Google

Accelerator Impact Report

2023

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.[1] 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.[2]

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.[3]

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]

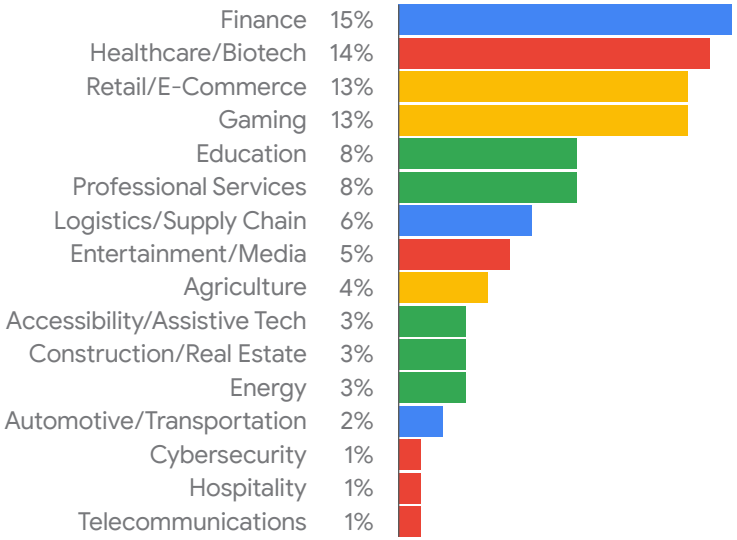
115,808
people employed across portfolio[8]

20
unicorn alumni[9]

95
exits by alumni[10]

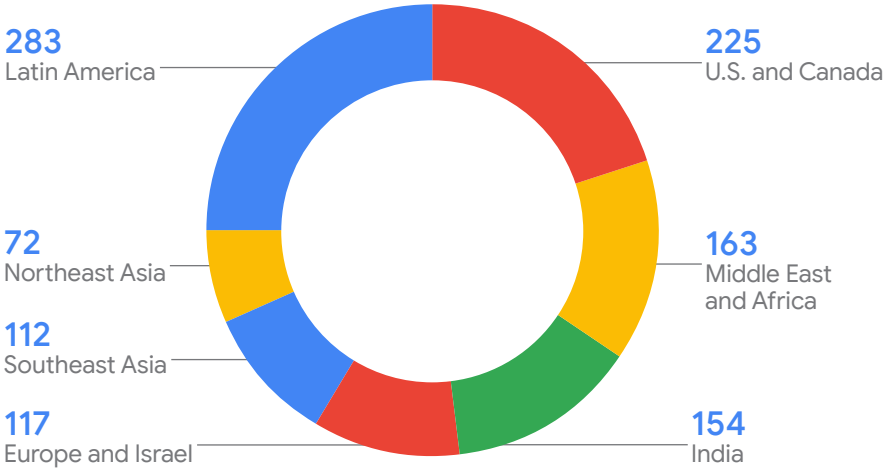
96%
survival rate[11]

Portfolio industries



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

Portfolio regions[12]



Source: PitchBook Data, Inc.

Over 68 climate tech startups have graduated from our sustainability-focused accelerators.[13]

Regional accelerator overview: U.S. and Canada

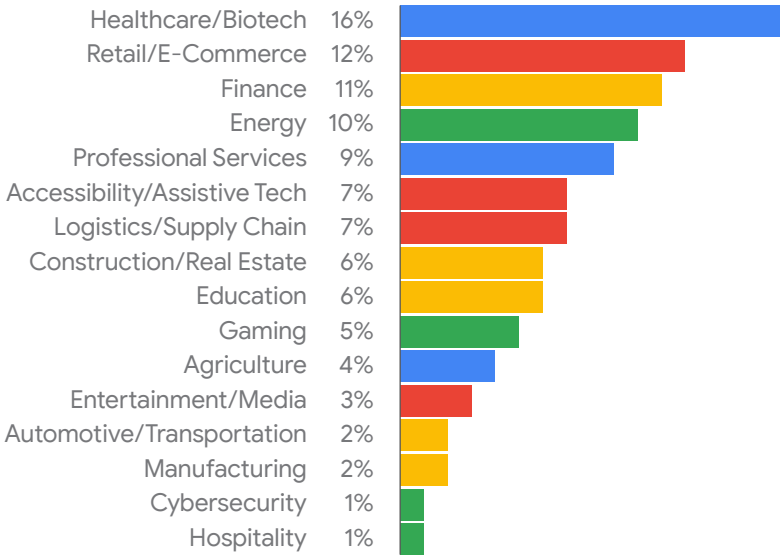
225
portfolio startups[14]

$13.2B
portfolio valuation[15]

$1.7B
post-program funds raised[16]

7,387
people employed across portfolio[17]

Portfolio industries



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

Alumni by country[18]

130 U.S.
95 Canada

Only includes countries with five or more alumni.

