

# How can Europe build a new generation of SaaS unicorns?

# Europe £1.1T unicorn ecosystem employs ~0.5M people.

AlbionVC

## Europe's unicorn value

1K avg.  
employees per  
unicorn

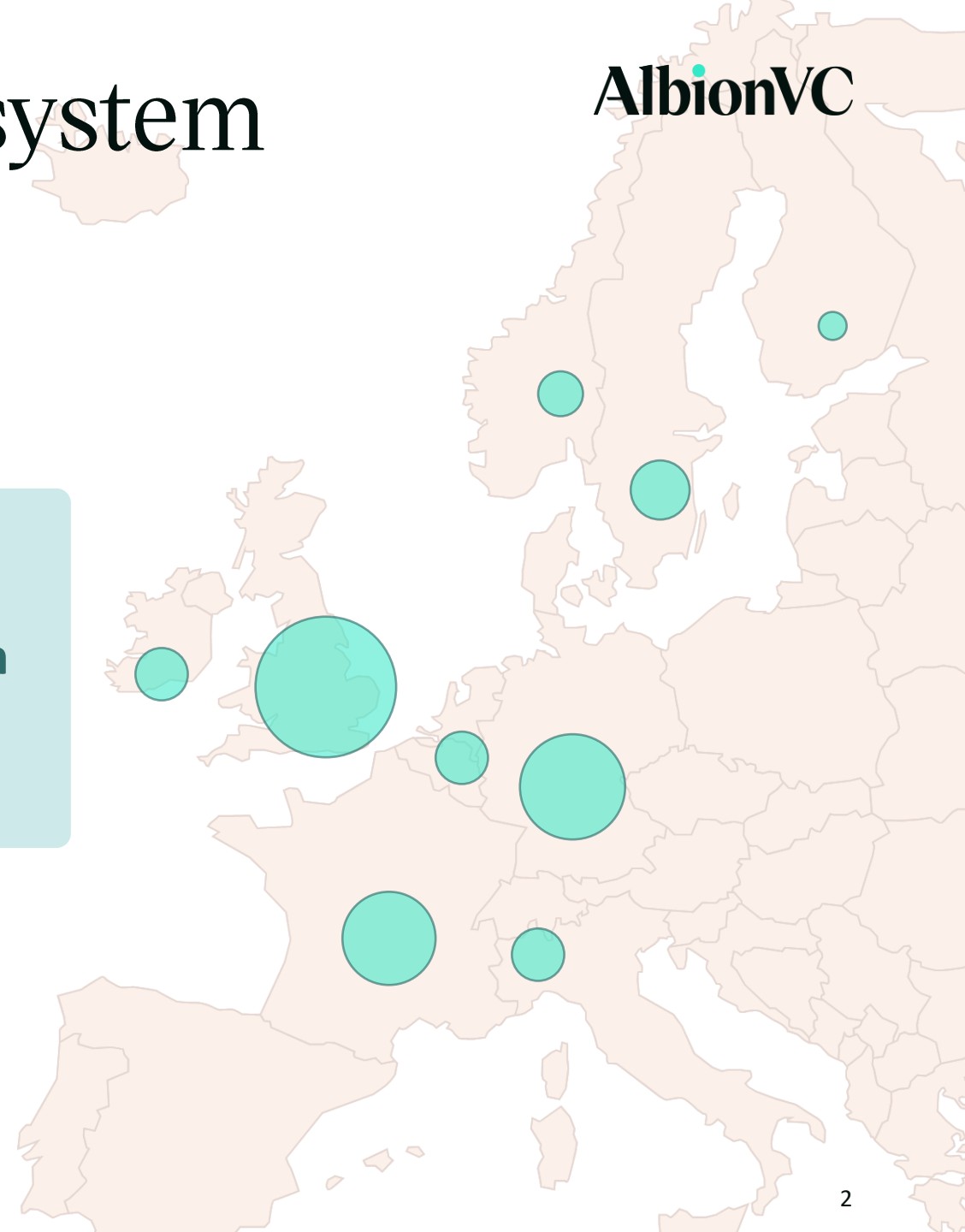
€3B avg.  
valuation

12 new  
unicorns in  
2023<sup>2</sup>

1. Globally 2,700+ companies have achieved (and retained) a US \$1B+ unicorn valuation or exit

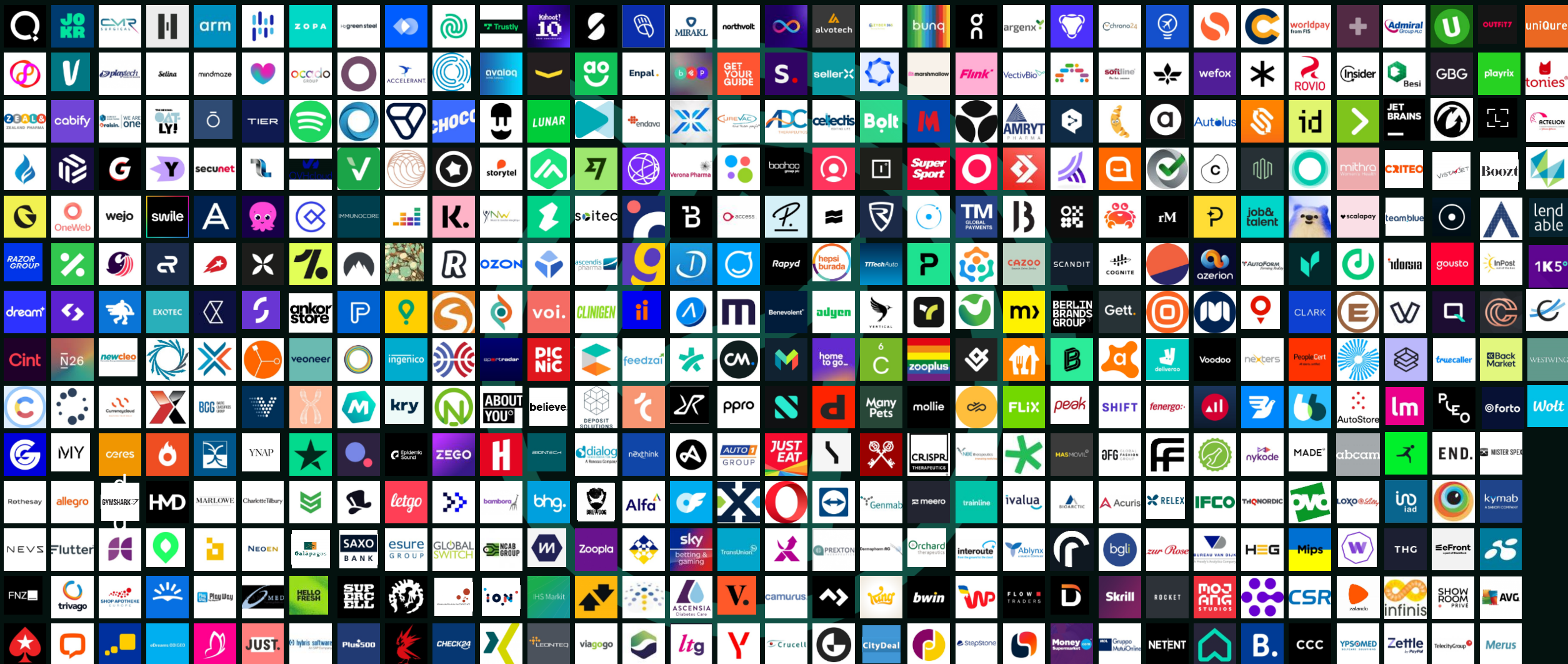
2. As of September 2023 Dealroom Data

Source: Dealroom 2023, European Unicorn Map 2022, AlbionVC Analysis



# European Unicorns

AlbionVC



Source: Dealroom September 2023

# 38 with female co-founders

AlbionVC

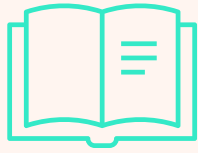


# 11 with female co-founders in SaaS

AlbionVC



# Unicorn founder profile in 2023...



## Education

- **+95%** obtained higher education **degree**
- **+60%** majored in **science or engineering**



## Experience

- **~10-year experience** before launch
- **80% prev. startup experience**<sup>1</sup>



## Funding

- **£281M** goes into funding the median unicorn (£1.3B valuation)
- 87% all funding raised by men-only founding teams in 2022

# Women face obstacles at every step...



## Education

- **35% of EU STEM** graduates are **women**
- A **significant drop** in the percentage of women in STEM happens during transition to university and workforce.



