

870 Black & Latino Startups That Have Raised \$1M+

2021 Diverse Founder Report

"The Rise of Late Stage"

February 2022



Harlem Capital



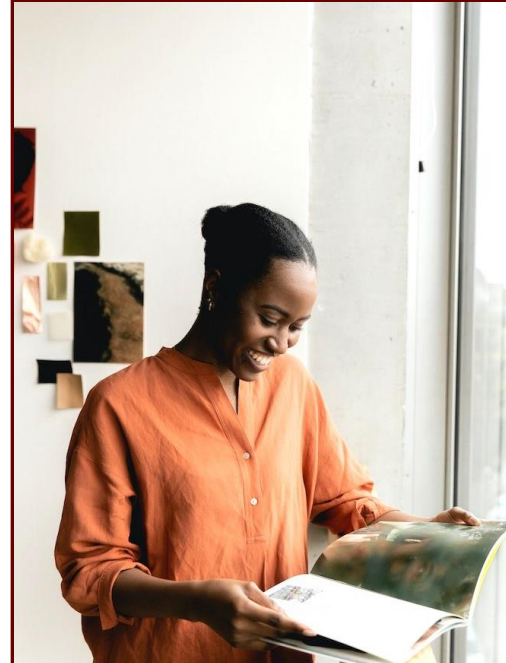
crunchbase

Introduction

This is our 2021 Diverse Founder Report, which tracks Black and Latino US based founders that have raised \$1M+ in venture funding.

This is our first report collaborating with Crunchbase, which enabled us to expand the list from 277 companies to 870 companies as well as show yearly raise trends.

The full list of 870 companies can be found in [airtable](#).



Key Findings

- 1) The 870 companies raised \$28.8B of capital with a median raise of \$5.5M
- 2) Women-led companies represent 33% of total companies, but only 20% of capital raised
- 3) Seed rounds represent 34% of total companies, but only 3% of capital raised
- 4) Software, Fintech and Healthcare represent 34% of companies, but 40% of capital raised
- 5) California and New York represent 58% of companies, but 69% of capital raised
- 6) There have been 29 unicorns and 60 companies that have raised \$100M+
- 7) 2021 saw a 22% increase in rounds, but 204% increase in dollars as late-stage rounds soared