U.S.

7 exits by alumni[19]
98% survival rate[20]
48% women founders[21]

Canada

4 alumni acquired[22]
97% survival rate[23]
47% women founders[24]

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

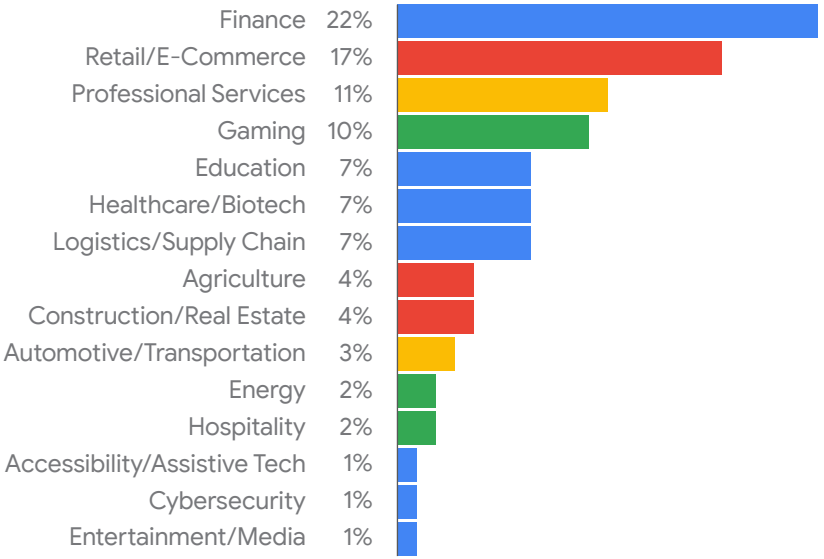
283
portfolio startups[25]

$13.4B
post-program funds raised[26]

10
unicorn alumni[27]

50,495
people employed across portfolio[28]

Portfolio industries



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

Alumni by country[29]

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[30]
10 alumni acquired[31]
98% survival rate[32]

Brazil

5 unicorn alumni[33]
33 exits by alumni[34]
97% survival rate[35]

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[36]

$8.7B
portfolio valuation[37]

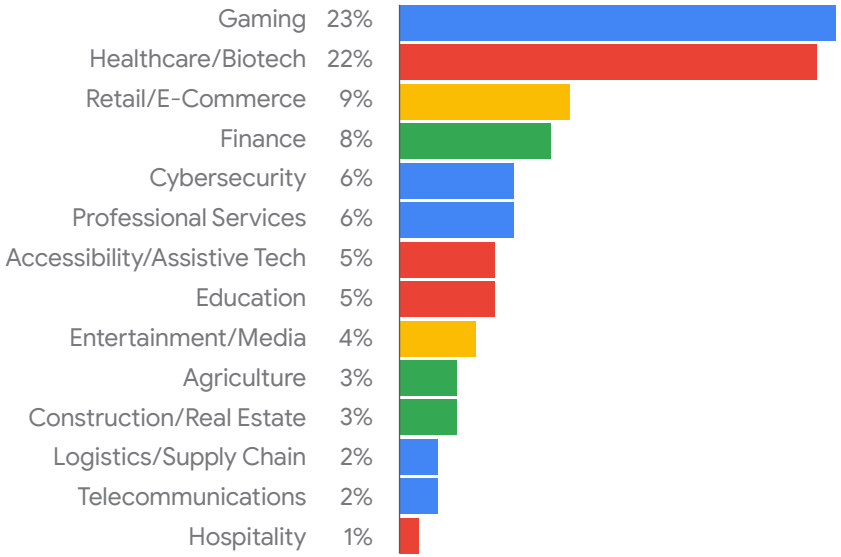
$2.6B
post-program funds raised[38]

8,434
people employed across portfolio[39]

3
unicorn alumni[40]

97%
survival rate[41]

Portfolio industries



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

Alumni by country[42]

18 Israel
12 UK
11 Germany
11 Poland
11 Spain

Only includes countries with five or more alumni.

