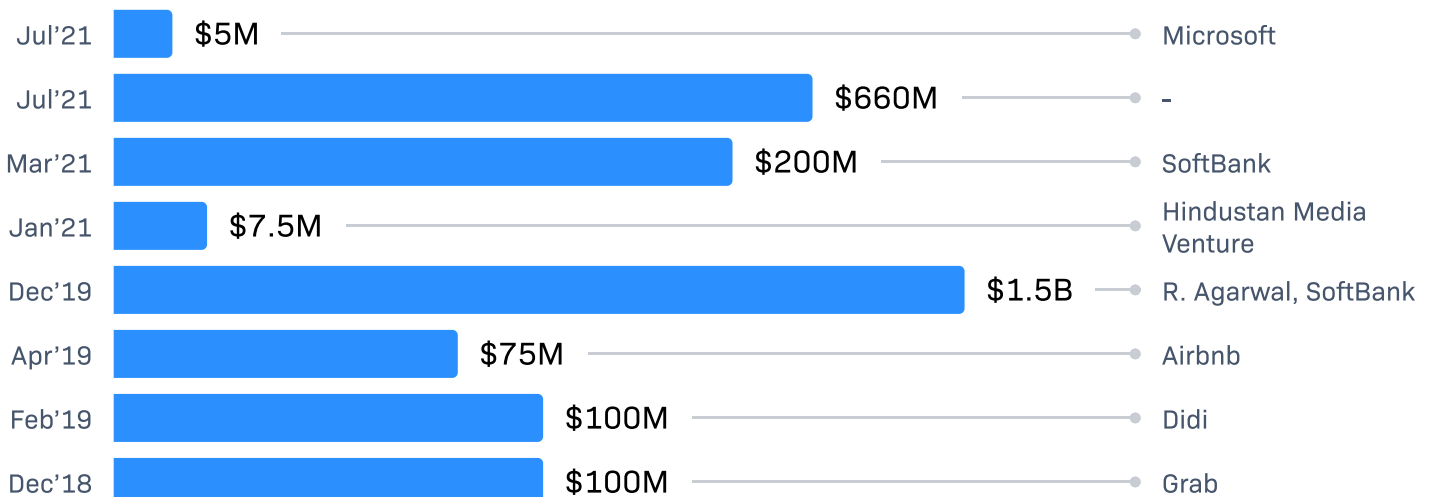
Competitive Landscape (India)

	OYO (2013)	Treebo (2015)	Fabhotels (2015)
Funding Stage	Series F	Series D	Series B
Total Funding	\$4.1B	\$85.0M	\$48.6M
Employees (YoY)	14,129 (-14.7%)	586 (+9.1%)	633 (-9.3%)
Total Visits (YoY)	4.2M (+25.9%)	0.9M (+151.2%)	1.5M (+272.2%)
Total Unique Visitors (YoY)	2.4M (+20.6%)	0.5M (+132.5%)	1.0M (+244.7%)

Funding History

Notable Investors

Lightspeed, Sequoia, SoftBank, InnoVen, Microsoft, DSG Consumer, Citadel, Värde Partners, Hindustan Media Venture, R. Agarwal, Airbnb, Didi, Grab



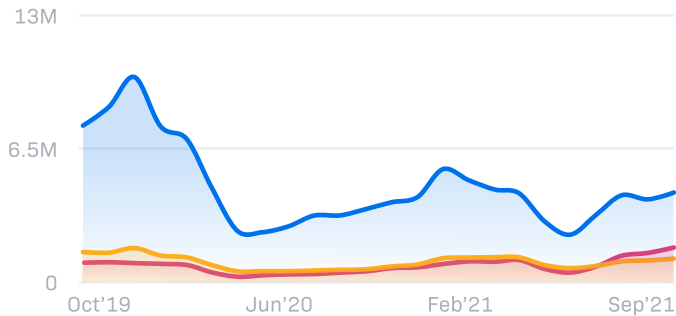
Note: The above data is not exhaustive and includes select funding rounds and investors.

Source: Crunchbase

Website Traffic

OYO saw a sharp post-pandemic decline in website footprint but it has regained some ground.

