

work—bench

THE STATE OF ENTERPRISE TECH IN NYC: 1H 2021 FUNDING REPORT

HERE AT WORK-BENCH, THERE ARE TWO THINGS WE LOVE ABOVE ALL ELSE: ENTERPRISE TECH AND NEW YORK CITY

When we began **curating funding data** for all NYC enterprise tech startups back in 2014, we had high hopes for the growth of our local tech community. Over 7 years later, we could never have guessed how massive the funding volume and deal count would grow.

🔥 In the first 6 months of 2021, NYC enterprise tech startups raised \$6.7B across 119 deals. That's more than the \$5.8B raised in *all* of 2020, and 28.7% of *all* the funding raised since 2014 (\$23.4B)!

📈 Mega rounds took on a new meaning this year with UiPath raising more in a single round (\$750M) than the total amount raised by all NYC enterprise startups in 2014 (\$577M).

🎓 Exits continued to be robust, with IPOs from DigitalOcean, UiPath, Zeta, and Sprinklr pairing nicely with the two large M&A outcomes from Greenhouse and Stack Overflow.

🦄 Our unicorn list increased to 18, with many representing 2022 and 2023 IPO candidates.

💰 Our Next Guard tracker is now up to 33 companies who have either raised >\$100M or are valued at >\$500M.

Dig into the full report below and please **reach out** with any thoughts or companies to check out!



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General Partner
& Co-Founder



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Senior Analyst

NEW 1H 2021 FINANCINGS

LARGE ROUNDS WERE PREVALENT AS COMPANIES CONTINUE SCALING IN NYC

THERE WERE 22 ROUNDS \$100M+

AND 12 ROUNDS IN THE
\$50M-\$99M RANGE

ACTIONIQ

ASAPP

attentive

AXONIUS

BigID

Capchase

CLAROTY

Cockroach Labs

complysci

dailypay

Dataminr

deepinstinct

FORTER

melio

Own{backup}

papayaglobal

SecurityScorecard

Socure

UiPath

verbit

WorkFusion

yotpo.