Overview Of Companies In The Report

870

Companies

\$28.8B

Total Raised

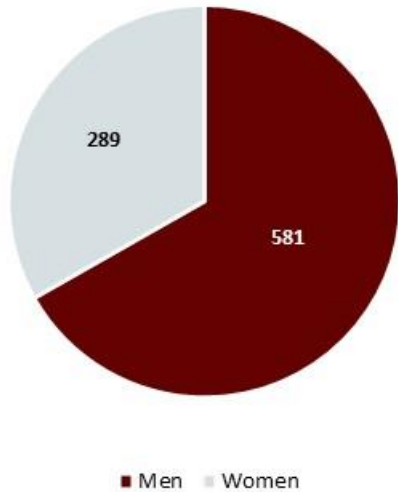
\$5.5M

Median Raised

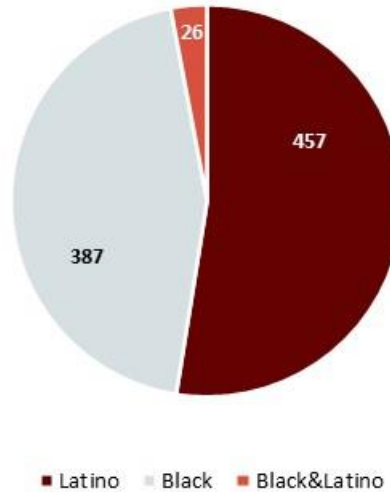
2015

Median Year Founded

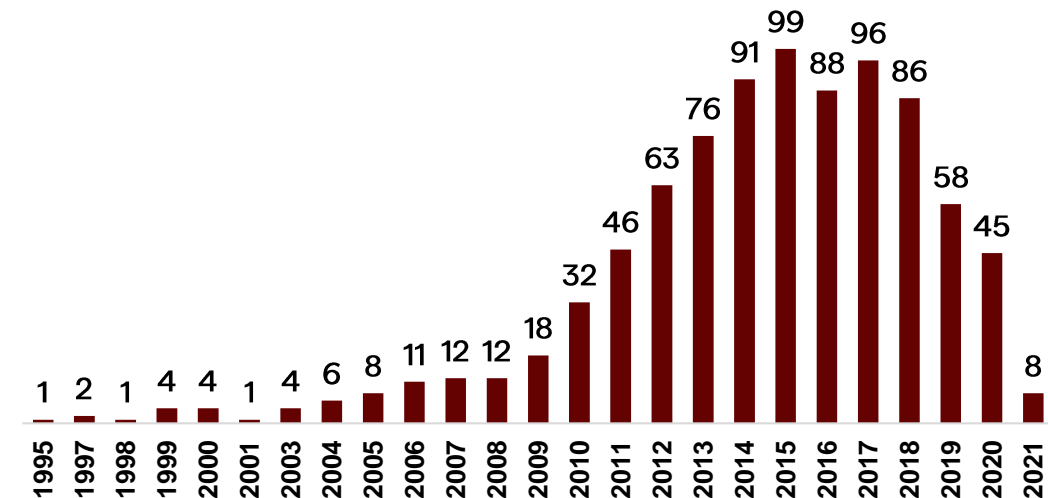
Companies
By Gender



Companies
By Race



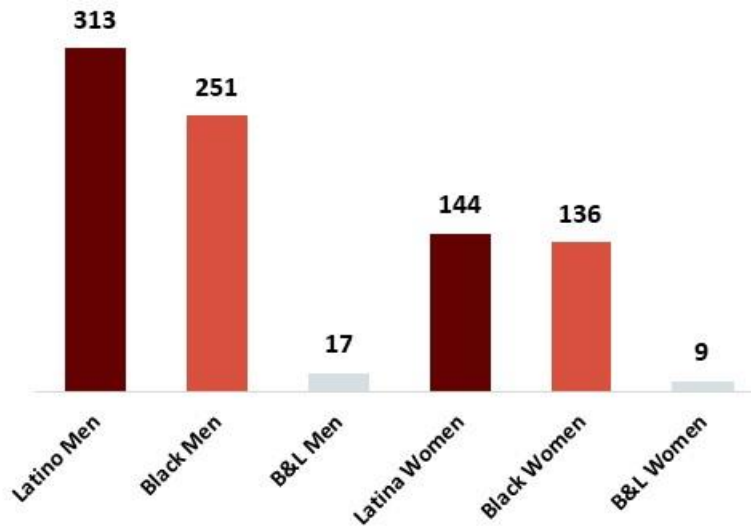
Founding Years



870 Companies Represented

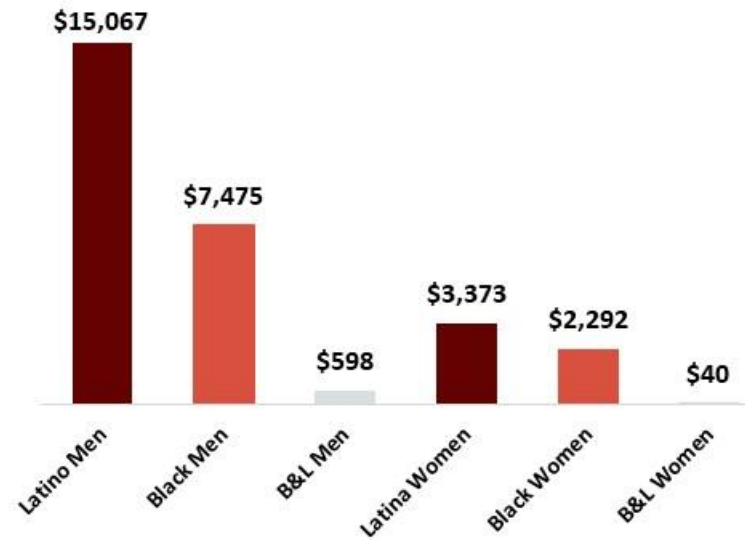
Number of Companies

Latino Men are 2.2x to Latina Women, and Black Men Are 1.8x to Black Women



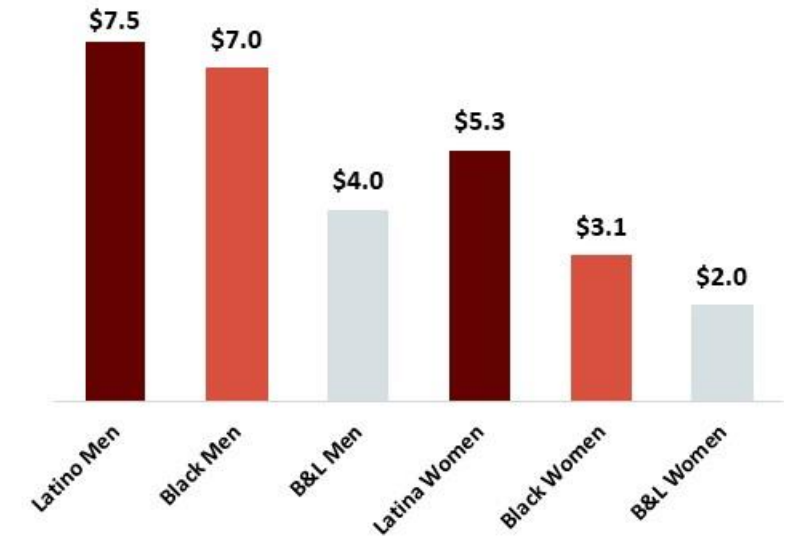
Total Capital Raised

Men Represent 80% of Capital Raised Compared to 67% of Companies



Median Capital Raised

Men raised 1.8x more than Women, but Black Men raised 2.3x more than Black Women

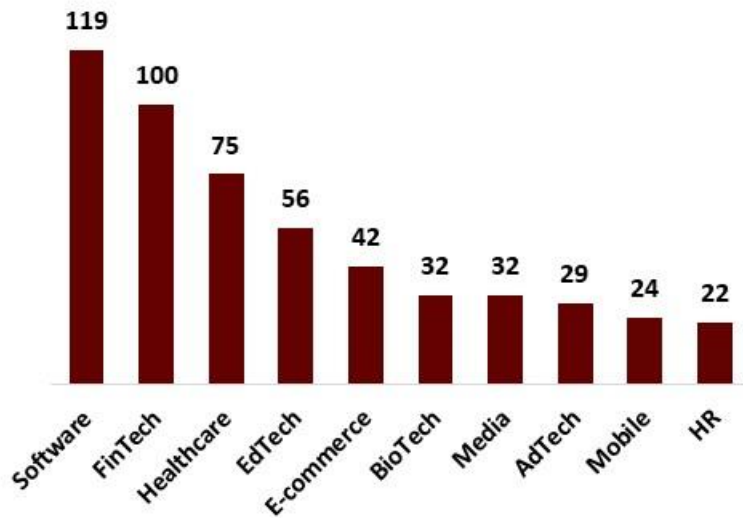


Note: Dollars in millions.

