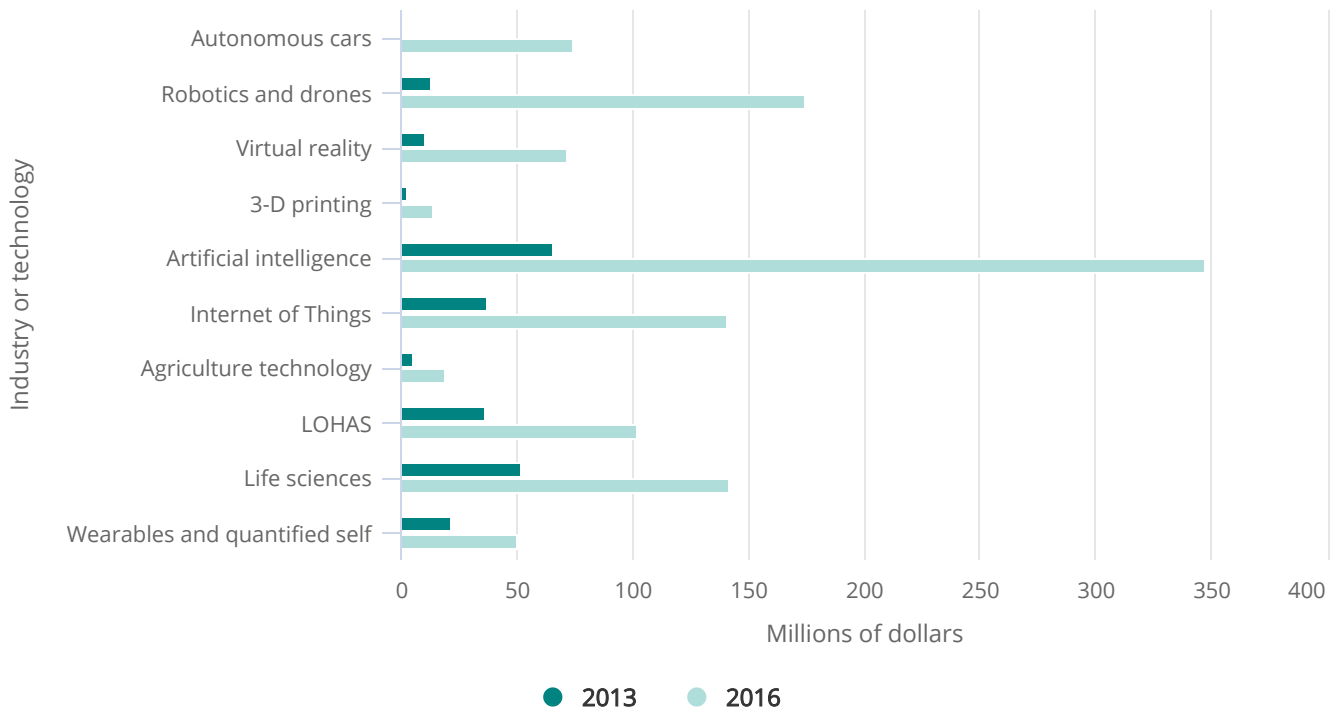


FIGURE 8-20

U.S. seed-stage venture capital investment, by selected industry: 2013 and 2016



LOHAS = lifestyles of health and sustainability.

Note(s)

Quantified self is the use of technology to collect data about one's self. Seed-stage financing supports proof-of-concept development and initial product development and marketing for startups and small firms that are developing new technologies. Venture capital investments in firms are classified into industry verticals. The sum of investment in industry verticals exceeds total investment because firms that have activities in multiple industries are classified in multiple industries. Industries ranked by the largest increase in investment between 2013 and 2016.

Source(s)

PitchBook, venture capital and private equity database, <https://my.pitchbook.com/>.

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