

SYNAPTIC | similarweb

# Upcoming IPOs Report

An Alternative Data Perspective



# Report Highlight

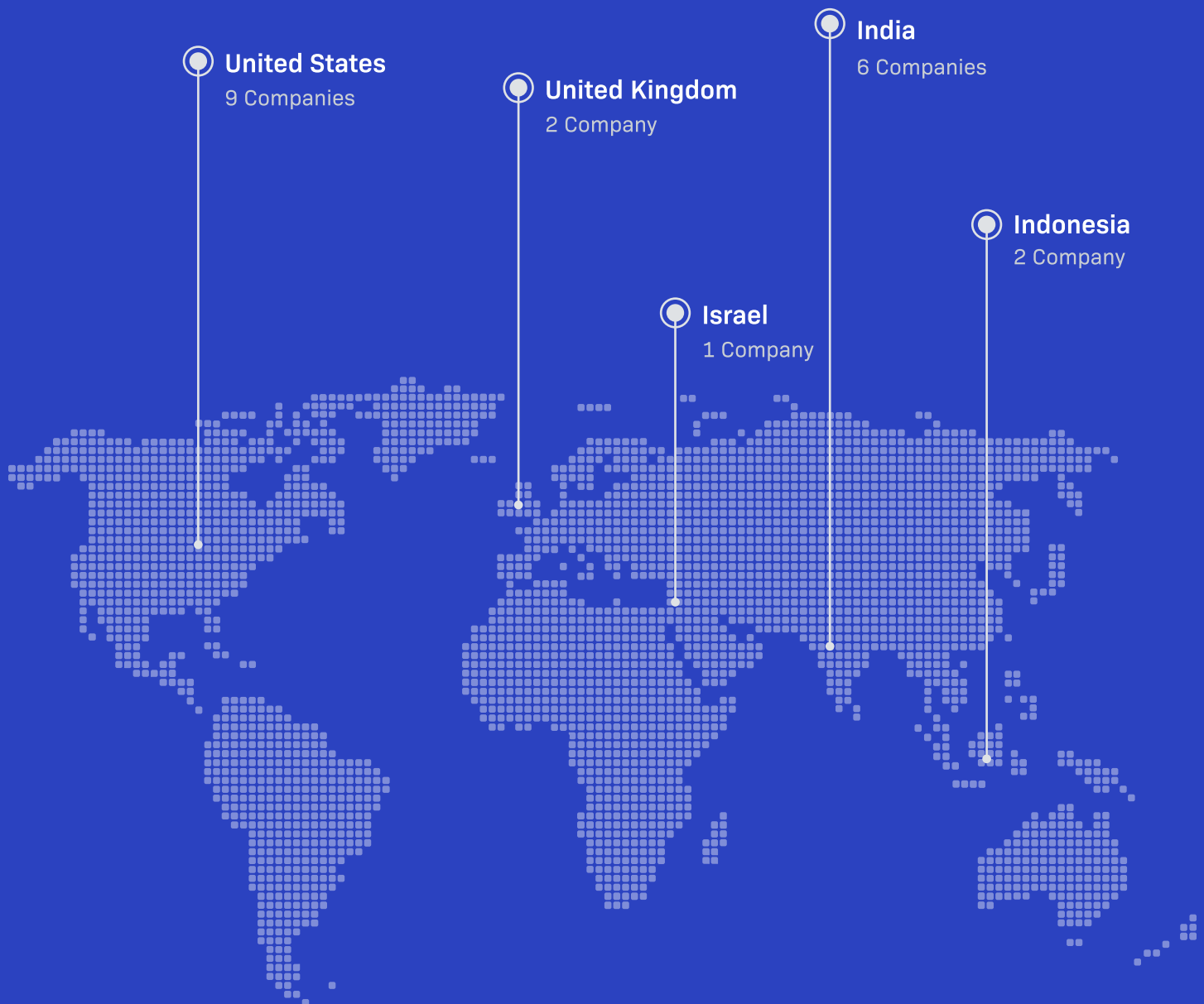
As many VC-backed companies rush towards a listing, this report analyzes some prominent companies looking to go public in the near future. The report leverages alternative datasets like employee growth, website traffic, and mobile app ratings to look for performance signals.

20

Companies

5

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 <sup>1</sup>	HQ <sup>1</sup>	Description <sup>1</sup>	Funding \$M <sup>1</sup>	Last Funding <sup>1</sup>	Notable Investors <sup>1</sup>	Employee Count <sup>2</sup>			Total Visits (M) <sup>3</sup>			Unique Visitors (M) <sup>3</sup>		
							Sep'21	6M	YoY	Sep'21	6M	YoY	Sep'21	6M	YoY
<a href="#">Ascensus</a> <a href="#">ascensus.com</a>	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%
<a href="#">Byju's</a> <a href="#">byjus.com</a>	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%
<a href="#">Chime</a> <a href="#">chime.com</a>	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%
<a href="#">Databricks</a> <a href="#">databricks.com</a>	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%
<a href="#">Discord</a> <a href="#">discord.com</a>	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%
<a href="#">Flipkart</a> <a href="#">flipkart.com</a>	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%
<a href="#">Gojek</a> <a href="#">gojek.com</a>	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%
<a href="#">Huel</a> <a href="#">huel.com</a>	2014	United Kingdom	FoodTech company that provides nutritionally-complete food products.	26	Oct'18	Highland Europe	190	19.5%	42.9%	1.5	22.3%	75.3%	0.9	25.1%	75.0%
<a href="#">Imagination Technol...</a> <a href="#">imaginationtech.com</a>	1985	United Kingdom	Technology company that develops and licenses semiconductor system-on-chip intellectual property (SoC IP).	58	Nov'15	Apple, Intel, Intel Capital	868	-0.2%	-6.1%	0.2	306.1%	-	0.1	206.4%	-
<a href="#">Impossible Foods</a> <a href="#">impossiblefoods.com</a>	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%
<a href="#">Instacart</a> <a href="#">instacart.com</a>	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%
<a href="#">Mobileye</a> <a href="#">mobileye.com</a>	1999	Israel	Technology company developing vision-based advanced driver assistance systems that help prevent and mitigate collisions.	515	Aug'14	Morgan Stanley, Goldman Sachs, GlenRock,	1,607	7.4%	10.5%	0.3	-38.7%	-20.6%	0.1	-28.1%	-19.1%
<a href="#">Ola</a> <a href="#">olacabs.com</a>	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%
<a href="#">OYO</a> <a href="#">oyorooms.com</a>	2013	India	A global travel tech company that connects its patrons and guests.	3,100	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%

Source: <sup>1</sup> Crunchbase, <sup>2</sup> Synaptic, <sup>3</sup> Similarweb

Showing 14/20

Note: i. Data as of 10 Jan'22

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

Company	Founded Year <sup>1</sup>	HQ <sup>1</sup>	Description <sup>1</sup>	Funding \$M <sup>1</sup>	Last Funding <sup>1</sup>	Notable Investors <sup>1</sup>	Employee Count <sup>2</sup>			Total Visits (M) <sup>3</sup>			Unique Visitors (M) <sup>3</sup>		
							Sep'21	6M (%)	YoY	Sep'21	6M	YoY	Sep'21	6M	YoY
PharmEasy <a href="http://pharmeasy.in">pharmeasy.in</a>	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 <a href="http://pinelabs.com">pinelabs.com</a>	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 <a href="http://quizlet.com">quizlet.com</a>	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 <a href="http://reddit.com">reddit.com</a>	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 <a href="http://stripe.com">stripe.com</a>	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%
Tokopedia <a href="http://tokopedia.com">tokopedia.com</a>	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: <sup>1</sup> Crunchbase, <sup>2</sup> Synaptic, <sup>3</sup> Similarweb

Showing 20/20

Note: i. Data as of 10 Jan'22

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



**Reddit Inc** | [reddit.com](https://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

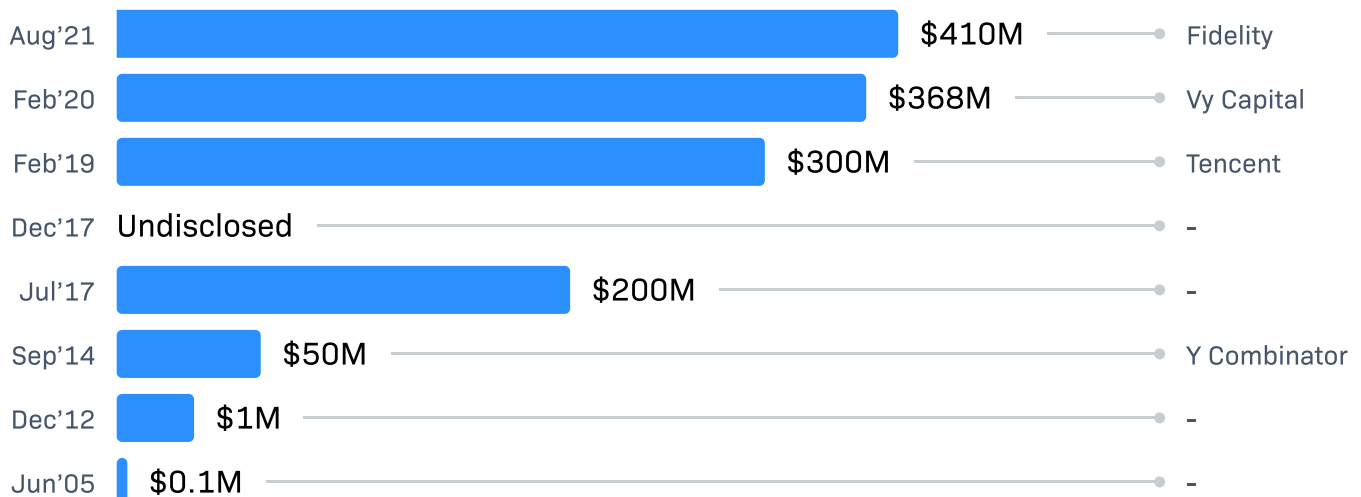
## Competitive Landscape

	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



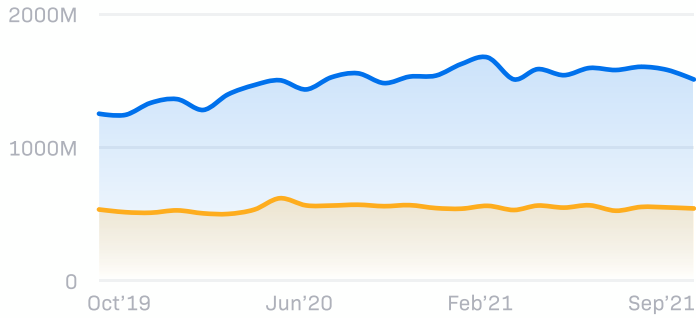
Note: The above data is not exhaustive and includes select funding rounds and investors.

