

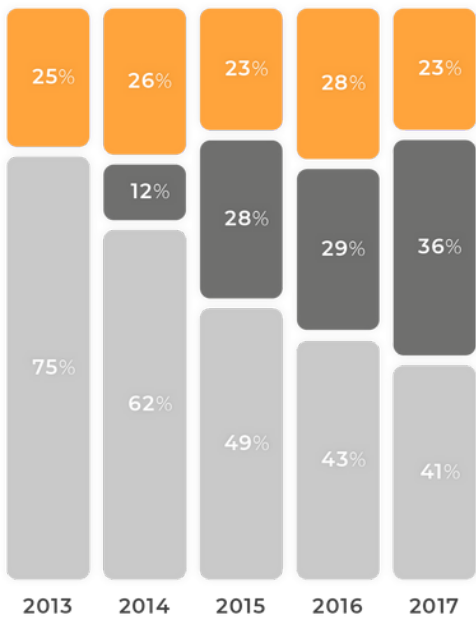
# External Force

China had zero unicorn startups in 2013, but recently overtook the amount of unicorns in Europe by a factor of three.

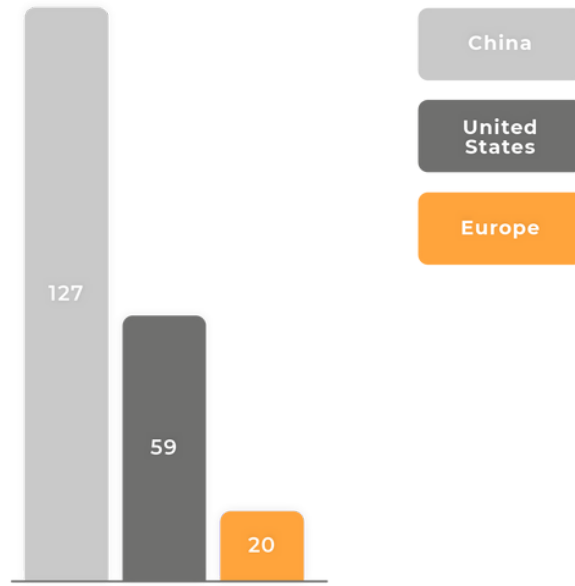
Europe's relative proportion of unicorn startups is shrinking. While other continents are speeding up.



Unicorns: US vs China vs Rest of the World



Total Amount of Unicorns Born by Region (2013 - 2017)



Source: CBInsight

SADLY, EUROPE FAILS TO GROW AND SCALE STARTUPS EFFECTIVELY

**8** OUT OF **10** most innovative countries **ARE IN EUROPE** IN THE WORLD

Europe has the potential, but there are structural, psychological, and financial hurdles to solving this issue.

— EWOR aims to address all of them.

