

INVESTMENT CASE STUDY

SUBMISSION

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Spark Funds Investment Analysis

Key constraints for investments:

- Per round of investment should evaluate to 5 to 15 million USD.
- Countries with 'English' as official language shall be considered for investment to facilitate ease of communication.

Strategy to be followed:

- Companies which are receiving maximum investments from other investors shall be among top on the list.
- Identifying best investment type by comparing typical investment amounts in the venture, seed, angel , private equity etc.
- Identifying best sectors and countries where money should be put in by figuring out countries and sectors which are receiving maximum investments.

Step by Step Approach

Step-1

Form a master Data set with companies and corresponding investments.

Step-2

Identify best investment type among seed/venture/angel/private equity.

1. Calculate avg investment type for all funding types.
2. Identify investment type which have avg between 5 to 15 million USD.

Step-3

Identify the top 3 countries where most investments are made for best investment type.

1. Calculate total investment amount received by each country for best investment type inferred in previous step.
2. Identify top 3 English speaking countries with highest investments.

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Step - 4

Identify the top 3 main sectors to invest in for listed 3 countries and best investment type.

1. Identify primary_sector for each company.
2. Map each primary_sector with its main_sector.
3. For top 3 countries calculate total count of investments for each main sector.
4. For top 3 countries calculate total investment amount received for each main sector.
5. Identify top 3 sectors for each country based on total count of investments.
6. List down number of investments in for all top3 sectors.
7. For top sector identify the company which received highest investment amount.
8. For second best sector identify the company which received highest investment amount.

Facts and Observations

- Total 66368 unique companies data was analyzed.
- Each company can be uniquely identified using ‘permalink’/’company_permalink’ (company id).
- Average funding amount for all investment types was inferred as below:

Investment Type	Avg Amount
Venture	\$ 11,748,949.13
Angel	\$ 958,694.47
Seed	\$ 719,818.00
Private_equity type	\$ 73,308,593.03

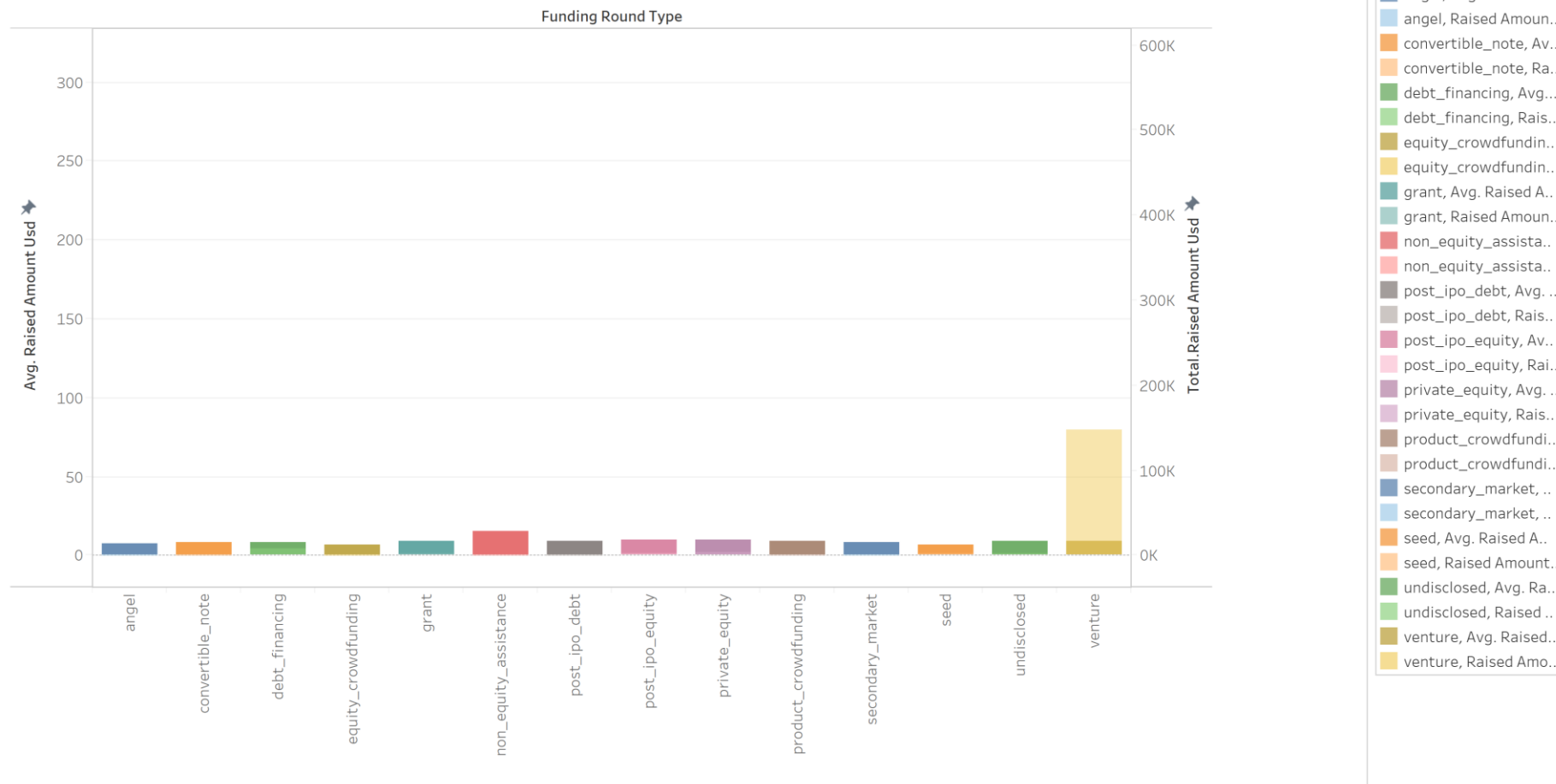
- Best investment type for Spark Funds is ‘Venture’ as it falls into range of 5 to 15 million USD.
- Top 3 English speaking countries where Spark Funds can invest in are as below:
 - USA (United States of America)
 - GBR (United Kingdom of Great Britain)
 - IND (India)