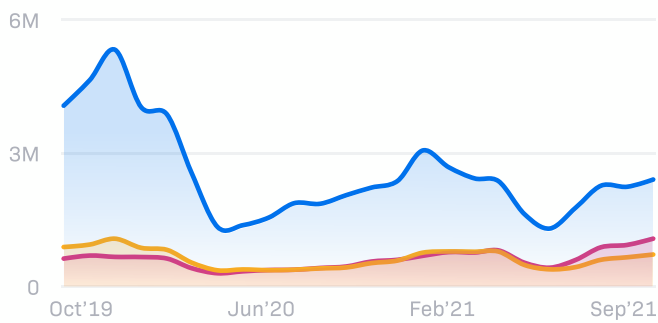
Total Visits



	Sep'21	6M	YoY
OYO	4.2M	+0.6%	+25.9%
Treebo	0.9M	-7.1%	+151.2%
Fabhotels	1.5M	+62.3%	+272.2%

Source: SimilarWeb

Unique Visitors



	Sep'21	6M	YoY
OYO	2.4M	+1.7%	+20.6%
Treebo	0.5M	-11.6%	+132.5%
Fabhotels	1.0M	+42.7%	+244.7%

Source: SimilarWeb

Employee Growth

OYO has rationalised its team size since the pandemic with a 15% YoY decline.

Employee Count



	Sep'21	6M	YoY
OYO	14,129	-3.3%	-14.7%

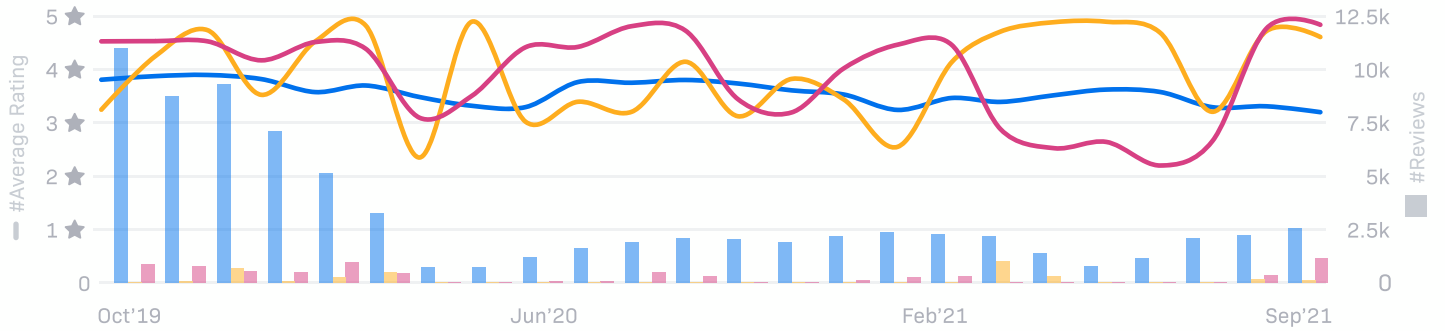
Source: Synaptic

App Ratings & Reviews

OYO's Monthly Average Ratings have marginally declined on both App Store and Play Store.

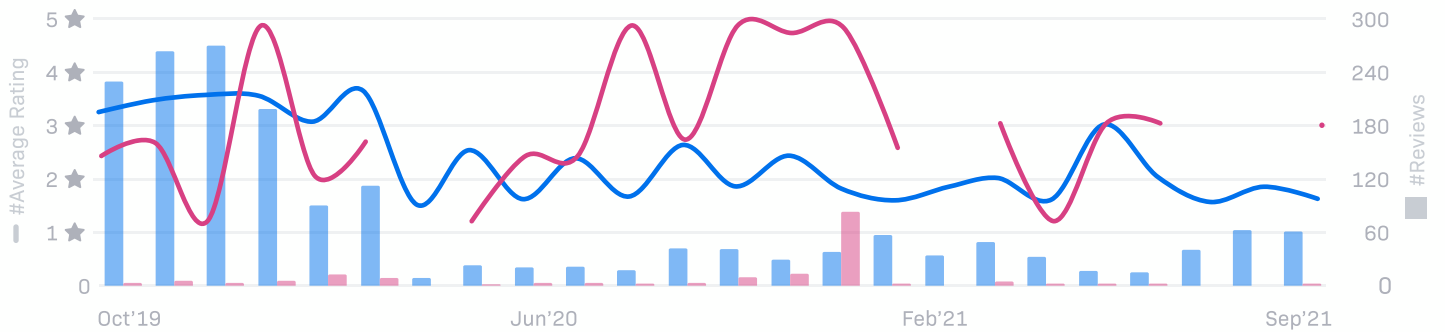
	🌐 WW	🇮🇳 IN
OYO	4.4 ★	4.5 ★
Treebo	4.3 ★	-
Fabhotels	4.6 ★	3.5 ★

Play Store (Monthly Data)



Source: Synaptic

App Store (Monthly Data)



Note: Avg Rating and Number of Reviews only capture the data for text reviews given to an app. Data points are missing for the months where the app did not receive any text reviews.

