Introducing Google’s inaugural Accelerator Impact Report

Google’s accelerator programs have supported early-stage startups and technical developers around the globe for seven years. Today, we operate 24 programs across 6 continents and 87 countries – from established startup ecosystems to developing markets.

Over 1,100+ alumni apply the technical solutions and mentorship they receive from Google to grow their businesses and to help address some of the most urgent problems around the globe – including climate change, financial inclusion, and equitable healthcare – all while realizing enormous economic potential.

Following graduation, 20 accelerator alumni startups have gone on to become unicorns, and one is even a decacorn. Accelerator alumni now employ over 115,000 people worldwide and have a 96% survival rate – in an environment where over 80% of startups go out of business.

With a limited number of startups or technical developers per class, accelerators are intimate and focused. They are intensive, operating multiple days a week over a three-month period. And they offer the “best of Google,” in the form of 1:1 mentorship with leading Google and industry experts, as well as inside access to new products and technologies.

Each participating team sets a singular goal during the accelerator and dedicates the vast majority of their time to developing a technical solution for it. Solving for these top-level objectives ensures startups and developers leave the accelerator measurably stronger than when they joined.

Accelerator programs span the globe. We operate in leading centers of technological research and in emerging markets, where fast-growing populations and high rates of entrepreneurialism are rapidly evolving local economies. Our accelerators have a fundamental commitment to supporting entrepreneur and developer diversity, generating a plurality of perspectives and supporting the development of startup ecosystems with rich, resilient foundations.

This first Accelerator Impact Report includes startup data from early 2016 through the summer of 2023. You’ll learn more about the regions where we operate, the scope and success of our portfolio, as well as ways to get involved in future accelerator programs.

To learn more about Google’s accelerators, visit g.co/accelerator/programs.
Global impact 2016–2023

Google’s accelerators operate across the globe, supporting the world’s most important startup ecosystems and industry sectors. Here is some data by the numbers since 2016:

- **1,100+** portfolio startups\(^4\)
- **$121.5B** portfolio valuation\(^5\)
- **$30.7B** post-program funds raised\(^6\)
- **36%** women founders\(^7\)
- **115,808** people employed across portfolio\(^8\)
- **20** unicorn alumni\(^9\)
- **95** exits by alumni\(^10\)
- **96%** survival rate\(^11\)
- **20** unicorn alumni

### Portfolio industries

- Finance: 15%
- Healthcare/Biotech: 14%
- Retail/E-Commerce: 13%
- Gaming: 13%
- Education: 8%
- Professional Services: 8%
- Logistics/Supply Chain: 6%
- Entertainment/Media: 5%
- Agriculture: 4%
- Accessibility/Assistive Tech: 3%
- Construction/Real Estate: 3%
- Energy: 3%
- Automotive/Transportation: 2%
- Cybersecurity: 1%
- Hospitality: 1%
- Telecommunications: 1%

Vertical percentages are rounded to the nearest integer. Source: PitchBook Data, Inc., adapted for Google categories

### Portfolio regions\(^12\)

- **283** Latin America
- **225** U.S. and Canada
- **163** Middle East and Africa
- **112** Southeast Asia
- **117** Europe and Israel
- **154** India

Over 68 climate tech startups have graduated from our sustainability-focused accelerators.\(^13\)
# Regional accelerator overview: U.S. and Canada

<table>
<thead>
<tr>
<th></th>
<th>U.S.</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exits by alumni</td>
<td>7</td>
<td>4</td>
</tr>
<tr>
<td>Survival rate</td>
<td>98%</td>
<td>97%</td>
</tr>
<tr>
<td>Women founders</td>
<td>48%</td>
<td>47%</td>
</tr>
</tbody>
</table>

## Alumni by country

<table>
<thead>
<tr>
<th>Country</th>
<th>U.S.</th>
<th>Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>130</td>
<td>130</td>
<td>95</td>
</tr>
</tbody>
</table>

*Only includes countries with five or more alumni.