BetterWorks

CAPITOLIS

cherre

edenhealth

glia

gloat

snappy

Touchcast

UPSTACK

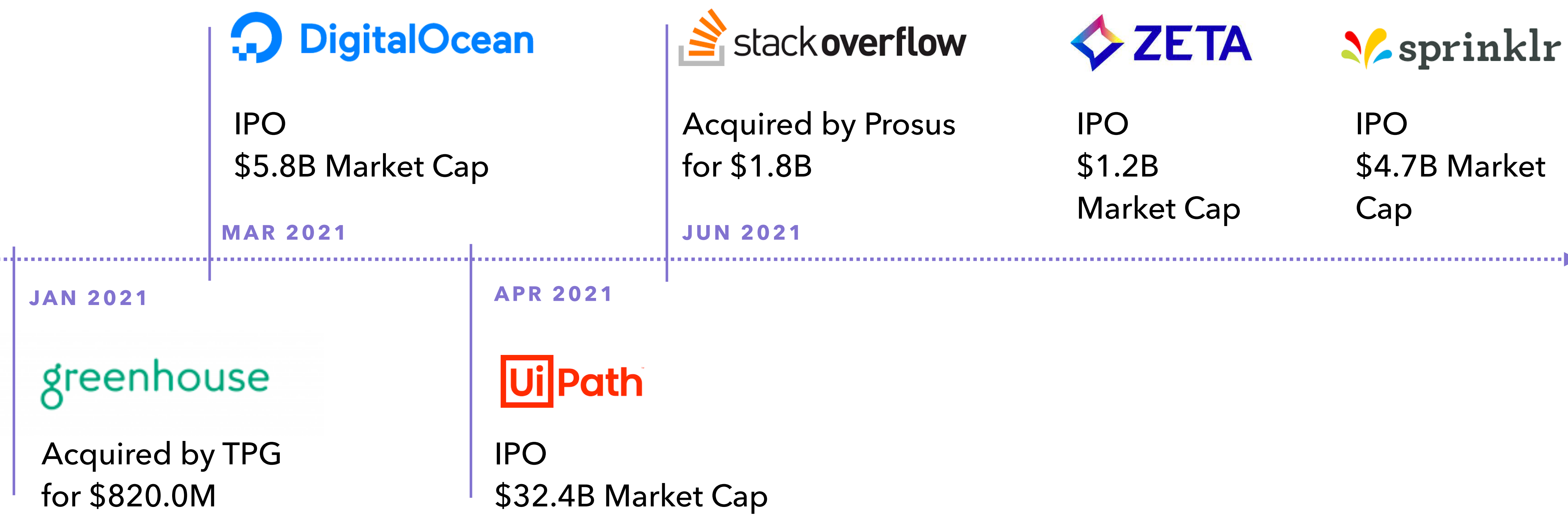
VAST

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NOTABLE 1H 2021 EXITS

BILLION \$ EXITS SHOW THE ECOSYSTEM KEEPS MATURING 🥳



NYC ENTERPRISE UNICORNS









1H 2021 NYC ENTERPRISE TECH UNICORNS 🦄

COMPANY	FOUNDED	TOTAL RAISED	VALUATION	DESCRIPTION	NOTABLE VCS
 celonis	2011	\$1.4B	\$11.0B	Process mining software	Accel, 83 North, Arena Holdings, Durable Capital Partners, T. Rowe Price
 attentive	2016	\$922M	\$7.0B	Personalized mobile messaging platform	Eniac Ventures, NextView Ventures, Bain Capital Ventures, Sequoia Capital, IVP, Coatue
 Dataminr	2009	\$1.1B	\$4.1B	Real-time event and risk detection	IVP, Venrock, BoxGroup, Fidelity Investments
 VAST	2016	\$263M	\$3.7B	Universal data storage	Norwest Venture Partners, Tiger Global, Dell Technologies Capital, 83North
 FORTER	2013	\$525M	\$3.0B	Real-time ecommerce fraud detection solution	Angular Ventures, Tiger Global, BVP, March Capital, Salesforce Ventures, Scale Venture Partners
 Collibra	2008	\$390M	\$2.3B	Data governance platform	Index Ventures, Battery Ventures, Dawn Capital
 inVISION	2011	\$350M	\$2.0B	Digital product design, workflow, and collaboration software	Battery Ventures, Spark Capital, Accel, FirstMark, Tiger Global
 Cockroach Labs	2015	\$355M	\$2.0B	Cloud-native, distributed SQL database	Benchmark, Index, GV, Redpoint, Altimeter Capital, Tiger Global, FirstMark, Work-Bench
 UNQORK	2017	\$416M	\$1.6B	No code platform to build and deploy custom applications	CapitalG, Goldman Sachs, March Capital, Blackrock

Valuation data per PitchBook as of July 23, 2021

*New to list as of 1H 2021 8












1H 2021 NYC ENTERPRISE TECH UNICORNS (CONT'D) 🦄

COMPANY	FOUNDED	TOTAL RAISED	VALUATION	DESCRIPTION	NOTABLE VCS
 ASAPP *	2014	\$375M	\$1.6B	AI-powered customer service software	Emergence Capital Partners, March Capital, Telstra Ventures, Dragoneer
 dataiku	2013	\$247M	\$1.4B	All-in-one data science and machine learning platform	FirstMark, Battery Ventures, ICONIQ Capital, CapitalG, Stripes
 Socure *	2012	\$199M	\$1.3B	Digital identity verification and fraud detection	Accel, Scale Venture Partners, Two Sigma Ventures, Commerce Ventures, Work-Bench
 AXONIUS *	2017	\$195M	\$1.3B	Cybersecurity asset management platform	ICONIQ Capital, Stripes, Lightspeed Ventures, OpenView, Bessemer
 SecurityScorecard *	2013	\$292M	\$1.1B	Cybersecurity ratings and risk management	T. Rowe Price, Intel Capital, Sequoia Capital, Boldstart Ventures, Two Sigma Ventures, Accomplice
 BigID	2016	\$196M	\$1.0B	Data intelligence platform solving for data privacy, discovery and governance	Genacast Ventures, Boldstart, ClearSky, Scale Venture Partners, Bessemer, Tiger Global
 SISENSE	2004	\$284M	\$1.0B	Business intelligence software	Insight Partners, Bessemer, Battery Ventures, DFJ Growth
CLAROTY *	2014	\$240M	\$1.0B	Industrial cybersecurity solution	Bessemer, Team8, Next47
 VTS	2012	\$190M	\$1.0B	Enterprise leasing and asset management platform	Bessemer, Insight Partners, OpenView, Work-Bench












NYC ENTERPRISE NEXT GUARD

The Next Guard list includes companies that have raised
over \$100M and/or have valuations over \$500M












