

2025 CNBC Disruptor 50: Companies at the Leading-Edge of Technological Breakthrough

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The 2025 CNBC Disruptor 50 list is a powerful reflection of how the AI revolution is redrawing the business landscape and funneling unprecedented levels of venture capital and private equity into transformative startups. Unlike rankings that rely purely on lofty valuations, CNBC's process gave greater weight to critical measures of long-term impact: growth, scalability, user adoption, sales momentum, and the strength of capital networks and communities. This year, scalability and user growth emerged as the most decisive factors, while venture investors on CNBC's VC Advisory Board placed even higher emphasis on the scale of the industries being disrupted than academic experts did.

In all, the 2025 Disruptors have raised \$127 billion at a total valuation of \$798 billion, according to CNBC.

The full list of companies disrupting verticals such as finance, agriculture, security, generative AI, robotics, cryptocurrency, and healthcare can be found here: [2025 CNBC Disruptor 50](#).

Disclosure: CNBC developed a thorough process to generate the 2025 Disruptor 50 List. All private, independently owned startup companies founded after January 1st, 2010, were eligible to be nominated for the Disruptor 50 list. Companies nominated were required to submit detailed analysis, including key quantitative and qualitative information. Nominated companies were also asked to submit important qualitative information about themselves, including descriptions of their core business model, ideal customers, and recent company milestones. CNBC collected quantitative metrics including company-submitted data on their sales, number of users, employee growth, and more for 2025's Disruptor 50 list. Additionally, CNBC utilized PitchBook, which provided data on fundraising, implied valuations and investor quality; and IBISWorld, whose database of industry reports were used to compare the companies based on industries they are attempting to disrupt. CNBC's Disruptor 50 Advisory Board, a group of leading thinkers in the field of innovation and entrepreneurship from around the world, along with the newer Disruptor 50 VC Advisory Board, ranked the quantitative criteria by importance and ability to disrupt established industries and public companies. This year, the two advisory boards found that scalability and user growth were the most important criteria, followed by sales growth and access to capital and community. Companies did not pay a fee to participate in the list. Follow the link for more information on the methodology and list: <https://www.cnbc.com/2025/06/10/2025-cnbc-disruptor-50-list-how-we-chose-companies.html>

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