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.

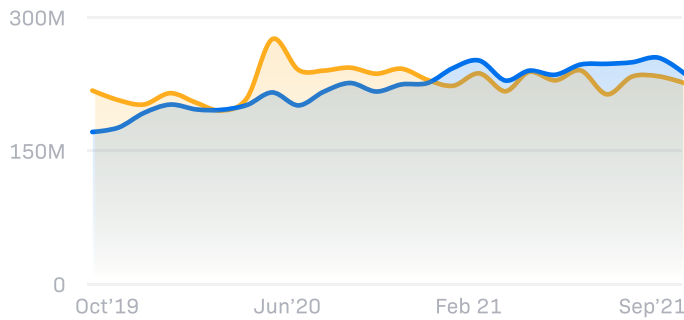
### Total Visits



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

Source: SimilarWeb

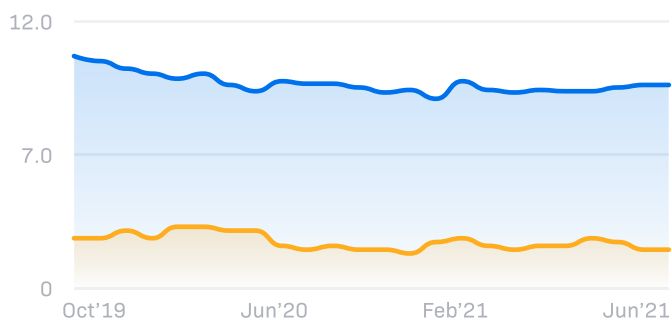
### Unique Visitors



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

Source: SimilarWeb

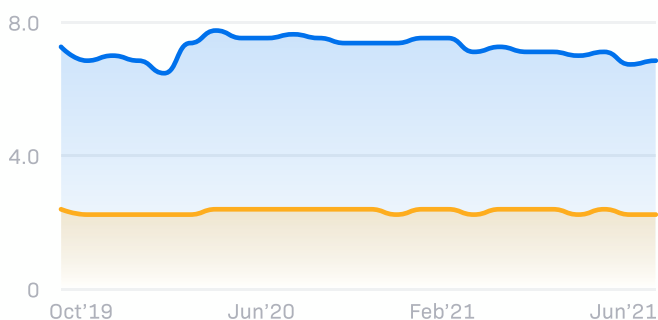
### Avg Visit Duration (Mins)



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

Source: SimilarWeb

### Visits Per User



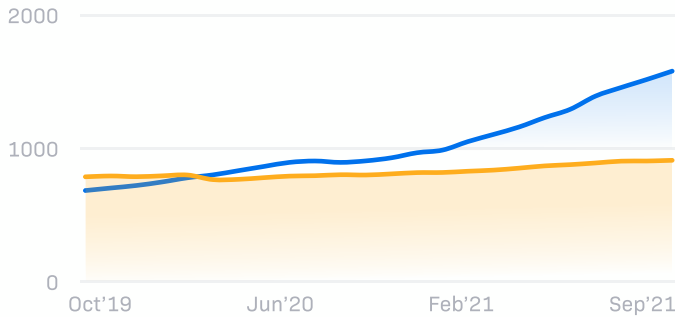
	Sep'21	6M	YoY
Reddit	6.9	-4.2%	-5.5%
Quora	2.4	-4.0%	-4.0%

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%

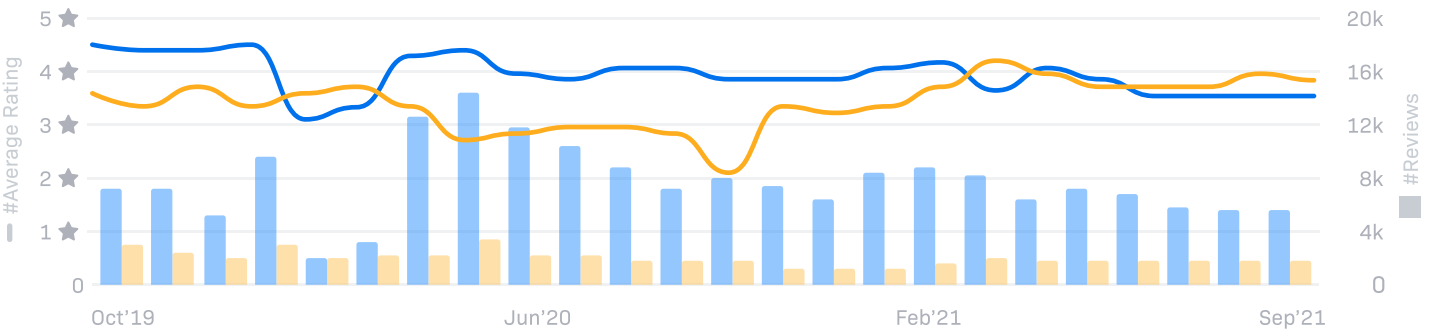
Source: Synaptic

## 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.

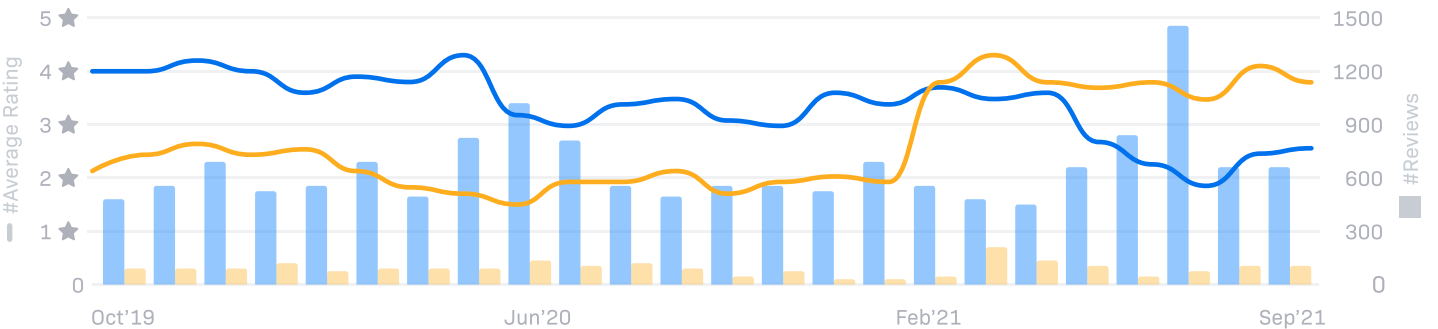
	🇨🇦 WW	🇺🇸 US
Reddit	4.3 ★	5.0 ★
Quora	4.4 ★	4.5 ★

### 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





Stripe | [stripe.com](https://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

