

Startup Funding Outlook for H2 2025:

Predicting Private Market Trends — and What They Mean for You



Table of Contents

Introduction:	
Introduction: A Market Regaining Its Pulse	03
<hr/>	
The AI Surge:	
Promise, Peril, and Portfolio Strategy	04
<hr/>	
What This Means for You	06
<hr/>	
Predictive Intelligence:	
Your Edge in Private Markets	08
<hr/>	
Outpace the Market with Predictive Company Intelligence	11
<hr/>	

A Market Regaining Its Pulse

Will artificial intelligence remain the centerpiece of venture activity, or will other sectors like defense tech, energy, and supply chain emerge as stronger bets? Will the IPO window that cracked open in the first half of the year widen further, or remain reserved for only the most resilient companies? And most importantly: where will capital flow in the remainder of 2025?

These questions are top of mind as the venture market regains momentum. The first half of 2025 marked a turning point for global venture funding. [Crunchbase data shows](#) that global funding reached \$91 billion in Q2, an 11% increase year over year, bringing the first half of the year to its strongest level since early 2022.

Still, this is not a uniform recovery. Capital is concentrating in specific sectors — most notably artificial intelligence. Alongside the enthusiasm for accelerated funding in AI, investors and market observers are wary of overcrowding and inflated valuations that echo the 2021 cycle.

11%[↑] Global funding reached \$91 billion in Q2, an 11% increase year over year.

For those navigating this environment — whether you are deploying capital as an investor, leading a go-to-market team, or advising clients as a wealth manager — timing and foresight are everything. The difference between winning and lagging will come down to anticipating opportunities before your competitors and spotting risks before they materialize.

This guide explores the current state of venture funding, what to expect for the rest of 2025, and how you can position your business to thrive.

Be the First to Know About Market Trends

Crunchbase's private company predictions forecast future acquisitions, IPOs, funding, growth and more — giving you the first-mover advantage in the market.

[LEARN MORE](#)

97 Growth Insight
Very likely to be growing

Acquisition Prediction

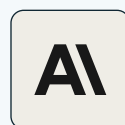


Promise, Peril, and Portfolio Strategy

The debate among investors is not whether AI matters, but how sustainable its momentum will be.

As [Menlo Ventures](#) partner [Matt Murphy](#) put it, “everyone is chasing the AI wave and many firms who started late are playing catch-up.” AI companies are raising follow-on rounds in record time, with valuations leaping in six-month cycles rather than the typical two-year cadence. [Anthropic](#), for example, saw its valuation soar from \$61.5 billion to \$183 billion in half a year.

This acceleration reflects both rapid adoption and the perception that AI will transform entire industries. [Bain Capital Ventures](#) Partner [Abby Meyers](#) noted, “AI is in almost everything we do now.” Her firm isn’t just investing in straight AI companies, but also in AI companies building for sectors such as law, customer service, sales, education, and compliance.



ANTHROPIC

Anthropic saw its valuation soar from \$61.5 billion to \$183 billion in half a year.

Risks of Overcrowding

But investors are also quick to note the risks. Murphy warns of “overfunding” in certain AI categories, where dozens of startups are racing to solve similar problems. He highlights the danger of overhyped rounds, acknowledging that “many sectors of AI are overcrowded and potentially undifferentiated, so investors have to be smart about where to invest versus ‘playing the index.’”

Similarly, [Robert Windesheim](#), an investor at [Founders Fund](#), said that despite all the frenzy around AI, the San Francisco-based firm is trying to “stay conscious of overhyped AI rounds,” choosing to be “very deliberate in backing select companies within a vertical.”

See Upcoming Funding First

The impact of AI on the market landscape may be hard to decipher – but Crunchbase makes it easier. With Crunchbase’s predictive intelligence, you can see which AI companies are experiencing genuine growth – helping you distinguish the true winners from the hype.

[SEE EMERGING AI UNICORNS](#)

“[We’re trying to] stay conscious of overhyped AI rounds [and be] very deliberate in backing select companies within a vertical.”

Robert Windesheim
Investor, Founders Fund

The Portfolio Lens

Despite the frenzy, investors agree that AI’s impact is far from a passing trend. Windesheim notes that “AI will continue to play a very significant role and unlock further opportunities” in the venture world, calling AI the “most important technology since the internet.”

Menlo’s Murphy agrees, noting that everything his firm is pursuing “has a strong AI component as the differentiator.”

“We’re really all in on AI,” Murphy told [Crunchbase News](#).