Source: Synaptic



PharmEasy | pharmeasy.in

India 2015 \$1.6B

Health tech startup offering services such as teleconsultation, medicine deliveries, & diagnostic test sample collection.

In The News



PharmEasy is valued at \$5.6 billion in the pre-IPO round, likely to go public by Mar'22.

Team Members



Siddharth Shah | CEO

Former Co-Founder of Ascent Health and MBA from IIM Ahmedabad



Dhaval Shah | Co-Founder

Forbes 30 under 30 and ex-McKinsey & Company



Dharmil Sheth | Co-Founder

Former Founder of 91streets

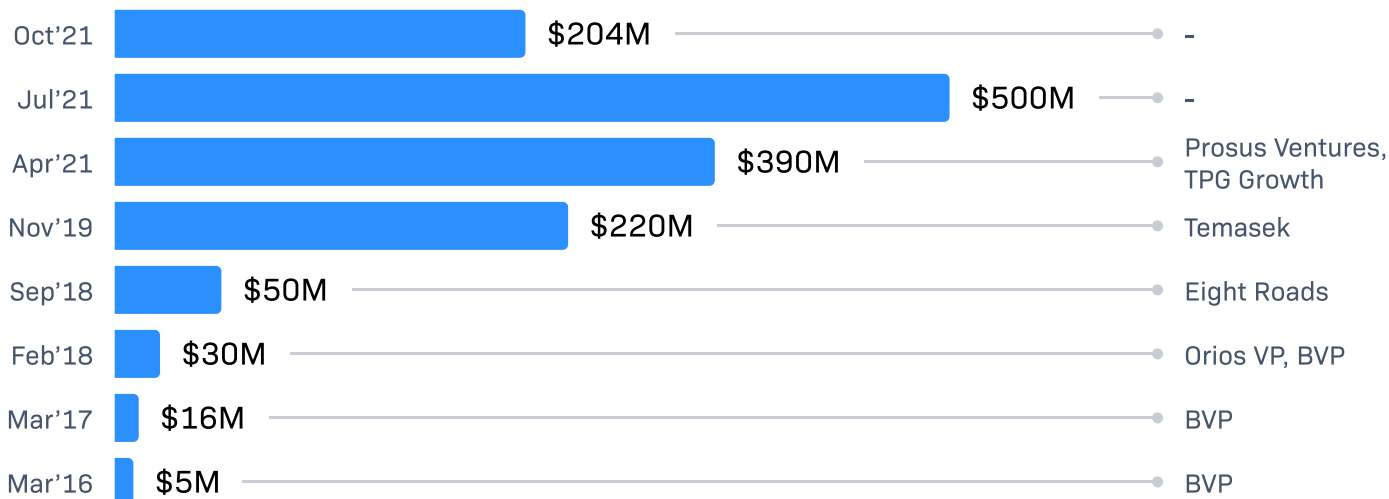
Competitive Landscape

	PharmEasy (2015)	1mg (2015)
Funding Stage	Series F	Acquired by Tata Digital
Total Funding	\$1.6B	\$204.6M
Employees (YoY)	1,538 (+66.6%)	1,340 (+44.6%)
Total Visits (YoY)	6.0M (+42.5%)	27.9M (+29.5%)
Total Unique Visitors (YoY)	3.3M (+43.0%)	15.8M (+29.1%)

Funding History

Notable Investors

BVP, Prosus Ventures, TPG Growth, Temasek, Eight Roads, Orios VP, Tiger Global, F-Prime, InnoVen, Steadview Capital, ADQ, ApaH Capital, OrbiMed, B Capital, Trifecta Capital



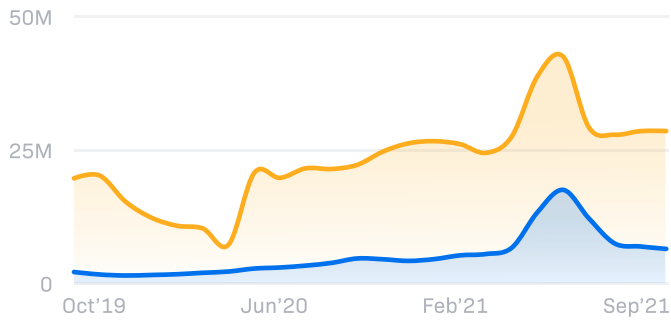
Note: The above data is not exhaustive and includes select funding rounds and investors.