NEXT GUARD OF NYC ENTERPRISE TECH GIANTS

COMPANY	FOUNDED	TOTAL RAISED	DESCRIPTION	NOTABLE VCS
 ACTIONIQ	2014	\$144.7M	Customer data platform	Andreessen Horowitz, Amplify Partners, FirstMark, Bowery Capital, Sequoia Capital, March Capital
 aircall	2014	\$225.4M	Cloud-based contact center software	Kima Ventures, FJ Labs, FundersClub, Balderton Capital
 AlphaSense	2011	\$135.3M	Market intelligence search engine	Tribeca Venture Partners, First Fellow Partners
 Andela	2014	\$181.7M	Remote engineering talent management	Salesforce Ventures, Social Impact Capital, GV, Spark Capital, Founder Collective, Susa Ventures
 AUGURY	2011	\$114.0M	End-to-end predictive maintenance solution	First Round Capital, Lerer Hippeau Ventures, Qualcomm Ventures,
 BEHAVOX	2014	\$174.7M	Behavioral risk and compliance management	Index Ventures, SoftBank Investment Advisers
 BetterCloud	2011	\$186.9M	SaaS and IT operations management	Bain Capital Ventures, Accel, Greycroft, Flybridge Capital Partners, Tribeca Venture Partners
 BEYOND IDENTITY	2020	\$105.0M	Passwordless identity platform	New Enterprise Associates, Koch Disruptive Technologies
 BIZZABO	2011	\$191.4M	Event management software	NFX, Magma Venture Partners, Viola Growth, Insight Partners
 Bluecore	2013	\$113.1M	AI-enabled marketing personalization software	Norwest Venture Partners, FirstMark, Georgian, Felicis Ventures
 BlueVoyant	2017	\$305.5M	Analytics-driven cybersecurity management	8VC, Winton Ventures, Planven Entrepreneur Ventures

NEXT GUARD OF NYC ENTERPRISE TECH GIANTS

COMPANY	FOUNDED	TOTAL RAISED	DESCRIPTION	NOTABLE VCS
 braze	2011	\$177.1M	Cloud-based customer engagement software	Sapphire Ventures, Spark Capital, Meritech Capital Partners, Battery Ventures, Shasta Ventures, Citi Ventures
 ceros	2007	\$134.2M	Content creation platform	Greenspring Associates, Greycroft, Grotech Ventures
 complysci	2003	\$139.5M	Compliance software	Vista Equity Partners, Edison Capital
 DASHLANE	2009	\$78.2M	Cross-platform password manager	Sequoia Capital, BVP, FirstMark
 deepinstinct	2015	\$273.2M	Deep learning applied to cybersecurity	Blumberg Capital, Samsung Venture Investment, Chrysalis Investments
 Electric	2016	\$97.7M	Remote IT and security	Greenspring Associates, GGV Capital, Dawn Capital, BVP, Primary Venture Partners, Bowery Capital
 enigma	2011	\$155.6M	Data and intelligence on every small business	Capital One Ventures, New Enterprise Associates, Two Sigma Ventures, Crosslink Capital
 Frame.io	2014	\$92.0M	Cloud-based video collaboration platform	Accel, FirstMark, Shasta Ventures, SignalFire
 glia	2012	\$106.8M	Digital customer service software	Tola Capital, Insight Partners
 (h[s]) [®]	2014	\$199.2M	AI-powered process automation tool	BVP, Tiger Global, Battery Ventures, Stripes, Felicis Ventures, FirstMark, BoxGroup, Slow Ventures
 JUSTWORKS.	2012	\$147.5M	Payroll, benefits, and HR management platform	Union Square Ventures, Spark Capital, FirstMark, Redpoint Ventures, Bain Capital Ventures, Thrive Capital, Index Ventures