## Experience

- **22% average** women's share across European tech roles
- **31** is UK mean age of **first-time mothers**



## Funding

- In Europe, all women teams account for **1% funding**
- Women are 16% of GP across European venture funds

# Diverse leadership leads to solid and more innovative businesses.

## Valuations

Female-founded businesses have higher valuation increases

## Profitability

Businesses with women in senior positions are more likely to be profitable

## Resilience

Co-ed teams in 2022 were more resilient, with only 11% decline in valuation



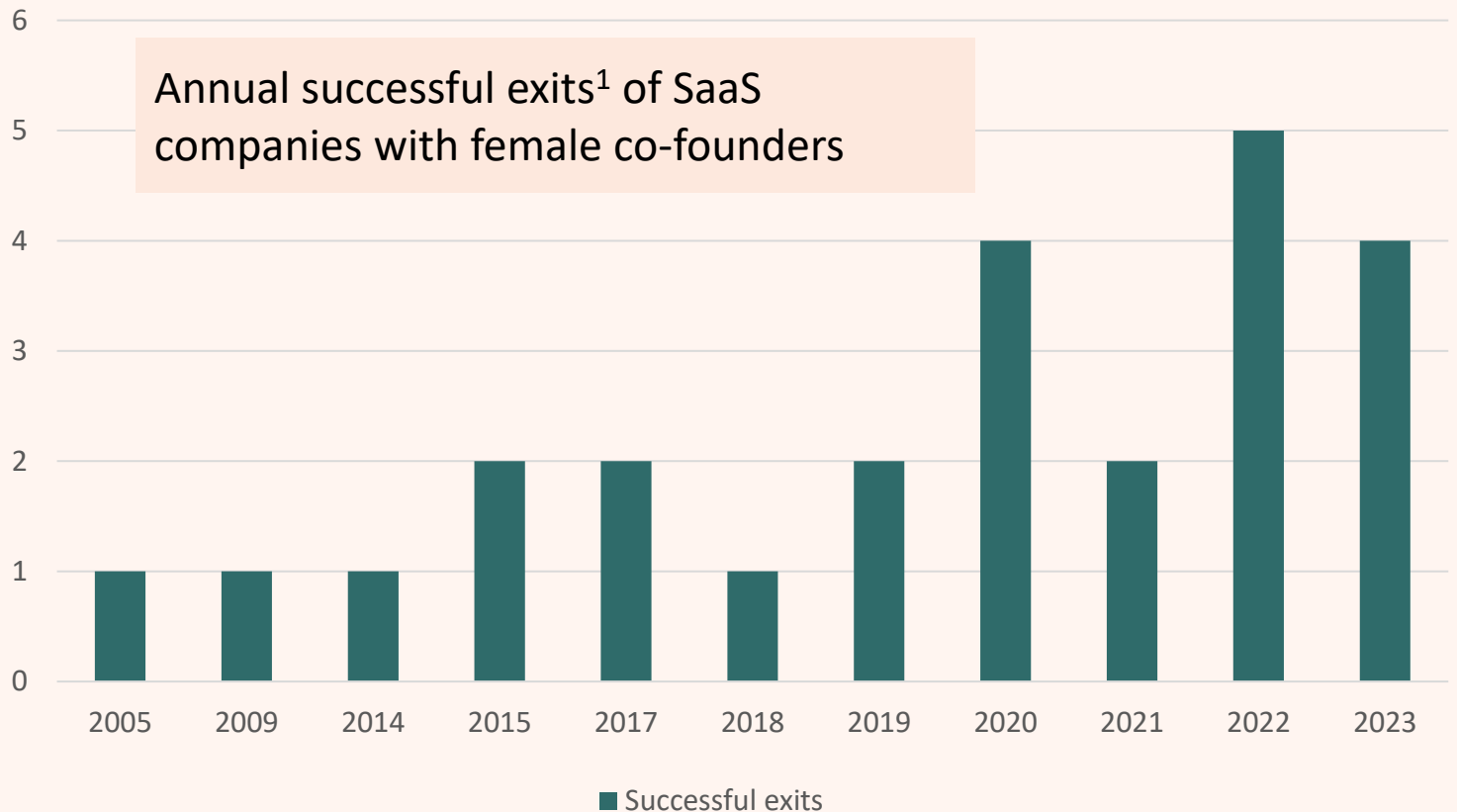
AlbionVC

girl power  
€600 billion

McKinsey  
& Company

# Women leadership has increased among startups and VCs ...

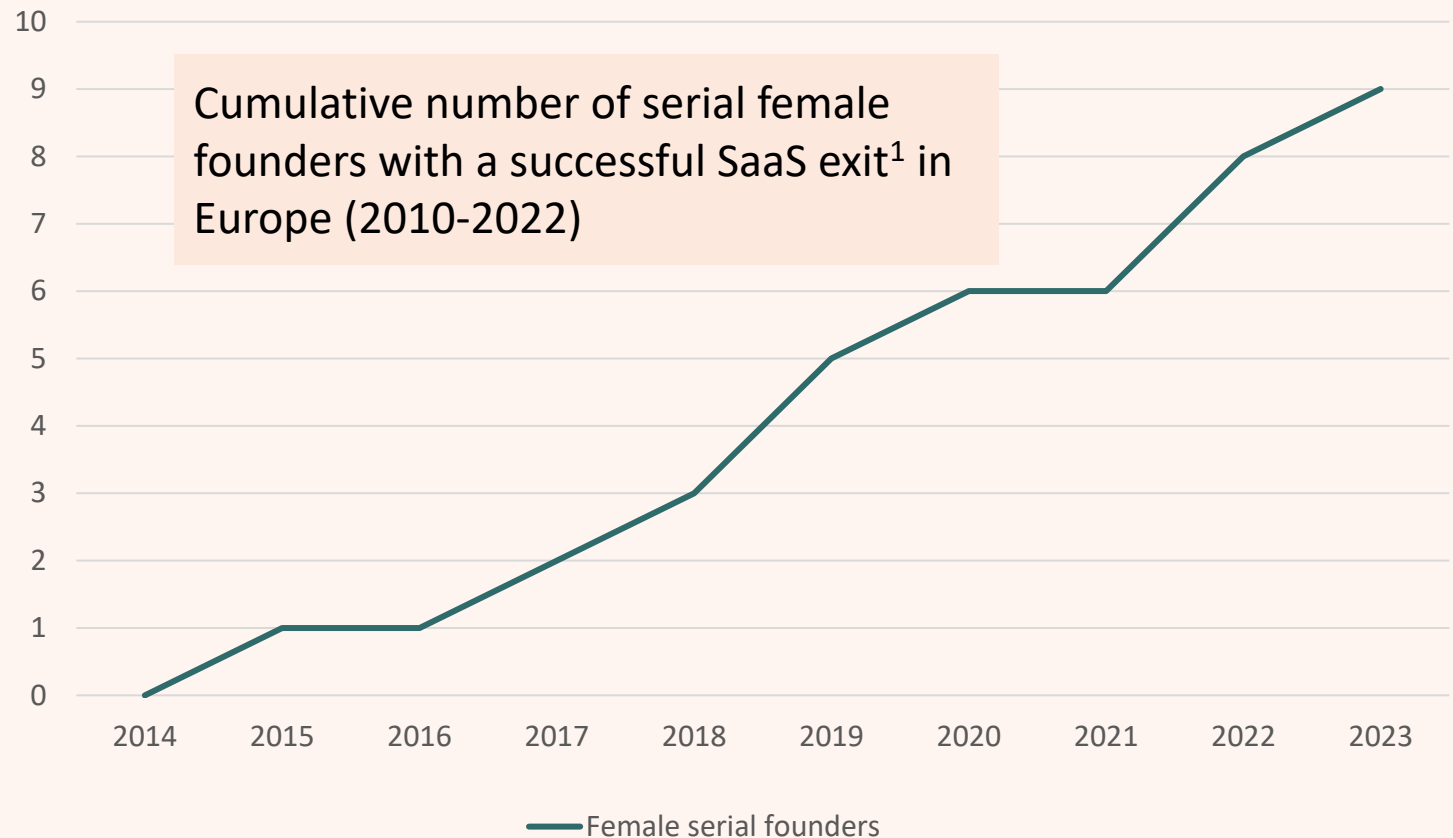
**25 female founded and exited European SaaS companies**



1. Successful exit defined as an exit with a valuation above €50M | Source: Dealroom 2023, EWVC Report 2023, AlbionVC Analysis

