



# INVESTMENT ASSIGNMENT SUBMISSION

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## ABSTRACT

Spark fund, an asset management company, wants to invest and take strategic decisions based on global trends.

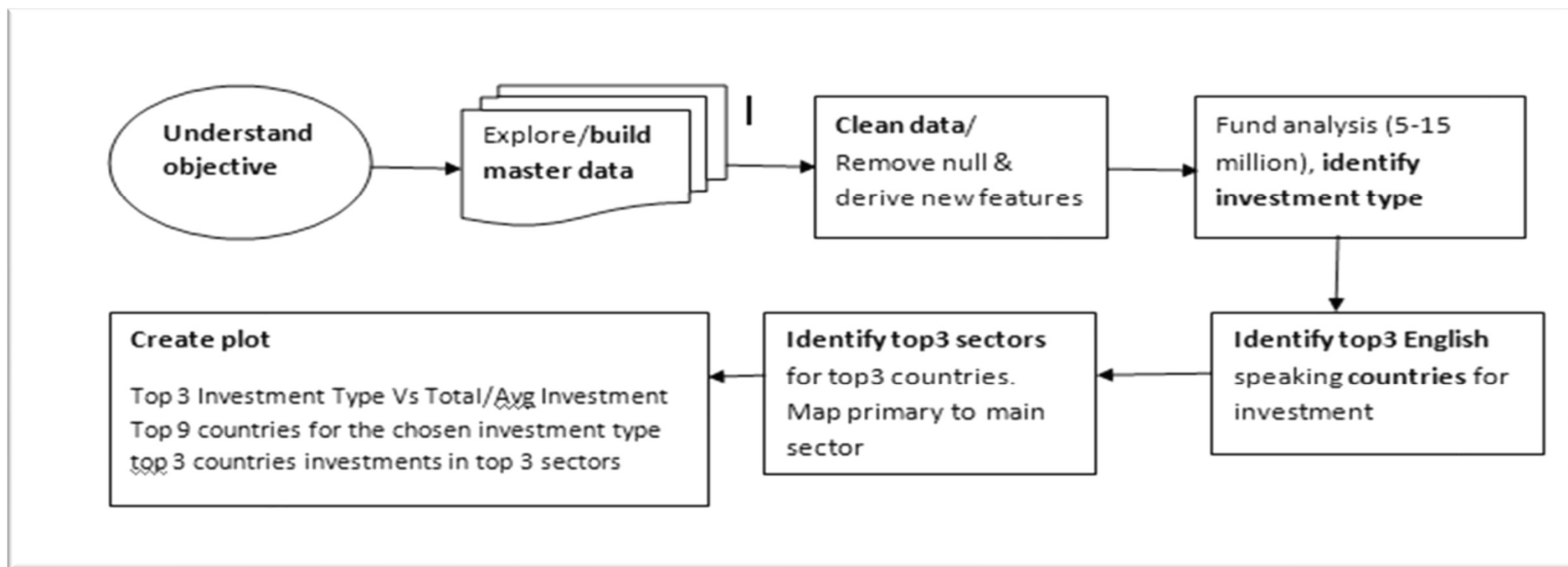
### Limitations:

- Invest between **5 -15 million USD** per round of investment
- Invest only in "**English-speaking countries**" (because of the ease of communication)

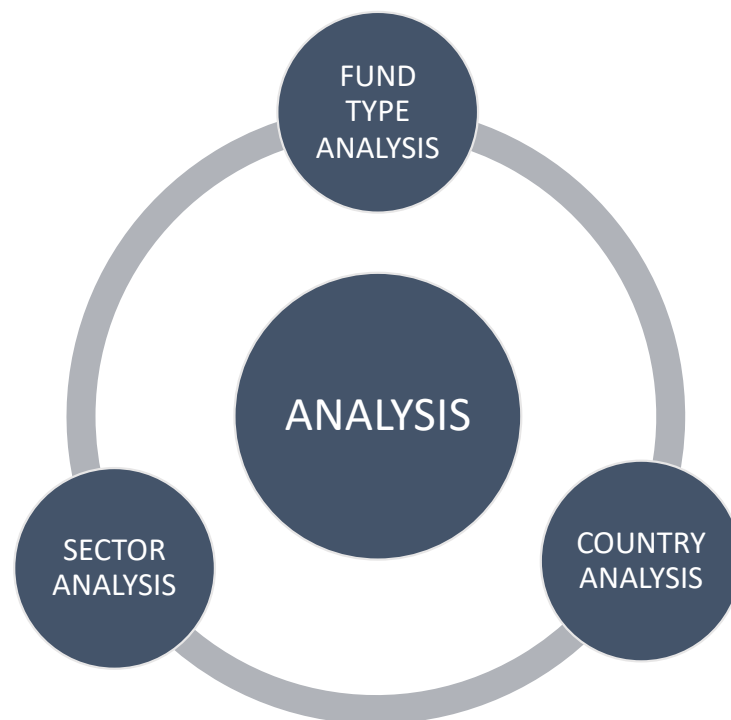
### Strategy:

