Pitchbook Emerging Spaces: New and Disruptive Markets, Technologies, Products and Services

*Use Pitchbook to identify emerging markets, the companies engaged in these spaces, and the investors and funds investing in them.*

**What are Emerging Spaces**

New and disruptive markets, technologies, products, or services, or the new application of a technology, product, or service to an existing market. Pitchbook’s analysts look for recent growth in popularity (i.e. what people are talking about, what investors are acting on) in spaces in which there is little to no activity before the growth period. Emerging spaces are always new, innovative, or disruptive with recent, significant growth.

Pitchbook applies algorithms to identify statistically significant spikes in new phrases and then cues these up to the analysts to investigate further. If it checks out, Pitchbook creates an emerging space. Examples of spaces identified include Cannabis Breathalizers and Quantum Cryptography.

**Screening Emerging Spaces**

Under **Market Analysis**, click **Emerging Spaces**

There are currently 7 Emerging Spaces, and each one includes multiple spaces. To view all of them: on the left, under **Screeners**, click **Companies & Deals**, then click **Industry**

Beneath the **Industries, Verticals & Keywords** search box, expand **Emerging Spaces**. Since these change overtime, we recommend starting your emerging spaces research here and getting the full picture of the most recent emerging spaces landscape. The number to the left of each emerging space is the number of identified companies.
Once on the Emerging Spaces landing page (Market Analysis>Emerging Spaces), a heatmap of the top-level emerging spaces displays. Clicking the space(s) you want to explore removes the others.
For example, click **Healthcare** to display a heatmap of all 14 healthcare emerging spaces.

### Emerging Spaces

The heatmap defaults to sorting the emerging spaces by the number of companies (**Company Count**), largest first. By clicking on the **Size** menu in the upper right corner you can also sort by **Deal Count** or **Capital Invested**.

To change the view from a heatmap to a table, click the icon on far right just above the heatmap. The table view displays all 3 data metrics (**Company Count, Deal Count, and Capital Invested**). The default sort is alphabetically by emerging space, but you can change the sort by clicking on one of the three data metrics.
A Deeper Dive into Emerging Spaces

Click Filters on the upper right corner of the heatmap or table to refine the companies in each emerging space.

Filtering options include:
- **Company Details** (e.g. PC-backed, VC-backed, etc.)
- **Company Location**
- **Deal Details** (Deal Type, Deal Date, Deal Status, etc.)
- Click **Apply Filters**
Spaces to Watch

- Snapshots of trending areas
  - Top 3 Companies
  - Top 3 Most Active Investors
  - Most Recent Deal

Analyst Research

Pitchbook research on trending areas

Hover over one of the emerging spaces in the heatmap for a pop-up snapshot of the emerging space, highlighting Market Description and total Company Count, Deal Count, and Capital Invested.

Click on one of the emerging space boxes; on the right the Top 3 Companies, the Top 3 Most Active Investors, and the Most Recent Deal will display.
Click **View Trend Analysis** for more insights into the companies and investors for the emerging space.

- **Quick Stats** – Total of companies, deals and capital invested, and investors being tracked
- **Growth Metrics** – Indicators of investment trends, up or down
- **Deals Over Time Bubble Chart** (deals and deal size by year)
  - Screen by type of deal, displayed at the bottom of the Bubble Chart
    - IPO, Corp/Strategic M&A, PE, VC, Other – Click a **Deal Type** to remove it from the Bubble Chart, leaving just the Deal Type(s) that you want to analyze.
  - Each bubble is a deal; hover over a company bubble for quick deal metrics
  - Clicking on the bubble adds a link for the company to **Selected Deal** in the upper right of the screen. Click on this link to open the company landing page. You should be brought directly to the **Deal History** section; or you can click on **Deal History** to the left of the **Overview** page.
  - To return to the **Bubble Chart**, click the **back button**

**Selected Deal:** Spark Therapeutics - Merger/Acquisition, $4.27B, Completed, 17-Dec-2019
Continue scrolling down the View Trend Analysis page for more information, including:

- **Recent News**
- **Trending Keywords** – these can be very useful for further refining the Industries, Verticals, and Keywords search to identify more potential companies or investors
  - Under Screeners, click Companies & Deals, then click Industry
- **Trending Companies**
- **Number of Companies Founded Over Time**
- **Most Active Investors**
- **Total Deals Over Time**

Click View All Companies for any of these to be brought to the Companies & Deals landing page.
Pitchbook Research Reports
Locate Pitchbook research reports on Emerging Spaces

Under Library, click Research Center

Emerging Tech and Private Company Research
Private Company, Industry Reports, and Emerging Space Briefs from PitchBook

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