The Takeaway





For any business navigating the private market, the message is clear: AI is unavoidable, but not all opportunities are equal. The challenge is separating sustainable, differentiated companies from those riding temporary hype. For investors, that means sharpening diligence and cutting through the noise to identify AI startups with promise. For sales and marketing leaders, that means focusing on customers where AI spend accelerates growth and unlocks greater buying power. And for wealth managers, it means preparing clients to capture upside from liquidity events — while protecting portfolios from inevitable shakeouts.

Make Smarter Private Market Decisions

Want to know which companies are about to experience a growth or funding surge? Crunchbase’s private company predictions will show you.

TALK TO US

Early stage startups in my industry predicted to fundraise

	Funding Status	Funding Prediction Tier
 Structura	Early Stage Venture	Very Likely
 DealMover	Early Stage Venture	Probable
 CloudConverse	Early Stage Venture	Probable
 Plutospace	Early Stage Venture	Probable

What This Means for You

Investors: Sourcing Smarter, De-Risking Faster

For investors, 2025 is a balancing act. On one hand, venture activity has rebounded to its strongest levels in three years. On the other, much of that activity is concentrated in AI — where mega-rounds are pushing valuations toward 2021 levels and competition for deals is fierce.

The speed of the market adds to the challenge. Some AI companies are raising follow-on rounds in as little as six months, compressing diligence timelines and forcing investors to move faster than ever. At the same time, investors are wary of overcrowded categories and undifferentiated startups chasing inflated valuations.

In this climate, investors need to:



Sharpen Sourcing

Spot high-growth AI startups before the headlines break, giving you first-mover advantage to close the deal.



Distinguish Standout Companies from the Rest

Among the flood of AI companies, focus on those that are truly differentiated, unique, and on a path toward growth.



Manage Portfolio Risk

Use early indicators like layoffs, leadership churn, or slowing growth to avoid costly missteps.



Diversify Intelligently

Look to adjacent sectors — defense tech, semiconductors, and energy — that stand to benefit from AI's rise.

GTM Teams: Winning Deals in an AI-Driven Market

For go-to-market leaders, the stakes in 2025 are higher than ever. Funding activity is rebounding, but capital is flowing unevenly. AI-driven companies are raising faster and at higher valuations, while non-AI sectors face tighter competition for attention.

This uneven distribution has real consequences for B2B marketing and sales teams. The companies with buying power are also the ones attracting heavy investor interest — which means competitors are already circling them.

In a market defined by compressed cycles and surging valuations, the GTM teams that succeed will be those who consistently reach prospects before they're flooded with competing offers.

GTM teams need a forward-looking sales motion to:



Reach Out to Accounts Before Competitors Do

Target companies that are forecasted to raise or grow, not just those that already have.



Time Outreach Around Budget Openings

Align campaigns with moments when capital is most likely in motion.



Protect Pipeline Efficiency








Avoid accounts forecasted to stagnate or cut back, and double down on those positioned for growth.

Pinpoint Target Companies with Buying Power

Your best prospects? We already know who they are. With Crunchbase’s private company predictions, you can see companies about to gain buying power – so your sales team can seize the deal before competitors even know to reach out.

LEARN MORE

Save search Connect to CRM Export

<input type="checkbox"/>	Organization Name	Funding Round	Money Raised
<input type="checkbox"/>	 Structura	Seed Round	\$100M
<input type="checkbox"/>	 DealMover	Seed Round	\$21M
<input type="checkbox"/>	 CloudConverse	Debt Financing	\$5M
<input type="checkbox"/>	 Plutospace	Venture Fund	\$5M
<input type="checkbox"/>	 ConsoleSwap	Seed Round	\$100M
<input type="checkbox"/>	 Aestheticc	Series A	\$21M
<input type="checkbox"/>	 Portal Ease	Series A	\$2M

Wealth Managers: Anticipating Liquidity, Growing AUM

For wealth managers, the first half of 2025 has underscored a familiar challenge: the best opportunities to engage high-net-worth clients often come and go before advisors are even aware of them. With venture funding rebounding and IPO activity returning, capital is moving quickly — and so are competitors looking to build relationships with newly liquid founders and executives.

In today’s compressed cycles, relying on lagging signals isn’t enough.

To build high-net-worth relationships and strengthen client trust, wealth managers need to:



Engage High-Net-Worth Relationships Earlier

Spot likely acquisitions, IPOs, or funding events before they happen, so outreach feels timely and proactive.



Deliver Sharper Advice

Provide clients with data-backed guidance not just on opportunities for wealth creation, but on risks — such as layoffs, leadership turnover, or slowing growth in companies they are tied to.



Scale Portfolio Monitoring

Automate and align client sourcing and portfolio monitoring across the entire organization, ensuring no opportunity is missed.