46 Industries Represented

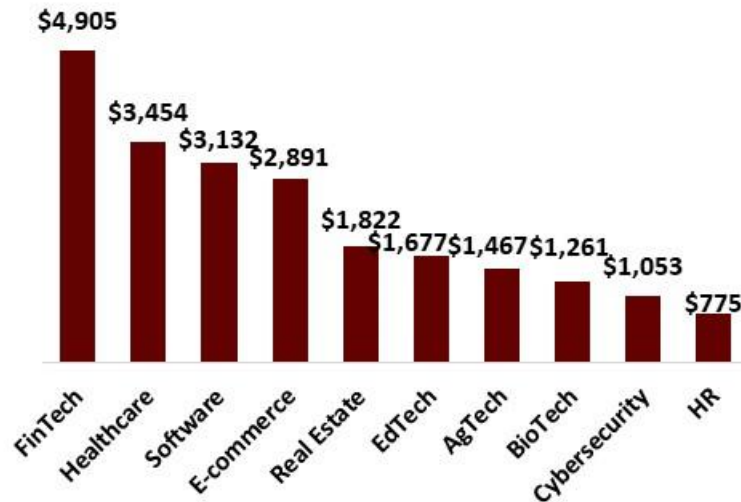
Number of Companies

Software, Fintech, and Healthcare represent 34% of Companies



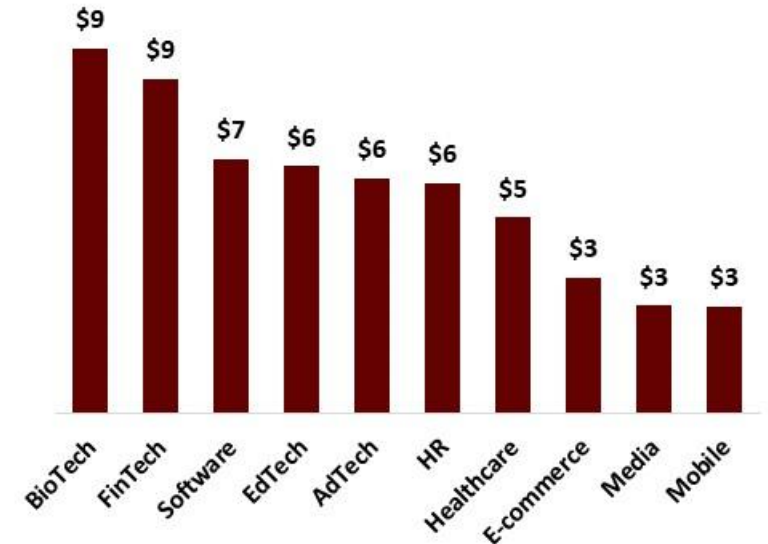
Total Capital Raised

Capital Raised is Largely in Line with Number of Companies



Median Capital Raised

BioTech and FinTech are Outliers in the Top 10 Industries

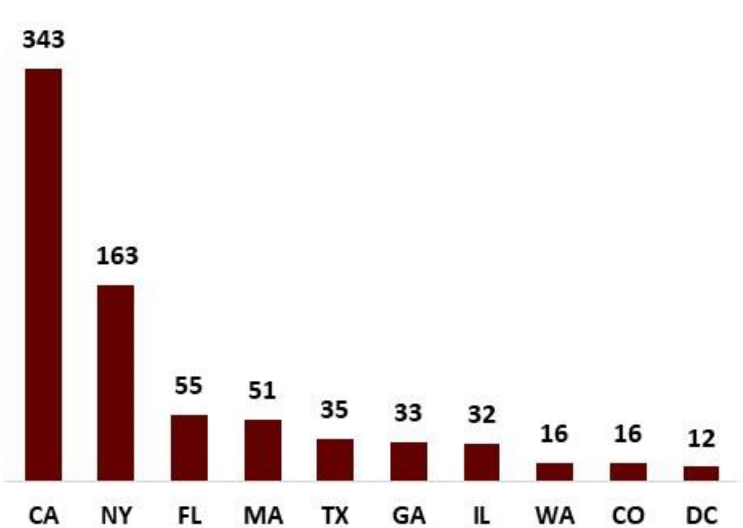


Note: Dollars in millions.

38 Headquarter States Represented

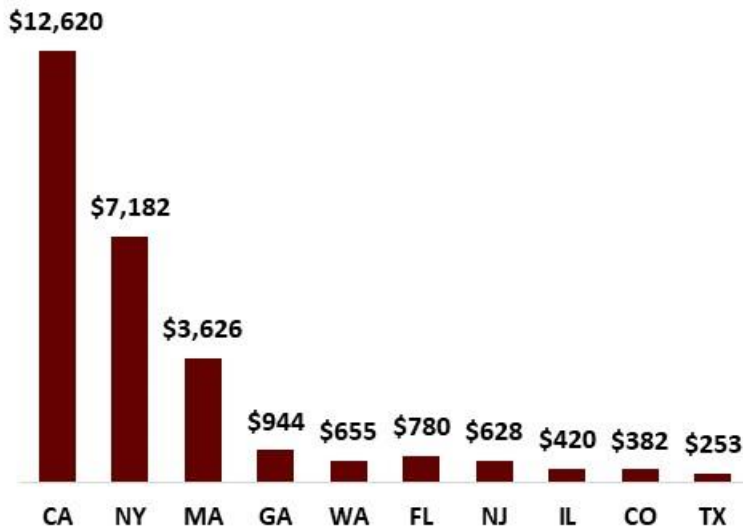
Number of Companies

California and New York
Represent 58% of Companies



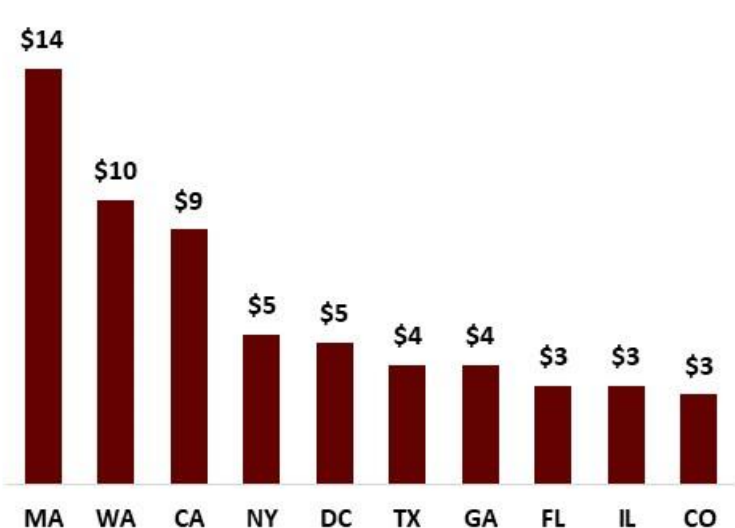
Total Capital Raised

California and New York
Represent 69% of Total Capital Raised



Median Capital Raised

Massachusetts, Washington and California are
Outliers in the Top 10 States

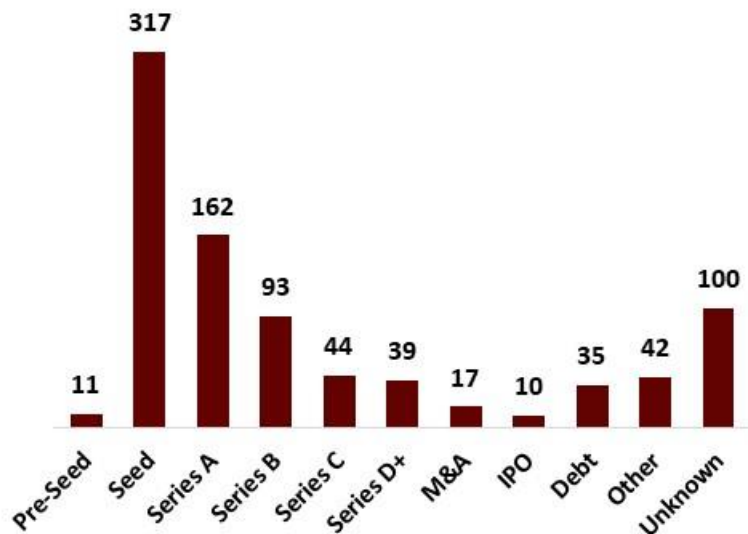


Note: Dollars in millions.

