



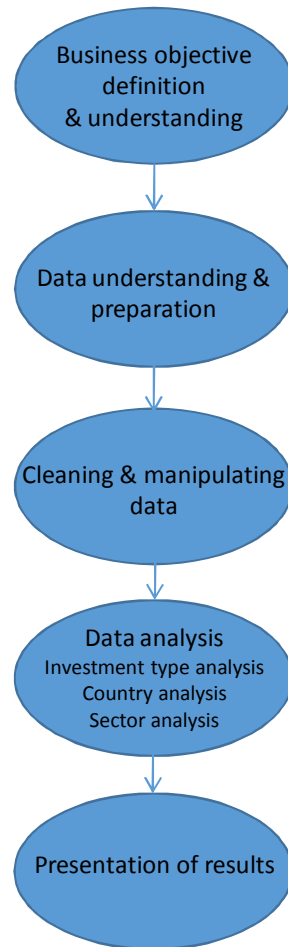
INVESTMENT CASE STUDY SUBMISSION

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Abstract

- Goal of this study is to understand the global trends in startup investments so that investment decisions can be taken effectively
- The objective is to identify the best sectors, countries, and a suitable investment type for making investments
- The overall strategy is to invest where others are investing, implying that the best sectors and countries are the ones where most investments are happening
- Constraints
 - To invest only between 5 to 15 million USD per round of investment
 - To invest only in English-speaking countries
- Data analysis done in this study
 - Investment type analysis
 - Country analysis
 - Sector analysis

