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### The Herd 2024

Major U.S. equity indices continue to show signs of strength amidst a swirling macro and presidential election backdrop. With the Nasdaq +18% in 2024YTD¹ (after posting +43% gains in 2023), on the strength of large-cap Tech and its Al booming prospects, you would think capital markets issuance would by now have followed suit? So far this year, there have been six Technology IPOs raising a combined \$3.5 billion in total proceeds, an infinite increase over zero last year at this point in time, but a far cry from the 30 to 40 average in the last cycle. Breadth in the market move has been the issue as smaller-cap software companies (akin to emerging private market IPO prospects) have seen a material deceleration in growth rates pressured by customer budgetary constraints, longer sales cycles, and implementation times.

Recent inflationary and employment data may finally force the Fed to start cutting rates and open up less constraining financing channels to emerging companies pre-IPO and spending capabilities across the enterprise. There's a bright spot in the private markets amongst the highest-quality software companies, those fortified with deep technology differentiation and an ever-expanding client base, a group we believe will stand out among the rest and continue to take share as the market returns to normalcy.

As such, we present to you D.A. Davidson's 5th annual Software edition of "The Herd", highlighting the top 100 private software companies globally in 2024 - from this point forward simply referred to as The Herd 2024 or The Herd.

Constituents of The Herd 2024 range from high-growth startups to later-stage, private equity-backed enterprises. The Herd is comprised of companies who rise above their peers, most notably for leadership, growth, innovation, and strategic positioning within their respective markets. The Herd 2024 constituents are a diverse set of companies across cloud software, Al, collaboration, human capital management, infrastructure, sales and marketing, cybersecurity, and vertical software.

While deal velocity has remained slow, the thirst for innovation continues to fuel founders and investors alike. Many founders and early-stage companies continue to navigate the current capital markets environment by constructing and running their companies to consume less capital – in order to limit burn – and finding more structured means to preserve the valuations set in their previous rounds.





# Introducing D.A. Davidson's The Herd 2024

### The Top 100 Private Software Companies





attentive<sup>®</sup>







Cribl

deel.



Grafana Labs





navan

**S**OpenAI



**}}} RIPPLING** 

ServiceTitan

sonatype

ThoughtSpot

**VISIER** 

#### **6**sense

algolia 🔘



Calendly



COHESITY



Delinea

**\\\** Fivetran

gusto



**Lucid** 

**№** netskope





**♦**SailPoint

**Shippo** 

Sysdig

**X** Tricentis

**WIZ**<sup>†</sup>

#### **Abnormal**

**∆**appfire



Canva

**⊚**CL∧ROTY









, names





Notion

**0wn** {backup}

·I¦I·Recorded Future°

scale

sisense

:talkdesk<sup>\*</sup>

**UKG** 

**w**orkato

#### airSlate











 $D\Lambda T\Lambda ST\Lambda X$ 

dialpad Ni

**GENESYS** 



**W** Lattice

miro

**Ø**OneStream<sup>™</sup>

🍌 papaya global

**e** redis

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snyk

TANIUM

Vanta **∠** YARDI **Airtable** 

















Housecall Pro

LaunchDarkly ⇒



onetrust

pendo

Restaurant 365

**⋒** SENTRY



TEKION

VECTRA

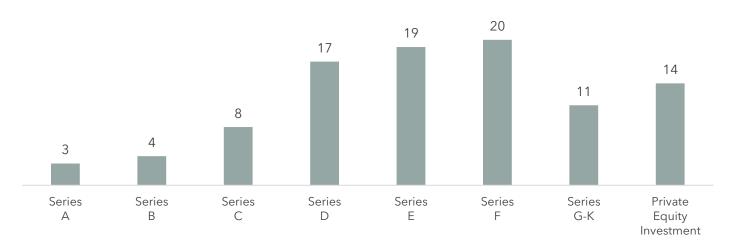
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### D.A. Davidson's The Herd 2024 At a Glance

The Herd 2024 has raised nearly \$65 billion in aggregate across all previously disclosed financing rounds. While more than half of The Herd 2024 has reached the Series E round of funding milestone, not all companies have followed a strictly venture-funded path to success - 14 companies in The Herd 2024 received their most recent funding either through growth equity or through a full majority recap by a financial sponsor.

