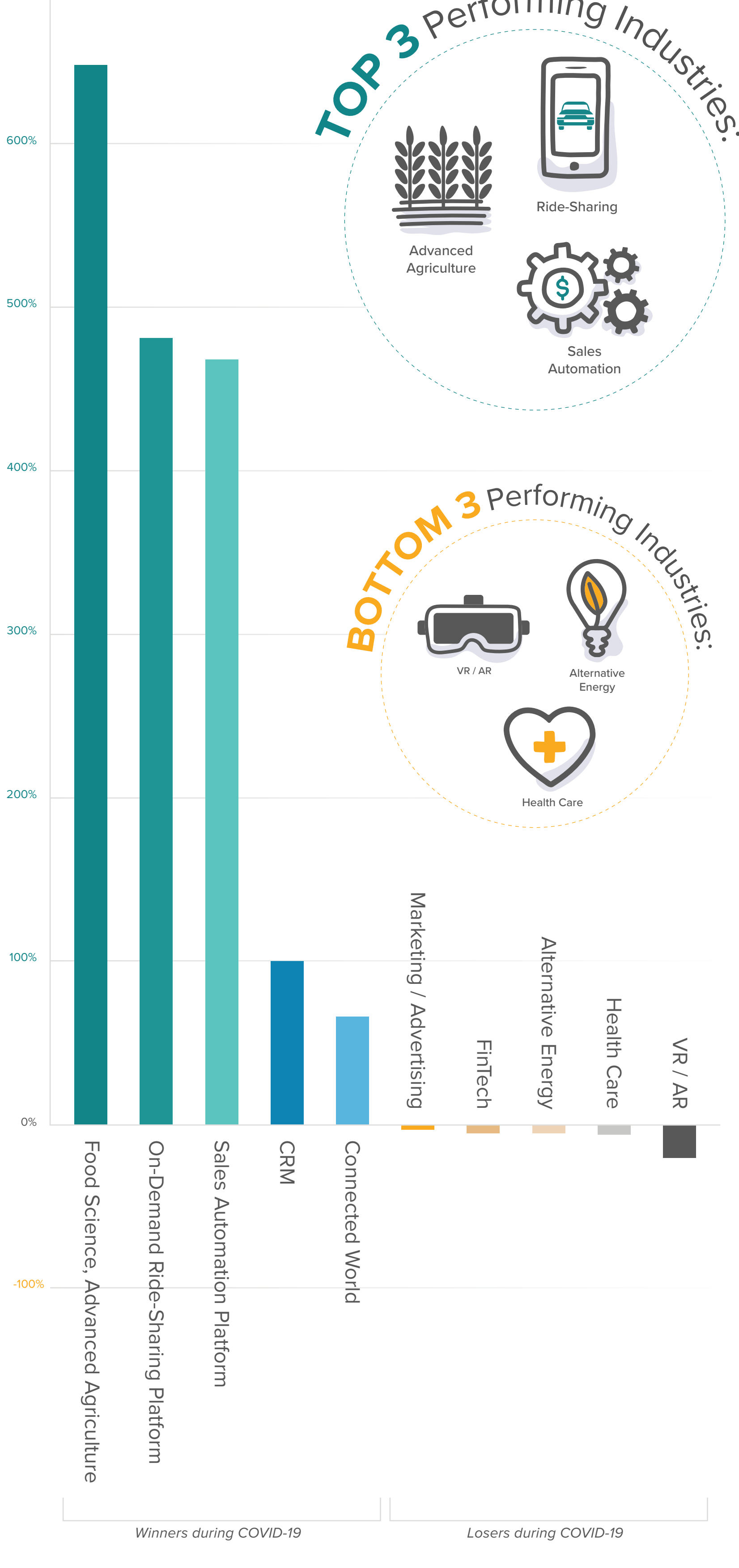


THE BIG QUESTION:

How did the venture-backed community fare in the COVID-19 pandemic?

We analyzed the 2020 performance of more than **650+** Venture funds, who invested in **2,025** companies across **128** industries representing more than **\$89B** tracked by our software. Every economy has winners and losers, and what we found may surprise you.