NEXT GUARD OF NYC ENTERPRISE TECH GIANTS

COMPANY	FOUNDED	TOTAL RAISED	DESCRIPTION	NOTABLE VCS
 logicworks	1993	\$153.6M	Cloud migration and managed cloud services	Pamplona Capital Management, Seaport Capital
 mparticle	2012	\$147.0M	Customer data platform	Bain Capital Ventures, Battery Ventures, FJ Labs, Eniac Ventures, Social Capital, Bowery Capital, Greylock Partners
 Namely	2012	\$221.8M	Payroll, benefits, and talent management platform	GGV Capital, Altimeter Capital, Scale Venture Partners, Sequoia Capital, Matrix Partners, True Ventures, Lerer Hippeau Ventures
 NS1	2013	\$124.8M	Smart DNS and website traffic management tool	Two Sigma Ventures, GGV Capital, Mango Capital, Salesforce Ventures, Flybridge Capital Partners
 prove	2008	\$232.2M	Customer identity and digital authentication	RRE Ventures, Relay Ventures, Opus Capital, American Express Ventures
 reonomy	2013	\$157.5M	Data platform for commercial real estate industry	Georgian, Sapphire Ventures, Lerer Hippeau Ventures, Bain Capital Ventures, SoftBank Capital, Primary Venture Partners
 signpost	2010	\$109.5M	Cloud-based CRM for local businesses	Georgian, OpenView Venture Partners, GV, Spark Capital
 skillshare.	2010	\$146.0M	Online learning platform	BoxGroup, Spark Capital, Union Square Ventures, Founder Collective
 spring health	2016	\$107.5M	Employee mental well-being platform	Work-Bench, Northzone Ventures, Tiger Global, Rethink Impact, RRE Ventures, GingerBread Capital
 Welcome	2014	\$105.6M	Marketing orchestration software	Balderton Capital, Adams Street Partners, FundersClub, NextWorld Capital
 WorkFusion	2010	\$341.1M	Intelligent automation and RPA solution	Inovia Capital, Georgian, Greycroft

SECTOR BREAKDOWN OF NEXT GUARD COMPANIES

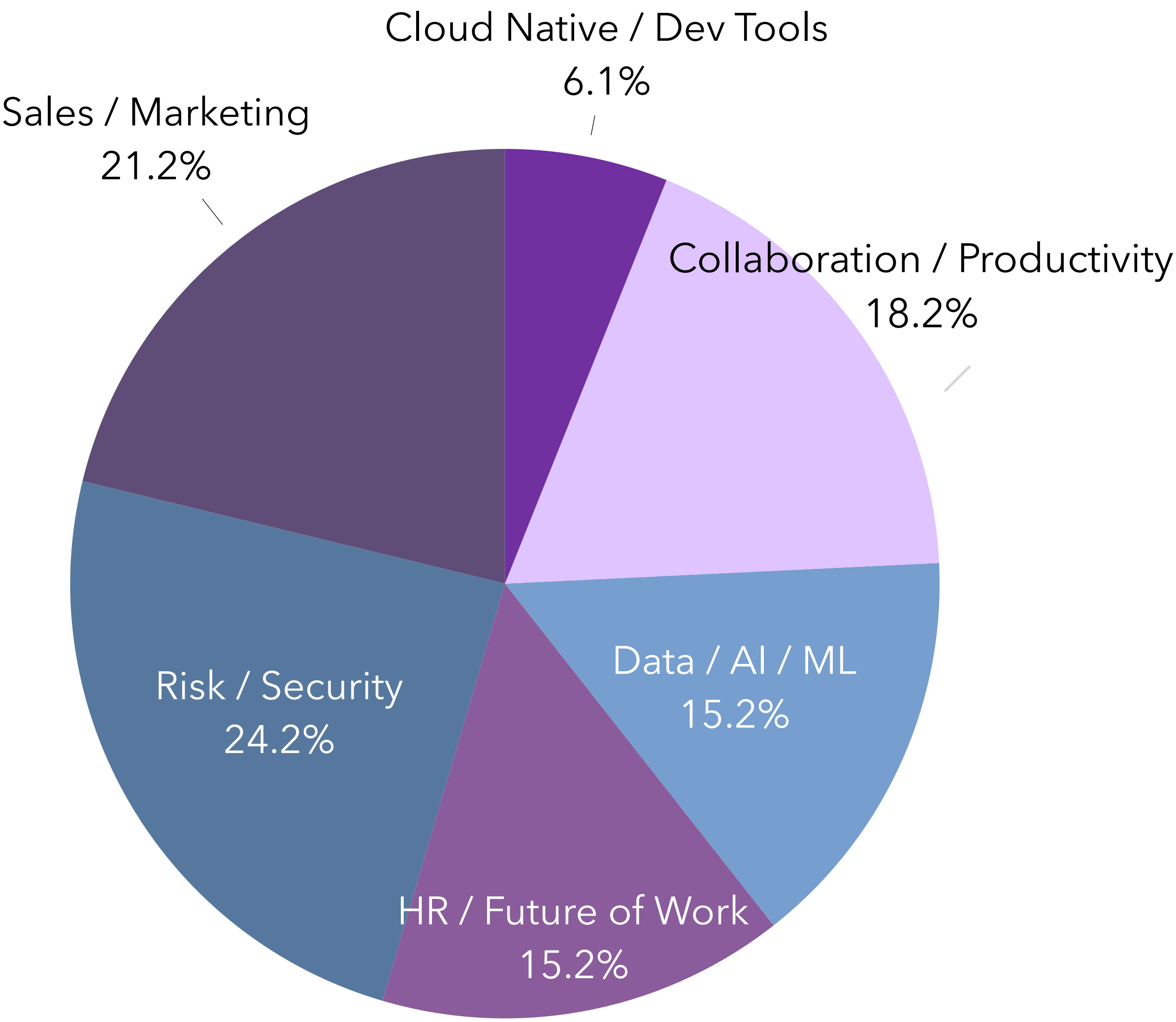
The median amount raised by the 33 Next Guard companies is \$147M.

