

Setter

The Setter 30

The Most Sought-After Venture Backed Companies in the Secondary Market

Q1 2023

First in the Secondary Market.

The Setter 30 (Q1'23)

We are delighted to present the Q1 2023 edition of The Setter 30 - our ranking of the most sought-after venture-backed companies in the global secondary market. These rankings were meticulously curated from a survey of over 500 leading investors in late-stage companies and the daily feedback we receive from the market's most active buyers.

While these 30 companies are the most frequently targeted by investors, they may not be the most easily acquired. Certain companies may have limited supply (e.g., OpenAI, and ServiceTitan) or strict transfer restrictions (e.g., Anduril, Databricks, Plaid, Reddit, SpaceX, and Stripe), making secondary transactions more challenging.

Stripe clinched the #1 position this quarter, dethroning SpaceX which has held the top spot since Q4 of 2020. The surge of Stripe interest was largely due to the realignment of sellers' price expectations following their recent down-round (-47%), and the expectation of a potential 2023 IPO. SpaceX wasn't the only Space Tech company to drop – Relativity Space, the 3D rocket manufacturer, fell to the 28th spot (-6 Q/Q) following their recent launch of the Terran 1.

OpenAI claimed this quarter's third spot, making the most significant leap among all names (+15 Q/Q). The growing usage of its core product ChatGPT and a deepening belief in the transformational power of AI technology, contributed to their impressive ascent.

Both CloudTech and Cybersecurity performed well this quarter, with Rubrik and Snyk, who are active in both verticals, being added to the list. There was a cumulative increase of 41 spots among CloudTech and 25 spots among Cybersecurity companies.

Foodtech companies were noticeably absent this quarter. Setter 30 regulars, Instacart and Grubmarket, which provide grocery delivery services, didn't place. Upside Foods, a cultivated meat company dropped off the rankings as well. In the face of rising interest rates and market volatility, consumers may be gravitating toward more cost-effective shopping and food alternatives.

ByteDance, which has been on the last several Setter 30s, failed to rank this quarter. Political turmoil and cybersecurity concerns plague their heavily debated social media app, TikTok. This has created the potential for a product-ban in North American markets or a company restructuring, generating uncertainty around the company's future.

We welcome your thoughts on this edition of The Setter 30 and would be happy to address any inquiries you might have!

The Setter 30

Rank	Issuer	Business Activity	Last Round (\$B EV)	Change in Rank Q/Q
1.	Stripe	Payment Platform	50.00	+1
2.	SpaceX	Aerospace Transport Systems	127.00	-1
3.	OpenAI	AI Research and Deployment Company	29.00	+15
4.	Anduril	Defense Technology	8.48	+2
5.	Discord	Online Gaming Chat	14.70	+2
6.	Databricks	Data Analytics Platform	38.00	0
7.	Flexport	Freight Forwarding Platform	8.00	-3
8.	Snyk	Developer Security Platform	7.40	NEW
9.	Rippling	Human Resource Management Platform	11.80	+10
10.	Epic Games	Game Development	31.50	-7
11.	Canva	Online Graphic Design Platform	40.00	-3
12.	Airtable	Data Collaboration Platform	11.73	-1
13.	Plaid	Financial Technology Data Verification	13.40	0
14.	Revolut	Money Transferring Platform	33.04	+6
15.	Gong.io	AI-Powered Sales Analytics	7.25	NEW
16.	Rubrik	Data Management Platform	3.67	NEW
17.	Klarna	E-commerce Financing	6.70	-3
18.	Notion	Business/Productivity Software	10.00	-2
19.	ServiceTitan	Service Management Software	7.37	NEW
20.	Addepar	Wealth Management Platform	2.17	+4
21.	Brex	Corporate Card and Expense Management	12.30	-12
22.	Deel	Online Payroll Platform	12.10	-12
23.	Benchling	Cloud Based Bio Research Platform	6.10	NEW
24.	Turo	Car-Sharing Platform	1.20	NEW
25.	Netskope	Data Security Platform	7.50	+4
26.	Scale AI	Data Annotation Platform	7.30	-3
27.	Arctic Wolf	Risk Management Cybersecurity Platform	4.30	-15
28.	Relativity Space	Space Technology	4.15	-6
29.	Klaviyo	Marketing Automation Platform	9.47	NEW
30.	Reddit	Social Networking Platform	10.00	NEW

* Enterprise values are as reported by PitchBook™ and other sources and are not verified

About Setter

Established in 2006, Setter Capital is a leading independent advisory firm specializing in providing liquidity solutions for fund managers and institutional investors in the secondary market for alternative investments. We serve a diverse institutional client base including some of the world's largest pensions, endowments, investment consultants and fund managers. To date, Setter Capital has completed over 2000 transactions, representing more than \$40 billion in liquidity across venture capital, private equity, infrastructure, real estate, and real asset fund and direct investments.

Setter Capital's mission is to make the secondary market more transparent and efficient for all market participants.

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Voted Best Secondaries Platform

Private Equity Wire Award 2021 and 2022