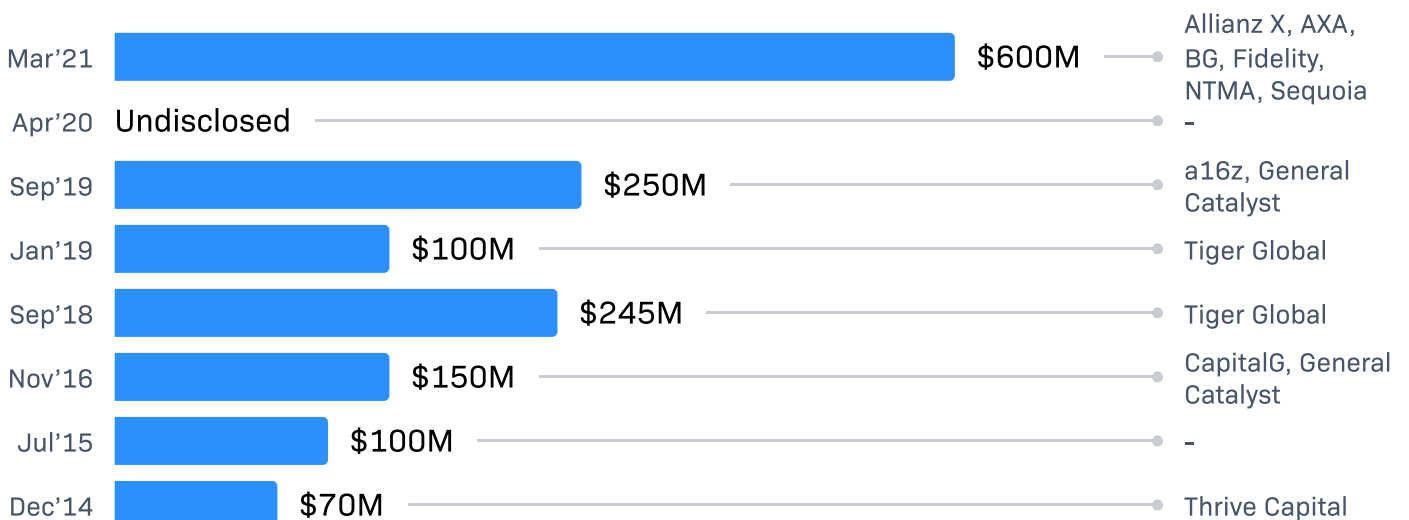
## Competitive Landscape

	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



**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

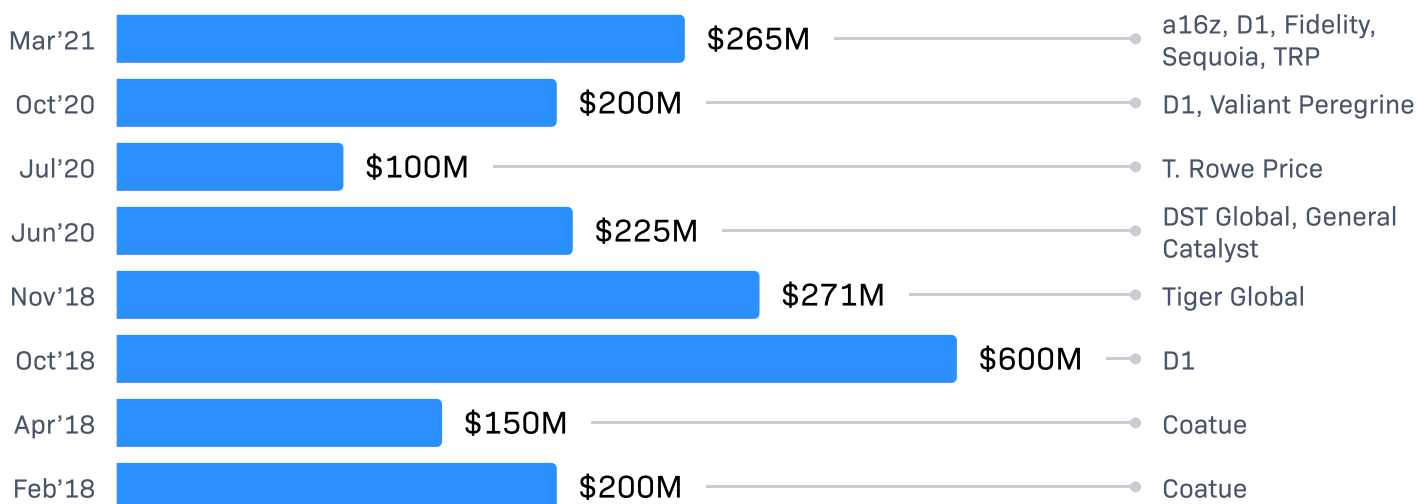
## Competitive Landscape

	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



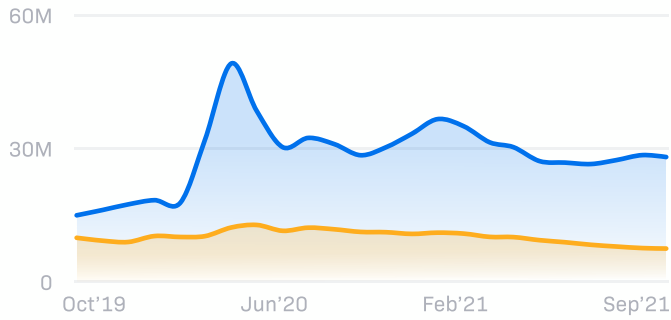
Note: The above data is not exhaustive and includes select funding rounds and investors.

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.

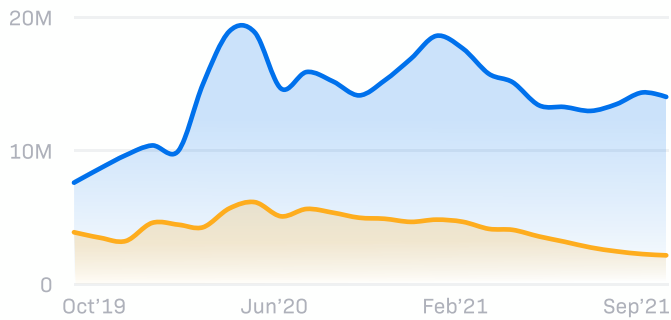
### Total Visits



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

Source: SimilarWeb

### Unique Visitors



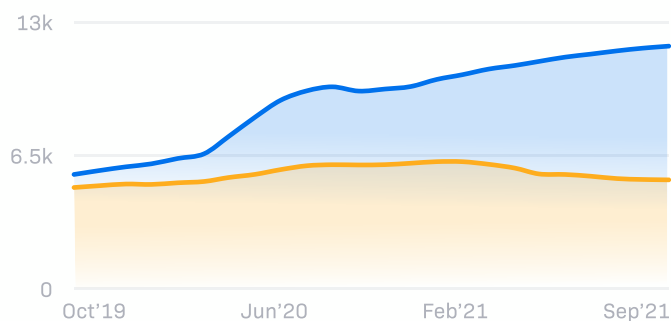
	Sep'21	6M	YoY
Instacart	14.3M	-8.1%	-1.3%
Postmates	2.2M	-46.1%	-55.8%

Source: SimilarWeb

## Employee Growth

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

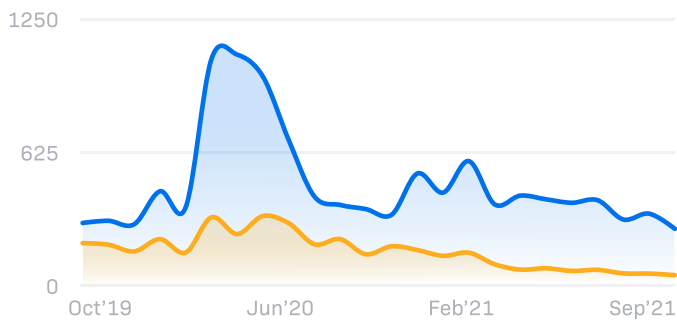
### Employee Count



	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%

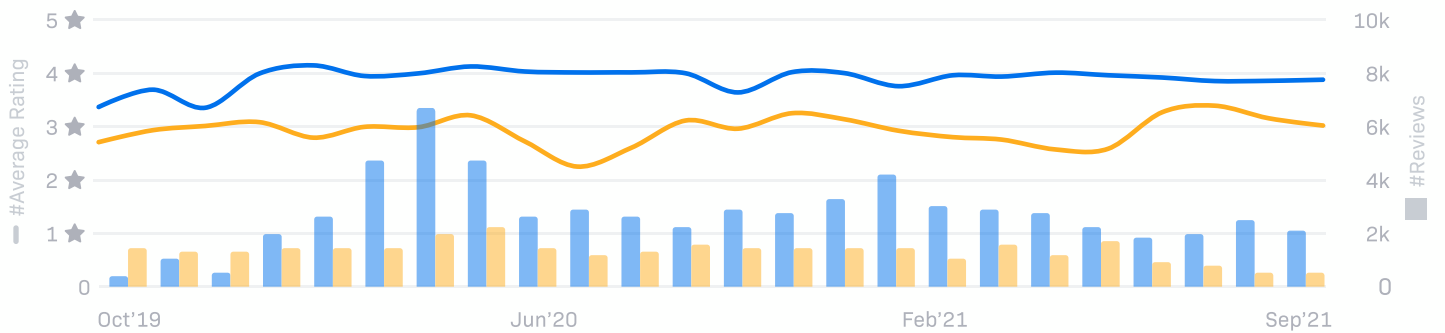
Source: Synaptic

## App Ratings & Reviews

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

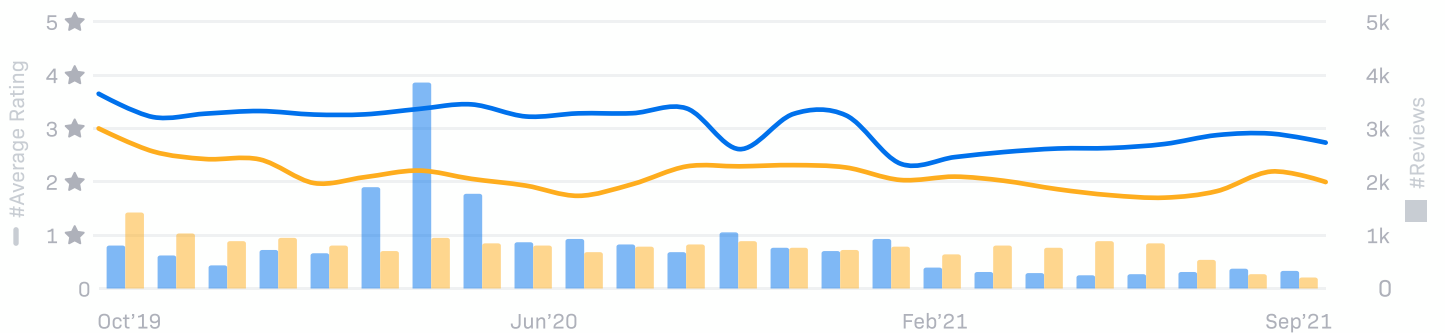
	WW	US
Instacart	4.3 ★	5.0 ★
Postmates	4.1 ★	5.0 ★

### 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

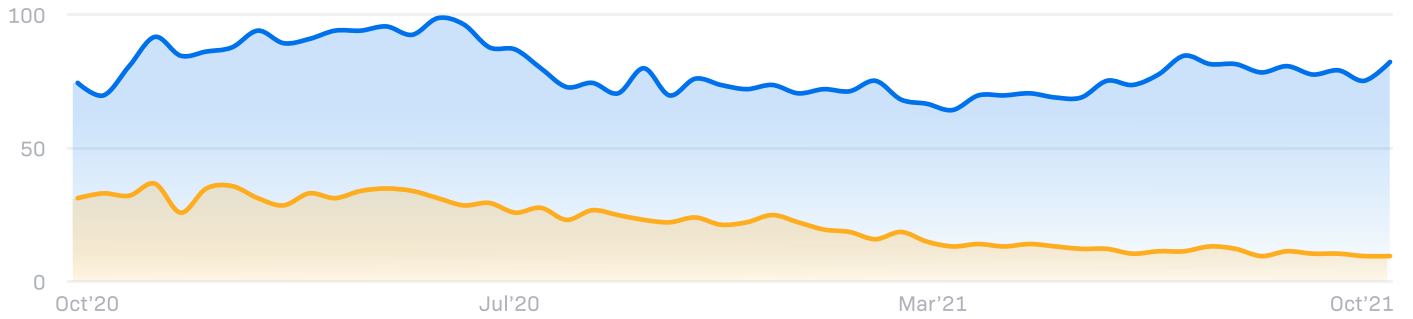
## Google Search Trends

Instacart maintains a lead over Postmates in search trends.

US

Instacart Postmates

### Trends



Source: Synaptic



OYO | [oyorooms.com](http://oyorooms.com)

India 2013 \$3.1B

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.