Problem Solving Methodology



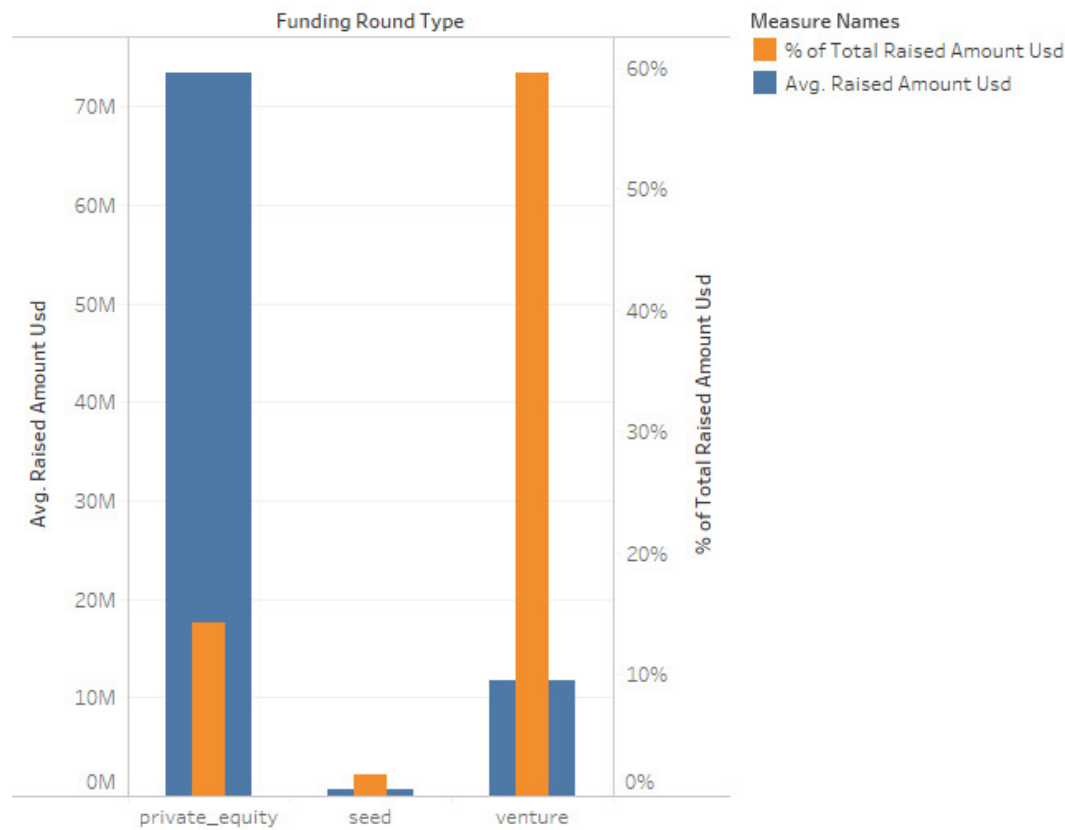


Investment Type Analysis

- GOAL: To understand investments in venture, seed/angel, private equity categories so that Spark Funds can decide which type is best suited for its strategy of investing only between 5 to 15 million USD per round of investment
- Calculate the average investment amount for each of the four funding types (venture, angel, seed, and private equity)
- RESULT: Based on the average investment amount calculated, venture investment type is the most suitable for Spark Funds

Investment Type Analysis - Results

Average amount of investment and fraction of total investment



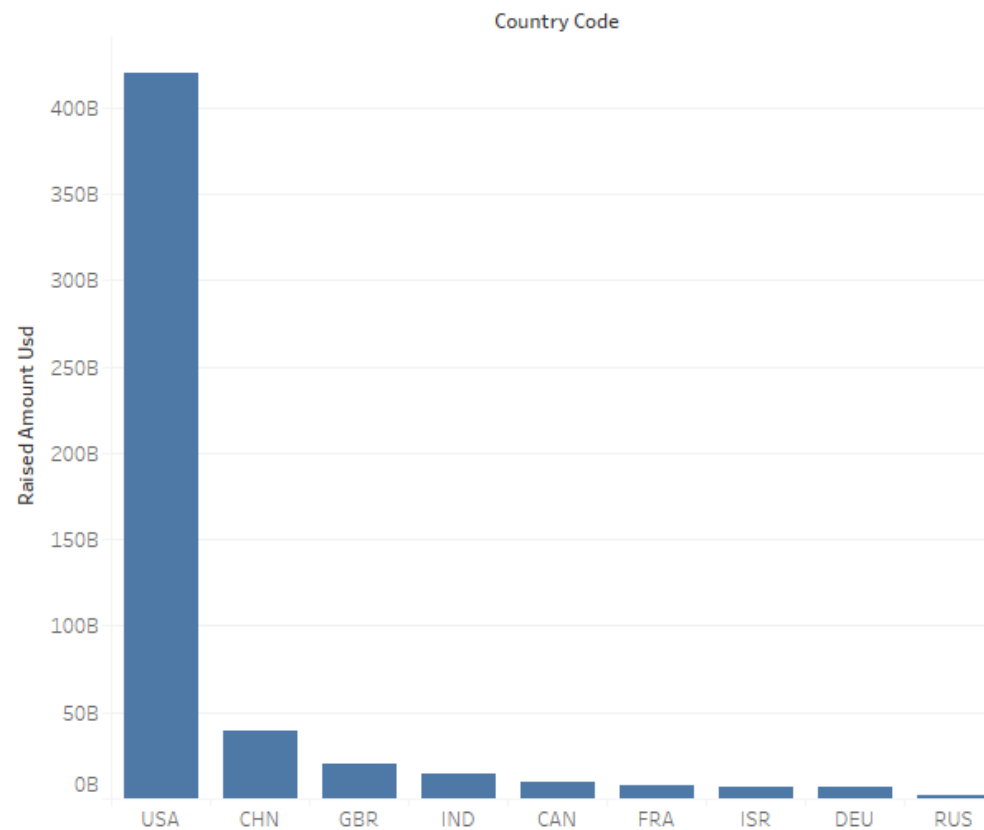


Country Analysis

- GOAL: Understand which countries have had the most investments in “venture type funding” in the past. Part of a broader strategy to invest where most investments are occurring
- Invest only in English-speaking countries because of the ease of communication with the companies it would invest in
- A country is considered to be English speaking only if English is one of the official languages in that country
- Analyzed the top nine countries which have received the highest total “venture type funding” and among them identified the top 3 English speaking countries
- RESULT: **USA, GBR (Great Britain), IND (India)**