#### HERD 2024 BY MOST RECENT SERIES RAISED



The Median age of The Herd 2024 is 12 years, with the vast majority of The Herd 2024 being founded within the past 20 years. Only 4 of The Herd 2024 were founded more than 20 years ago. The median employee headcount for The Herd 2024 was 900, demonstrating significant scale from a talent perspective.

#### HERD 2024 BY YEAR FOUNDED

#### HERD 2024 BY EMPLOYEE HEADCOUNT







### The Herd 2024 Most Active Lead Investors

The Herd 2024 is backed by many of the largest and most well-known investors globally. While there are many investors who have participated in the growth story of The Herd 2024, we have highlighted below those investors who have led the most rounds.











































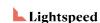






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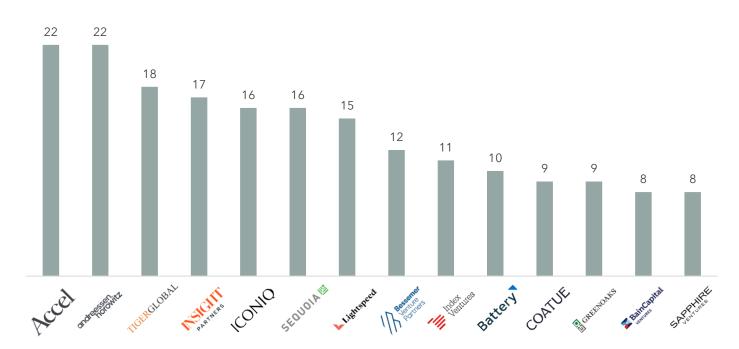








#### HERD 2024 ROUNDS LED BY MOST ACTIVE INVESTORS





### The Herd 2024 Most Active Lead Investors by Round

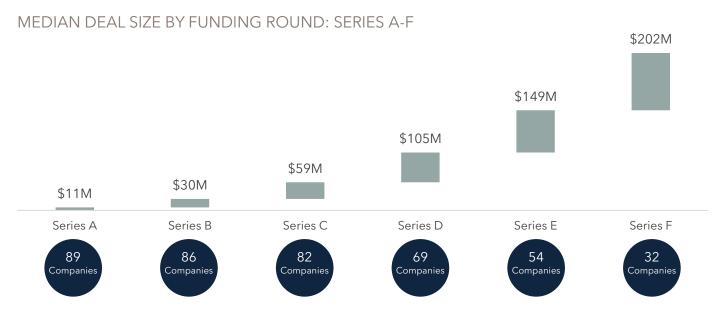
Over the last few years, private and crossover investors have created more flexible fund structures to take advantage of investing across asset classes and longer time horizons. Many traditional venture capital, private equity or public institutional investors now have the resources and capital available to lead rounds across the entire private and public company journey. Below we have shown which investors are most active in each round from Series A through Series F.





### Running with The Herd 2024

There have been 89 past participants of The Herd that have exited through an IPO, of those, 54 companies have raised through Series E (61%) and 32 through Series F (36%). Therefore, we have focused our journey analysis on funding milestones between founding and Series F.



As emerging growth companies continue to execute and grow at scale, the need for capital typically grows analogously. There have only been ~10% of total funding rounds between Series B and Series F for The Herd that raised less than their prior round.

#### MEDIAN TIME BETWEEN FUNDING ROUNDS: SERIES A-F



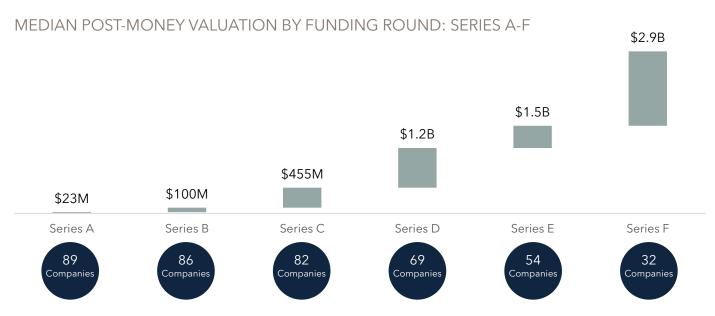
The Herd 2024 took just under 3 years, on average, after founding to raise their Series A round. After the Series A round the time between each subsequent funding round is typically between 14-18 months, decreasing slightly on average with each subsequent round. On average the total time elapsed between founding and Series F is 9-10 years.