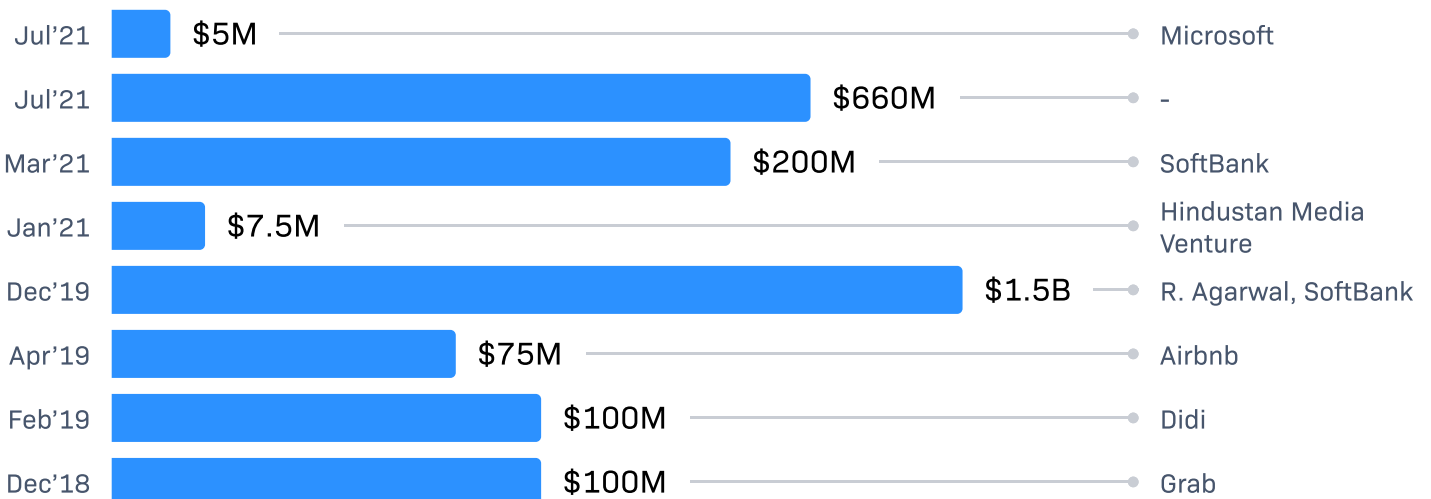
## Competitive Landscape (India)

	OYO (2013)	Treebo (2015)	Fabhotels (2015)
Funding Stage	Series F	Series D	Series B
Total Funding	\$3.1B	\$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.

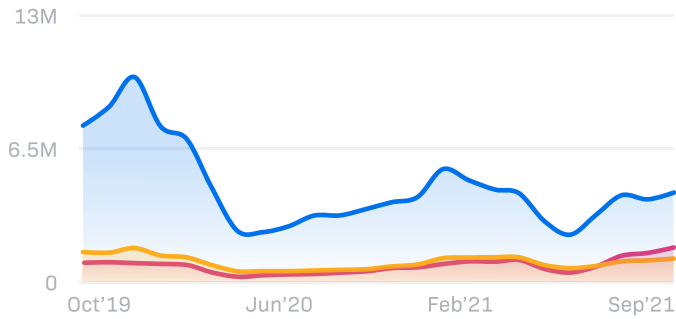
Source: Crunchbase



## Website Traffic

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

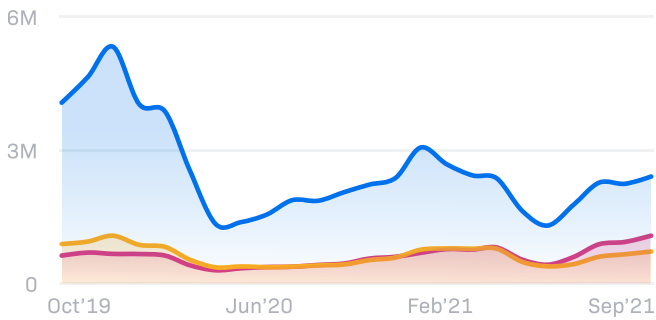
### Total Visits



	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



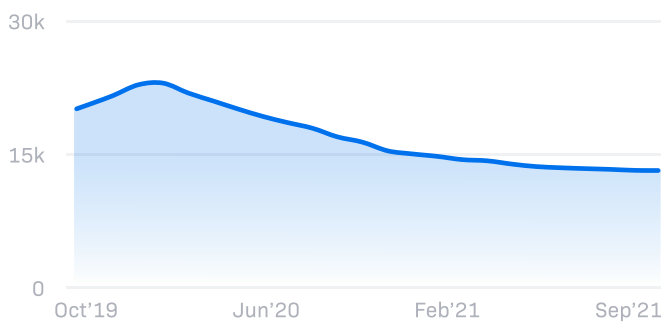
	Sep'21	6M	YoY
OYO	2.4M	+1.7%	+20.6%
Treebo	0.5M	-11.6%	+132.5%
Fabhotels	1.0M	+42.7%	+244.7%

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%

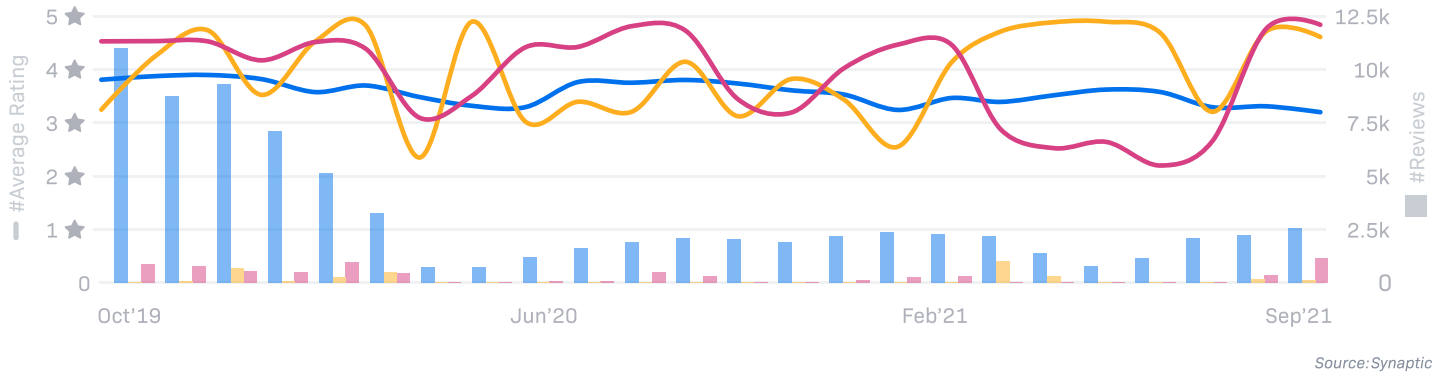
Source: Synaptic

## App Ratings & Reviews

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

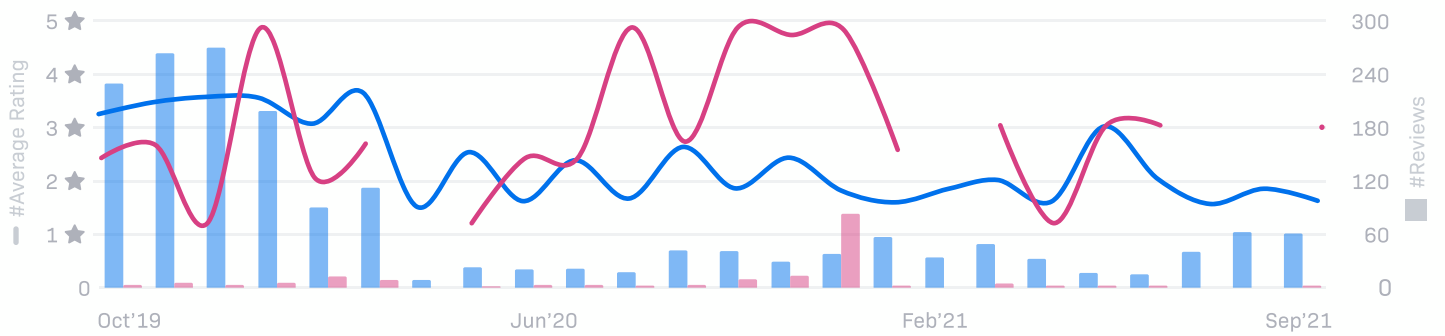
	🌐 WW	🇮🇳 IN
OYO	4.4 ★	4.5 ★
Treebo	4.3 ★	-
Fabhotels	4.6 ★	3.5 ★

### Play Store (Monthly Data)



Source: Synaptic

### App Store (Monthly Data)



Source: Synaptic

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.



**PharmEasy** | [pharmeasy.in](http://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

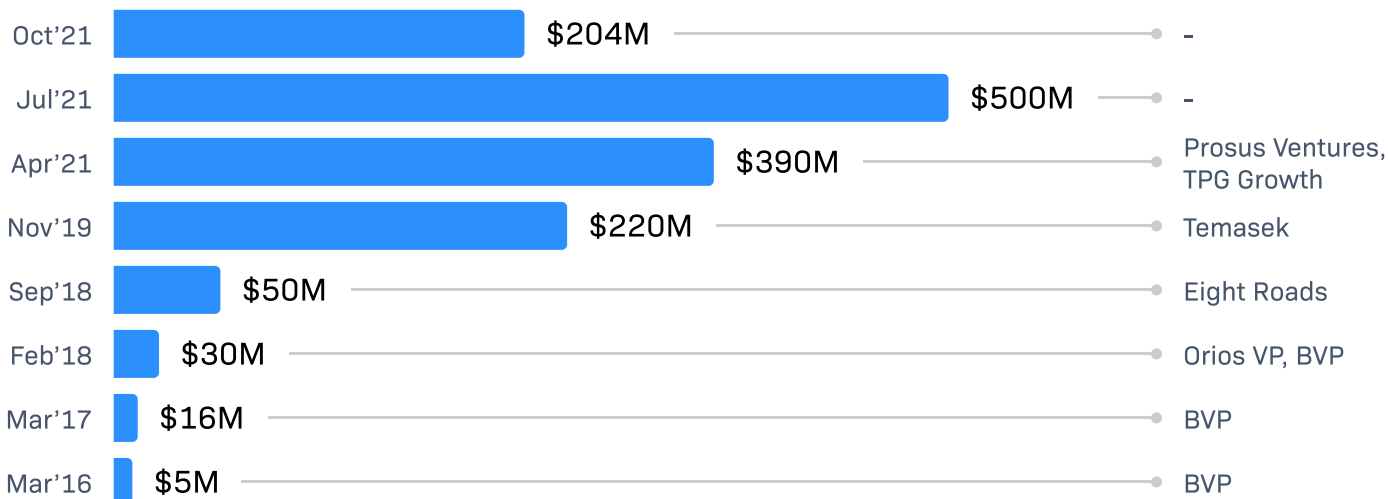
## Competitive Landscape

	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



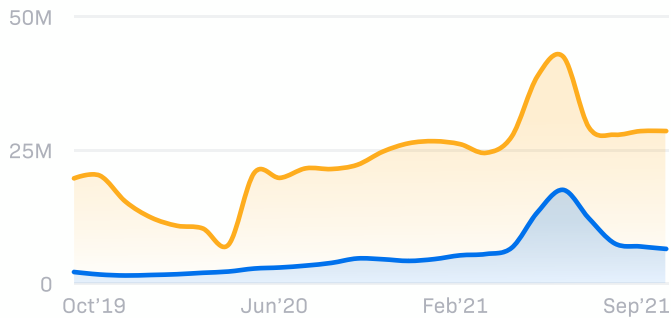
Note: The above data is not exhaustive and includes select funding rounds and investors.