12 Latest Round Stages Represented

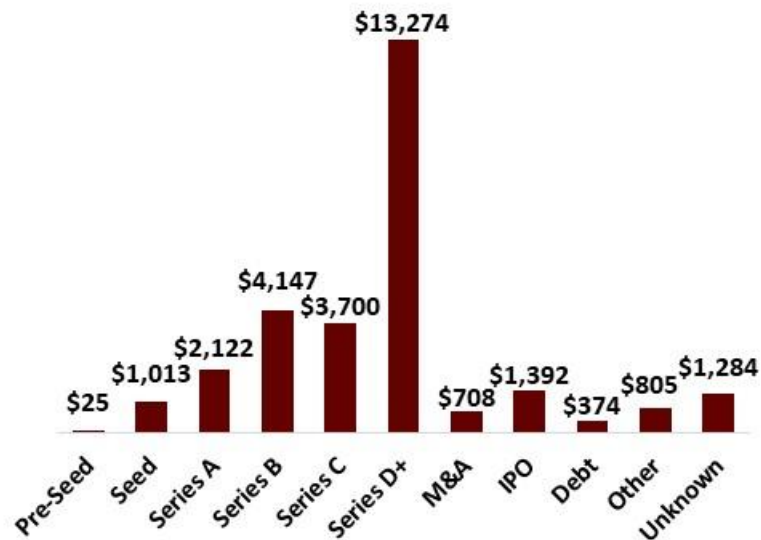
Number of Companies

56% of the companies have raised up to, and including, a Series A round. 3% were M&A or IPO



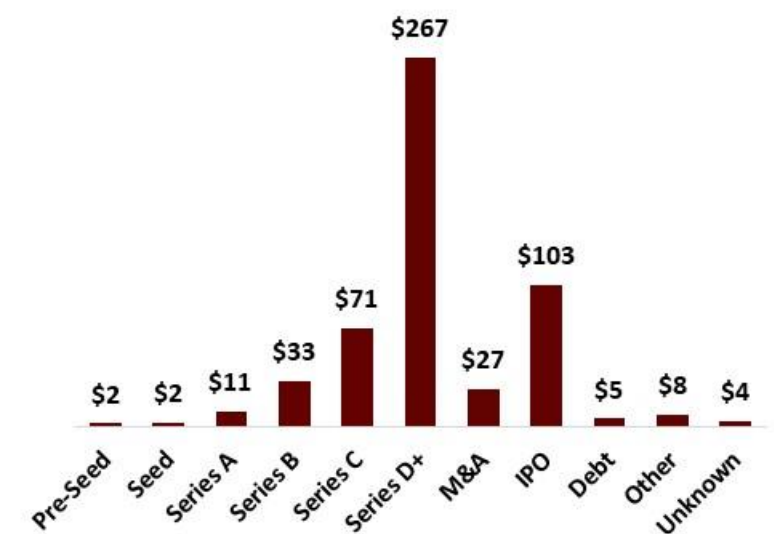
Total Capital Raised

Series D+ rounds represent 46% of Total Capital Raised



Median Capital Raised

Median Capital Raised mirrors closely Total Capital Raised



Note: Dollars in millions.

Top 12 Largest Raises

Represent \$10.3B of capital or 35.7% of total capital raised

COMPASS

\$1,500
Amount raised

Real Estate
Industry

indigo

\$1,200
Amount raised

AgTech
Industry

BREX

\$1,157
Amount raised

Finance
Industry

F
Faire

\$1,100
Amount raised

E-Commerce
Industry

H

\$1,000
Amount raised

Healthcare
Industry

Hinge
Health

letgo

\$975
Amount raised

E-commerce
Industry

CITYBLOCK

\$891
Amount raised

Healthcare
Industry

ARCUS
BIOSCIENCES

\$647
Amount raised

CleanTech
Industry

BetterUp

\$569
Amount raised

EdTech
Industry

Blockfi

\$508
Amount raised

FinTech
Industry

Andela

\$381
Amount raised

HR
Industry

DEVO

\$381
Amount raised

Cybersecurity
Industry



Note: Dollars in millions.

There Have Been 29 Unicorns To Date

Raising \$13.5B of capital and totaling \$92.0B in value

Company	Valuation (\$mm)	Raise (\$mm)	Latest Round	Industry	State	Founding Year	Race	Gender
1 Faire	\$12,400.0	\$1,100.0	Series G	E-commerce	California	2017	Latino	Men
2 Brex	\$12,300.0	\$1,157.0	Series D	FinTech	California	2017	Latino	Men
3 Compass	\$6,400.0	\$1,500.0	Series G	Real Estate	New York	2012	Black	Men
4 Hinge Health	\$6,200.0	\$1,000.0	Series E	Healthcare	California	2015	Latino	Men
5 Cityblock Health	\$5,700.0	\$891.3	Series D	Healthcare	New York	2017	Black	Women
6 BetterUp	\$5,000.0	\$569.8	Series E	EdTech	California	2013	Latino	Men
7 Outreach	\$4,400.0	\$239.0	Series G	Software	Washington	2014	Latino	Men
8 Indigo	\$3,500.0	\$1,200.0	Series F	AgTech	Massachusetts	2014	Latino	Men
9 Arcus Biosciences	\$3,390.0	\$646.7	IPO	BioTech	California	2015	Latino	Men
10 BlockFi	\$3,000.0	\$508.7	Series D	FinTech	New Jersey	2017	Latino	Women
11 Calendly	\$3,000.0	\$350.6	Series B	Software	Georgia	2013	Black	Men
12 Duolingo	\$2,400.0	\$108.3	Series H	FinTech	Pennsylvania	2011	Latino	Men
13 Stoke Therapeutics	\$2,160.0	\$130.0	IPO	Healthcare	Massachusetts	2014	Latino	Women
14 Chipper Cash	\$2,000.0	\$302.2	Series C	FinTech	California	2018	Black	Men
15 Letgo	\$2,000.0	\$975.0	Series E	E-commerce	New York	2015	Latino	Men
16 MURAL	\$2,000.0	\$192.3	Series C	HR	California	2011	Latino	Men
17 Auth0	\$1,920.0	\$212.3	Secondary	Software	Washington	2013	Latino	Men
18 Zume	\$1,875.0	\$48.0	Private Equity	FoodTech	California	2015	Black	Women
19 Andela	\$1,500.0	\$381.0	Series E	HR	New York	2014	Black	Men
20 Devo USA	\$1,500.0	\$381.0	Series E	Cybersecurity	Massachusetts	2011	Latino	Men
21 Papa	\$1,400.0	\$241.2	Series D	Other	Florida	2017	Latino	Men
22 Esusu Financial	\$1,000.0	\$145.0	Series B	FinTech	New York	2017	Black	Men
23 Flutterwave	\$1,000.0	\$234.7	Series C	FinTech	California	2016	Black	Men
24 Flywire	\$1,000.0	\$263.2	Series F	FinTech	Massachusetts	2011	Latino	Men
25 InvestCloud	\$1,000.0	\$54.1	Private Equity	Software	California	2010	Latino	Women
26 Savage x Fenty	\$1,000.0	\$185.0	Series B	E-commerce	California	2017	Black	Women
27 SmartAsset	\$1,000.0	\$157.6	Unknown	FinTech	New York	2012	Black	Men
28 The Honest Company	\$1,000.0	\$303.0	Private Equity	E-commerce	California	2011	Latino	Women
29 Twitch	\$1,000.0	\$35.0	Series C	Social Media	California	2007	Black	Men
Total	\$92,045.0	\$13,511.9						



