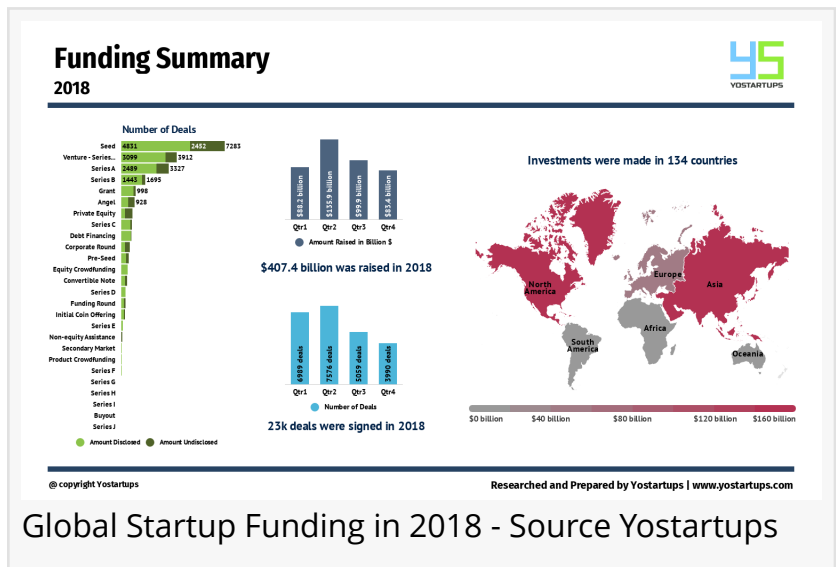


# Global Startup Investments Rise by 23 % to \$407.4 Billion in 2018, American Startups Corner 44% of The Total Investments

*Asia becomes the new hub of entrepreneurship but American startups get a staggering 44.4% of the total investments at the global level.*

NEW YORK, NEW YORK, USA, January 15, 2019 /EINPresswire.com/ -- As per the research conducted by [Yostartups](http://Yostartups.com) for 2018, 23,000 investment deals were signed by startups around the world, with total investments amounting to \$407 billion. Additionally, another 6,572 deals were also signed, for which the investment figures were not disclosed. This marks an increase of 23.3% in the total investment amount as compared to 2017. There were close to 21,000 companies from across 131 countries that raised start-up funding and investments in 2018.



Global Startup Funding in 2018 - Source Yostartups

The United States has taken the lead as the top country with the highest investments at \$157.03 billion, followed by China at \$110 billion, India at \$38.5 billion and the United Kingdom at \$22.7 billion. The top 4 countries in terms of the number of deals are the United States, United Kingdom, China and India with 7568, 1570, 1505 and 798 deals signed respectively.

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*Sourav Paul, Director of Research- Yostartups*

2018 saw seed rounds taking the lead with the maximum number of deals signed in this category; while on the other hand, private equity and Series C have outshone the other types of funding rounds in terms of the investment amount. There were 8182 deals of venture funding which included Series rounds from A through J that raised \$247.8 billion. Seed funding witnessed 3,777 deals in all, raising total investments amounting to \$6.9 billion.

The top sectors in the global limelight for their funding

activities in 2018 were software & SaaS, fintech, medtech, media & entertainment, and health & wellness. These sectors have recorded the highest number of deals in 2018 accounting for 52.75% of the total disclosed deals. The top overall industries that performed exceptionally by raising impressive amounts last year include fintech, e-commerce, transportation & logistics, media & entertainment, and medtech. These industries received a combined investment of \$230.9 billion. The average investment amount to be raised in 2018 by startups is \$28.8 million, thanks to the rise of late-stage rounds, that has helped in achieving this number.

Sourav Paul, Director of Research, Yostartups added that "Globally, the startups have more access to Seed Capital and Late Stage Funding. It's becoming easier to raise a seed round across most of the countries. However, the next rounds are getting tougher, once the startup crosses the valley of death after the first funding. Although there is abundant capital available for late stage deals, it's getting increasingly difficult for startups to prove the business model and get funded."

