Entrepreneurial fauna: anatomy of unicorn and other successful startup species

The world of startups is a diverse ecosystem, where companies grow at an incredible speed. Entrepreneurs dream of breaking into the 'unicorn club', which consists of startups valued at over $1 billion. In recent years, the club has expanded beyond Silicon Valley, reaching more regions around the world.

**The Origin of a Species**

Unicorns are a phenomenon that emerged due to record amounts of venture capital investment and the acceleration of digitalisation. The first list of unicorns was published in 2013, with companies like Dropbox, Airbnb and Instagram leading the way. Since then, the club has grown rapidly, with over 500 members worldwide.

**The Growth of an Entrepreneurial Species**

To become a unicorn, a company must achieve a valuation of $1 billion or more after closing a round of financing. The process typically involves several major milestones, starting with the initial idea and culminating in the company's rapid growth.

**The Unicorns Around the World**

Unicorns are not limited to a single region. In 2021, the number of unicorns across the globe increased by around 70%, with the most prominent ones being found in Europe and Latin America. Companies like Kavak in Mexico, Ualá in Argentina, and Klarna in Sweden are shining examples of successful startups.

**The Technology Behind the Mythical Beast**

Unicorns require an ideal combination of talent, innovation, market timing, and capital. They are generally smaller than camels in terms of size, but their resilience is their strength. They survive by not making unnecessary compromises.

**The Next 1,000 Unicorns**

While unicorns are impressive, they are not the only measure of success for startups. The next 1,000 unicorns will likely have unique features, such as green steel and green hydrogen, green agriculture, and companies developing new sustainable technologies.

**Shadows in a Multicoloured World**

Sustainability will be essential for the survival of the ecosystem. Entrepreneurs are working towards a future of green meadows, developing businesses that are both profitable and environmentally friendly.

**The Tipping Point**

Many entrepreneurs are looking for accelerated growth to reach the unicorn status. However, they need to be aware of the risks and challenges involved in this process.

**The Unicorn Club Continues to Grow**

The unicorn club continues to grow and will continue to do so as long as there are entrepreneurs willing to take on the challenges. The club is not just about being a search engine or a social media platform; it's about innovation and building something that matters.

**Conclusion**

The future of startups is bright, and there's a chance for anyone to become a unicorn. The key is to have a clear vision, a strong team, and the courage to take on the challenges that come with success.