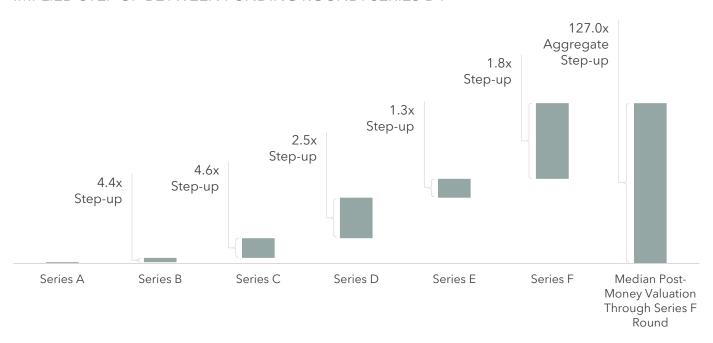
### Running with The Herd 2024 (Cont.)

86% of The Herd 2024 has achieved unicorn status (valuation \$1 billion or greater). Crossing this significant milestone most commonly occurred between Series C and Series E funding rounds.



The most significant post-money implied valuation step-up for The Herd occurred between Series B and Series C funding rounds. In later rounds, the law of large numbers naturally tempers step-up metrics on a multiples basis, however, looking back from Series A through Series F, the total average implied increase in valuation has been 127x.

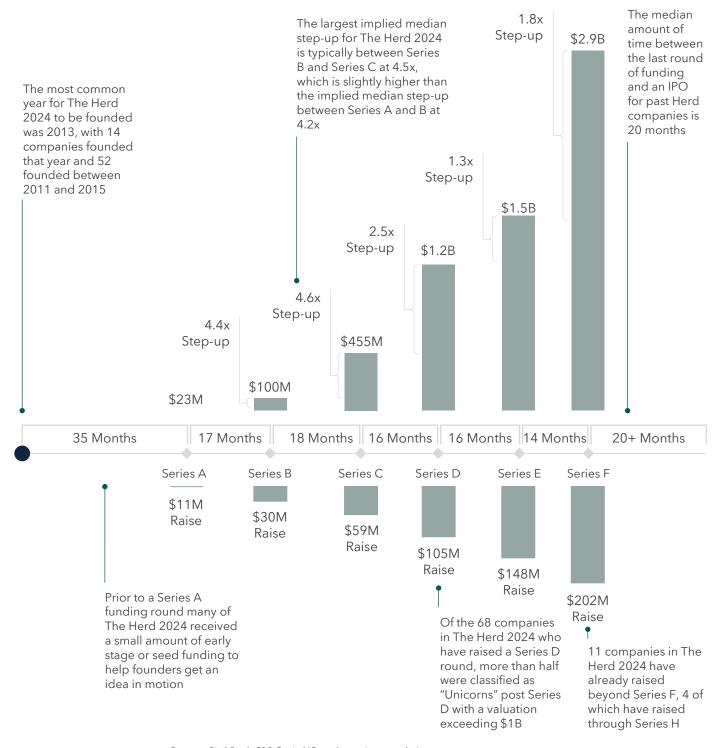
#### IMPLIED STEP-UP BETWEEN FUNDING ROUND: SERIES B-F





### The Journey of a Herd Company to IPO

The complete journey from founding to IPO has many paths and variations. Leveraging the analysis we have compiled, we are able to create a high-level map of the typical journey for The Herd 2024. This map provides us some insights and understanding around the timing and magnitude of key milestones reached on the journey to an IPO.





