

INVESTMENT ASSIGNMENT SUBMISSION

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Investment Strategy Analysis

Company name – Sparks Fund (Asset Management Company)

Business Objectives

- Wants to make investment in few companies.

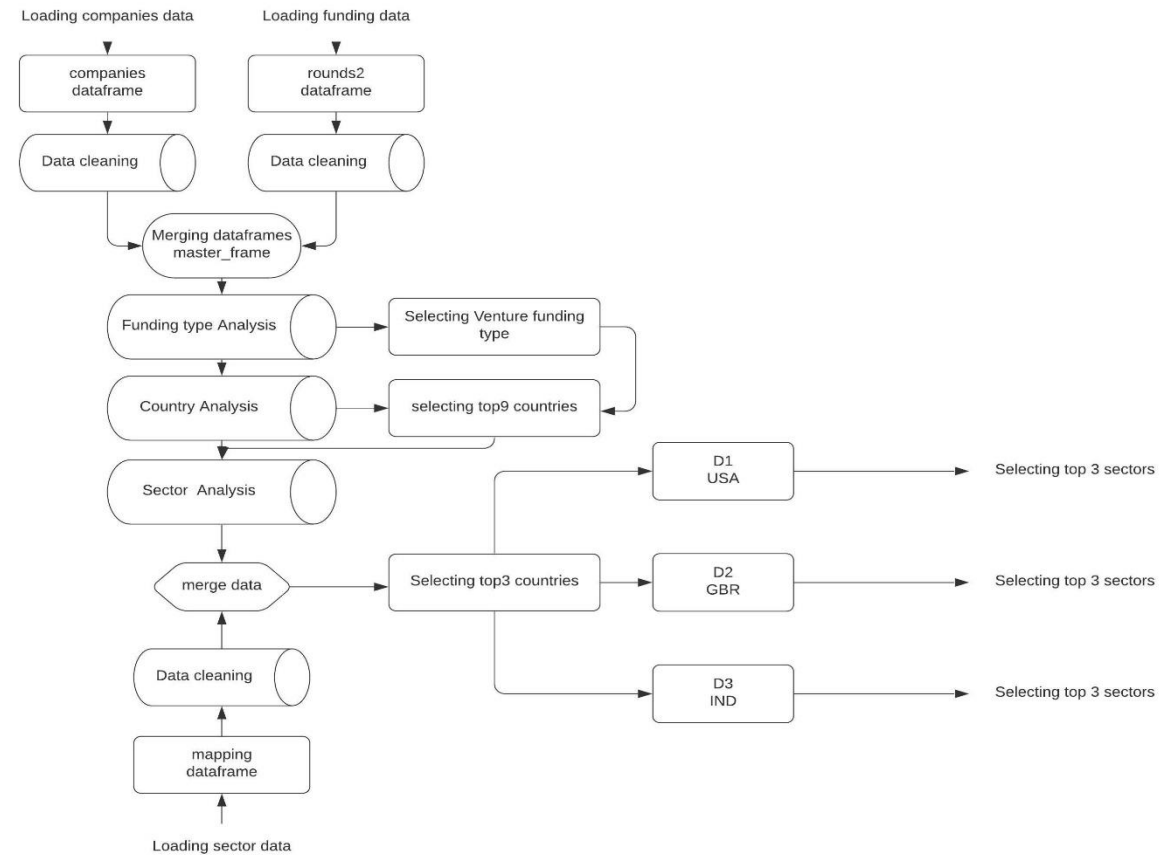
Constraints

- Investment range should be in between 5 million and 15 million dollars.
- Wants to Invest in only those countries where English is the official language.

Strategy

- Investing in sectors and companies where investors from across the world is investing.

Flow chart



Funding Type Analysis

- Average investment across seed, private equity, venture, angle funding

Venture type	11,724,220
Angel type	971,573.90
Seed type	747,793.70
Private equity type	73,938,490

- Select only those funding types which have average funding amount between 5 and 15 Million dollars. Which is in our case is **Venture** funding type.

