

## Twitter Thread by [Aleksandr Volodarsky](#) ■■

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[@volodarik](#)



**Startup studios are a beautiful concept. A bunch of smart people are put in one room to place many bets.**

**I counted over 750 of them (a 650% increase in 2022).**

**Here are 10 that have created many billions in value:**

Why it's an interesting model:

- Because you have experienced people, you:
  - a) Build a company faster (studio companies scale and exit in half the times vs a traditional startup)
  - b) Make fewer mistakes, increasing your success chances (60% of companies raise Series A).
- You retain more equity & generate more returns (53% IRR compared to VC-funded startups at 21%).
- You'll have a repeatable winning formula to launch, build, and exit companies.

Why this model won't work:

- Lack of focus
- Not working? It's easy to move on to another idea. Startups win when they iterate and push hard enough
- No pressure to show immediate results as any other startup that might die any day now

OK, here are most successful ones:

1/ [@betaworks](#)

Founder: [@Borthwick](#)

Focus: web3, ML, and media industries.

Portfolio companies: GIPHY, Instapaper, Bitly, Tweetdeck, and others.

Success rate: 60% (60% of its companies either IPOs, get acquired, or become unicorns).

2/ [@Idealab](#)

Founder: [@Bill\\_Gross](#)

Focus: AI, commerce, & clean energy industries.

They have created/participated in 150+ companies, with 50+ IPOs and acquisitions.

Portfolio companies: Overture, Heliogen, etc.

Success rate: 65%

3/ [@ScienceInc](#)

Co-founder: [@peterpham](#)

Focus: mobile & eCommerce verticals.

They have spun out 60+ companies, 8 of which have been acquired for \$1.3B+.

Portfolio companies: Dollar Shave Club, Liquid Death, & more.

Success rate: 43%

4/ [@finleap](#)

Founder: Michael Hock and [@ramin\\_niroumand](#)

Focus: fintech.

They have built 15 independent companies, of which 10 are active and worth \$3.2B+.

Portfolio companies: Solaris, Element, and more.

Success rate: 17.5%

5/ [@expa](#)

Founder: [@gc](#)

Focus: commercial services and software verticals.

They build their own companies and partner with other founders to launch them.

- Portfolio companies: Drip, Gitalytics, and more.

- Success rate: 15%

#### 6/ [@Norselab](#)

Founder: Yngve Tvedt

Focus: sustainable (clean energy & transport and mobility) and software industries.

Portfolio companies: Antec, Wanda, and more.

Success rate: 14.3%

#### 7/ [@efounders](#)

Founder: [@tiboel](#)

Focus: product-led SaaS industry.

They have created 30+ companies with a combined portfolio valuation of \$2B+.

Portfolio companies: Spendesk, Front, and more.

Success rate: 13%

#### 8/ [@JoinAtomic](#)

Founder: [@jackabraham](#)

Focus: software, consumer services, & healthcare.

They have tested 100s of ideas & recently launched 14 startups in 1 year.

Portfolio companies: Hims (IPO'ed at \$1.6B), OpenStore, etc.

Success rate: 13%

#### 9/ [@TandemLaunch](#)

Founder: Helge Seetzen

Focus: software and commercial service sectors (AI, audio, & video).

They have created 30+ companies, which are valued at \$675M+.

Portfolio companies: Deeplite, Wrnch, and more.

Success rate: 11.5%

10/ [@highalpha](#)

Founder: [@ScottDorsey](#)

Focus: the B2B SaaS industry.

Launched 30 companies, out of 8 that have been acquired by Shutterstock, Seismic, and more.

Portfolio companies: Stitch, Filo, and more.

Success rate: 6.5%

That's the wrap.

Let me know if you are building something. I have talented engineers for you in Europe and Latam.

I run a marketplace of vetted engineers. Hire them directly to your team for temp or long-term projects.

Happy to give a discount for the first 4 weeks of work.

If not:

1. Follow me [@volodarik](#). I share everything on the way to growing to \$100m/y. People say it's fun to watch.
2. RT the tweet below to share this thread with your audience. <https://t.co/2pySm706Mm>

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— Aleksandr Volodarsky \U0001f1fa\U0001f1e6 (@volodarik) [January 5, 2023](#)

<https://t.co/0S3FoIMd0l>

I started Vetterly at the NYU incubator in 2012. There were ~50 companies and I believe only 3 were successful in my cohort.

~6% success rate.