Country Analysis - Results

Countries with the highest investment in "venture" type funding



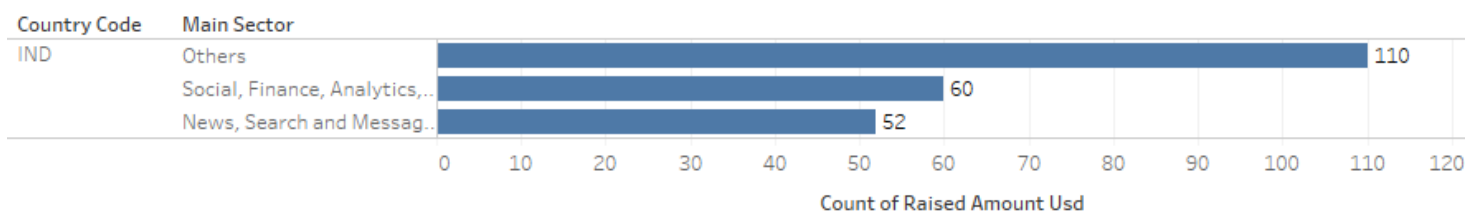
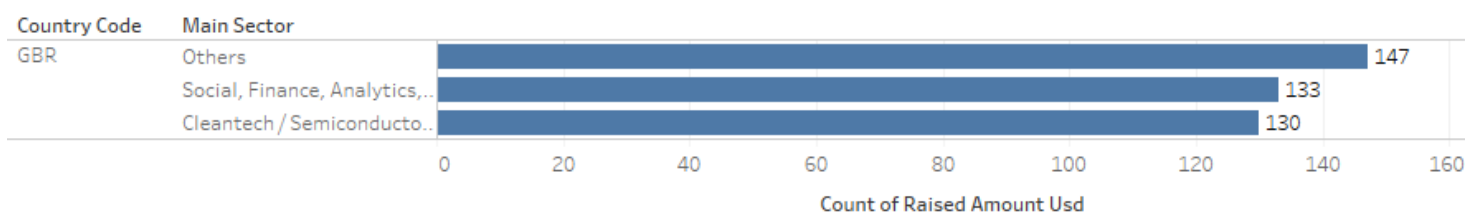
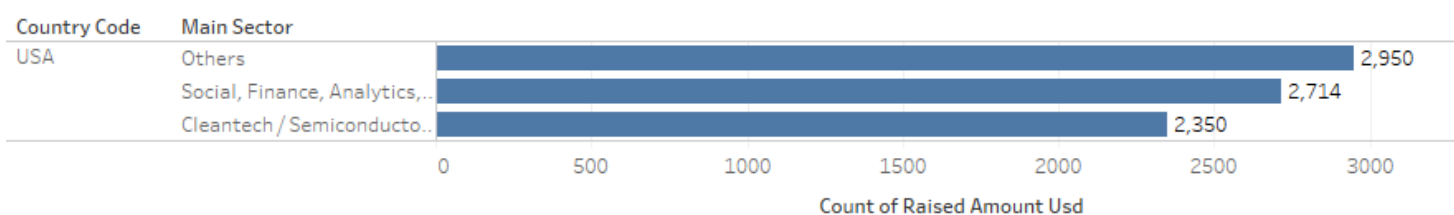
Sector Analysis

- GOAL: Understand the distribution of investments across the eight main sectors and identify the top 3 sectors with the most “venture funding type investment” between 5-15 million in USA, GBR & IND
- Extracted the primary sector from each category list from the category_list column and used a mapping file to map each primary sector to one of the eight main sectors
- RESULT:

Sector based on count of investments	USA	GBR	IND
Top	Others	Others	Others
Second best	Social,Finance,Analytics, Advertising	Social,Finance,Analytics, Advertising	Social,Finance,Analytics, Advertising
Third best	Cleantech / Semiconductors	Cleantech / Semiconductors	News,Search and Messaging

Sector Analysis - Results

Number of investments in the top 3 sectors in the top 3 countries





Conclusions

- Spark Funds should invest in venture type funds in USA, Great Britain and India in the below mentioned sectors
- USA
 - Others
 - Social, Finance, Analytics, Advertising
 - Cleantech & Semiconductors
- Great Britain
 - Others
 - Social, Finance, Analytics, Advertising
 - Cleantech & Semiconductors
- India
 - Others
 - Social, Finance, Analytics, Advertising
 - News, Search and Messaging