# **Top 100 Private Software Companies**

COMPANY	DESCRIPTION	HEADQUARTERS	YEAR FOUNDED	EMPLOYEE COUNT	TOTAL RAISED	LATEST VALUATION
1Password	Password management software	Toronto, ON	2005	1,000	\$920M	\$6.8B
<b>⊘sense</b>	Al-enabled predictive intelligence platform	San Francisco, CA	2013	1,200	\$426M	\$5.2B
∕\bnormal	Cloud email security platform	San Francisco, CA	2018	700	\$534M	\$5.1B
airSlate	Document management platform	Brookline, MA	2006	1,000	\$119M	\$1.3B
Airtable Airtable	Workplace collaboration platform	San Francisco, CA	2013	600	\$1.4B	\$11.7B
✓Alation	Enterprise collaborative data platform	Redwood City, CA	2012	750	\$340M	\$1.7B
@ algolia	Search and discovery application software	Palo Alto, CA	2012	800	\$316M	\$2.3B
<b>∆</b> appfire	Software development team application	Burlington, MA	2005	800	\$149M	NA
ARCTIC	Cybersecurity and risk management platform	Eden Prairie, MN	2012	2,500	\$499M	\$4.3B
ARMIS.	Asset intelligence cybersecurity platform	San Francisco, CA	2015	800	\$600M	\$3.4B
attentive*	Personalized mobile messaging solution	Hoboken, NJ	2016	1,070	\$864M	\$7.0B
X AXONIUS	Cybersecurity asset management platform	New York, NY	2017	600	\$594M	\$2.6B
<b>₩</b> Big <mark>I</mark> D	Data-driven protection and privacy compliance solution	New York, NY	2016	520	\$320M	\$1.0B



COMPANY	DESCRIPTION	HEADQUARTERS	YEAR FOUNDED	EMPLOYEE COUNT	TOTAL RAISED	LATEST VALUATION
BITSIGHT	Cloud-based security rating platform	Boston, MA	2011	700	\$404M	\$2.4B
BrowserStack	Software testing technology	Dublin, Ireland	2011	1,250	\$250M	\$4.0B
<b>b</b> Buildertrend	Cloud-based construction management software	Omaha, NE	2006	700	NA	NA
© Calendly	Scheduling and time management software	Buford, GA	2013	500	\$351M	\$3.0B
Canva	Online graphic design platform	Surry Hills, Australia	2012	4,500	\$568M	\$26.0B
carta	Management and compliance platform	San Francisco, CA	2012	1,900	\$1.2B	\$7.4B
CATO	Secure access service edge platform	Tel Aviv, Israel	2015	1,100	\$773M	\$3.0B
celonis	Execution management system to optimize digital business processes	Munich, Germany	2011	3,000	\$768M	\$13.0B
<b>C</b> lari	Revenue operations platform	Sunnyvale, CA	2012	750	\$520M	\$2.6B
<b>⊘</b> CL∧ROTY	Cybersecurity platform	New York, NY	2014	600	\$740M	\$2.5B
<b>Ĉ</b> ClickUp	Project management platform	San Diego, CA	2016	900	\$534M	\$4.1B
⊘ Clio	Cloud-based practice management platform	Burnaby, BC	2008	1,100	\$1.3B	\$3.0B
Cockroach Labs	Open-source database platform	New York, NY	2015	490	\$633M	\$5.0B



COMPANY	DESCRIPTION	HEADQUARTERS	YEAR FOUNDED	EMPLOYEE COUNT	TOTAL RAISED	LATEST VALUATION
COHESITY	Web-scale data platform	San Jose, CA	2013	2,300	\$825M	\$3.5B
Collibra	Cross-organizational data governance platform	New York, NY	2008	1,000	\$639M	\$5.3B
contentful	Digital experiences and content platform	Berlin, Germany	2013	800	\$335M	\$3.0B
Contentsquare	Digital experience insights optimization platform	Paris, France	2012	1,800	\$1.4B	\$5.6B
<b>≽</b> Cribl	Big data software	San Francisco, CA	2018	800	\$406M	\$2.5B
<b>⊗</b> databricks	Unified data analytics platform	San Francisco, CA	2013	8,000	\$4.2B	\$43.2B
<b>2</b> dataiku	Enterprise AI and machine learning platform	New York, NY	2013	1,000	\$600M	\$3.7B
DATASTAX	Database software for cloud applications	Santa Clara, CA	2010	600	\$343M	\$1.7B
X dbt Labs	Analytics engineering solution	Philadelphia, PA	2016	500	\$384M	\$4.2B
deel.	Payroll platform for global remote contractors	San Francisco, CA	2019	4,000	\$650M	\$12.0B
Delinea	Identity and access management platform	San Francisco, CA	2004	1,000	\$13.9M	\$500M
<b>⇒</b> DEVO	Data analytics software	Cambridge, MA	2011	600	\$488M	\$2.0B
dialpad Ni	Cloud-based AI business communications	San Ramon, CA	2011	1,275	\$418M	\$2.2B



