

Proposal for data science master thesis project: Visualization of data on startups

Entrepreneurs are at a disadvantage versus venture capitalists (VCs), since there is an information asymmetry: whereas VCs get insights into lots of deals, entrepreneurs only have data about their own company and things they learn by hearsay from other entrepreneurs. Also, entrepreneurs tend to be on average less experienced than VCs, who are often former entrepreneurs themselves. This makes it harder for entrepreneurs to strike a fair deal when raising money.

We want to remedy this situation and level the playing field. We have developed a unique method for extracting data about any share issues done by any Swedish company over the last several years. For example, this is what the data for the payment startup iZettle looks like in our system:

Date	Pre-money valuation	Paid	Post-money valuation	Founder's share
2015-09-16	3 509 351 737 kr	564 891 750 kr	4 074 243 487 kr	21,00%
2014-08-19	1 372 073 528 kr	44 488 438 kr	1 416 561 965 kr	24,38%
2014-06-03	1 329 040 275 kr	50 776 263 kr	1 379 816 538 kr	25,31%
2014-05-23	1 292 856 609 kr	35 982 323 kr	1 328 838 932 kr	26,27%
2014-05-16	1 280 399 439 kr	6 952 656 kr	1 287 352 095 kr	27,00%
2014-05-14	991 849 863 kr	264 955 568 kr	1 256 805 432 kr	27,15%
2013-06-15	921 127 156 kr	44 748 294 kr	965 875 450 kr	34,40%
2012-09-21	755 857 756 kr	16 499 885 kr	772 357 641 kr	37,13%
2012-08-08	588 688 642 kr	220 916 006 kr	809 604 648 kr	37,94%
2011-11-03	239 533 033 kr	74 472 327 kr	314 005 361 kr	52,18%
2010-12-29	40 000 000 kr	18 480 000 kr	58 480 000 kr	68,40%
2010-04-21	0 kr	100 000 kr	100 000 kr	100,00%
Total money raised:		1 343 263 512 kr		

We are currently the only company in Sweden that can extract this data. While data for individual companies are interesting, we think the real value lies in aggregating data. This would allow us to answer such questions as "What is the median valuation of a startup when it does its first seed financing?". This could of course be varied in a number of ways, according to geography, type of business, age of founders, etc.

The purpose of this master thesis project is to investigate how this data can be aggregated and visualized in the most effective way. This would involve a lot of data exploration to find out what conclusions can be drawn, how the data can be retrieved in the most cost efficient way, etc. While Qoorp's main interest in this is to help our customers make better decisions, we believe there is a large general interest, both from the academic community as well as from commercial actors. One objective of the project would be to investigate how this interest could be monetized in the future.

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About Qoorp:

Qoorp develops a web service for managing company information such as a share register, board- and shareholder meetings and issuing stock, warrants and options. Qoorp was founded in 2015 and will launch its product in the fall of 2016. www.qoorp.com