Source: Crunchbase

Website Traffic

PharmEasy's Website Footprint is approximately 20% of 1mg's.

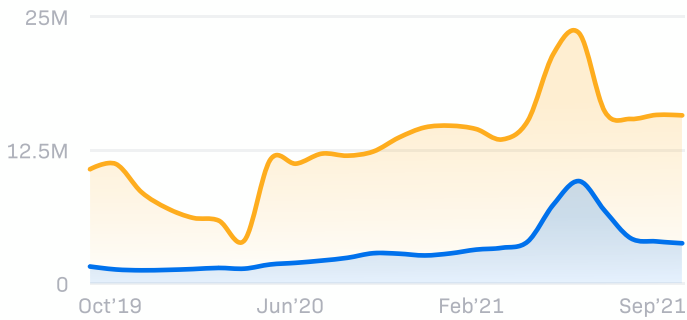
Total Visits



	Sep'21	6M	YoY
PharmEasy	6.0M	-3.3%	+42.5%
1mg	27.9M	+3.9%	+29.5%

Source: SimilarWeb

Unique Visitors



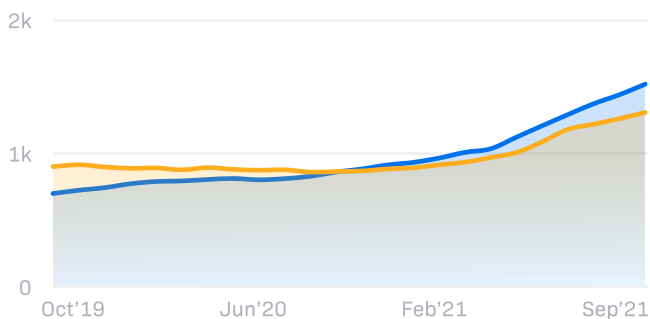
	Sep'21	6M	YoY
PharmEasy	3.3M	-4.8%	+43.0%
1mg	15.8M	+3.6%	+29.1%

Source: SimilarWeb

Employee Growth

PharmEasy has doubled its headcount in 2 years surpassing 1mg in Oct'20.

Employee Count



	Sep'21	6M	YoY
PharmEasy	1,538	+41.6%	+66.6%
1mg	1,340	+30.7%	+44.6%

Source: Synaptic

New Hires



	Sep'21	6M	YoY
PharmEasy	86	+75.5%	+126.3%
1mg	56	+27.3%	+133.3%

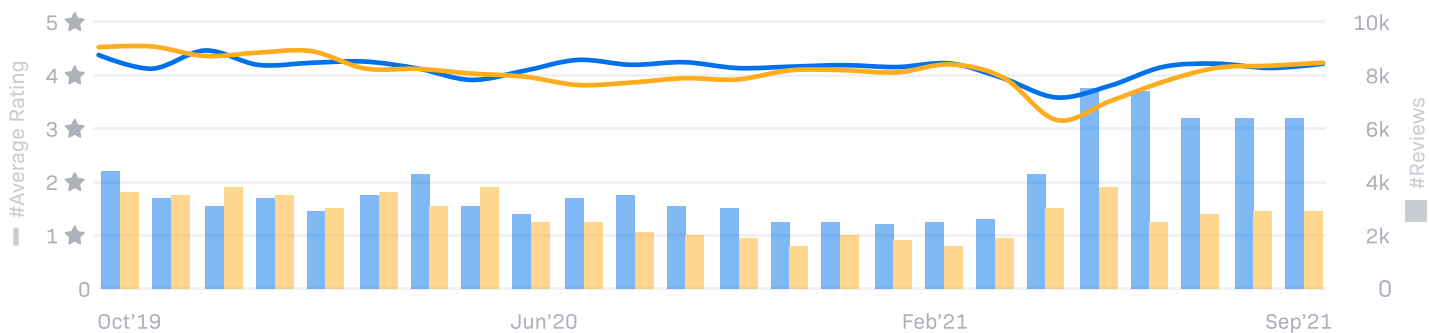
Source: Synaptic

App Ratings & Reviews

PharmEasy's has seen a sharp jump in the Number of Play Store Reviews in the last 6 months. However the monthly ratings are comparable for both PharmEasy and 1mg.