Note: Dollars in millions.

28 Harlem Capital Companies On The List

Represent 3.2% of all companies and \$146.2mm of capital raised

	CASHDROP	THE HOUSE OF LR&C		BLAVITY		chatdesk
						Primitives
singuli.l		Paladin			PreShow	ugami
workchew	 ParrotMob				GROUPSHOP	Sudu.

38 Investors Have Made 10+ Investments

They have made 748 investments, representing 14.3% of all 5,224 investments

The list includes 5 accelerators, 5 diverse-led funds and 4 corporate funds. In total, there were 2,949 investors (funds, accelerators, angels, etc.) that made at least one investment

Investor	Investments
1 Techstars	105
2 Y combinator	62
3 500 Startups	38
4 Softbank	33
5 Harlem Capital	28
6 Precursor	28
7 Right Side Capital Management	26
8 Google	24
9 Kapor Capital	24
10 Backstage Capital	22
11 Alumni Ventures Group	20
12 MaC Ventures	19
13 Lerer Hippeau	17
14 Plug and Play Ventures	16
15 First Round Capital	15
16 SV Angel	15
17 Gaingels	14
18 M25	14
19 Box Group	13

Investor	Investments
20 FJ Labs	13
21 Funders Club	13
22 Rise of the Rest	13
23 Bessemer Venture Partners	12
24 Bullet Time Ventures	12
25 Comcast Ventures	12
26 Endeavor	12
27 Revolution	12
28 Andreessen Horowitz	11
29 Pipeline	11
30 QuakeCapital	11
31 Slow Ventures	11
32 Stanford Startx Fund	11
33 Ulu Ventures	11
34 Founder Collective	10
35 Founders Fund	10
36 Lightspeed Venture Partners	10
37 NEA	10
38 Salesforce Ventures	10



Note: Only includes investments in \$1M+ rounds.



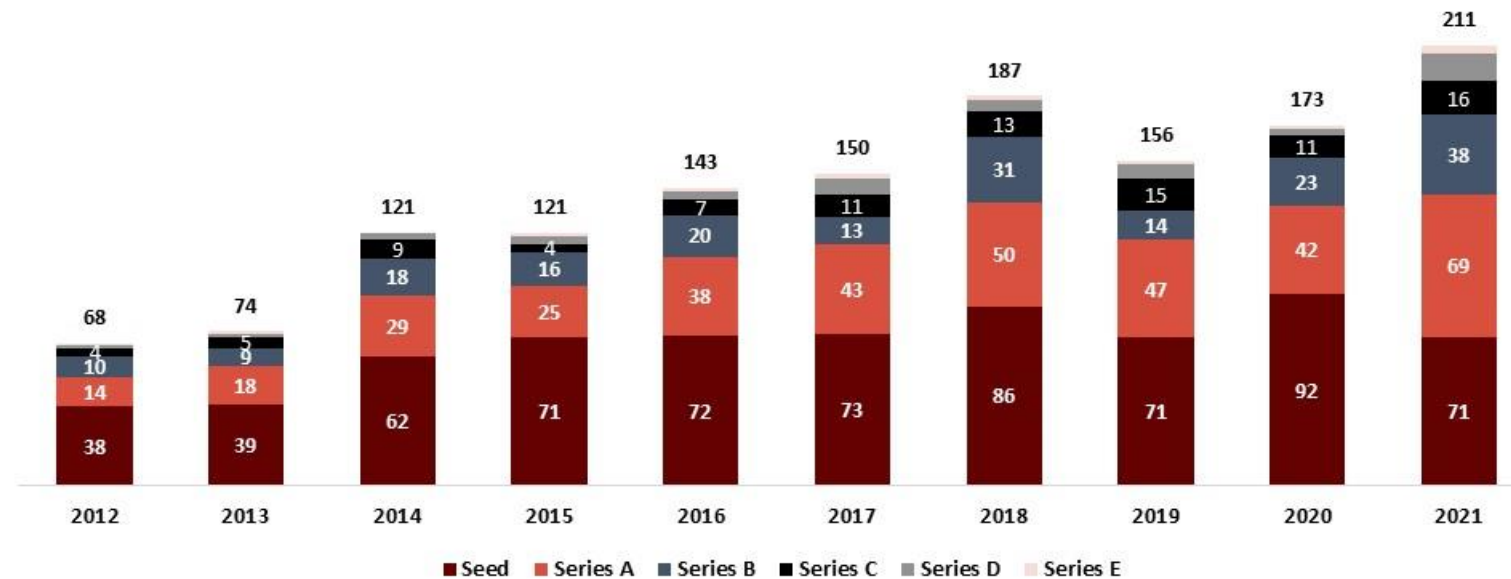
Annual Trends By Rounds and Dollars



Rounds Increased 22% in 2021

Compared to a 13% CAGR since 2012

Total rounds crossed 200 for the first time, but Seed rounds have remained flat since 2015