Top 3 countries analysis

S.No	Observation	USA	GBR	IND
1	Total Number of Investments	9942	619	328
2	Total amount of investment (USD)	88368.29	5365.23	2949.54
3	Top Sector name (no. of investment-wise)	Others	Others	Others
4	Second Sector name (no. of investment-wise)	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
5	Third Sector name (no. of investment-wise)	Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging
6	Number of investments in top sector (3)	2950	147	110
7	Number of investments in second sector (4)	2714	133	60
8	Number of investments in third sector (5)	2300	128	52
9	For point 3 (top sector count-wise), which company received the highest investment?	SpiderCloud Wireless	Tribold/ip.access/Notonthehighstreet /EnvironmentIQ/SenSage/SilverRail Technologies/Azure Solutions	LimeRoad/Classteacher Learning Systems/Voylla Retail Pvt. Ltd/Tejas Networks India/Roposo/Pepperfry.com/K-12 Techno Services/ItzCash Card Ltd/iPolicy Networks/GirnarSoft /FirstCry.com/CommonFloor/Comat Technologies/ZO Rooms/CaratLane
10	For point 4 (second best sector count-wise), which company received the highest investment?	Flite	SimilarWeb/Zopa/myThings/Open Gamma	Financial Information Network & Operations Pvt/TravelGuru/ShopClues.com/Shiram Credit/ApnaPaisa /Manthan Systems/Komli Media

Best funding type selection

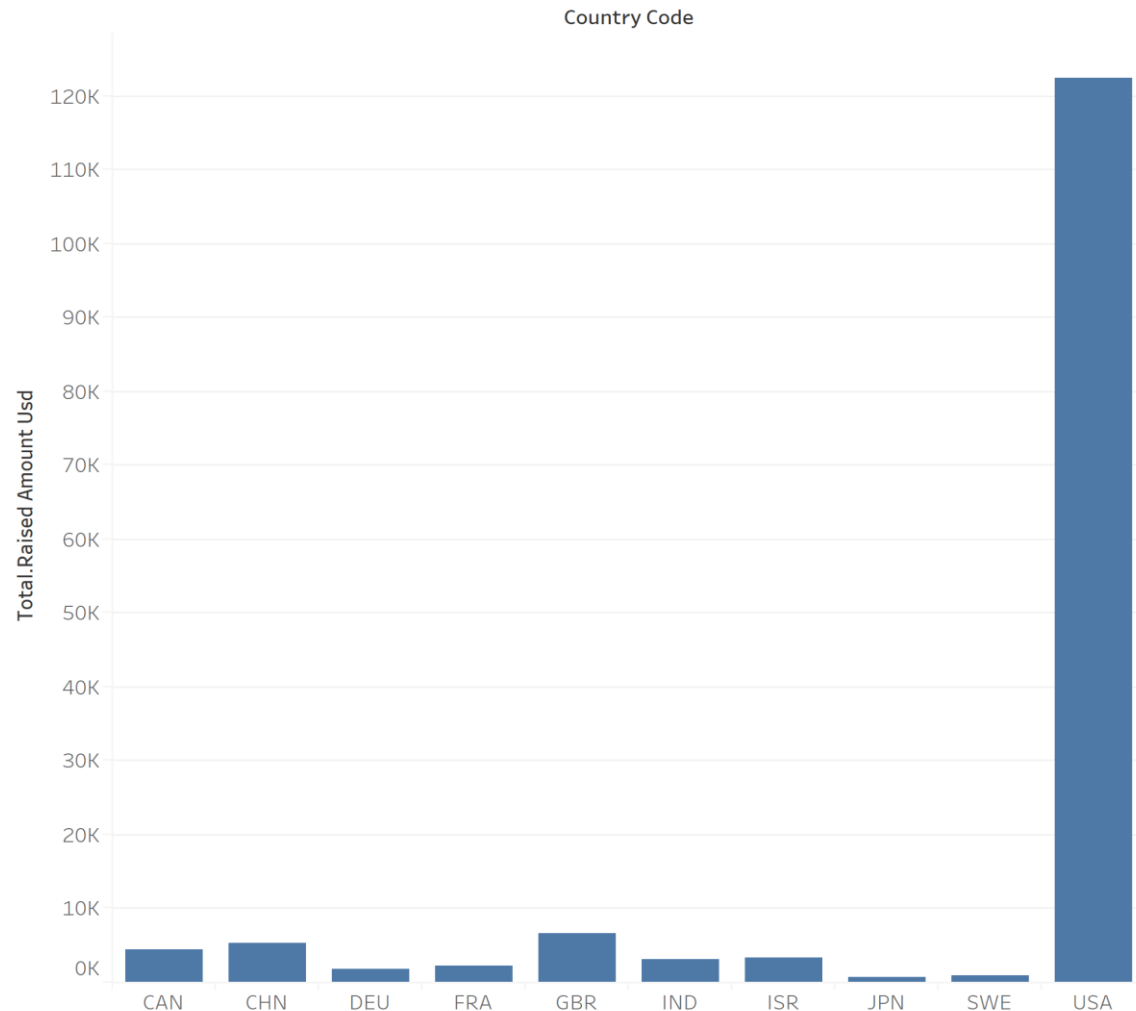
Total Investments vs Avg Investment for each funding type