## Portfolio industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare/Biotech</td>
<td>16%</td>
</tr>
<tr>
<td>Retail/E-Commerce</td>
<td>12%</td>
</tr>
<tr>
<td>Finance</td>
<td>11%</td>
</tr>
<tr>
<td>Energy</td>
<td>10%</td>
</tr>
<tr>
<td>Professional Services</td>
<td>9%</td>
</tr>
<tr>
<td>Accessibility/Assistive Tech</td>
<td>7%</td>
</tr>
<tr>
<td>Logistics/Supply Chain</td>
<td>7%</td>
</tr>
<tr>
<td>Construction/Real Estate</td>
<td>6%</td>
</tr>
<tr>
<td>Education</td>
<td>6%</td>
</tr>
<tr>
<td>Gaming</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>4%</td>
</tr>
<tr>
<td>Entertainment/Media</td>
<td>3%</td>
</tr>
<tr>
<td>Automotive/Transportation</td>
<td>2%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>2%</td>
</tr>
<tr>
<td>Cybersecurity</td>
<td>1%</td>
</tr>
<tr>
<td>Hospitality</td>
<td>1%</td>
</tr>
</tbody>
</table>

Vertical percentages are rounded to the nearest integer.

Source: PitchBook Data, Inc., adapted for Google categories

## Alumni spotlight

“We’re very excited about our company as the first mover in this space and being able to connect with Google experts on Maps, accessibility, AI, and ML.”

—Maayan Ziv
Founder and CEO, AccessNow

**AccessNow** is an app that allows users to search, rate, and discover accessible locations based on criteria like wheelchair accessibility and availability of gender-neutral restrooms.

After joining the **Google for Startups Accelerator: Canada program**, the AccessNow team advanced the development of a data collection and labeling process leveraging ML and AI, validated their system and technical infrastructure, and launched a new product ahead of schedule.

**Read their story**
Regional accelerator overview: Latin America

- **283** portfolio startups
- **$13.4B** post-program funds raised
- **10** unicorn alumni
- **50,495** people employed across portfolio

**Portfolio industries**

- Finance: 22%
- Retail/E-Commerce: 17%
- Professional Services: 11%
- Gaming: 10%
- Education: 7%
- Healthcare/Biotech: 7%
- Logistics/Supply Chain: 7%
- Agriculture: 4%
- Construction/Real Estate: 4%
- Automotive/Transportation: 3%
- Energy: 2%
- Hospitality: 2%
- Accessibility/Assistive Tech: 1%
- Cybersecurity: 1%
- Entertainment/Media: 1%

Vertical percentages are rounded to the nearest integer.
Source: PitchBook Data, Inc., adapted for Google categories

**Alumni by country**

- **145** Brazil
- **72** Mexico
- **24** Argentina
- **16** Colombia
- **9** Chile
- **7** Uruguay
- **5** Peru

Only includes countries with five or more alumni.

**Spanish-speaking Latin America**

- 5 unicorn alumni
- 10 alumni acquired
- 98% survival rate

**Brazil**

- 5 unicorn alumni
- 33 exits by alumni
- 97% survival rate

**Alumni spotlight**

“Google mentors helped us with everything, from rebranding to thinking about global scale and determining where and how to scale.”
—Gonzalo Sisack Novillo
Cofounder and CEO, Oliver Pets

Oliver Pets is an Argentinian one-stop-shop for pet parents that uses AI to personalize the customer experience. While cofounder Gonzalo Sisack Novillo realized world-class tech would be the key to his business, he lacked an engineering background or previous startup experience.

Gonzalo joined the Google for Startups Accelerator: Latin America program, where the program’s network of experts identified Mexico as the company’s next expansion opportunity. Now, Oliver Pets reports they’re the #1 platform in sales of premium pet products in Argentina with over 100,000 customers, and the team has grown by more than 60% across Latin America.

Read their story
Regional accelerator overview: Europe and Israel

117 portfolio startups
$8.7B portfolio valuation
$2.6B post-program funds raised
8,434 people employed across portfolio
3 unicorn alumni
97% survival rate

Portfolio industries

- Gaming 23%
- Healthcare/Biotech 22%
- Retail/E-Commerce 9%
- Finance 8%
- Cybersecurity 6%
- Professional Services 6%
- Accessibility/Assistive Tech 5%
- Education 5%
- Entertainment/Media 4%
- Agriculture 3%
- Construction/Real Estate 3%
- Logistics/Supply Chain 2%
- Telecommunications 2%
- Hospitality 1%

Alumni by country

- 18 Israel
- 12 UK
- 11 Germany
- 11 Poland
- 11 Spain

Alumni spotlight

“I had to learn everything from scratch: about technology, building a tech company, and scaling the business in the tech world. I was looking for knowledge and inspiration from experienced mentors, and I found it all.”

—Kasia Dorsey
Founder and CEO, Yosh.AI

Yosh.AI creates personalized conversational AI for enterprise companies that boosts user engagement via human-like AI agents powered by generative AI, in voice and text versions. As a solo entrepreneur without a tech background, Kasia Dorsey sought out a supportive community of mentors and advisors in the Google for Startups Accelerator: Europe program.