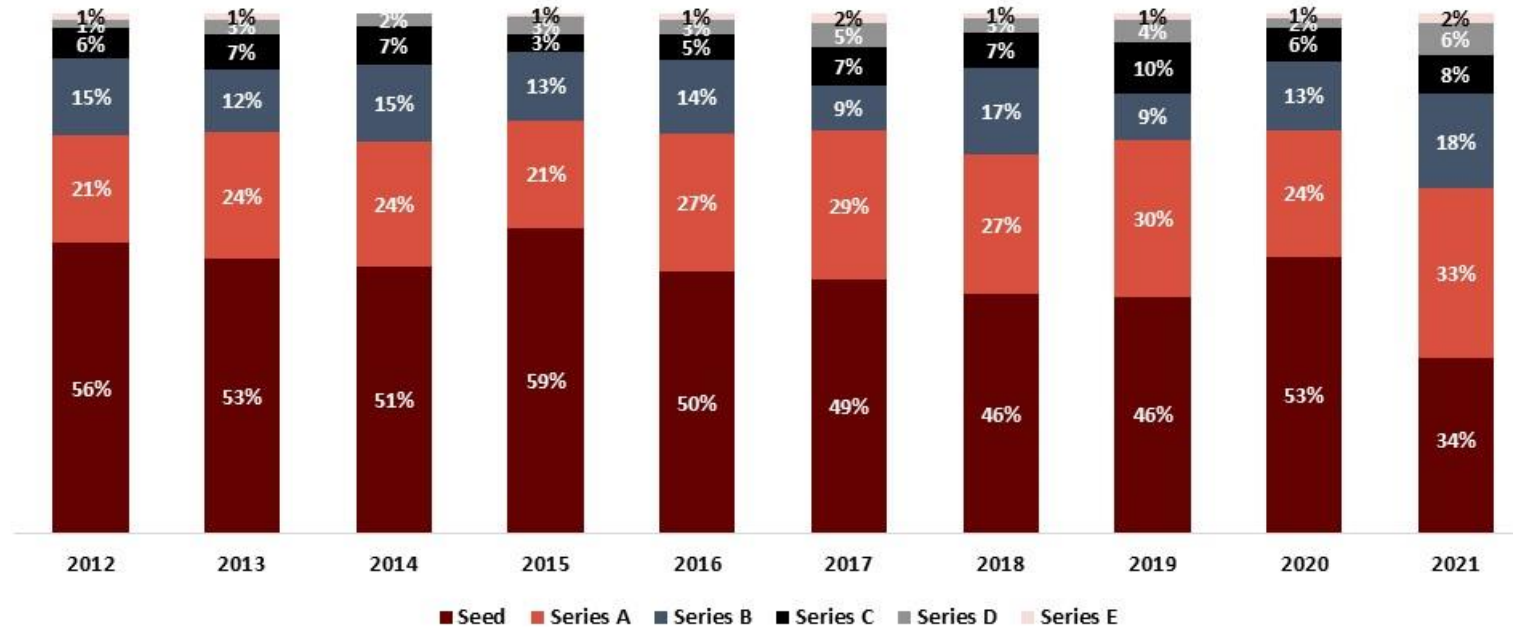


Total Rounds	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Seed	38	39	62	71	72	73	86	71	92	71
Series A	14	18	29	25	38	43	50	47	42	69
Series B	10	9	18	16	20	13	31	14	23	38
Series C	4	5	9	4	7	11	13	15	11	16
Series D	1	2	3	4	4	7	5	7	3	13
Series E	1	1	0	1	2	3	2	2	2	4
Total Rounds	68	74	121	121	143	150	187	156	173	211

Seed Rounds Represent 34%, Lowest Since 2012

While Series A is at 33%, the highest since 2012

Series B+ rounds crossed 30% of rounds for the first time in 2021

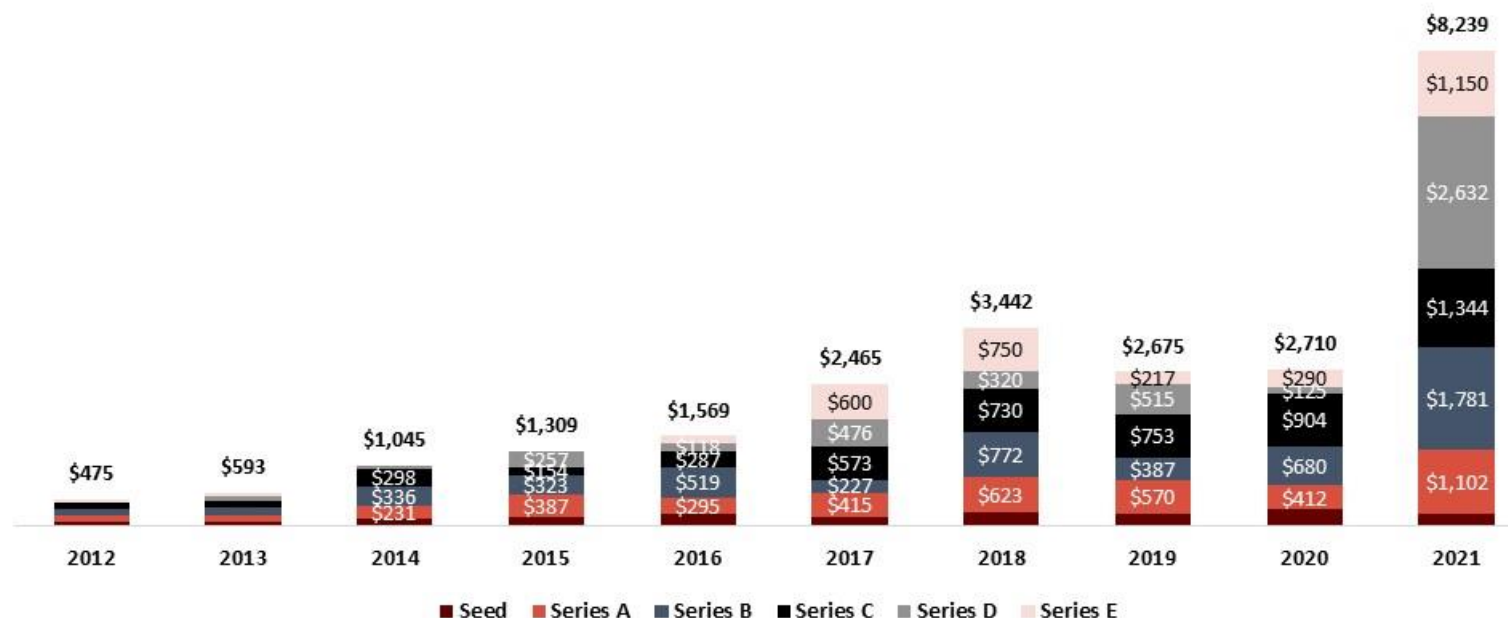


% of Total Rounds	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Seed	56%	53%	51%	59%	50%	49%	46%	46%	53%	34%
Series A	21%	24%	24%	21%	27%	29%	27%	30%	24%	33%
Series B	15%	12%	15%	13%	14%	9%	17%	9%	13%	18%
Series C	6%	7%	7%	3%	5%	7%	7%	10%	6%	8%
Series D	1%	3%	2%	3%	3%	5%	3%	4%	2%	6%
Series E	1%	1%	0%	1%	1%	2%	1%	1%	1%	2%
Total Rounds	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Dollars Raised Increased 204% in 2021