Source: Crunchbase

## Website Traffic

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

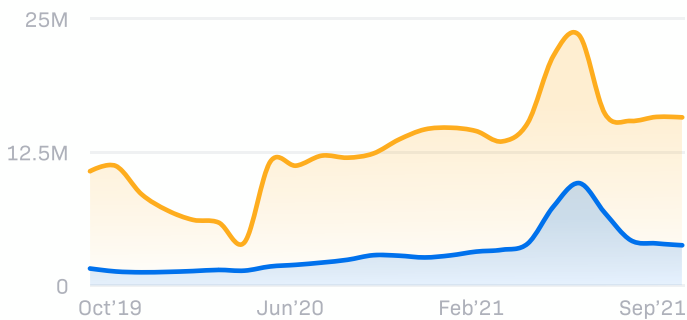
### Total Visits



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

Source: SimilarWeb

### Unique Visitors



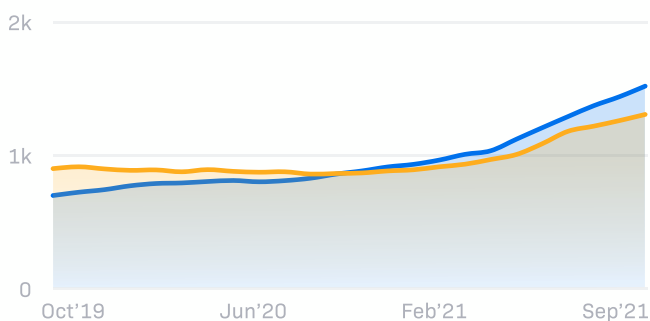
	Sep'21	6M	YoY
PharmEasy	3.3M	-4.8%	+43.0%
1mg	15.8M	+3.6%	+29.1%

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: Syntactic

## New Hires



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

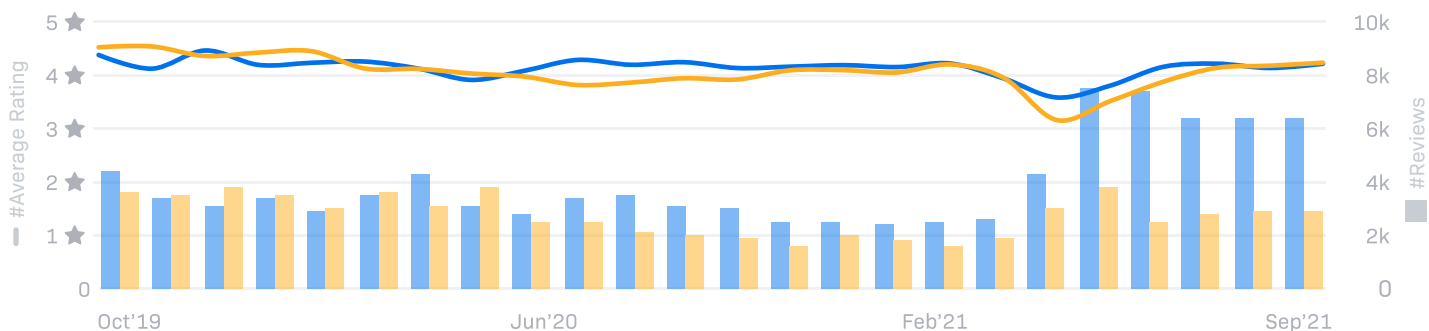
Source: Synaptic

## 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.

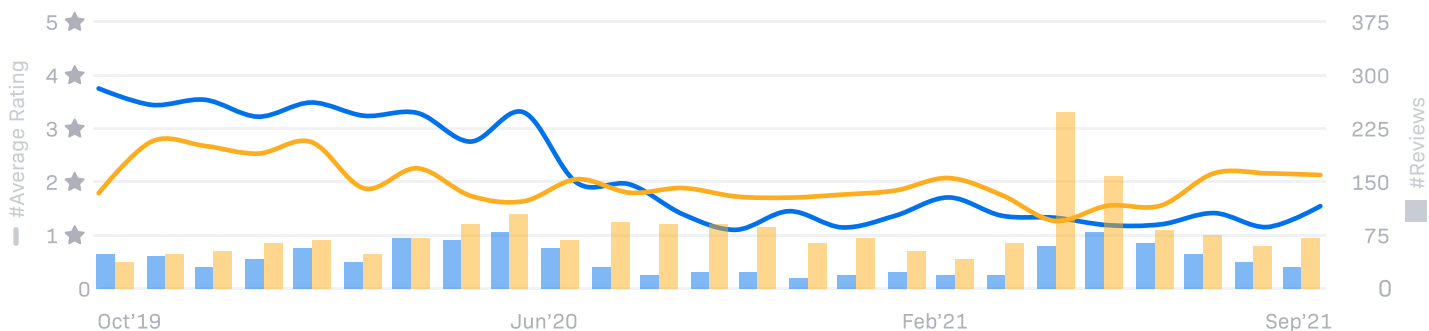
	🇨🇦 WW	🇮🇳 IN
PharmEasy	4.7 ★	4,5 ★
1mg	4.5 ★	4.5 ★

### Play Store (Monthly Data)



Source: Synaptic

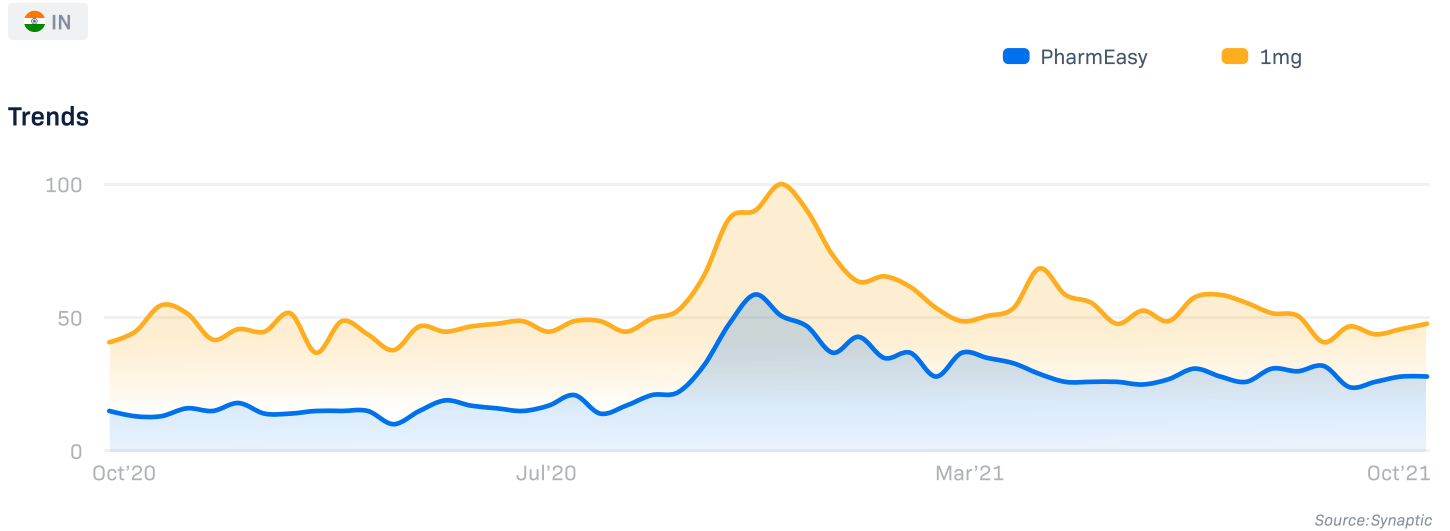
### App Store (Monthly Data)