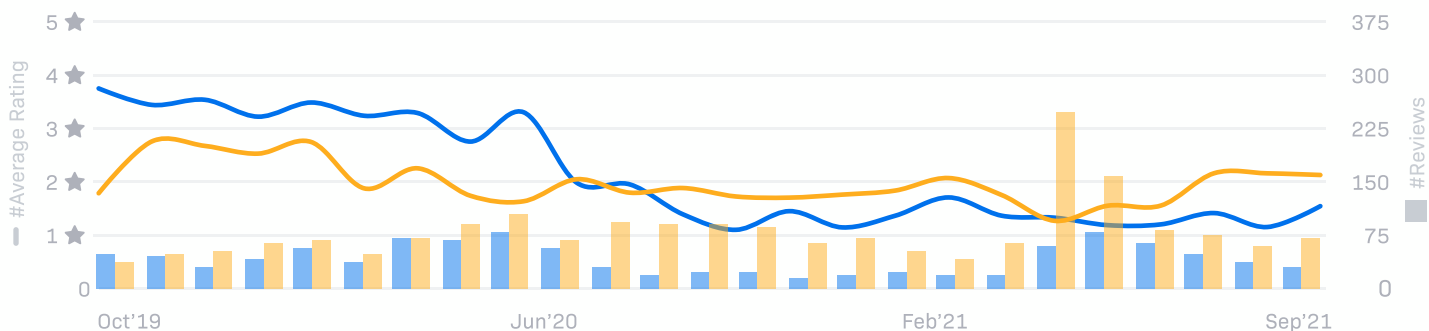
	🌐 WW	🇮🇳 IN
PharmEasy	4.7 ★	4,5 ★
1mg	4.5 ★	4.5 ★

Play Store (Monthly Data)



Source: Synaptic

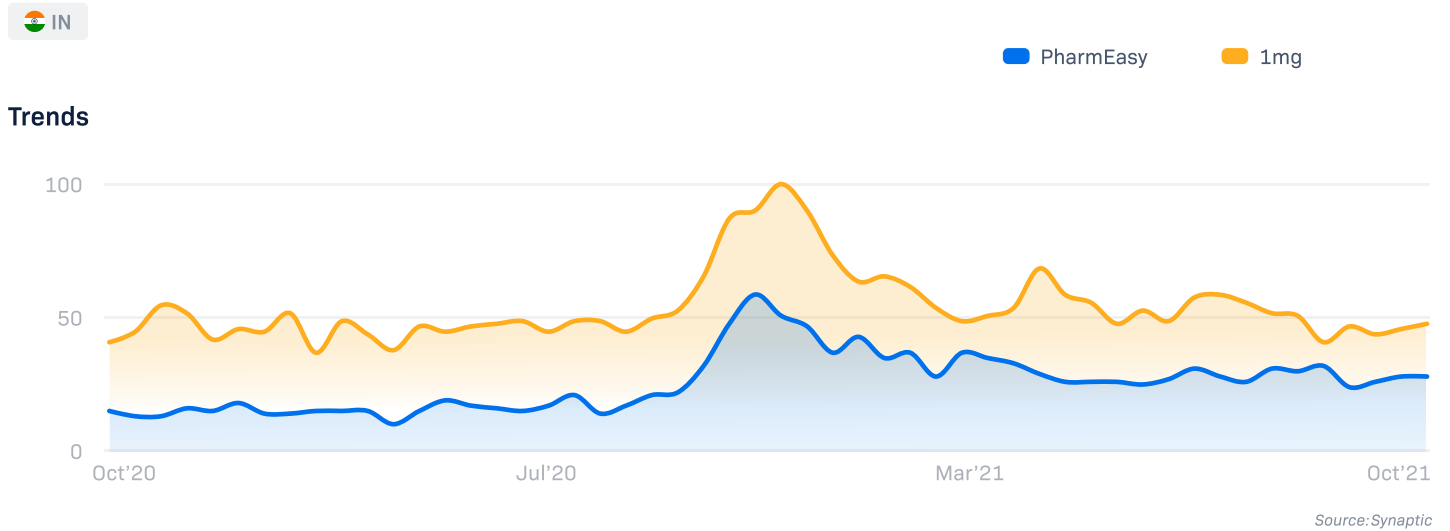
App Store (Monthly Data)



Note: Avg Rating and Number of Reviews only capture the data for text reviews given to an app.

Source: Synaptic

Google Search Trends



Glassdoor

PharmEasy's employees are less likely to Recommend the company to their friends, and they have a lower Positive Business Outlook than 1mg's employees.

	Overall Rating	CEO Approved	Recommends to a Friend	Positive Business Outlook
PharmEasy	3.4	80%	59%	59%
1mg	4.2	-	82%	70%

Source: Glassdoor



Better | better.com

United States 2016 \$905.0M

Better.com is a homeownership journey platform that utilizes technology to change the way people buy and own a home.