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

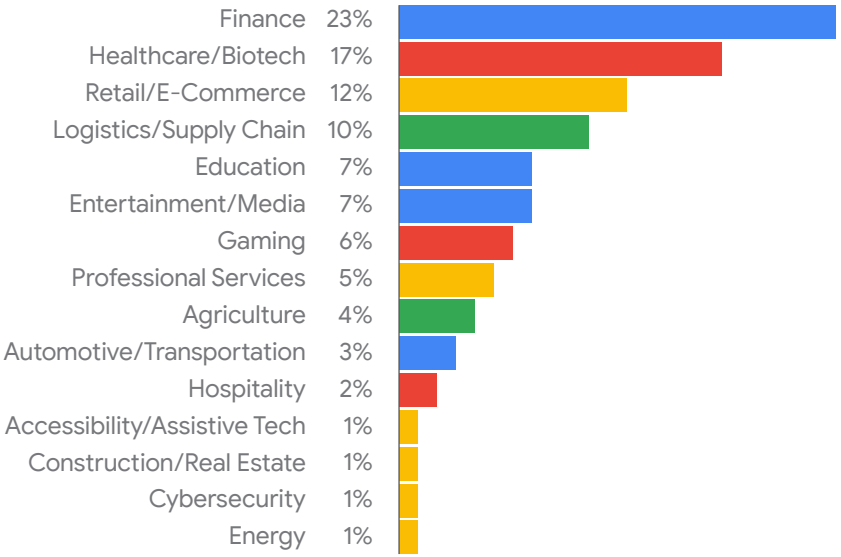
163
portfolio startups[43]

$4.2B
portfolio valuation[44]

$1.6B
post-program funds raised[45]

6,735
people employed across portfolio[46]

Portfolio industries



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

Alumni by country[47]

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

Only includes countries with five or more alumni.

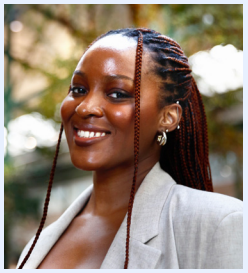
Middle East

2 alumni acquired[48]
96% survival rate[49]

Africa

4 alumni acquired[50]
47% women founders[51]

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[52]

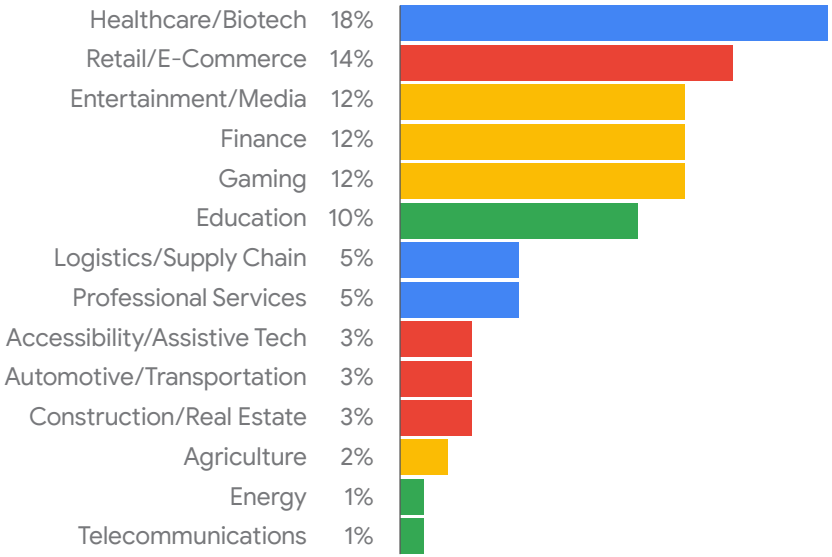
$9.7B
portfolio valuation[53]

$4.3B
post-program funds raised[54]

18,831
people employed across portfolio[55]

17
alumni acquired[56]

