

Table 5: Financing stage of app companies at study publish date by team that conducted the study

Financing stage of app companies at study publish date*	Team that conducted the study	n (%)
Early stage startups (Pre-seed, Seed, and Series A) n=6	External research groups (no declared conflict of interest)	3 (50.0%)
	Mixed teams (internal employees and external collaboration)	3 (50.0%)
	Internal team	0 (0.0%)
Scale-ups (Series B-F) n=11	External research groups (no declared conflict of interest)	5 (45.5%)
	Mixed teams (internal employees and external collaboration)	6 (54.5%)
	Internal team	0 (0.0%)
Acquired or Public n=15	External research groups (no declared conflict of interest)	15 (100.0%)
	Mixed teams (internal employees and external collaboration)	0 (0.0%)
	Internal team	0 (0.0%)
University or Government developed n=6	External research groups (no declared conflict of interest)	2 (33.3%)
	Mixed teams (internal employees and external collaboration)	1 (16.7%)
	Internal team	3 (50.0%)

*Companies where financing data was not found (n=9) were excluded from this table.