In The News

Better is set to go public via a SPAC merger with Aurora Acquisition Corp. (NASDAQ:AURC)



Team Members



Vishal Garg | CEO

Multiple Ventures- Phoenix Holdings, One Zero Capital, MRU Holdings and B.S. from NYU Stern



Jerry Selitto | President

Former CEO of PHH Corporation



Megan Vaccaro | Sr. Director

Ex-Homeopolish, Datadog, GroupMe

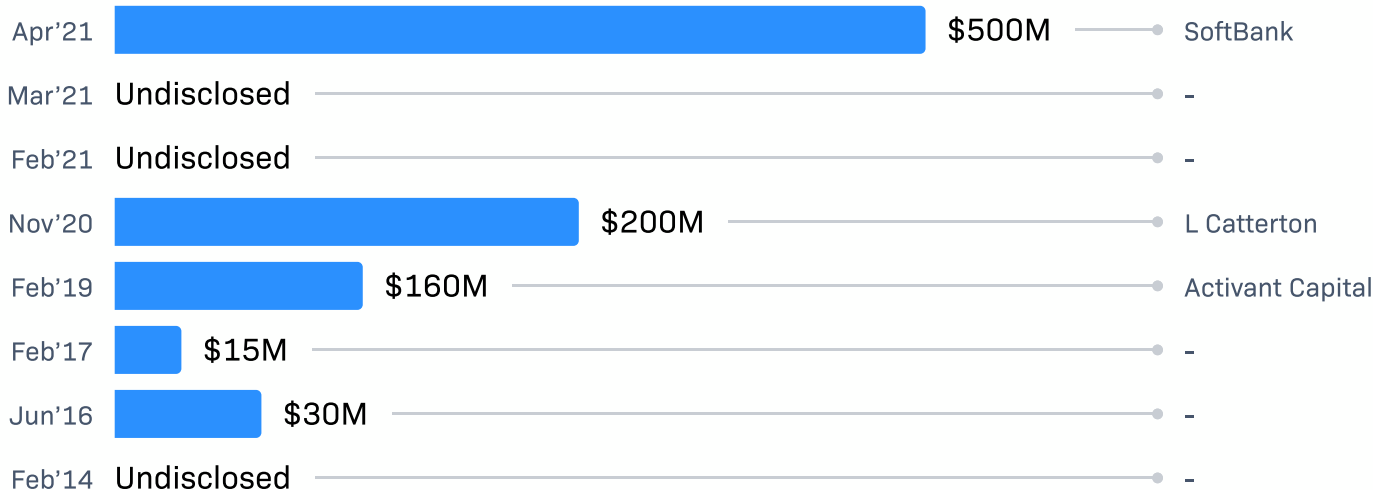
Competitive Landscape

	Better (2016)	Lower (2014)
Funding Stage	Series D	Series A
Total Funding	\$905.0M	\$100.0M
Employees (YoY)	7,432 (+98.2%)	776 (+70.2%)
Total Visits (YoY)	2.8M (+75.9%)	0.1M (+94.5%)
Total Unique Visitors (YoY)	1.0M (+80.1%)	0.1M (+91.3%)

Funding History

Notable Investors

Kleiner Perkins, Goldman Sachs, SoftBank, American Express Ventures, L Catterton, 9Yards Capital, Activant Capital



Note: The above data is not exhaustive and includes select funding rounds and investors.

Source: Crunchbase

Website Traffic

Better's website footprint has grown steadily, with Total Visits and Unique Visitors increasing 76% YoY and 80% YoY respectively.

Total Visits



	Sep'21	6M	YoY
Better	2.8M	+12.4%	+75.9%

Source: SimilarWeb

Unique Visitors



	Sep'21	6M	YoY
Better	1.0M	+14.9%	+80.1%

Source: SimilarWeb

Employee Growth

Better has seen consistent growth and doubled its team size in the last year.

Employee Count



	Sep'21	6M	YoY
Better	7,432	+34.1%	+98.2%

Source: Synaptic



Discord | discord.com

United States 2015 \$982.6M

Discord is an online voice, video, and text communication platform designed for creating communities.

In The News

Discord may go for an initial public offer in early 2022.