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



**Discord** | [discord.com](https://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

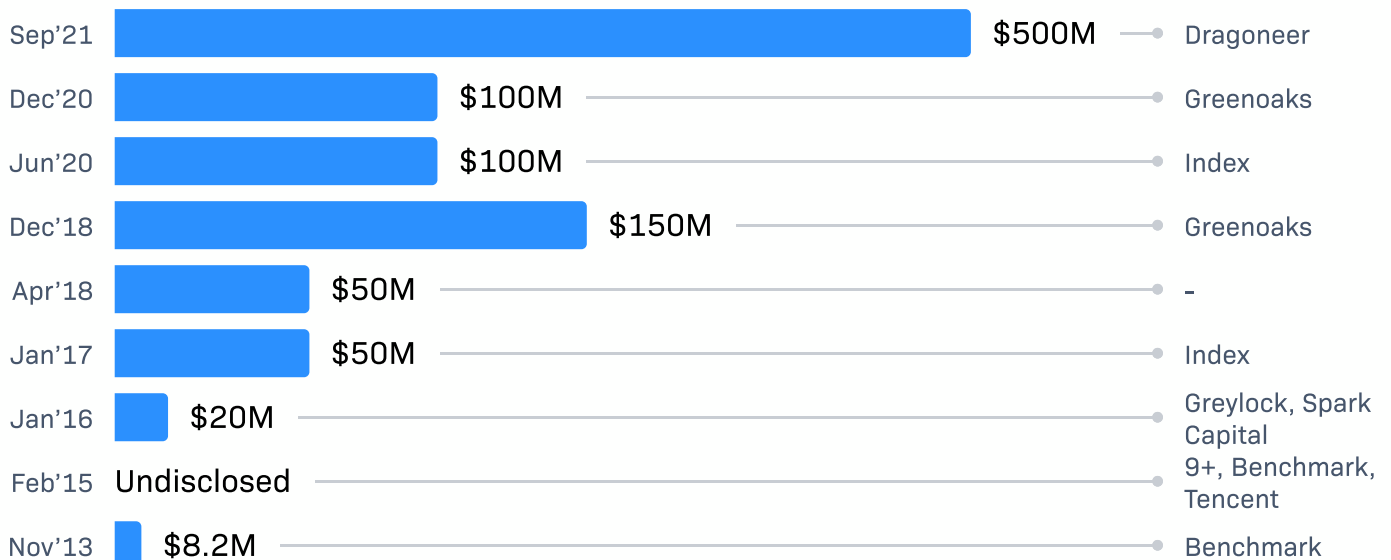
## Competitive Landscape

	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

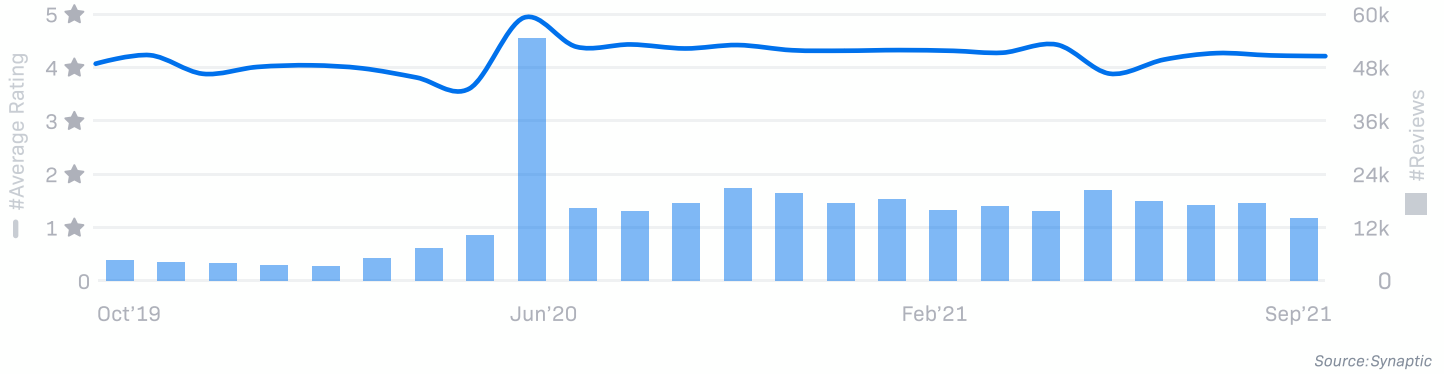


## App Ratings & Reviews

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

	  WW	  US
 Discord	4.5 ★	5 ★

### Play Store (Monthly Data)



### App Store (Monthly Data)





BYJU's | [byjus.com](https://byjus.com)

India 2011 \$4.5B

BYJU'S is an educational technology company that develops personalized learning programs for K-12 students.

### In The News



Planning to list in US in 2022 followed by an additional listing in India

### Team Members



**Byju Raveendran | CEO**  
Forbes Entrepreneur of the Year 2021



**Divya Gokulnath | Co-Founder**  
Business Today's Most Powerful Women (2019, 2020)



**Anita Kishore | CSO**  
Ex-Boston Consulting Group and IIM Ahmedabad

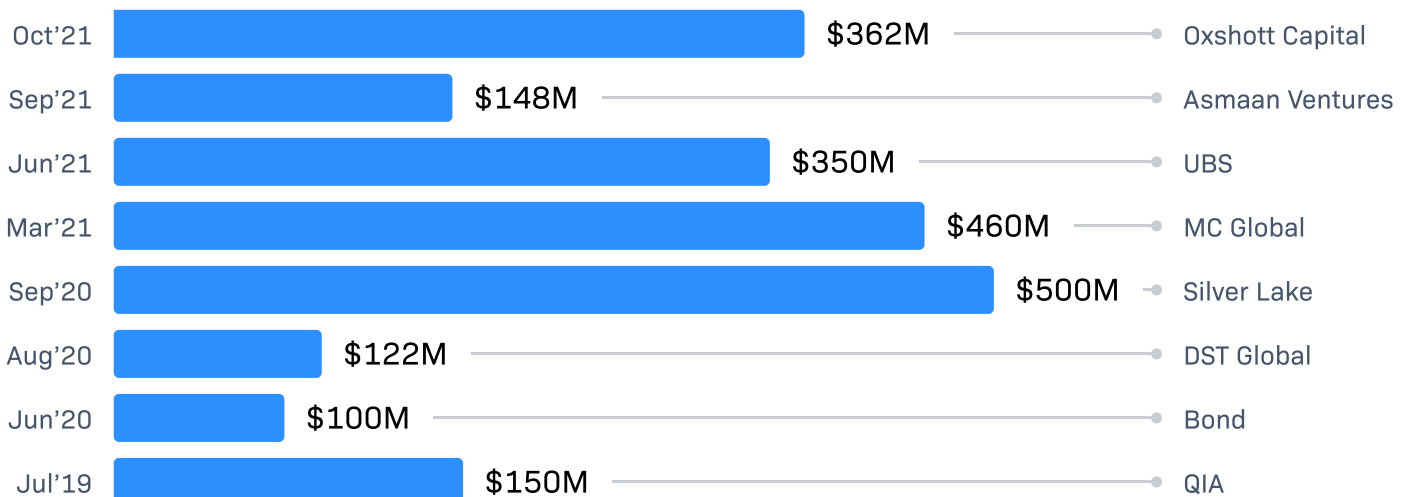
## Competitive Landscape

	BYJU's (2011)	Unacademy (2015)
Funding Stage	Series F	Series H
Total Funding	\$4.5B	\$838.5M
Employees (YoY)	26,191 (+37.6%)	6,602 (+73.6%)
Total Visits (YoY)	54.3M (+10.6%)	23.8M (+17.1%)
Total Unique Visitors (YoY)	28.1M (+7.6%)	5.5M (+11.6%)

## Funding History

### Notable Investors

Oxshott Capital, Asmaan Ventures, UBS, MC Global, Silver Lake, DST Global, Bond, QIA, Lightspeed, Tiger Global, Tencent, Sequoia, BlackRock, InnoVen Capital, Sands Capital



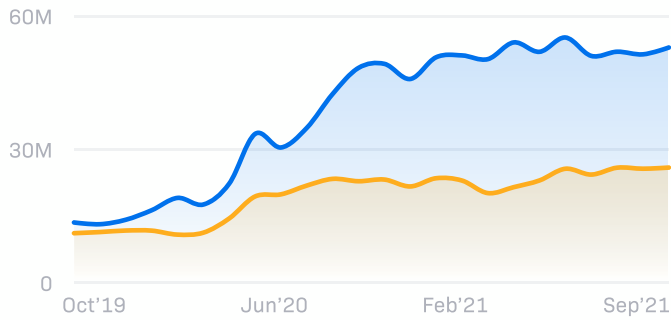
Note: The above data is not exhaustive and includes select funding rounds and investors.

Source: Crunchbase

## Website Traffic

BYJU's Total Visits are ~2.5x of Unacademy's Total Visits and Unique Visitors are ~5x of Unacademy's Unique Visitors, suggesting a lower number of visits per user.

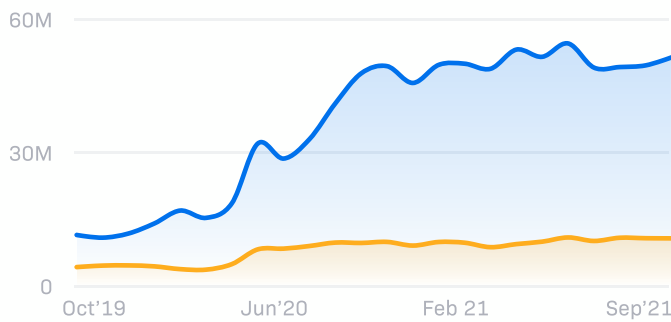
### Total Visits



	Sep'21	6M	YoY
BYJU's	54.3M	-2.3%	+10.6%
Unacademy	23.8M	+26.5%	+17.1%

Source: SimilarWeb

### Unique Visitors



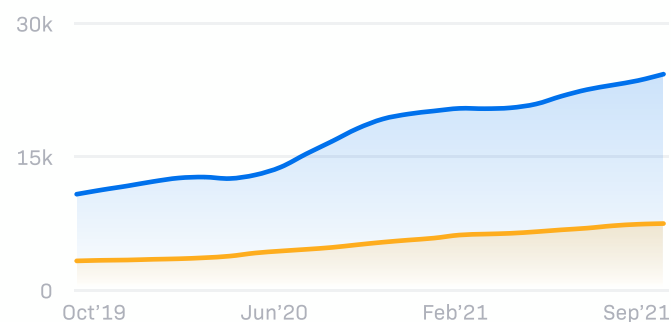
	Sep'21	6M	YoY
BYJU's	28.1M	-3.3%	+7.6%
Unacademy	5.5M	+14.9%	+11.6%

Source: SimilarWeb

## Employee Growth

While BYJU's YoY Employee growth is lower than that of Unacademy, BYJU's leads the Employee Count by ~4.5x.

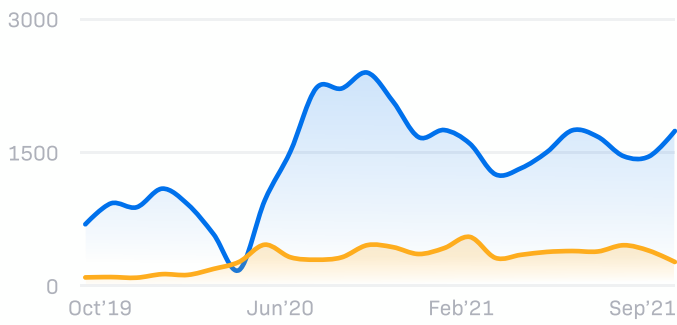
### Employee Count



	Sep'21	6M	YoY
BYJU's	26,191	+31.6%	+37.6%
Unacademy	6,602	+24.3%	+73.6%

Source: Synaptic

## New Hires



	Sep'21	6M	YoY
BYJU's	1,713	+31.6%	-27.4%
Unacademy	265	-23.0%	-41.2%

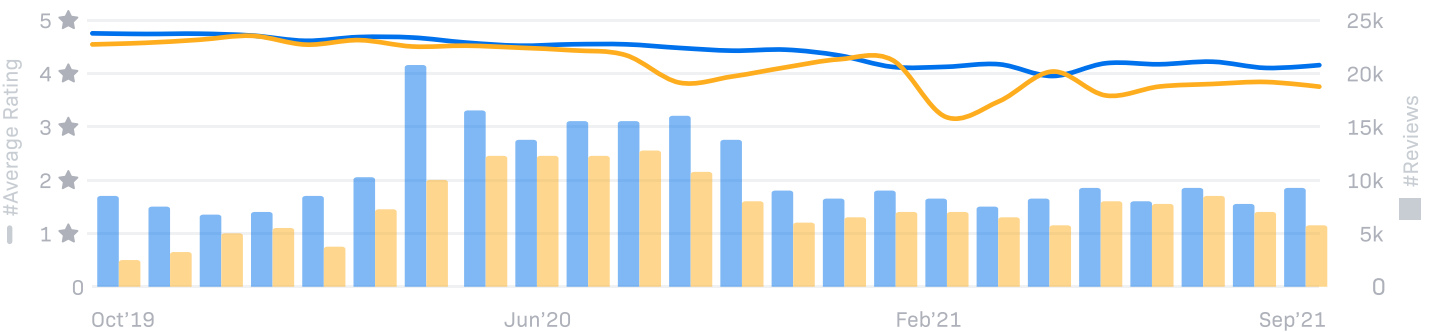
Source: Synaptic

## App Ratings & Reviews

BYJU's android application has a higher overall rating with 1.7M reviews compared to Unacademy's android application.