Since then, Yosh.AI quickly grew to employ over 30 people, and has seen 3x growth year over year.

Read their story
Regional accelerator overview: Middle East and Africa

<table>
<thead>
<tr>
<th>Region</th>
<th>Alumni acquired</th>
<th>Survival rate</th>
<th>Women founders</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle East</td>
<td>2</td>
<td>96%</td>
<td>47%</td>
</tr>
<tr>
<td>Africa</td>
<td>4</td>
<td>47%</td>
<td></td>
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<table>
<thead>
<tr>
<th>Country</th>
<th>Alumni acquired</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nigeria</td>
<td>28</td>
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<tr>
<td>Kenya</td>
<td>18</td>
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<tr>
<td>South Africa</td>
<td>11</td>
</tr>
<tr>
<td>Egypt</td>
<td>8</td>
</tr>
<tr>
<td>United Arab Emirates</td>
<td>7</td>
</tr>
<tr>
<td>Ghana</td>
<td>7</td>
</tr>
<tr>
<td>Jordan</td>
<td>7</td>
</tr>
<tr>
<td>Saudi Arabia</td>
<td>7</td>
</tr>
<tr>
<td>Tunisia</td>
<td>5</td>
</tr>
</tbody>
</table>

Alumni by country:

- Nigeria: 28 alumni
- Kenya: 18 alumni
- South Africa: 11 alumni
- Egypt: 8 alumni
- United Arab Emirates: 7 alumni
- Ghana: 7 alumni
- Jordan: 7 alumni
- Saudi Arabia: 7 alumni
- Tunisia: 5 alumni

Vertical percentages are rounded to the nearest integer.
Source: PitchBook Data, Inc., adapted for Google categories

Alumni spotlight

“Our mentor guided us on technical business development and connected us to several business opportunities. Now [AI and ML] will help us to reduce our client matching to a shorter time and improve diagnostic success.”
— Jennie Nwokoye
Founder and CEO, Clafiya

Tackling Nigeria’s understaffed healthcare system, Clafiya uses Google Maps Platform technology to enable patients to locate their nearest healthcare provider. They joined the Google for Startups Accelerator: Africa program to make improvements before relaunching their app.

After the program, Clafiya was accepted into another Google startup program, which provided them with equity-free funding as they continue to scale across Africa with plans to leverage AI and ML.

Read their story
Regional accelerator overview: India

154 portfolio startups
$9.7B portfolio valuation
$4.3B post-program funds raised
18,831 people employed across portfolio
17 alumni acquired

Portfolio industries
- Healthcare/Biotech: 18%
- Retail/E-Commerce: 14%
- Entertainment/Media: 12%
- Finance: 12%
- Gaming: 12%
- Education: 10%
- Logistics/Supply Chain: 5%
- Professional Services: 5%
- Accessibility/Assistive Tech: 3%
- Automotive/Transportation: 3%
- Construction/Real Estate: 3%
- Agriculture: 2%
- Energy: 1%
- Telecommunications: 1%

Vertical percentages are rounded to the nearest integer. Source: PitchBook Data, Inc., adapted for Google categories

Alumni spotlight
“The accelerator helped us learn and unlearn fast and connected us with the wide world of emerging indie developers. The feedback we received not only helped elevate the quality of our games but our whole approach to managing a games company effectively.”
—Abhas Saroha
Cofounder, Bombay Play

Bombay Play is a Bengaluru-based game studio and the creator of hyper-social, multiplayer games. They joined Google Play’s Indie Games Accelerator for a chance to get training, mentorship, and access to industry experts. Since participating, they have grown from a team of 3 to 60, increased revenue by 10x, and raised $7.5 million in Series A funding.