Forbes

Team Members



Jason Citron | CEO

Former Founder and CEO of OpenFeint



Stanislav Vishnevskiy | CTO

Former founder of Guildwork and Lead Software Engineer at GREE



Tomasz Marcinkowski | CFO

Former Head of Finance at Pinterest and VP-Technology Investment Banking at Goldman Sachs

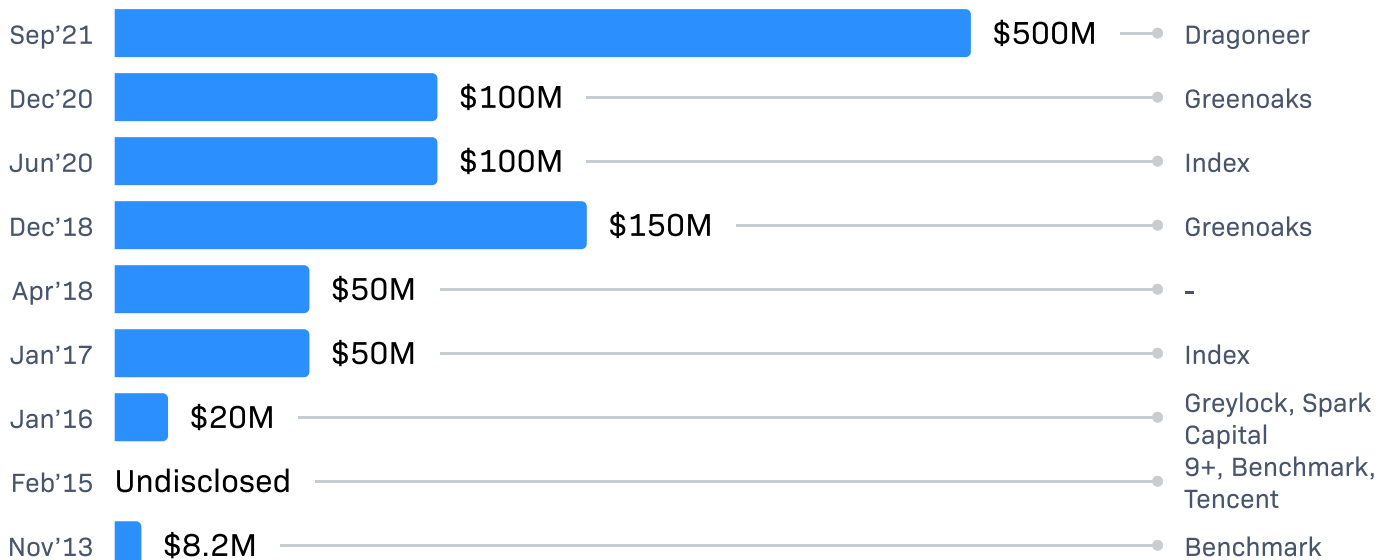
Competitive Landscape

	Discord (2015)	Slack (2009)
Funding Stage	Series H	Acquired by Salesforce
Total Funding	\$982.6M	Public (NYSE:WORK)
Employees (YoY)	1,255 (+68.5%)	3,340 (+21.8%)
Total Visits (YoY)	1,274.7M (+15.3%)	128.5M (-7.9%)
Total Unique Visitors (YoY)	411.2M (+8.2%)	12.8M (+5.9%)

Funding History

Notable Investors

Accel, Index, General Catalyst, Greylock, Benchmark, Tencent, Spark Capital, Institutional VP, FirstMark, Coatue, Fidelity, 9+, Dragoneer, Baillie Gifford, Franklin Templeton, Greenoaks



Note: The above data is not exhaustive and includes select funding rounds and investors.

Source: Crunchbase

Website Traffic

On an average, Discord has seen 3 visits per Unique Visitor. The growth rate has come down in the last 6 months compared to the YoY growth.

Total Visits



	Sep'21	6M	YoY
Discord	1,274.7M	+1.8%	+15.3%

Source: SimilarWeb

Unique Visitors



	Sep'21	6M	YoY
Discord	411.2M	+3.3%	+8.2%

Source: SimilarWeb

Employee Growth

Discord's team has grown ~2.5x in the last two years.