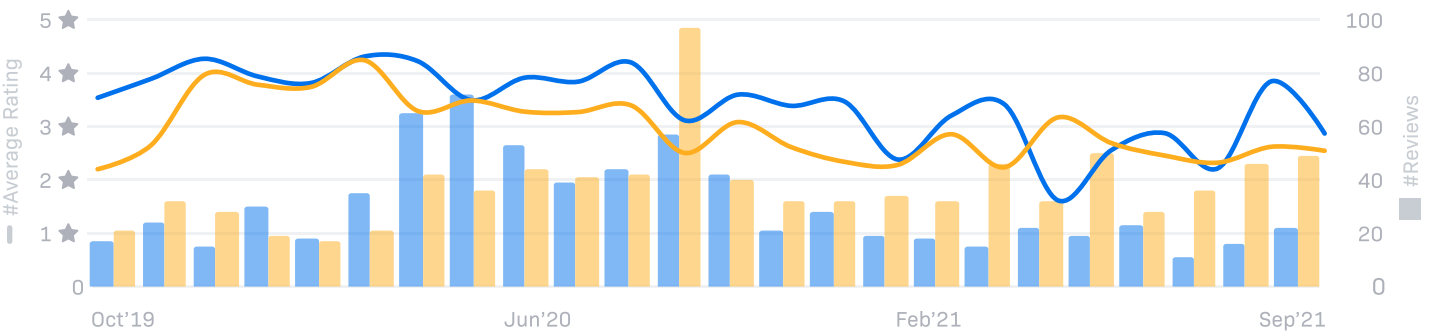
	🌐 WW	🇮🇳 IN
BYJU's	4.2 ★	4.5 ★
Unacademy	3.6 ★	4.5 ★

### 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



**Chime** | [chime.com](https://chime.com)

United States 2013 \$2.3B

Chime is a fintech company that helps its members avoid bank fees, save money automatically, and lead healthier financial lives.

### In The News



Chime is in talks to go public at a valuation of up to \$45 billion in 2022

### Team Members



**Chris Britt** | CEO

Former SVP at Green Dot and Ex-Visa, Comscore, Accenture



**Ryan King** | CTO

Former CTO and VP at Comcast Silicon Valley Innovation Center and MS in CS from Stanford University



**Matthew Newcomb** | CFO

Former co-founder of DigiPuppets, Ex-VP at BlackRock and MBA from The Wharton School

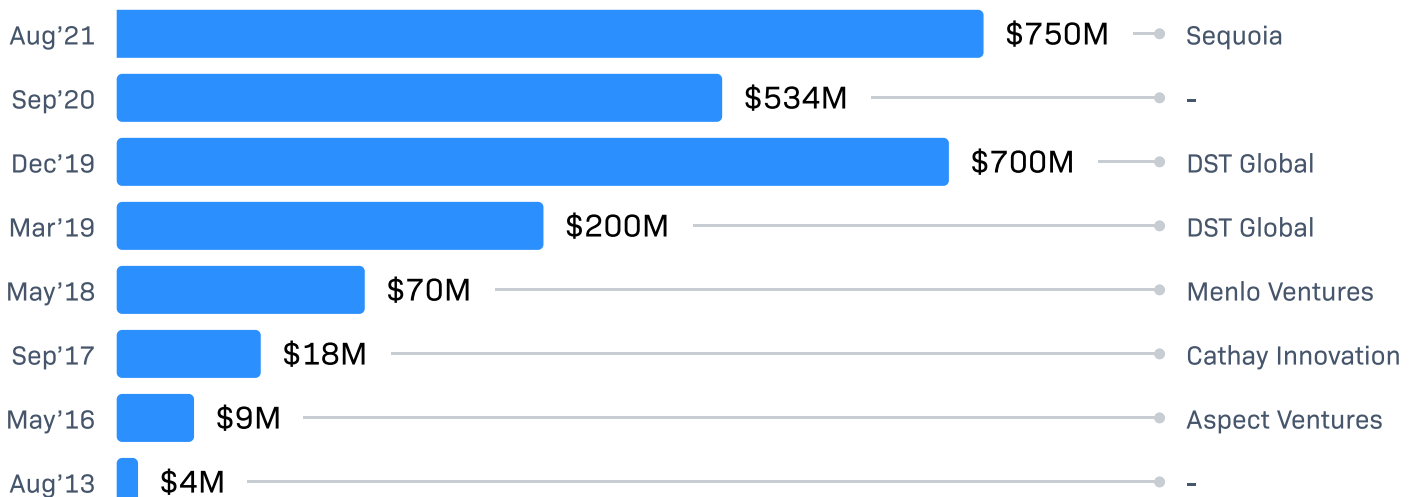
## Competitive Landscape

	Chime (2013)	Varo (2015)
Funding Stage	Series G	Series E
Total Funding	\$2.3B	\$992.4M
Employees (YoY)	1,279 (+88.6%)	488 (+35.2%)
Total Visits (YoY)	6.8M (-7.5%)	0.7M (-31.6%)
Total Unique Visitors (YoY)	4.3M (-0.8%)	0.5M (-28.3%)

## Funding History

### Notable Investors

Sequoia, DST Global, Menlo Ventures, Cathay Innovation, Aspect Ventures, Tiger Global, General Atlantic, Omidyar Network, Softbank, Coatue, Dragoneer, ICONIQ



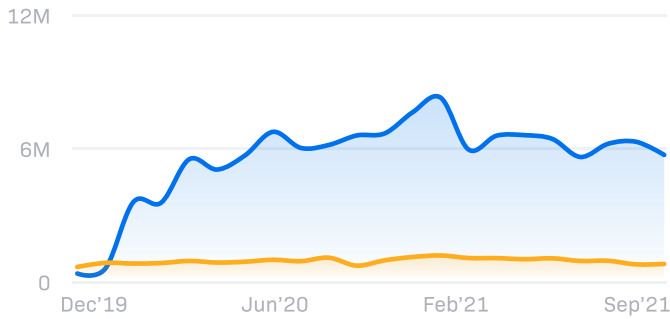
Note: The above data is not exhaustive and includes select funding rounds and investors.

Source: Crunchbase

## Website Traffic

While both Chime and Varo have seen a YoY decline in Total Visits and Unique Visitors, Chime has maintained its lead.

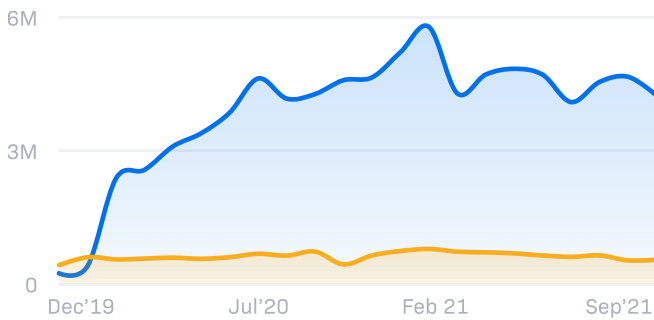
### Total Visits



	Sep'21	6M	YoY
Chime	6.8M	-13.6%	-7.5%
Varo	0.7M	-30.2%	-31.6%

Source: SimilarWeb

### Unique Visitors



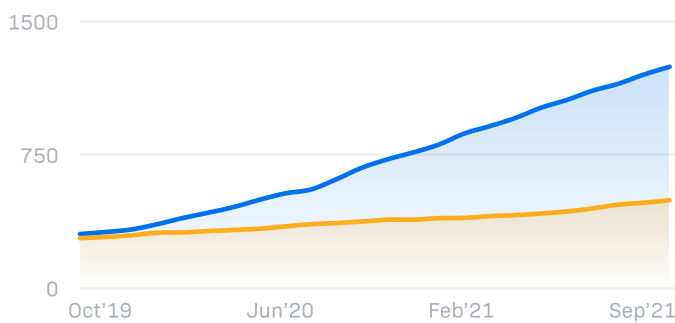
	Sep'21	6M	YoY
Chime	4.3M	-10.2%	-0.8%
Varo	0.5M	-26.4%	-28.3%

Source: SimilarWeb

## Employee Growth

Chime's Employee Count has quadrupled since Oct'19, widening the gap from its competitor Varo.

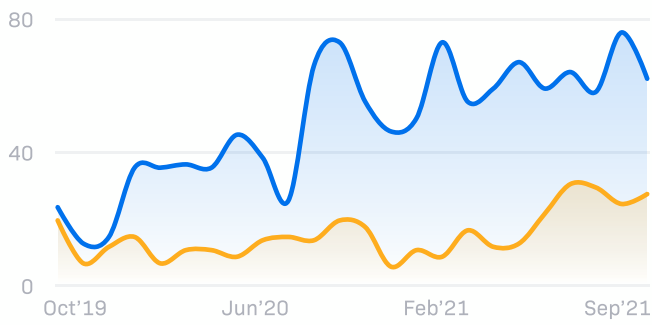
### New Hires



	Sep'21	6M	YoY
Chime	1,279	+31.2%	+88.6%
Varo	488	+22.3%	+35.2%

Source: Synaptic

## New Hires



	Sep'21	6M	YoY
Chime	65	+4.8%	-14.5%
Varo	30	+114.3%	+36.4%

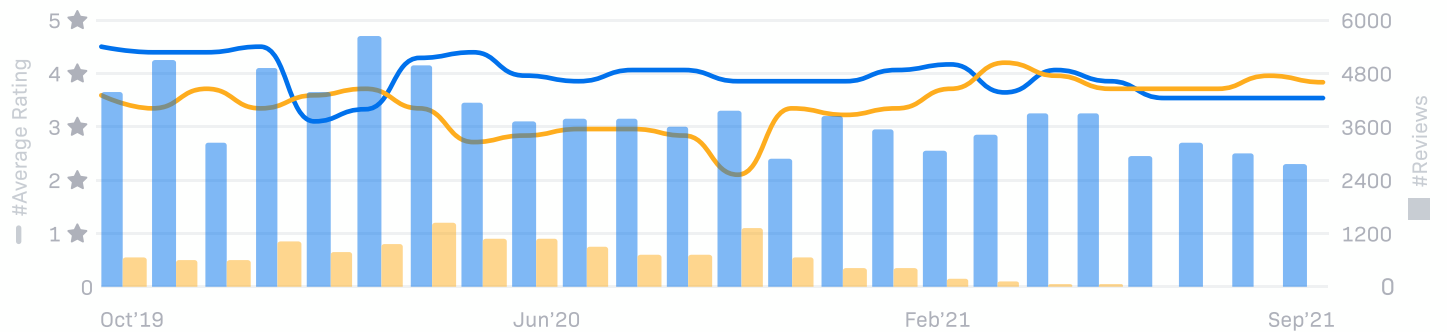
Source: Synaptic

## App Ratings & Reviews

Chime's mobile application has received higher Monthly Reviews than Varo's mobile application in both Play Store and App Store.