# Women leadership has increased among startups and VCs ...

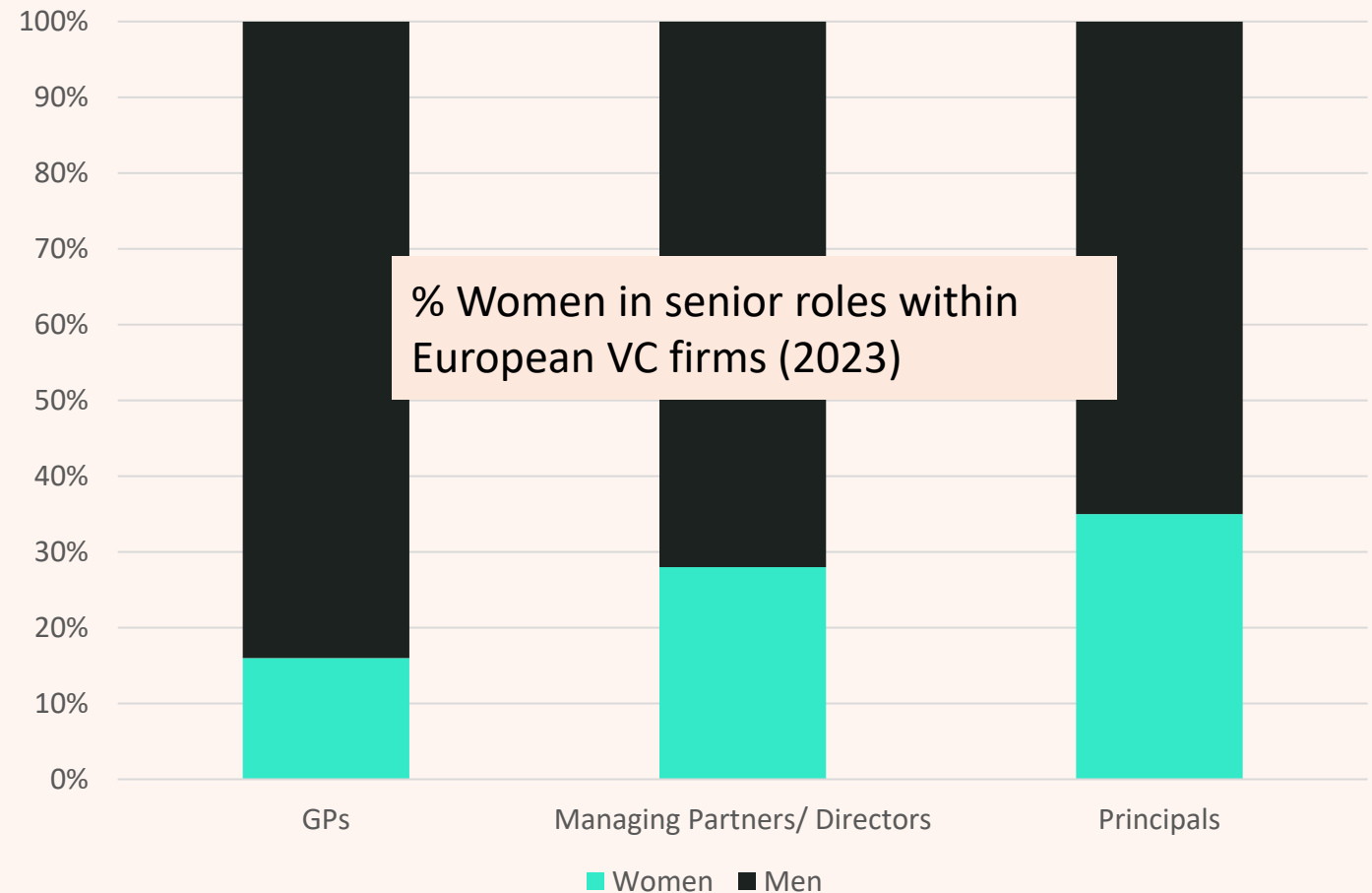
**Europe has seen a steady increase in serial SaaS female founders**



1. Successful exit defined as an exit with a valuation above €50M | Source: Dealroom 2023, EWVC Report 2023, AlbionVC Analysis

# Women leadership has increased among startups and VCs ...

**47% anticipate more women GPs within firm by 2028**



... prioritising key levers can accelerate change.

### Flywheel

~3K founders have spun out from European unicorns since 1990 with +90% after 2010

### Warm introduction

Warm approaches compromise 38% of all pitch decks received and account for 72% of deals

Thank you.