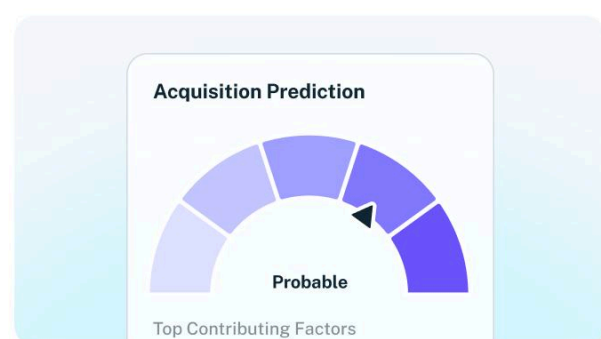
The wealth managers who grow AUM will be those who consistently see wealth creation before it becomes public, engage clients at the right moment, and protect portfolios from risks that others overlook.

Your Edge in Private Markets

In the emerging climate, the common thread across every player — from investors to GTM leaders to wealth managers — is the need for clarity and foresight in an unpredictable market.

Crunchbase's private market predictions forecast the private company activity that matters most for your business's success.

Its predictions include:



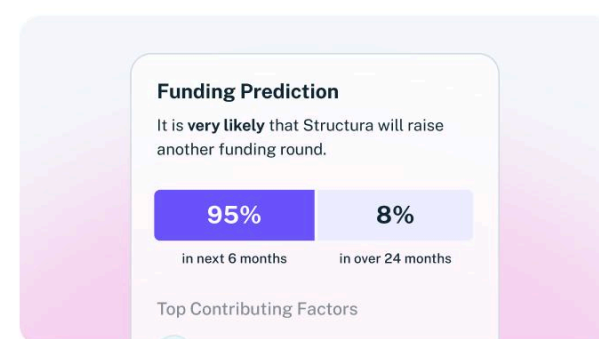
Acquisition Predictions

Reveal which companies are most likely to be acquired, enabling smarter timing around partnership or investment opportunities and sharper foresight into market shifts.



IPO Predictions

Anticipate which private companies are preparing to go public, providing a forward-looking view into liquidity events, emerging market leaders, and the inflection points that drive strategy and growth.



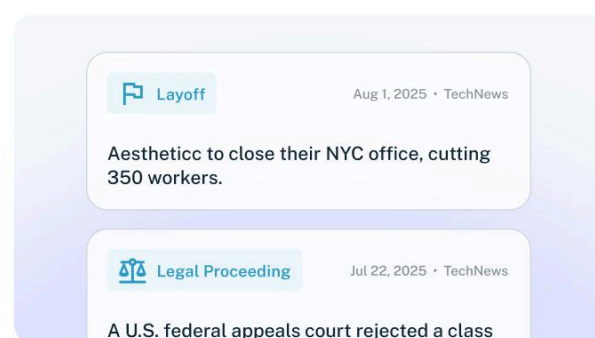
Funding Predictions

Forecasts if and when a company will raise its next round, pointing to businesses with emerging momentum and buying power.



Growth Predictions

Spots companies positioned for sustained expansion, helping teams prioritize durable opportunities.



Layoff Predictions

Flags potential instability up to six months in advance, reducing wasted effort and protecting portfolios.



Closure Predictions

Identifies companies likely to shut down before public signals appear, allowing GTM teams and investors to redirect resources and reduce exposure.

Integrate Predictions into Your Own Models and Tools

Already using Crunchbase software? The Crunchbase API gives you access to premium Predictions and unpublished data not available anywhere else. It's the fastest way to scale trusted intelligence across your systems, automate action, and power smarter business decisions.

[EXPLORE THE CRUNCHBASE API](#)

What You Gain with Predictive Intelligence

Investors

Sharpen sourcing and diligence, resisting herd behavior and focusing on durable, differentiated companies in both AI and adjacent sectors. Spot high-growth startups earlier and strengthen portfolios with forecasts about company growth, funding, exits, and risk.

GTM Teams

Prepare for faster cycles and align outreach around predicted funding or growth events, ensuring you don't miss windows of opportunity. Prioritize accounts forecasted to grow or raise, time outreach when budgets are predicted to open, and avoid stalled opportunities.

Wealth Managers

Anticipate liquidity events earlier to capture high-net-worth relationships before competitors do. Deliver sharper advice with forward-looking data and risk forecasting, and monitor portfolios at scale across your entire organization so you never miss key signals.



“Crunchbase has always been a trusted source for hard-to-find, high-quality data on private companies, but the predictive engine they’ve built is game-changing. Having accurate, predictive insights that let my teams act before any of the competition? That’s indispensable.”