The mix of Next Guard companies is evenly split relative to 2020 where Risk / Security represented 38.5% of all the companies in the group and AI / Machine Learning represented 19.2%.

In 1H 2021, Risk / Security remains the leader of the group, now representing 24.2% of the company count. Companies include BetterCloud, BlueVoyant, and Deep Instinct.

Sales / Marketing startups represent 21.2% of the group, represented by companies such as Braze, ActionIQ, and Glia.

Collaboration / Productivity (18.2%), Data / AI / Machine Learning (15.2%), and HR / Future of Work (15.2%) round out the rest of the group fairly, evenly represented by companies including Bizzabo, Enigma, and Spring Health, respectively.



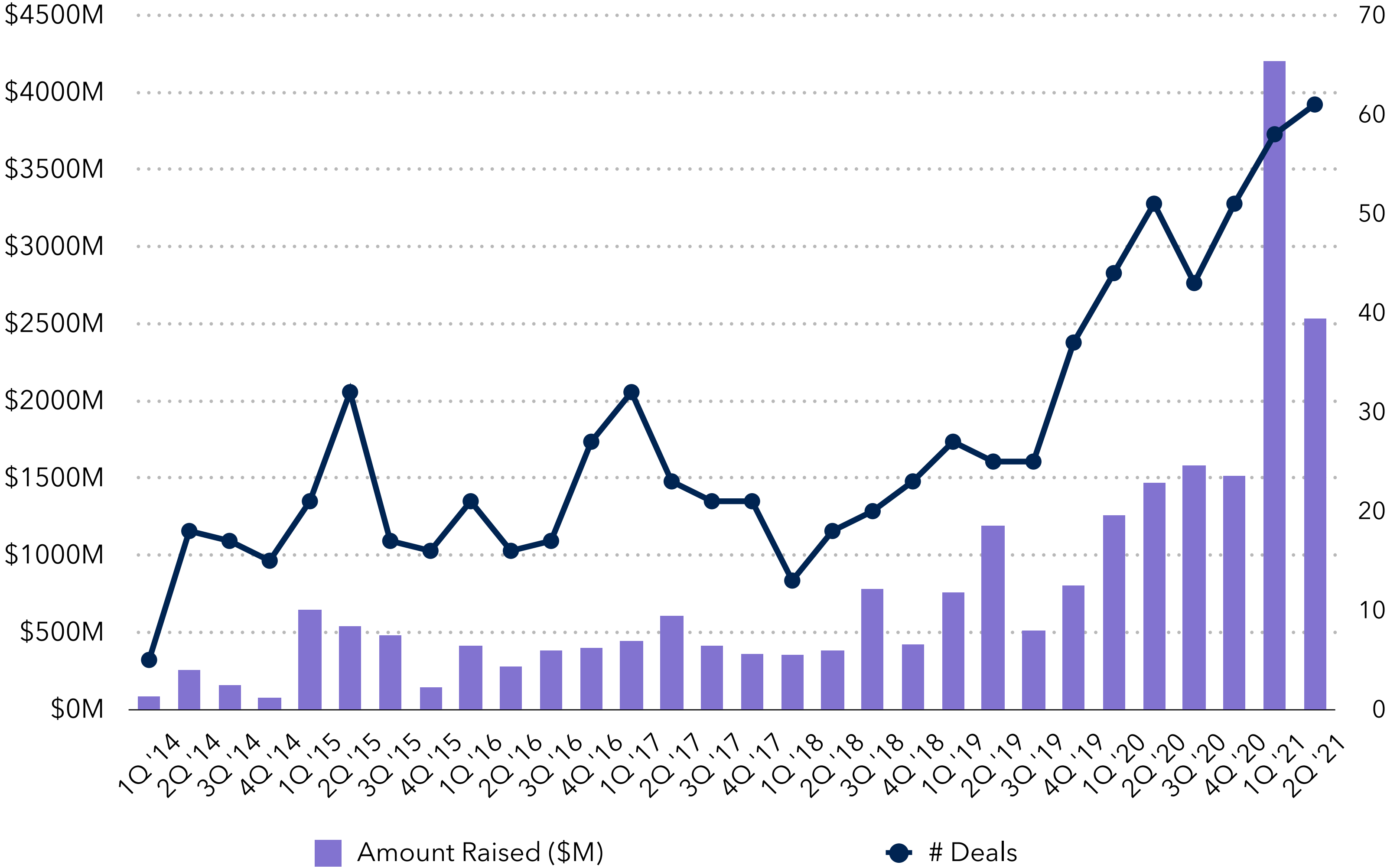