Employee Count








	Sep'21	6M	YoY
Discord	1,255	+28.3%	+68.5%

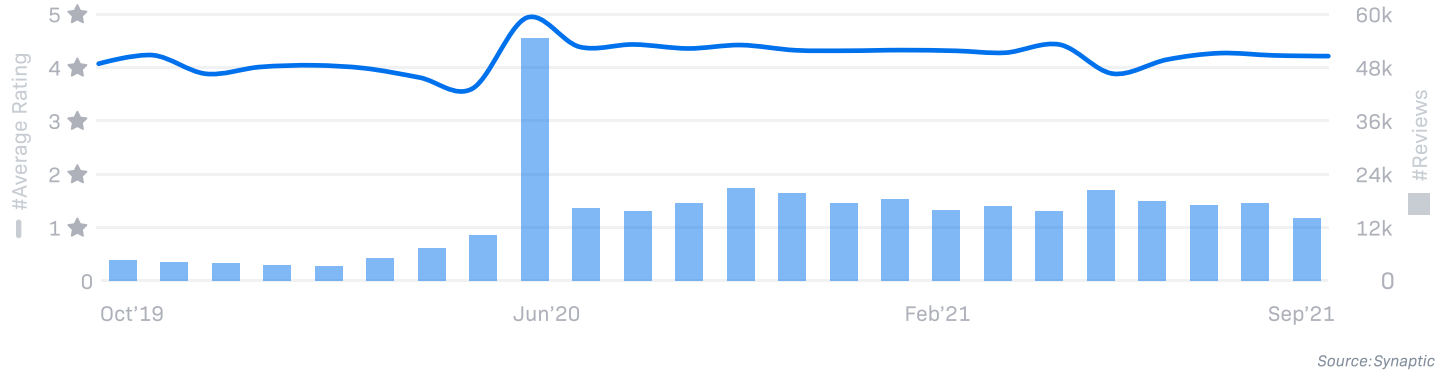
Source: Synaptic

App Ratings & Reviews

Discord's Android app has received 3.7M ratings and has 100M+ downloads.

	 	 
 Discord	4.5 ★	5 ★

Play Store (Monthly Data)



App Store (Monthly Data)

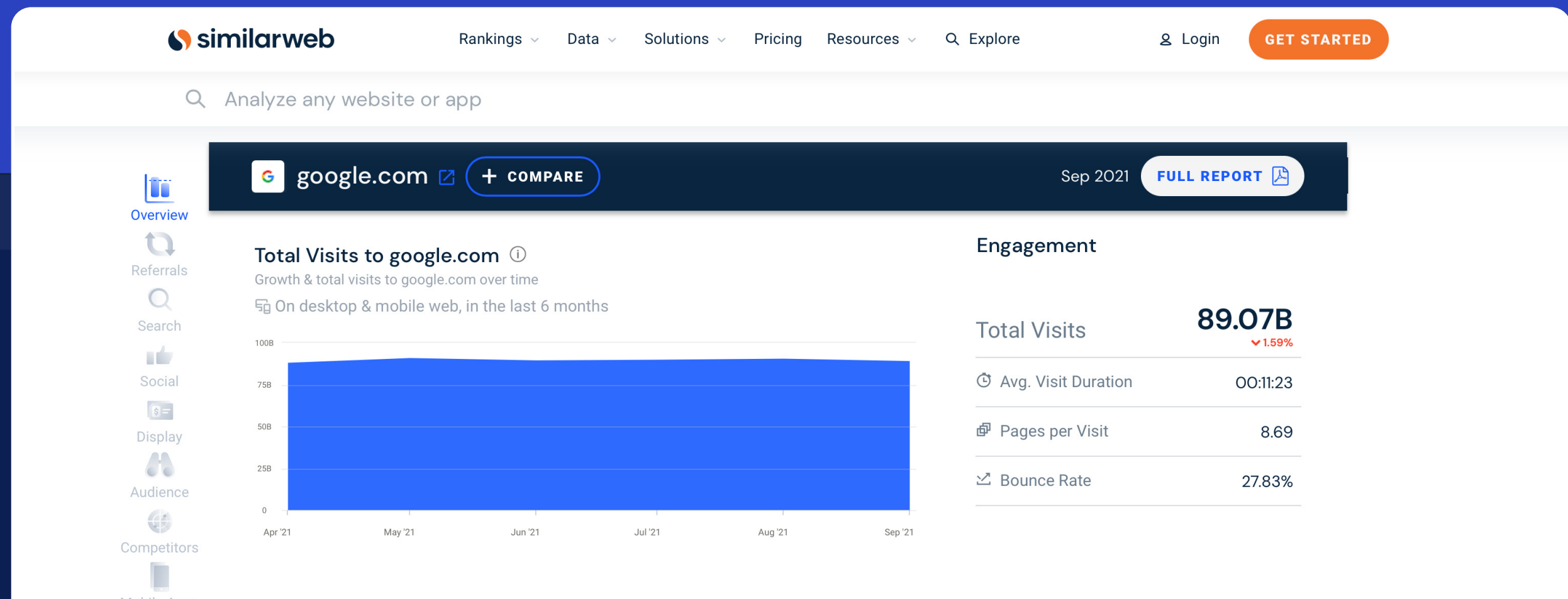


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Unifying alternative datasets for better investment insights



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