Country Analysis

- Chart of top9 countries

Country	Investment	English language
USA	\$420,068,000,000	YES
CHN	\$39,338,920,000	NO
GBR	\$20,072,810,000	YES
IND	\$14,261,510,000	YES
CAN	\$9,482,218,000	YES
FRA	\$7,226,851,000	NO
ISR	\$6,854,350,000	NO
DEU	\$6,306,922,000	NO
JPN	\$3,167,647,000	NO

- In top9 countries chart we can that we have only 4 countries which have English as their official language of Communication.
- Out of which we will going to select top3 – USA, GBR, IND

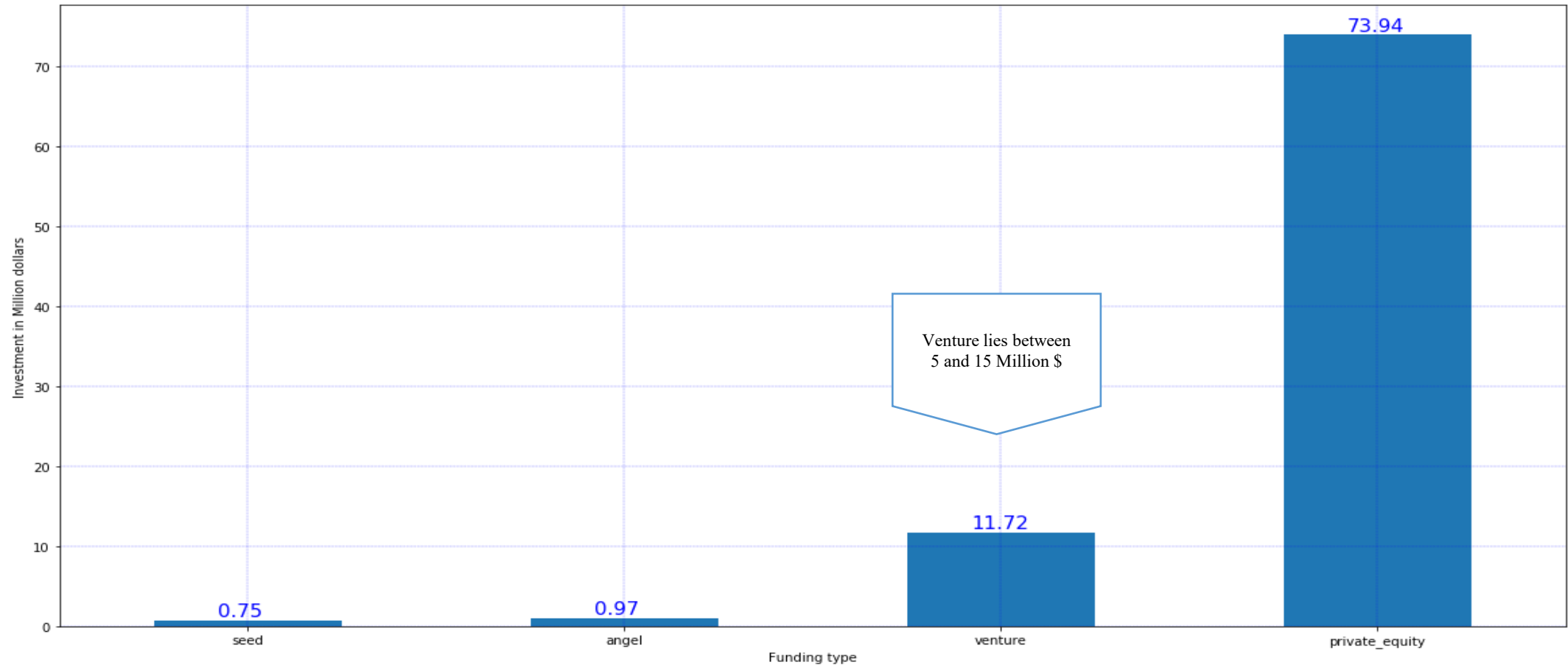
Sector Analysis

- Top performing sectors in top3 countries.

