APPENDIX TABLE 8-32 ▦

U.S. seed-stage venture capital investment, by industry: 2011–16

(Millions of dollars)

Industry	2011	2012	2013	2014	2015	2016
3-D printing	0.8	5.8	2.4	22.4	13.6	13.6
Advertising technology	17.8	53.5	50.6	79.4	53.8	38.6
Agriculture technology	1.1	6.6	5.6	12.1	14.8	19.0
Artificial intelligence and machine learning	9.9	42.7	66.0	97.3	189.4	347.3
Audio technology	2.3	10.7	14.0	19.2	10.8	13.1
Autonomous cars	0.0	0.3	0.0	11.0	5.5	73.9
Big data	32.9	93.3	151.9	168.3	303.1	294.5
Clean technology	17.8	28.8	37.6	34.8	40.9	46.2
Cybersecurity	8.8	32.8	66.6	94.8	103.9	100.0
E-commerce	78.2	148.5	182.8	228.6	176.3	230.3
Education technology	31.0	65.4	72.4	73.5	81.7	85.8
Ephemeral content	0.0	0.5	0.6	1.5	0.0	0.5
Finance technology	37.1	71.9	144.5	208.1	331.8	263.9
Health technology	18.7	51.9	80.9	111.7	157.3	151.8
Infrastructure	0.0	2.0	3.3	4.4	4.6	4.3
Insurance technology	1.9	5.8	19.5	17.8	39.1	34.7
Internet of Things	8.5	18.5	36.8	71.1	104.5	140.6
Life sciences	39.7	54.4	52.2	68.0	128.6	141.3
LOHAS	23.5	18.6	36.0	75.1	91.0	102.2
Manufacturing	15.9	42.3	65.3	80.1	86.5	135.8
Marketing technology	46.7	77.9	99.4	111.2	98.1	87.5
Mobile	206.1	400.5	622.5	753.6	756.1	746.0
Nanotechnology	0.5	14.3	8.3	5.2	22.3	12.5
Oncology	12.1	26.2	15.2	21.8	44.2	26.1
Robotics and drones	1.3	2.7	12.8	23.6	47.6	174.8

Industry	2011	2012	2013	2014	2015	2016
Software as a service	250.4	439.4	648.0	796.1	805.0	827.2
Virtual reality	2.5	26.6	10.3	26.3	30.9	72.0
Wearables and quantified self	4.3	29.2	22.0	50.3	64.3	50.5

LOHAS = lifestyles of health and sustainability.

Note(s)

Seed financing supports proof-of-concept development and initial product development and marketing.

Source(s)

PitchBook, Venture capital and private equity database, https://my.pitchbook.com/.

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