COMPANY	DESCRIPTION	HEADQUARTERS	YEAR FOUNDED	EMPLOYEE COUNT	TOTAL RAISED	LATEST VALUATION
entrata	Property management software	Lehi, UT	2003	2,200	\$507M	\$1.5B
<b>*●</b> ExtraHop	Cyber analytics platform	Seattle, WA	2007	700	\$100M	\$900M
"N" Fivetran	Automated data integration platform	Oakland, CA	2012	1,224	\$730M	\$5.6B
F®RTER	Fraud prevention platform for online retailers	Tel Aviv, Israel	2013	550	\$525M	\$3.0B
S GENESYS	Enterprise and customer engagement software	Menlo Park, CA	1990	8,000	\$580M	\$21.0B
C GONG	Revenue intelligence platform	Ramat Gan, Israel	2015	1,000	\$576M	\$7.3B
Grafana Labs	Monitoring & observability platform	New York, NY	2014	1,000	\$658M	\$6.1B
gusto	Payroll management platform	San Francisco, CA	2011	2,900	\$751M	\$9.6B
♦ harness	CI / CD platform	San Francisco, CA	2017	900	\$367M	\$3.7B
<b>bo</b> b	Cloud-based human resource and benefits platform	New York, NY	2015	1,043	\$578M	\$2.7B
M Housecall Pro	Field services management software	Denver, CO	2013	1,000	\$99M	\$1.1B
lcertis	Contract management software	Bellevue, WA	2009	2,200	\$360M	NA
⊠ illumio	Cybersecurity platform	Sunnyvale, CA	2013	700	\$583M	\$2.8B



COMPANY	DESCRIPTION	HEADQUARTERS	YEAR FOUNDED	EMPLOYEE COUNT	TOTAL RAISED	LATEST VALUATION
<b>K</b> ong	API platform for application programming interface and micro-services	San Francisco, CA	2009	600	\$171M	\$1.5B
<b>%</b> Lattice	Employee performance management platform	San Francisco, CA	2015	600	\$330M	\$3.0B
LaunchDarkly <del>》</del>	Feature management platform	Oakland, CA	2014	500	\$329M	\$3.0B
Lookout	Mobile security software	Boston, MA	2007	700	\$421M	\$1.8B
<b>L</b> Lucid	Collaborative diagramming and brand management software	South Jordan, UT	2010	1,000	\$103M	\$3.0B
MENLO	Cybersecurity platform	Mountain View, CA	2012	400	\$260M	\$800M
miro	Visual collaboration platform	San Francisco, CA	2011	2,000	\$473M	\$17.5B
Moveworks	Generative artificial intelligence platform	Mountain View, CA	2016	600	\$284M	\$2.1B
navan	End-to-end travel management platform	Palo Alto, CA	2015	2,400	\$1.4B	\$9.2B
<b>ペ</b> netskope	Cloud-analytic service platform	Santa Clara, CA	2012	3,000	\$1.4B	\$7.5B
Notion	Online work collaboration platform	San Francisco, CA	2012	500	\$343M	\$10.0B
<b> Ø</b> OneStream <sup>™</sup>	Corporate performance management platform	Birmingham, MI	2010	1,300	\$200M	NA
onetrust	Privacy management technology platform	Atlanta, GA	2016	2,600	\$1.1B	\$4.5B



COMPANY	DESCRIPTION	HEADQUARTERS	YEAR FOUNDED	EMPLOYEE COUNT	TOTAL RAISED	LATEST VALUATION
<b> ⑤OpenAI</b>	Artificial intelligence-based research and deployment platform	San Francisco, CA	2015	1,200	\$11.3B	NA
<b>Orca</b> security	Cloud-based security platform	Tel Aviv, Israel	2018	400	\$640M	\$1.8B
Own	Cloud data protection platform	Englewood Cliffs, NJ	2015	900	\$507M	\$3.4B
🍌 papaya global	Global workforce management platform	New York, NY	2016	800	\$380M	\$3.7B
<b>1</b> pendo	Customer engagement analytics platform	Raleigh, NC	2013	900	\$359M	\$2.6B
Personio	Human resource management and recruitment platform	Munich, Germany	2015	1,800	\$725M	\$8.5B
POSTMAN	Collaboration platform for application program interface	San Francisco, CA	2014	300	\$353M	\$5.6B
·l¦l·Recorded Future°	Threat intelligence analytics platform	Somerville, MA	2007	900	\$21M	\$780M
e redis	Database management system	Mountain View, CA	2011	1,000	\$348M	\$2.0B
Restaurant 365	Restaurant management software	Irvine, CA	2011	900	\$430M	\$1.0B
}}} RIPPLING	Employee management platform	San Francisco, CA	2016	3,100	\$1.4B	\$13.5B
▲ SailPoint	Identity and access management solution	Austin, TX	2004	2,600	NA	\$6.9B
scale	Al applications development data platform	San Francisco, CA	2016	800	\$1.6B	\$14.0B