Portfolio industries



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

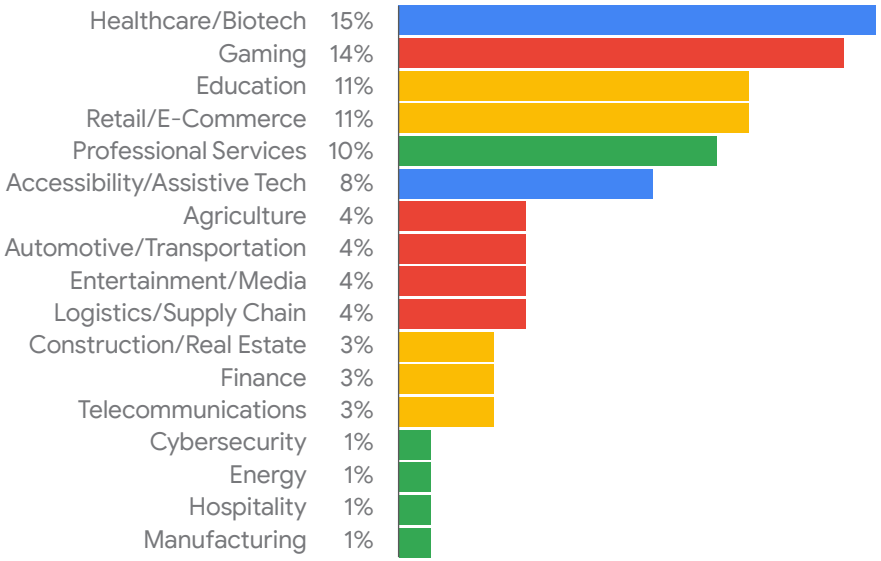
72
portfolio startups[57]

$1.4B
portfolio valuation[58]

$342M
post-program funds raised[59]

1,929
people employed across portfolio[60]

Portfolio industries



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

Alumni by country[61]

37 Japan

23 Korea

Only includes countries with five or more alumni.

Japan

97% survival rate[62]

Korea

100% survival rate[63]

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[64]

$16.1B
portfolio valuation[65]

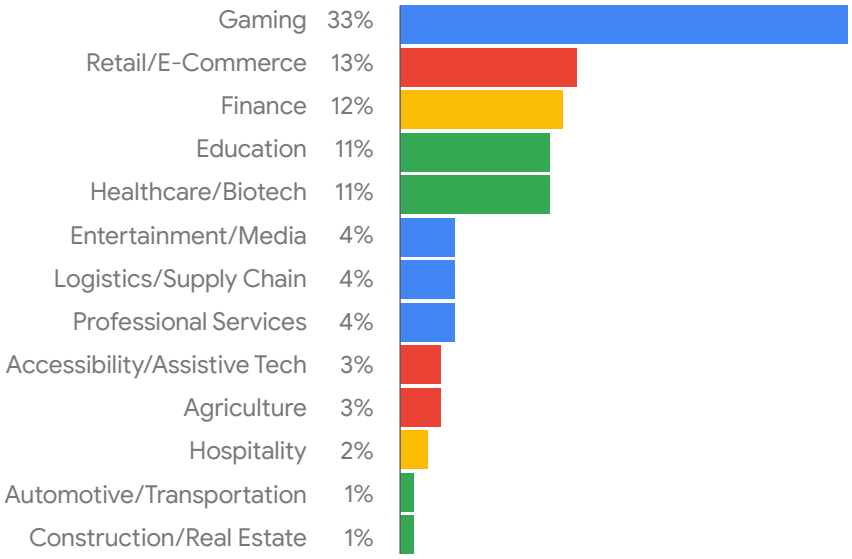
$6.8B
post-program funds raised[66]

21,997
people employed across portfolio[67]

4
unicorn alumni[68]

10
exits by alumni[69]

Portfolio industries



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

Alumni by country[70]

45 Indonesia
17 Vietnam
16 Singapore
11 Thailand
10 Philippines
6 Pakistan

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 Sugihtononugroho
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
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25 Based on Google program application form responses.
26 Source: PitchBook, 100% reporting
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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.
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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.
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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.
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53 Source: PitchBook, 65.6% reporting
54 Source: PitchBook, 99.4% reporting
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58 Source: PitchBook, 48.6% reporting
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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.
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66 Source: PitchBook, 100% reporting
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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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