Todd Olson

CEO and Co-Founder, Pendo



“Effective outreach needs to target the right audience at the right time. A lot of teams want to reach companies right before they raise funding to influence how it’s spent — but most just wait for the news. That isn’t fast or different enough. That’s why we’re partnering with Crunchbase. Alongside investor and acquisition data, we’re giving GTM teams something they haven’t had before: the chance to move earlier, act smarter, and stand out before the rest of the market even knows what’s coming.”

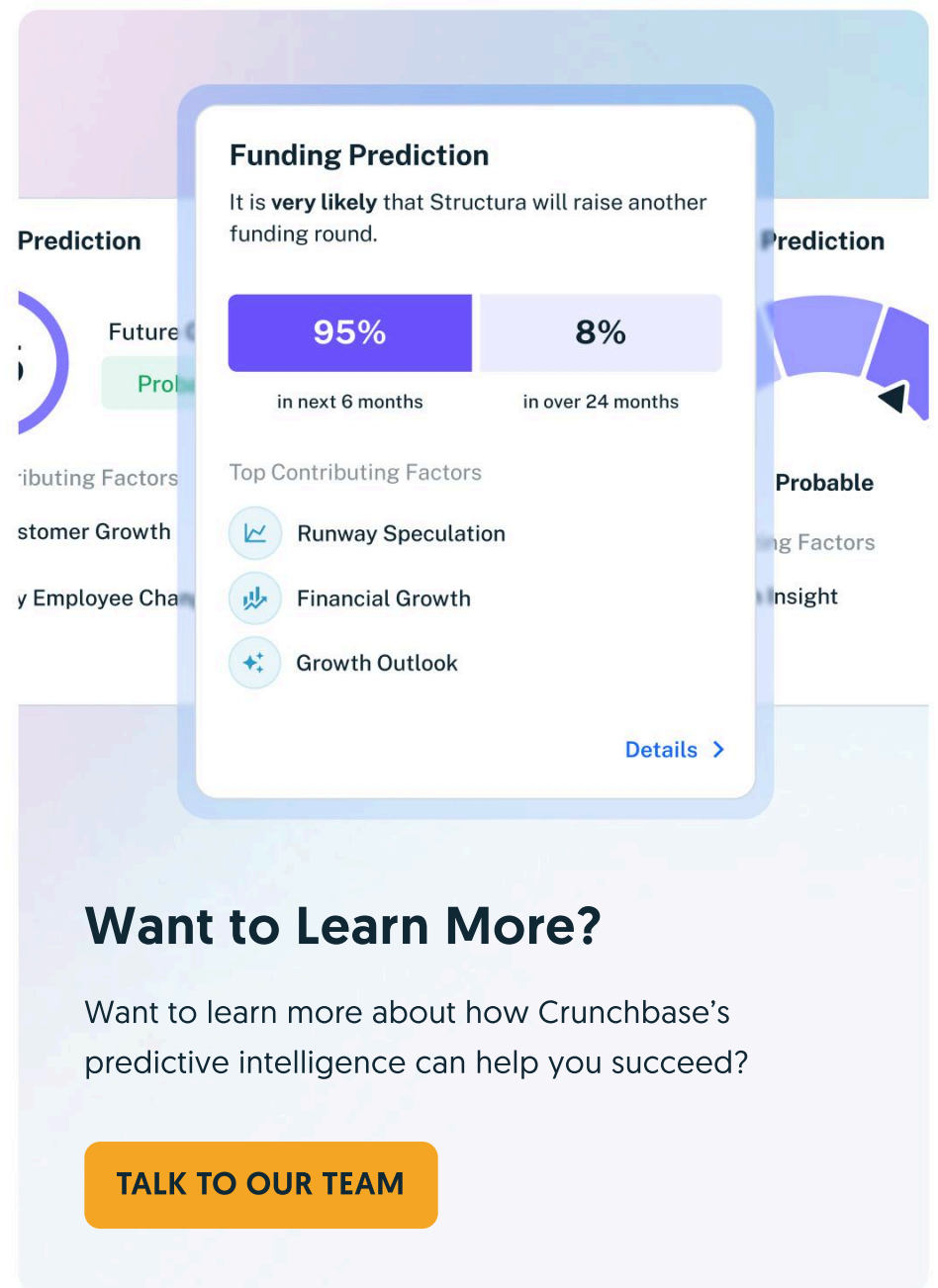
Stefan Kollenberg

Data Partnerships at Clay

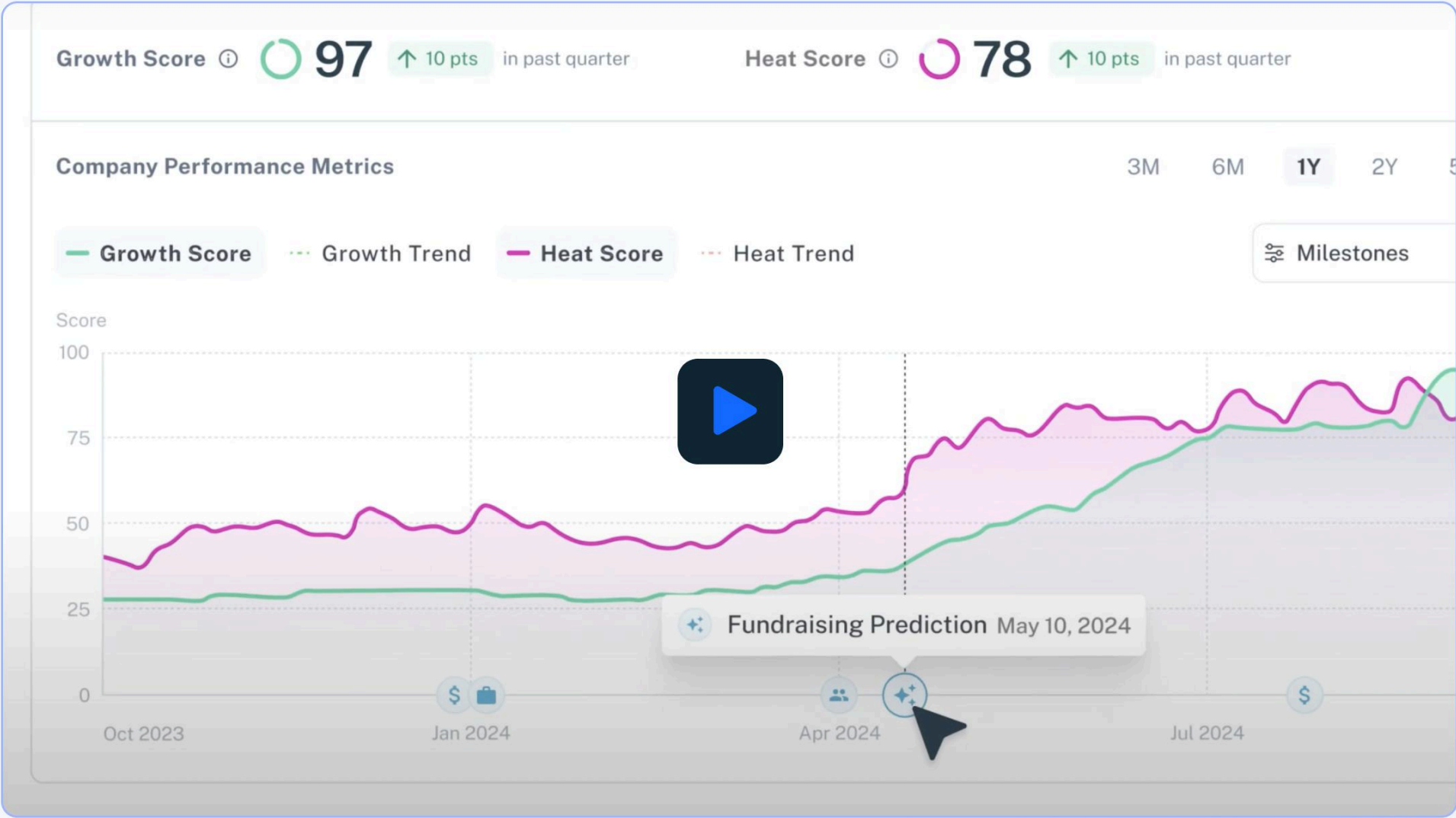
Taking Your Business from Uncertainty to Advantage with Crunchbase

Crunchbase's predictive intelligence transforms uncertainty into opportunity. By anticipating what's next rather than reacting to what's already happened, investors can deploy capital with confidence, GTM teams can seize deals before competitors, and wealth managers can engage high-net-worth clients at the moments that matter most.

Whether you're sourcing deals, building pipeline, or advising clients, the ability to predict key market movements first will define who wins in 2025 and beyond.



Outpace the Market with Predictive Company Intelligence



About Crunchbase

Crunchbase is a predictive intelligence solution that forecasts private market movements using the unique combination of live private company data, AI, and aggregated usage data from 80M+ users. It helps investors, dealmakers, and researchers be the first to find and act on private market opportunities.

Contact us to access predictive intelligence with the Crunchbase API.

TALK TO OUR TEAM

crunchbase