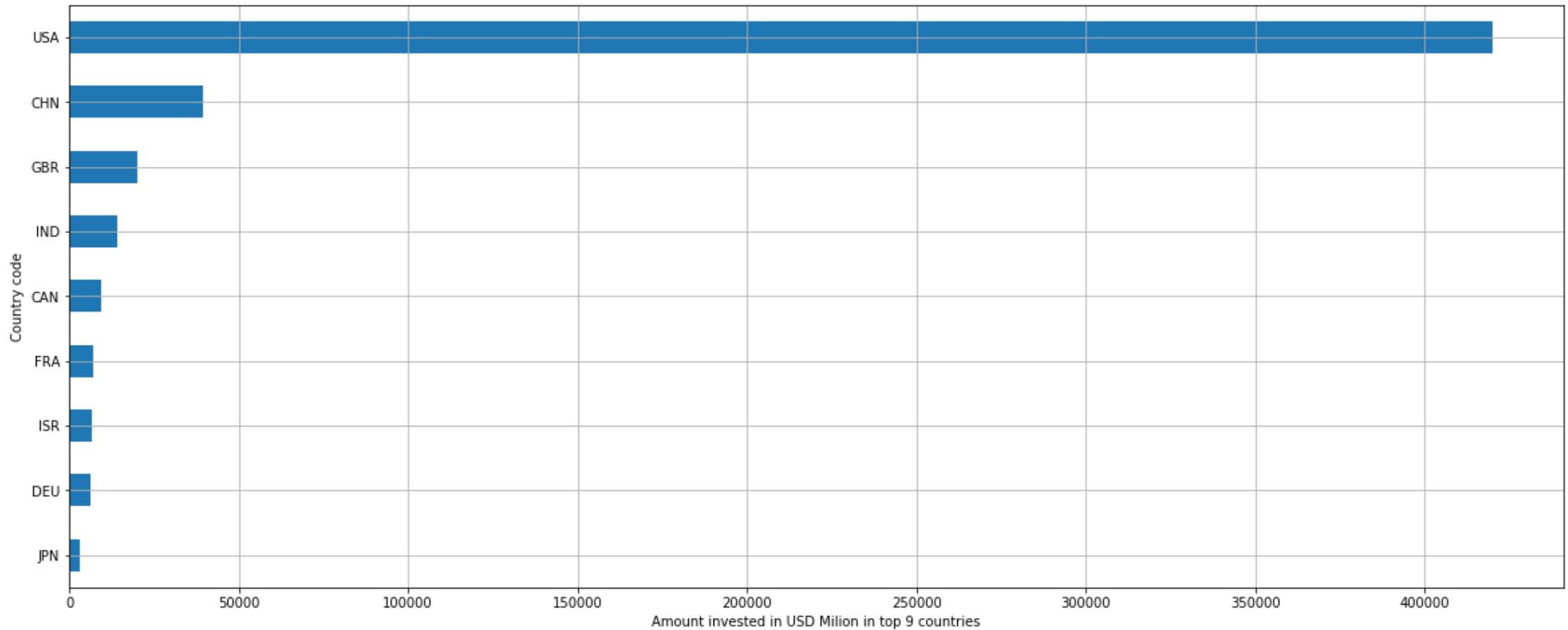
Country code	Main Sector	Investment
USA	Others	26,321,010,000
	Social, Finance, Analytics, Advertising	23,807,380,000
	Cleantech / Semiconductors	21,206,630,000
GBR	Others	1,283,624,000
	Cleantech / Semiconductors	1,150,140,000
	Social, Finance, Analytics,Advertising	1,089,404,000
IND	Others	1,013,410,000
	Social, Finance, Analytics,	550,549,600
	News, Search and Messaging	433,834,500

- Above chart shows top performing main sectors in each countries (Top 3 English speaking countries)