COMPANY	DESCRIPTION	HEADQUARTERS	YEAR FOUNDED	EMPLOYEE COUNT	TOTAL RAISED	LATEST VALUATION
Seismic	Sales enablement platform	San Diego, CA	2010	1,400	\$447M	\$3.0B
≦ SENTRY	Application monitoring system	San Francisco, CA	2008	350	\$217M	\$3.2B
ServiceTitan	Home service management software	Glendale, CA	2007	2,200	\$1.3B	\$7.4B
Shippo	Multi-carrier shipping software	San Francisco, CA	2013	300	\$154M	\$1.0B
<b>()</b> sisense	Data and business analytics software	New York, NY	2004	400	\$280M	\$1.0B
snyk	Al-driven developer security solution	Boston, MA	2015	1,000	\$1.1B	\$7.4B
Socure	Identity verification and fraud prevention solutions	Incline Village, NV	2012	450	\$646M	\$4.5B
sonatype	Supply chain automation and security solution	Fulton, MD	2008	600	NA	NA
Sysdig	Security company operating a cloud native application platform	San Francisco, CA	2013	700	\$740M	\$2.5B
:talkdesk <sup>*</sup>	Call center software	San Francisco, CA	2011	1,300	\$481M	\$10.4B
<b>TANIUM</b>	Information technology security systems	Emeryville, CA	2007	1,900	\$1.2B	\$9.0B
TEKION	Digital experiences for automotive retail platform	Pleasanton, CA	2016	2,500	\$641M	\$4.0B
ThoughtSpot	Business intelligence and big data analytics platform	Mountain View, CA	2012	900	\$801M	\$4.4B



COMPANY	DESCRIPTION	HEADQUARTERS	YEAR FOUNDED	EMPLOYEE COUNT	TOTAL RAISED	LATEST VALUATION
X Tricentis	Software testing solution	Austin, TX	2007	1,500	\$200M	NA
ÜKG	Human resource management software	Weston, FL	1977	12,800	\$753M	NA
Vanta	Compliance and security automation software	San Francisco, CA	2018	500	\$353M	\$2.4B
VECTR/\(\)	Network intrusion detection platform	San Jose, CA	2010	600	\$351M	\$1.1B
visier	Cloud-based analytics platform	Vancouver, BC	2010	600	\$220M	\$1.0B
WIZ	Cloud security platform	New York, NY	2020	1,500	\$1.9B	\$12.0B
<b>w</b> workato	Enterprise automation platform	Mountain View, CA	2013	950	\$421M	\$5.7B
<b>УYARDI</b>	Real estate investment management software	Santa Barbara, CA	1984	5,800	NA	NA
_zapier	Online platform to link web- based applications	San Francisco, CA	2011	736	\$1M	\$5.0B



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Global, independent investment bank

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Holistic approach drives superior client outcomes

600+

TRANSACTIONS SINCE 2018

\$63B

DEAL VALUE SINCE 2018

\$35B

PUBLIC OFFERINGS SINCE 2018 265+

EQUITY CAPITAL MARKETS PROFESSIONALS

20

ECM OFFICE LOCATIONS

375+

COMPANIES UNDER RESEARCH COVERAGE

**Corporate Advisory**  Mergers & Acquisitions

D|A|DAVIDSON

Debt & Equity

\$597M

**NET REVENUE** 

\$320M

SHAREHOLDERS' EQUITY \$75B

ASSETS UNDER ADMINISTRATION (AUM) 1,600

**EMPLOYEES** 



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Annual software and internet conference

45

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OFFERINGS COMPLETED
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\$22B

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SINCE 2010

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D.A. Davidson's dedicated <u>Technology Group</u> has decades of experience helping clients achieve their strategic and financial objectives.

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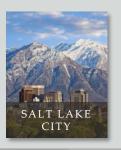












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