FUNDING TRENDS DEEP DIVE

QUARTERLY NYC ENTERPRISE TECH STARTUP FUNDING: 2014 - 1H 2021

NYC enterprise tech startups have raised \$6.7B in 1H 2021 across 119 deals.

1H 2021 VC dollars raised increased 146% y/y and surpassed *all* the dollars raised in 2020.

- **1H 2021:** \$6.7B across 119 deals
- **2020:** \$5.8B across 189 deals
- **2019:** \$3.3B across 114 deals



Note: You can access all of the raw data from 2014-1H 2021 in our public [NYC Enterprise Funding Database](#).

FUNDING ACTIVITY SURGED ACROSS EVERY STAGE

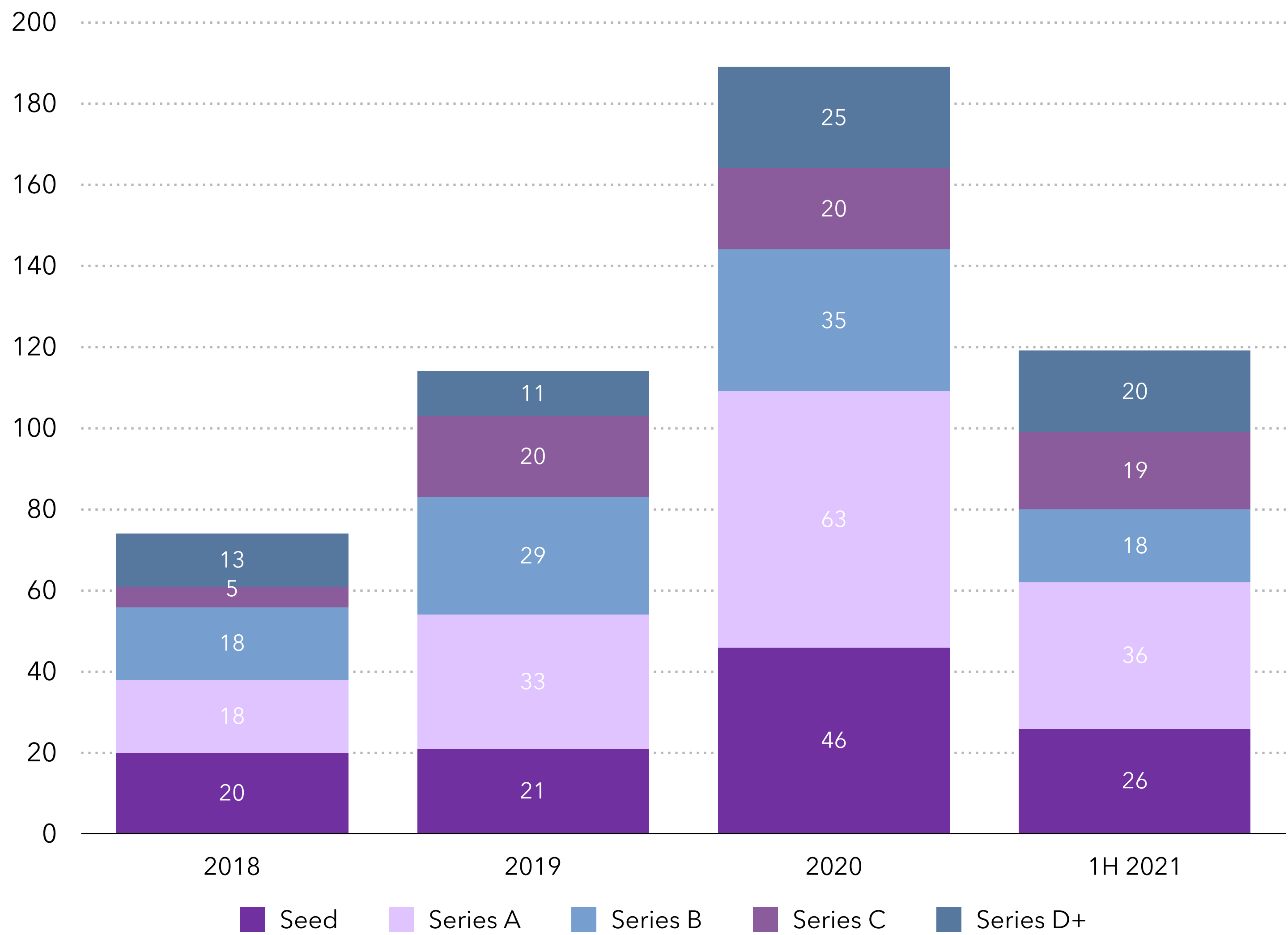
“We are a decade into New York’s emergence as a tech hub. If we were still seeing early-stage investing as the predominant financing, that would mean the companies here are not growing and maturing.”