### Asia Raises the Benchmark as a Fast Growing Global Hub

Asian startups raised around \$179.8 billion in 2018, surpassing the total investments raised by other startup prominent regions like Europe and North America. The startups in East Asia (China, Japan, HK SAR, China Taiwan, and South Korea) raised \$119.7 billion, and startups in South Asia (India, Sri Lanka, Bangladesh, Bhutan, Pakistan, Nepal, and the Maldives) raised \$38.9 billion becoming two prominent areas in lending Asia this status. The startups in South-East Asia (Singapore, Indonesia, Vietnam, Philippines, Thailand, Malaysia, Myanmar and Cambodia) followed with \$15.9 billion and the West Asian startups (Qatar, Israel, Turkey, Kuwait, United Arab Emirates, Lebanon, Cyprus, Saudi Arabia, Jordan, Iran, Yemen, Armenia and Bahrain) ranked next with \$5.2 billion of total investments.

North America moves down to the second place.

North American countries other than the United States did not attract much of startup investments in 2018. Cumulatively, the investments amount raised in Canada, Bermuda, Mexico, Panama, Trinidad and Tobago, Barbados, Guatemala, Costa Rica, Jamaica and Honduras sum up to \$7.3 billion. This decline has helped elevate Asia's status as the epicentre for all kinds of startups activities in the world.

### Europe Ranks Third Globally Owing to Low Investments in South and East Europe

Startups in Europe raised around \$49.1 billion, with North and West Europe holding a higher concentration of these investments over the other regions. The United Kingdom recorded \$22.7 billion of investments with fintech, software & SaaS, medtech, media & entertainment, and real estate grabbing a majority of this amount. While North Europe (United Kingdom, Ireland, Sweden, Finland, Denmark, Norway, Lithuania, Iceland, Estonia, and Latvia) raised total investments worth \$29.8 billion, the startups in West Europe (Germany, France, Switzerland, The Netherlands, Belgium, Austria, and Luxembourg) witnessed around \$16.56 billion of investments flowing in. Startups in Germany and France have acted as a significant catalyst in propelling the growth of investments and the ecosystem in the region. South European (including Greece) and East European startups saw relatively low levels of investments at \$2.1 billion and \$0.5 billion respectively.

Africa yet to see its true potential

Africa witnessed around \$2.54 billion in investments in 2018. A large share from these total investments was raked in by startups in South Africa with total funds amounting to \$1.4 billion, while the East, North and West African startups raised \$0.6 billion, \$0.24 billion and \$0.23 billion respectively.

Long way to go for Oceania and South America to Achieve Make it to the Top

Startups in Oceania (Australia and New Zealand) lag globally owing to the low levels of investments. The total investments received stood at \$2.8 billion, with only the fintech sectors in these countries witnessing more than \$1 billion in investments. South America too failed to raise competitive amounts with cumulative investments of \$3.4 billion. None of the sectors in the South American startup ecosystem was found to cross the billion dollar mark in the investments received.

## Performance Highlights for Top Countries for 2018

### United States of America

American startups share a staggering 44.4% of the total investments at the global level. This large share was brought in owing to the high amount of investments picked up by the fintech, medtech, and software & SaaS sectors in the US. Regarding the investment amount raised, the US holds a 38.5% share in the total investments with seed funding surpassing the global average funding rates.

### China

China trails closely behind the US with a 27% share in the total investments raised globally. Both seed funding and venture funding rounds reported transactions that are much higher than the global average funding rates. Chinese startups bagged 9.2% of the total deals completed this year. Some of the soaring sectors in the Chinese startup ecosystem this year were the transport & logistics, media & entertainment, and the fintech industries.

### India

India witnessed deals that made up for 4.7% of the total deals globally and attracted 9.5% of the total investment amounts raised. E-commerce, food & beverage, and fintech are three of the exceptionally performing startup sectors in India this year. While seed funding amounts were quite lower than the global average, venture funding amounts were twice the global venture funding figures this year.

### United Kingdom

The top three sectors that have brought in the maximum investments in the UK in 2018 are fintech, software & SaaS, and hardware & manufacturing. The UK attracted 8.8% of the total deals and 5.6% of the total investments raised in 2018. Seed funding rounds in the UK recorded a good performance and deals that were at par with the global average funding amounts; however, venture funding rounds in the country were quite low in comparison to the global venture funding rounds.

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### About YoStartups

YoStartups is a zero-equity-demanding [boot camp](#) and [accelerator program](#) brand aiming to nurture entrepreneurial dreams globally. The creation of YoStartups was to enable entrepreneurial dreamers to find the right platform to launch their startups with the help of startup experts. The brand reaches out to millions of entrepreneurs globally through its direct and indirect channels every year and helps entrepreneurs in finding the right launching pad for their entrepreneurial dreams.

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