Compared to a 37% CAGR since 2012

In 2021, Seed dollars raised declined 23%, while Series D dollars raised increased 2,001%



Total Dollars Raised	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Seed	\$74	\$70	\$131	\$172	\$213	\$174	\$247	\$233	\$300	\$230
Series A	\$107	\$130	\$231	\$387	\$295	\$415	\$623	\$570	\$412	\$1,102
Series B	\$123	\$137	\$336	\$323	\$519	\$227	\$772	\$387	\$680	\$1,781
Series C	\$108	\$108	\$298	\$154	\$287	\$573	\$730	\$753	\$904	\$1,344
Series D	\$12	\$85	\$48	\$257	\$118	\$476	\$320	\$515	\$125	\$2,632
Series E	\$50	\$63	\$0	\$17	\$137	\$600	\$750	\$217	\$290	\$1,150
Total Raised	\$475	\$593	\$1,045	\$1,309	\$1,569	\$2,465	\$3,442	\$2,675	\$2,710	\$8,239

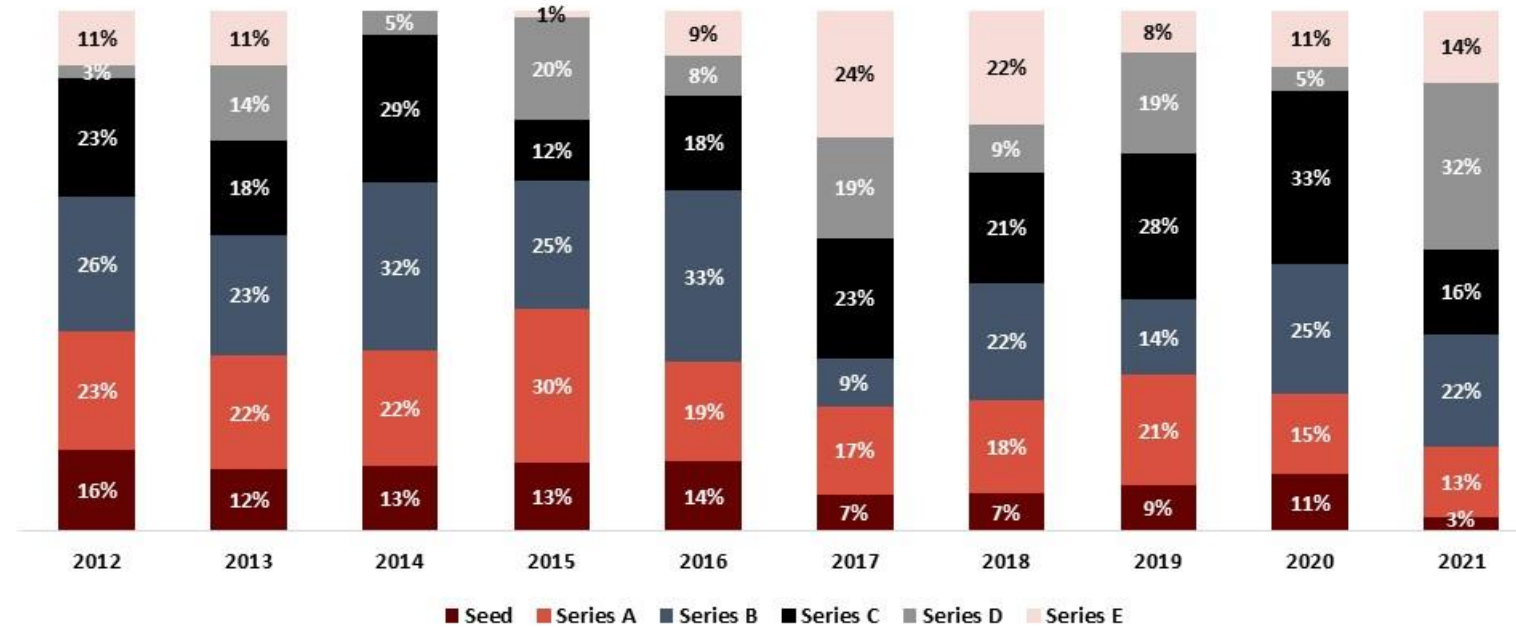
Note: Dollars in millions.