REACTIONS TO COVID-19 BY INDUSTRY



Our clients invested in the **top 5** performing industries had total portfolio returns of **357%**

BIGGEST INCREASES:

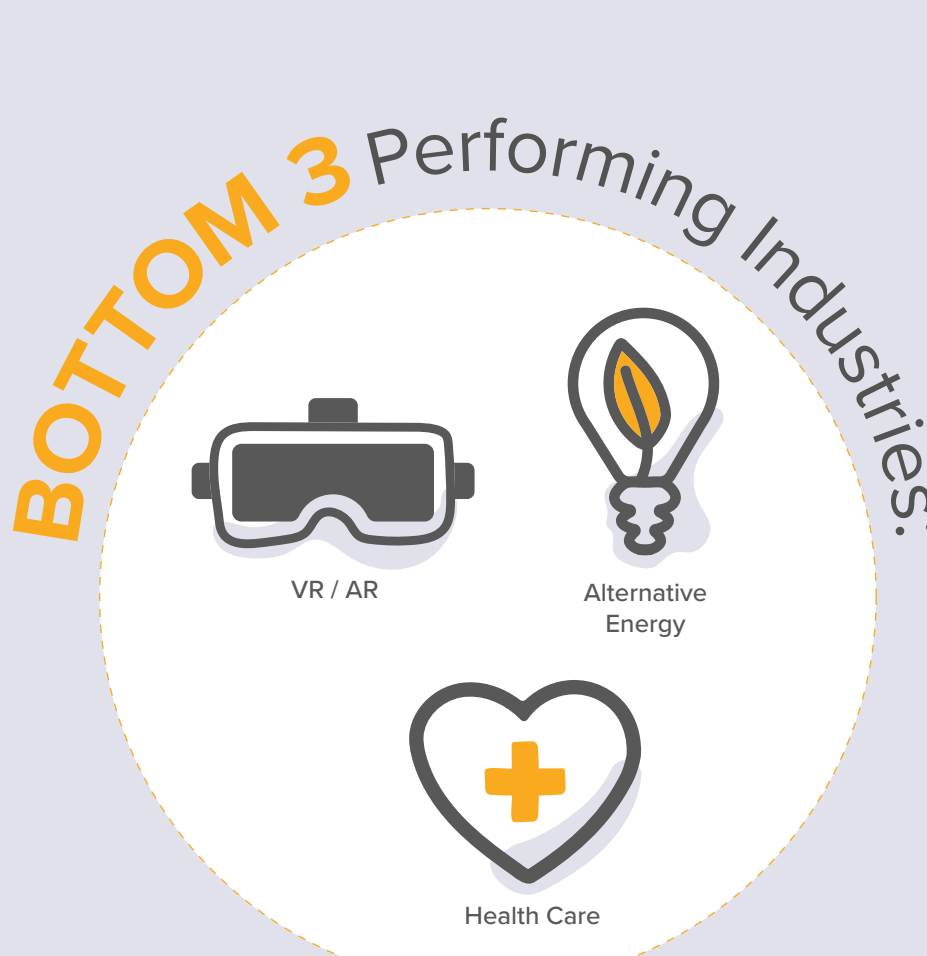
- +685%** \$97.6M → **\$766.8M**
Food Science, Advanced Agriculture
- +481%** \$81.7M → **\$475M**
On-Demand Ride-Sharing Platform
- +468%** \$9.5M → **\$53.9M**
Sales Automation Platform
- +100%** \$51M → **\$102M**
CRM
- +66%** \$16M → **\$26.8M**
Connected World



Our clients who invested in the **bottom 5** performing industries had total portfolio losses of **5%**

BIGGEST LOSSES:

- 20%** \$69M → \$55M
VR / AR
- 6%** \$1.1M → \$1M
Health Care
- 5%** \$371M → \$352M
Alternative Energy
- 5%** \$385M → \$366M
FinTech
- 3%** \$451M → \$437M
Marketing / Advertising



KEY TAKE AWAYS:

- The pandemic proved to be beneficial for innovation: Top-performing industries showed bigger increases than the losses seen across the lowest performing industries.
- The biggest winners reflect 2020 trends: Not surprisingly, the clear winners were industries like food, transportation and online connection tools.
- Innovation was halted in certain sectors: These industries suffered the most due to the pandemic.
 - Health care saw innovation drop as funds were allocated towards COVID-19 research.
 - With hits to retail and in-person services, marketing budgets were slashed leading to a drop in values across marketing and advertising services.

Venture360 empowers the venture capital world through an industry-leading, comprehensive software platform and expert services that help companies and investors manage the complex world of venture capital.

To learn how Venture360 can simplify your day-to-day, visit [Venture360.co](https://venture360.co).

