

CRAIN'S

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They run New York's fastest-growing companies

MEET ALL 50 OF THEM, INCLUDING #1, STARTING ON PAGE 16

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NEOSTEM: Acquisitions have helped Dr. Robin L. Smith grow her cell-therapy startup 7,998%.

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YEXT: Howard Lerman found a big opportunity correcting outdated information about businesses online.

#47

SHUTTERSTOCK: Jon Oringer's customers downloaded 100 million pictures last year.

fast 50

From zero to \$1B in less than five years

First billion-dollar startups prove New York firms can grow at warp speed

BY MATTHEW FLAMM

When Kevin Ryan was building DoubleClick in the late 1990s, he couldn't persuade a single West Coast executive to quit his job and move to New York to work at the ad-tech pioneer. There are many reasons why he and other local entrepreneurs don't have that problem now, but a summary might boil down to the growth in New York's billion-dollar valuation club.

Granted, private-company valuations can be fleeting, subject to hype and the whims of the market, and this is one more area in which Silicon Valley vastly overshadows New York. Most members of the so-called unicorn club—billion-dollar startups being rare beasts—are based in California, where they barely warrant mention unless their valuations touch double-digit billions, like Dropbox (\$10 billion) or Uber (\$18 billion).

But New York City has grown its membership in the club from basically zero five years ago to a good half-dozen now, with another half-dozen either closing in on a billion or more than midway there. Founders and investors see the increase as a symbol of the city's momentum and an additional spur to growth.

"More people want to invest in you because they think you are going to win," Mr. Ryan said of the privileges of club membership. "It's easier to recruit, and to get more press. A lot of advantages

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IF THESE FAST 50 ARE SO GREAT, WHY ARE NEARLY A THIRD PROFITLESS? PAGE 31

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