Seed And Series A Rounds Represent 16% Of Capital

Their lowest percentage since 2012, declining from 39% of capital

Series B+ rounds now represent 84% of capital raised

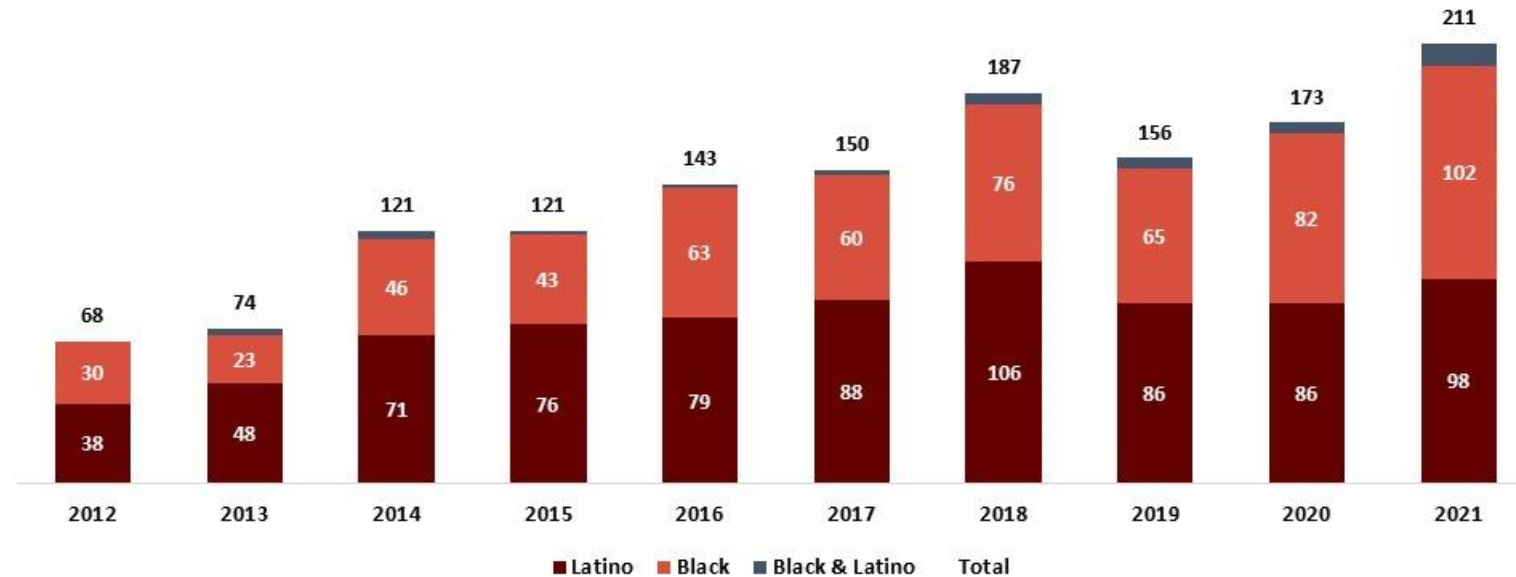


% of Total Dollars Raised	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Seed	16%	12%	13%	13%	14%	7%	7%	9%	11%	3%
Series A	23%	22%	22%	30%	19%	17%	18%	21%	15%	13%
Series B	26%	23%	32%	25%	33%	9%	22%	14%	25%	22%
Series C	23%	18%	29%	12%	18%	23%	21%	28%	33%	16%
Series D	3%	14%	5%	20%	8%	19%	9%	19%	5%	32%
Series E	11%	11%	0%	1%	9%	24%	22%	8%	11%	14%
Total Raised	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Black Led Rounds Passed Latino Led Rounds

For the first time in 2021

Latino led rounds have remained flat since 2017, while Black led rounds have increased 70%

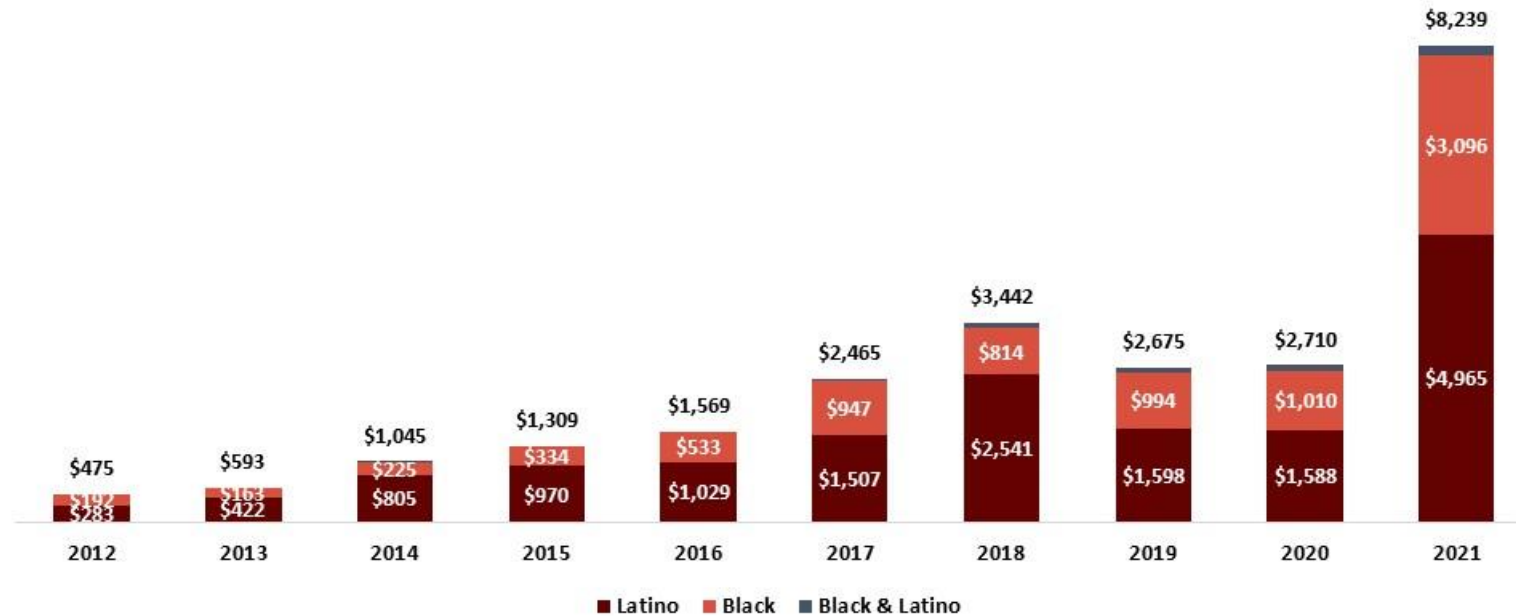


Rounds By Race	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Latino	38	48	71	76	79	88	106	86	86	98
Black	30	23	46	43	63	60	76	65	82	102
Black & Latino	0	3	4	2	1	2	5	5	5	11
Total	68	74	121	121	143	150	187	156	173	211

Latino Led Companies Raised 1.6x More in 2021

Despite having fewer rounds than Black led companies

However, Latino led and Black led companies both increased capital raised in 2021 by 3.1x



Total Raised By Race	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Latino	\$283	\$422	\$805	\$970	\$1,029	\$1,507	\$2,541	\$1,598	\$1,588	\$4,965
Black	\$192	\$163	\$225	\$334	\$533	\$947	\$814	\$994	\$1,010	\$3,096
Black & Latino	\$0	\$8	\$15	\$5	\$7	\$11	\$87	\$83	\$112	\$177
Total	\$475	\$593	\$1,045	\$1,309	\$1,569	\$2,465	\$3,442	\$2,675	\$2,710	\$8,239



Note: Dollars in millions.

Let's change the face of entrepreneurship, together.

[Airtable List of All 870 Companies](#)