Watch their story
Regional accelerator overview: Northeast Asia

<table>
<thead>
<tr>
<th></th>
<th>72 portfolio startups</th>
<th>$1.4B portfolio valuation</th>
<th>$342M post-program funds raised</th>
<th>1,929 people employed across portfolio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare/Biotech</td>
<td>15%</td>
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<td></td>
<td></td>
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<tr>
<td>Gaming</td>
<td>14%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Education</td>
<td>11%</td>
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<td></td>
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<tr>
<td>Retail/E-Commerce</td>
<td>11%</td>
<td></td>
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<tr>
<td>Professional Services</td>
<td>10%</td>
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<tr>
<td>Accessibility/Assistive Tech</td>
<td>8%</td>
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<tr>
<td>Agriculture</td>
<td>4%</td>
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<td></td>
<td></td>
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<tr>
<td>Automotive/Transportation</td>
<td>4%</td>
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<td>Entertainment/Media</td>
<td>4%</td>
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<tr>
<td>Logistics/Supply Chain</td>
<td>4%</td>
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<td></td>
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<tr>
<td>Construction/Real Estate</td>
<td>3%</td>
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<td></td>
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<tr>
<td>Finance</td>
<td>3%</td>
<td></td>
<td></td>
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<tr>
<td>Telecommunications</td>
<td>3%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cybersecurity</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Energy</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hospitality</td>
<td>1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td>1%</td>
<td></td>
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</tr>
</tbody>
</table>

Portfolio industries

Vertical percentages are rounded to the nearest integer.
Source: PitchBook Data, Inc., adapted for Google categories

Alumni by country

<table>
<thead>
<tr>
<th>Country</th>
<th>Count</th>
<th>Survival Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan</td>
<td>37</td>
<td>97%</td>
</tr>
<tr>
<td>Korea</td>
<td>23</td>
<td>100%</td>
</tr>
</tbody>
</table>

Only includes countries with five or more alumni.

Alumni spotlight

“Our cyberinfrastructure has relied on Google from the beginning. We needed to grow deeper technically, and we also saw the program as a great opportunity to reach our next goal, a Series A investment.”

—Jihyeon Yoon
Founder and CEO, SOVORO

SOVORO is an AI-based speech-to-text service that allows people with hearing loss to view subtitles on a PC or mobile during a conversation. With their cyberinfrastructure already based on Google technology, they joined the Google for Startups Accelerator: Korea program to continue their growth.

With help from a Google expert in ML, SOVORO tested noise-canceling technology to improve their sound quality and speech recognition, and they have now raised their Series A funding round.

Read their story
Regional accelerator overview: Southeast Asia

112 portfolio startups\textsuperscript{64} $16.1\text{B} \text{portfolio valuation}\textsuperscript{65} $6.8\text{B} \text{post-program funds raised}\textsuperscript{66} 21,997 people employed across portfolio\textsuperscript{67} 4 unicorn alumni\textsuperscript{68} 10 exits by alumni\textsuperscript{69}

Portfolio industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gaming</td>
<td>33%</td>
</tr>
<tr>
<td>Retail/E-Commerce</td>
<td>13%</td>
</tr>
<tr>
<td>Finance</td>
<td>12%</td>
</tr>
<tr>
<td>Education</td>
<td>11%</td>
</tr>
<tr>
<td>Healthcare/Biotech</td>
<td>11%</td>
</tr>
<tr>
<td>Entertainment/Media</td>
<td>4%</td>
</tr>
<tr>
<td>Logistics/Supply Chain</td>
<td>4%</td>
</tr>
<tr>
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<td>3%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>3%</td>
</tr>
<tr>
<td>Hospitality</td>
<td>2%</td>
</tr>
<tr>
<td>Automotive/Transportation</td>
<td>1%</td>
</tr>
<tr>
<td>Construction/Real Estate</td>
<td>1%</td>
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</tbody>
</table>

Vertical percentages are rounded to the nearest integer.
Source: PitchBook Data, Inc., adapted for Google categories

Alumni by country\textsuperscript{70}

<table>
<thead>
<tr>
<th>Country</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indonesia</td>
<td>45</td>
</tr>
<tr>
<td>Vietnam</td>
<td>17</td>
</tr>
<tr>
<td>Singapore</td>
<td>16</td>
</tr>
<tr>
<td>Thailand</td>
<td>11</td>
</tr>
<tr>
<td>Philippines</td>
<td>10</td>
</tr>
<tr>
<td>Pakistan</td>
<td>6</td>
</tr>
</tbody>
</table>

Only includes countries with five or more alumni.

Alumni spotlight

“We really scrutinized and focused on using data as a company. The data uncovered the truth behind the traction we have, how to have more engagement with farmers, and how to focus on certain crops.”

— Yohanes Sugihtono, Founder and CEO, CROWDE

CROWDE is an agri-tech platform that provides access to financing, high-quality inputs, technical assistance, and better prices to Indonesia’s 33.4 million farmers. They joined the Google for Startups Accelerator: Indonesia program to scale their support for these farmers.

Focusing on data collection and management with their Google mentors enabled CROWDE to launch three apps in just one month.