Conclusion : Venture is the best funding type falling into 5 to 15 million USD.

Top 3 countries for investment

Total investments for top9 countries

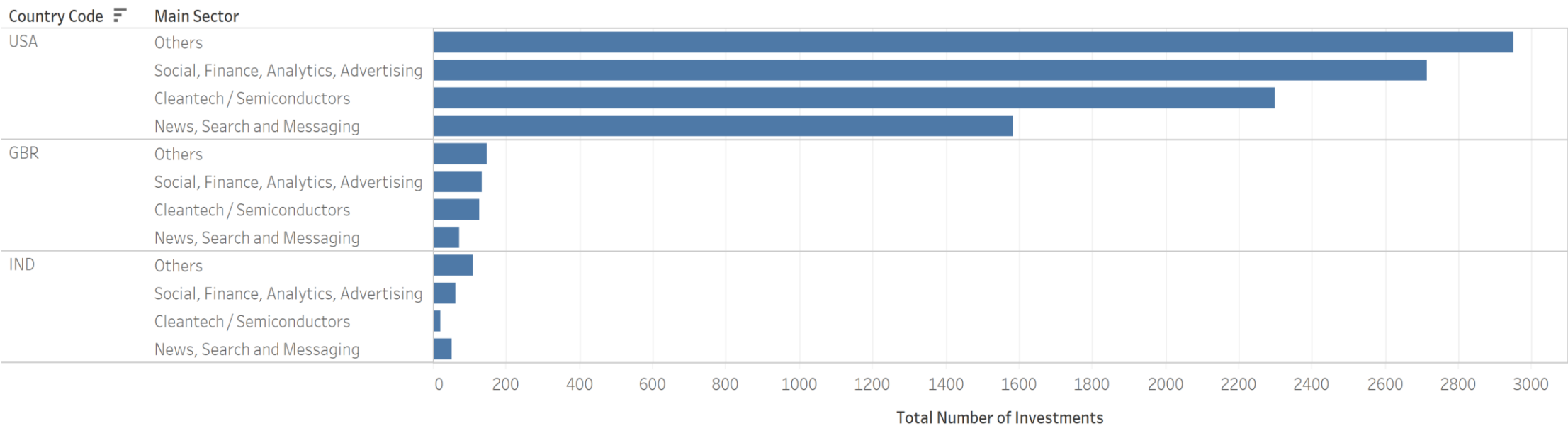


Spark Funds shall invest in below listed countries:

1. USA (United States of America)
2. GBR (Great Britain)
3. IND (India)

Best sector analysis for top 3 countries

Top 3 sectors for top 3 countries



Inferences Summary

- Best investment type for Spark Funds is “Venture”.
- Top three English speaking countries which should be considered for investment are USA , GBR and IND.
- Top three sectors for each country where investment should be made are listed below:

USA : 1. Others
2. Social, Finance, Analytics, Advertising
3. Cleantech / Semiconductors

GBR : 1. Others
2. Social, Finance, Analytics, Advertising
3. Cleantech / Semiconductors

IND : 1. Others
2. Social, Finance, Analytics, Advertising
3. News, Search and Messaging