- Jonathan Lehr in a July 2021 Crain’s NY Business story on NYC startup investment

In 1H 2021, there’s a near even split between early stage rounds (Seed and Series A) and raises Series B and beyond, coming in at 52% and 48%, respectively.

2020 was a breakout year to demonstrate the vibrancy and maturity of the enterprise ecosystem, with over 100 early stage deals done, and 80 financings at Series B and beyond.

🔥 **On an absolute and relative basis, 2021 is trending in the right direction to keep powering forward.**



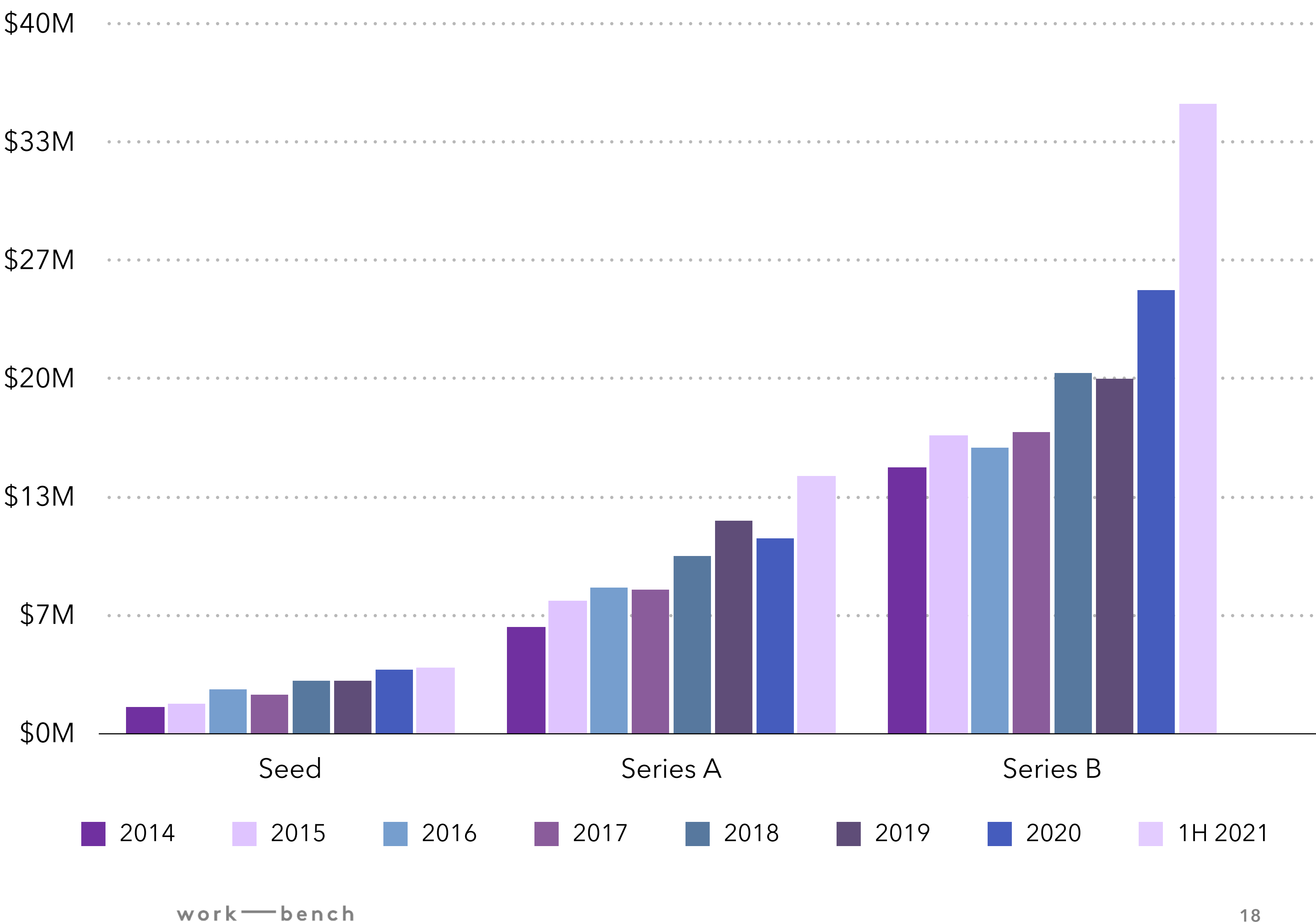
MEDIAN AMOUNT RAISED PER SERIES: 2014 - 1H 2021