Read their story
Get involved

For startups
Our accelerators are committed to supporting startup success around the world. Each accelerator program has its own requirements, but most startups:
• Demonstrate traction, ideally between Seed and Series A stages
• Build scalable products or services with a significant total addressable market and defensible growth model
• Have a deeply technical background and preferably leverage technologies like machine learning and AI

If you think your startup is a good fit, learn how to apply at g.co/accelerator/programs for Google for Startups Accelerators and Google Play’s Indie Games Accelerator. To see even more Google offerings and resources for startups, visit startups.google.com.

For investors
Interested in learning more about our accelerator portfolio? Visit our profile in PitchBook under “Google for Startups Accelerator” to learn about our investments, startups, and team.
References

1 See g.co/accelerator/programs. Except where otherwise noted, all information in this report is derived from or estimated by PitchBook Data, Inc. (hereafter “PitchBook”) analysis using both non–Google proprietary and publicly available information. Approximately 0.2% (n=3) of alumni startups that participated in Google’s accelerators are not included in the data supplied by PitchBook. All data derived from PitchBook was pulled on July 28, 2023 and has not been reviewed by PitchBook analysts. Except for data clearly referenced in the footnotes as sourced by Google, Google has not supplied any additional data and does not endorse any estimates made in the report.

2 Based on Google program application form responses.

3 https://www.bls.gov/bdm/us_age_naics_00_table7.txt

4 Based on Google program application form responses.

5 Source: PitchBook, 38.3% reporting (here and in subsequent footnotes, this percentage represents the percentage of alumni startups included in the PitchBook data that reported data on the referenced topic).

6 Source: PitchBook, 99.5% reporting

7 Based on Google program application form responses.

8 Source: PitchBook, 94% reporting

9 Source: PitchBook

10 Source: PitchBook

11 Source: PitchBook

12 Data is sorted by country where startup headquarters are located, not by accelerator location, since accelerators span overlapping regions.

13 Based on Google program application form responses.

14 Based on Google program application form responses.

15 Source: PitchBook, 47.6% reporting

16 Source: PitchBook, 99.1% reporting

17 Source: PitchBook, 100% reporting

18 Not all alumni are included for all regions. The graphic only includes countries with five or more alumni. Based on Google program application form responses.

19 Source: PitchBook

20 Source: PitchBook

21 Based on Google program application form responses.

22 Source: PitchBook

23 Source: PitchBook

24 Based on Google program application form responses.

25 Based on Google program application form responses.

26 Source: PitchBook, 100% reporting

27 Source: PitchBook

28 Source: PitchBook, 96% reporting

29 Not all alumni are included for all regions. The graphic only includes countries with five or more alumni. Based on Google program application form responses.

30 Source: PitchBook

31 Source: PitchBook

32 Source: PitchBook

33 Source: PitchBook

34 Source: PitchBook

35 Source: PitchBook

36 Based on Google program application form responses.

37 Source: PitchBook, 36.8% reporting

38 Source: PitchBook, 100% reporting

39 Source: PitchBook, 94% reporting

40 Source: PitchBook

41 Source: PitchBook

42 Not all alumni are included for all regions. The graphic only includes countries with five or more alumni. Based on Google program application form responses.

43 Based on Google program application form responses.

44 Source: PitchBook, 22.1% reporting

45 Source: PitchBook, 98.2% reporting

46 Source: PitchBook, 90% reporting

47 Not all alumni are included for all regions. The graphic only includes countries with five or more alumni. Based on Google program application form responses.

48 Source: PitchBook

49 Source: PitchBook

50 Source: PitchBook

51 Based on Google program application form responses.

52 Based on Google program application form responses.

53 Source: PitchBook, 65.6% reporting

54 Source: PitchBook, 99.4% reporting

55 Source: PitchBook, 96% reporting

56 Source: PitchBook

57 Based on Google program application form responses.

58 Source: PitchBook, 48.6% reporting

59 Source: PitchBook, 100% reporting

60 Source: PitchBook, 77% reporting

61 Not all alumni are included for all regions. The graphic only includes countries with five or more alumni. Based on Google program application form responses.

62 Source: PitchBook

63 Source: PitchBook

64 Based on Google program application form responses.

65 Source: PitchBook, 32.1% reporting

66 Source: PitchBook, 100% reporting

67 Source: PitchBook

68 Source: PitchBook

69 Source: PitchBook

70 Not all alumni are included for all regions. The graphic only includes countries with five or more alumni. Based on Google program application form responses.

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