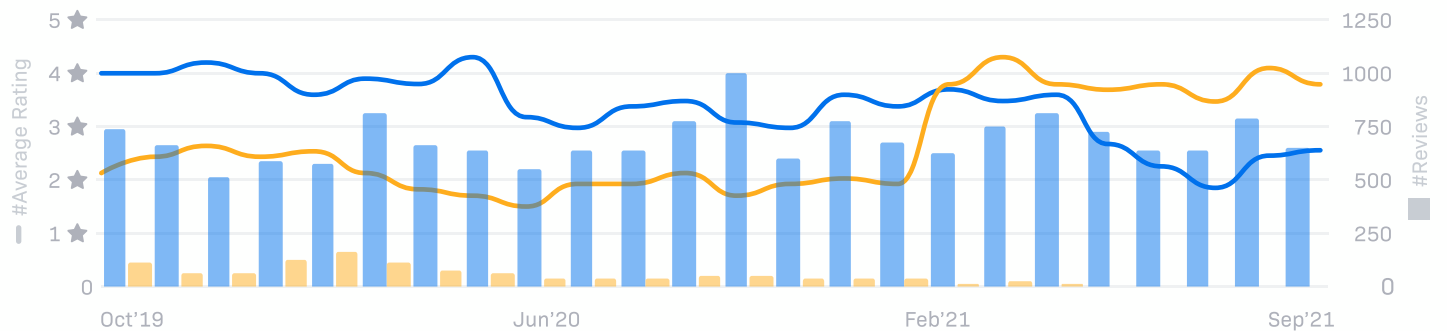
Chime	4.6 ★	5.0 ★
Varo	4.2 ★	5.0 ★

### 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



Huel | [huel.com](http://huel.com)



United Kingdom



2014



\$26.0M

Huel provides nutritionally-complete food products.

### Team Members



**Julian Hearn | Founder**

Former founder of Mash Up Media and Ex-Dialaphone, TESCO, Starbucks



**James McMaster | CEO**

Former CEO of Life Health Foods & MD at Ella's Kitchen



**Nick Smith | CFO**

Former CFO at Orlebar Brown, and Director of Finance at Jack Wills

### In The News

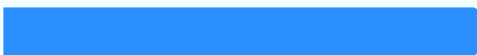
FINANCIAL TIMES

Huel has hired bankers to advise on an initial public offering in London

## Competitive Landscape

	Huel (2014)	Soylent (2012)
Funding Stage	-	Series B
Total Funding	\$26.0M	\$133.3M
Employees (YoY)	190 (+42.9%)	40 (+2.6%)
Total Visits (YoY)	1.5M (+75.3%)	0.2M (+4.7%)
Total Unique Visitors (YoY)	0.9M (+75.0%)	0.1M (+6.2%)

## Funding History

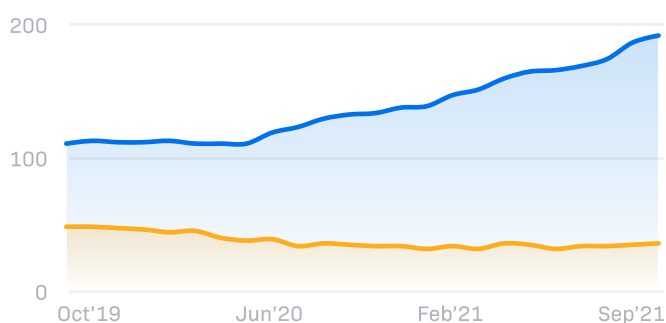
Oct'18  \$26M ————— Highland Europe

Source: Crunchbase

## Employee Growth

Huel overtook Soylent's Employee Count in Sep'18 and has been growing steadily at 43% YoY.

### Employee Count



	Sep'21	6M	YoY
 Huel	190	+19.5%	+42.9%
 Soylent	40	0.0%	+2.6%

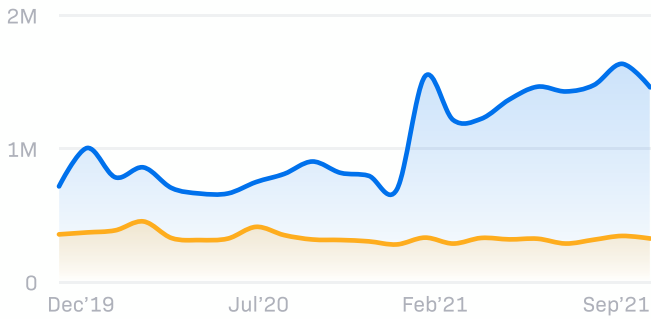
Source: Synaptic



## Website Traffic

Huel's website footprint has grown rapidly since Dec'20, with Total Visits and Unique Visitors increasing 75% YoY.

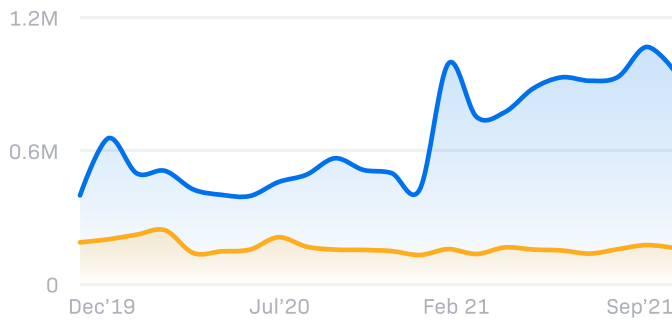
### Total Visits



	Sep'21	6M	YoY
<span style="color: blue;">■</span> Huel	1.5M	+22.3%	+75.3%
<span style="color: orange;">■</span> Soylent	0.2M	-2.6%	+4.7%

Source: SimilarWeb

### Unique Visitors



	Sep'21	6M	YoY
<span style="color: blue;">■</span> Huel	0.9M	+25.1%	+75.0%
<span style="color: orange;">■</span> Soylent	0.1M	-2.6%	+6.2%

Source: SimilarWeb

## Glassdoor

Huel's Overall Glassdoor Rating is higher than that of Soylent which shows that its employees have a more Positive Business Outlook. Huel's employees are also more willing to recommend the organization to their friends.

	Overall Rating	CEO Approved	Recommends to a Friend	Positive Business Outlook
<span style="color: blue;">■</span> Huel	4.6	99%	87%	90%
<span style="color: orange;">■</span> Soylent	3.7	86%	70%	66%

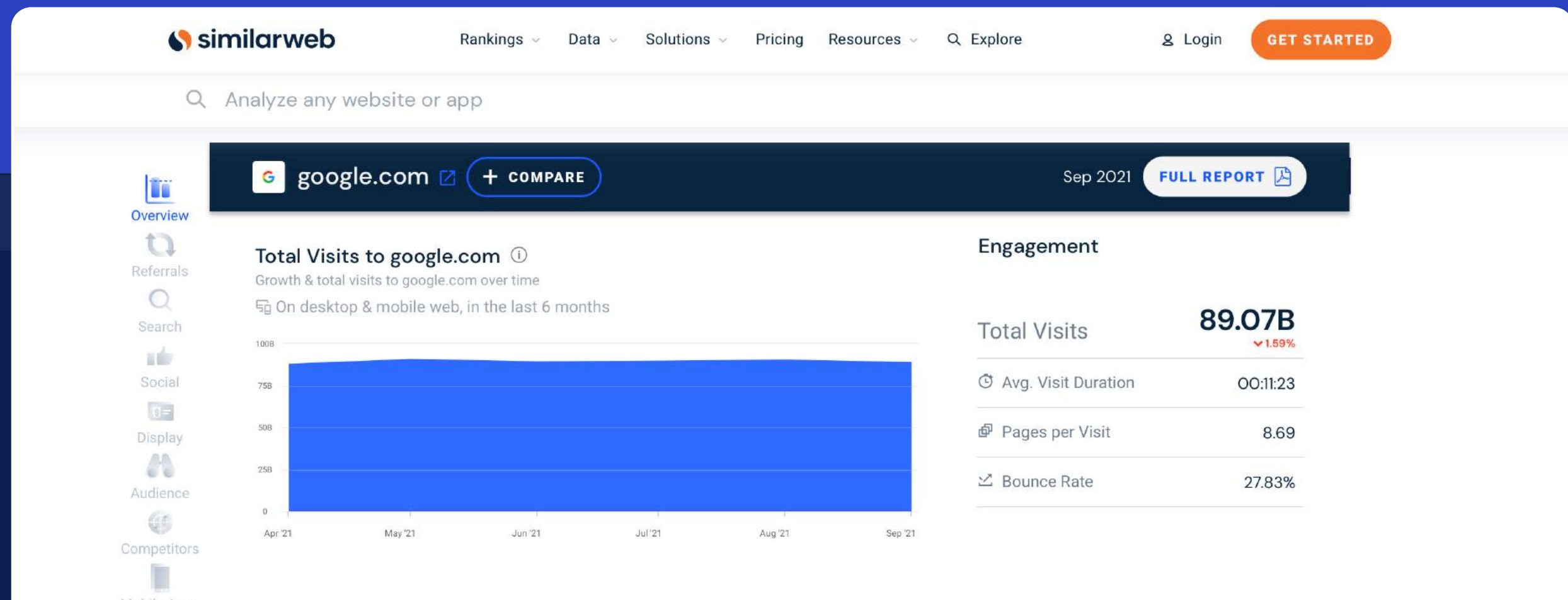
Source: Glassdoor

# Official Measure of the Digital World



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Synaptic complements and completes your investment research with actionable insights from alternative data sets on a no-code platform—so you can invest with data-driven confidence. We unify billions of objective and up-to-date data points from both your favorite data sources and our own proprietary sources in a single pane of glass, so you never miss out on spotting emerging trends and high-growth companies.

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