In line with broader market trends, the median seed round increased to \$3.7M in 1H 2021, up slightly from \$3.6M in 2020, and up 23% from \$3.0M in 2019.














When looking back even further to 2014 when we started capturing this data, median seed rounds have increased 2.4x.

In line with this increase, in 1H 2021 the median Series A was \$14.5M (a 32% increase compared to 2020) and median Series B was \$35.5M (a 42% increase).

🚀 While we don't track this data past Series B, glancing at some of the mega rounds like UiPath (\$750M), Dataminr (\$475M), and Attentive (\$470M), over the past 6 months, it seems clear that the sky is the limit for later stage round sizes for our local enterprise startups.



WORK-BENCH IS THE GO-TO VC FOR ENTERPRISE DEALS IN NYC

	AI/ML / Data Extraction		Future of Work / University Recruiting
	AI/ML / Explainable AI		AI/ML / Identity Verification
	Cloud Native / Managed Permissions Database		Cloud Native / Environment On Demand
	Future of Work / Customer Success		Future of Work / Mental Health Benefit
	Cloud Native / Database		Cloud Native / Local Microservices Development
	Cloud Native / Cloud Governance		Future of Work / Commercial Real Estate Software
	Cloud Native / Site Reliability Engineering		



INTRODUCING: NYC ENTERPRISE TECH INDEX



<div><div></div><div>New York City Enterprise Tech Index</div><div>Explore Work-Bench's ranking of the largest, fast-growth enterprise companies in New York City with proven track records.</div></div>				
# RANK ▾	COMPANY NAME ▲	SECTOR ▲	TOTAL RAISED \$M ▲	DESCRIPTION
01	 Datadog	Cloud Native / Dev Tools	Public Company	Cloud Monitoring as a Service
02	 DigitalOcean	Cloud Native / Dev Tools	Public Company	Developer cloud and infrastructure software
03	 MongoDB	Cloud Native / Dev Tools	Public Company	Open-source NoSQL database
04	 SimilarWeb	Data / AI / Machine Learning	Public Company	Website traffic analytics provider
05	 Sprinklr	Sales / Marketing	Public Company	Customer experience management
06	 UiPath	Data / AI / Machine Learning	Public Company	Robotic process automation software
07	 Varonis Systems	Risk / Security	Public Company	Data security and threat detection
08	 Yext	Data / AI / Machine Learning	Public Company	AI search platform
09	 Celonis	Collaboration / Productivity	\$1.36B	Process mining software
10	 Dataminr	Data / AI / Machine Learning	\$1.05B	Real-time event and risk detection

Check out our Work-Bench [New York City Enterprise Tech Index](#) for a ranking of the largest, fast-growth enterprise companies in New York City

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Work-Bench is an enterprise-focused venture capital firm based in New York City. Work-Bench was founded with a unique, thesis-driven approach that flips traditional enterprise venture capital upside down by first validating Fortune 500 IT pain points through our extensive corporate network and then investing in the most promising companies addressing these challenges. Our portfolio includes Cockroach Labs, Dialpad, Socure, Spring Health, and others.

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