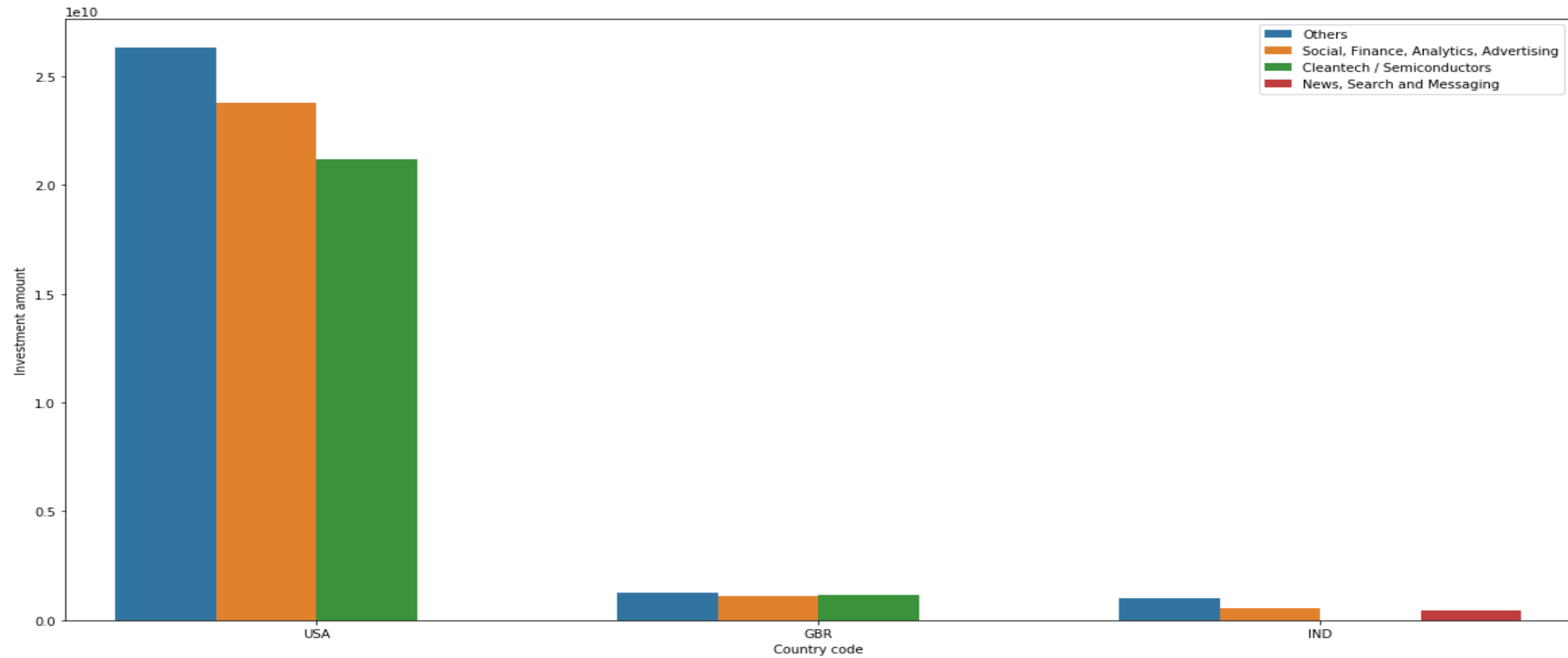
Plot Showing Investment in funding types



Plot showing Investment in top9 countries



Plot showing performance of main sector in 3 countries



Conclusion

- **Venture** funding type is the most suited option for Sparks fund.
- As per business objectives of Sparks fund, they have most favourable opportunity to invest in main sector named **Others** in **United States**.
- Besides they have two more options to choose from county wise, **GBR (United Kingdom)** and **India**.
- **Others** main sector is favourable in both the countries by Investors. Overall as follow –
- Funding Type – **Venture**

Country code	Main Sector
USA	Others
	Social, Finance, Analytics, Advertising
	Cleantech / Semiconductors
GBR	Others
	Cleantech / Semiconductors
	Social, Finance, Analytics, Advertising
IND	Others
	Social, Finance, Analytics,Advertising
	News, Search and Messaging