- Identify the best sectors, countries and a suitable investment type for making investments.
- Invest in the sectors where others are investing

## Problem solving methodology – Flow Chart



## Analysis Categorization/Approach





## Fund Type Analysis

- ☐ **Major funds** : Private Equity, Seed, Angel, Venture Types.
- ☐ As per global analysis, below are the trends observed

Fund type	Raised amount (million USD)
Private Equity	70.8
venture	11.74
angel	0.97
seed	0.74

- ☐ **Venture fund** type seems to be promising.

## Country Analysis

- ☐ Identify Top 9 countries that have received highest funding
- ☐ Identify Top3 English speaking countries

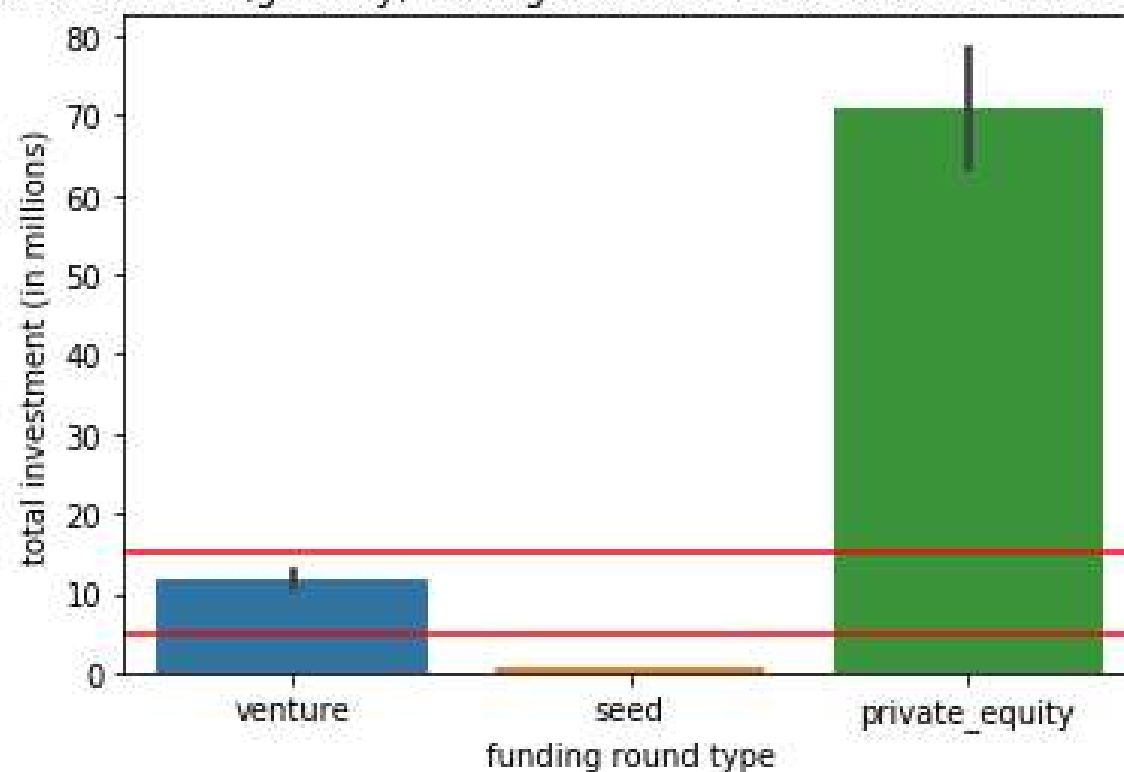
Country	Raised amount (in millions)
USA	419443.238
CHN	36950.872
GBR	19235.535
IND	14167.809
CAN	9435.477
FRA	6825.018
ISR	6551.761
DEU	6180.782
JPN	3018.150

## Sector Analysis

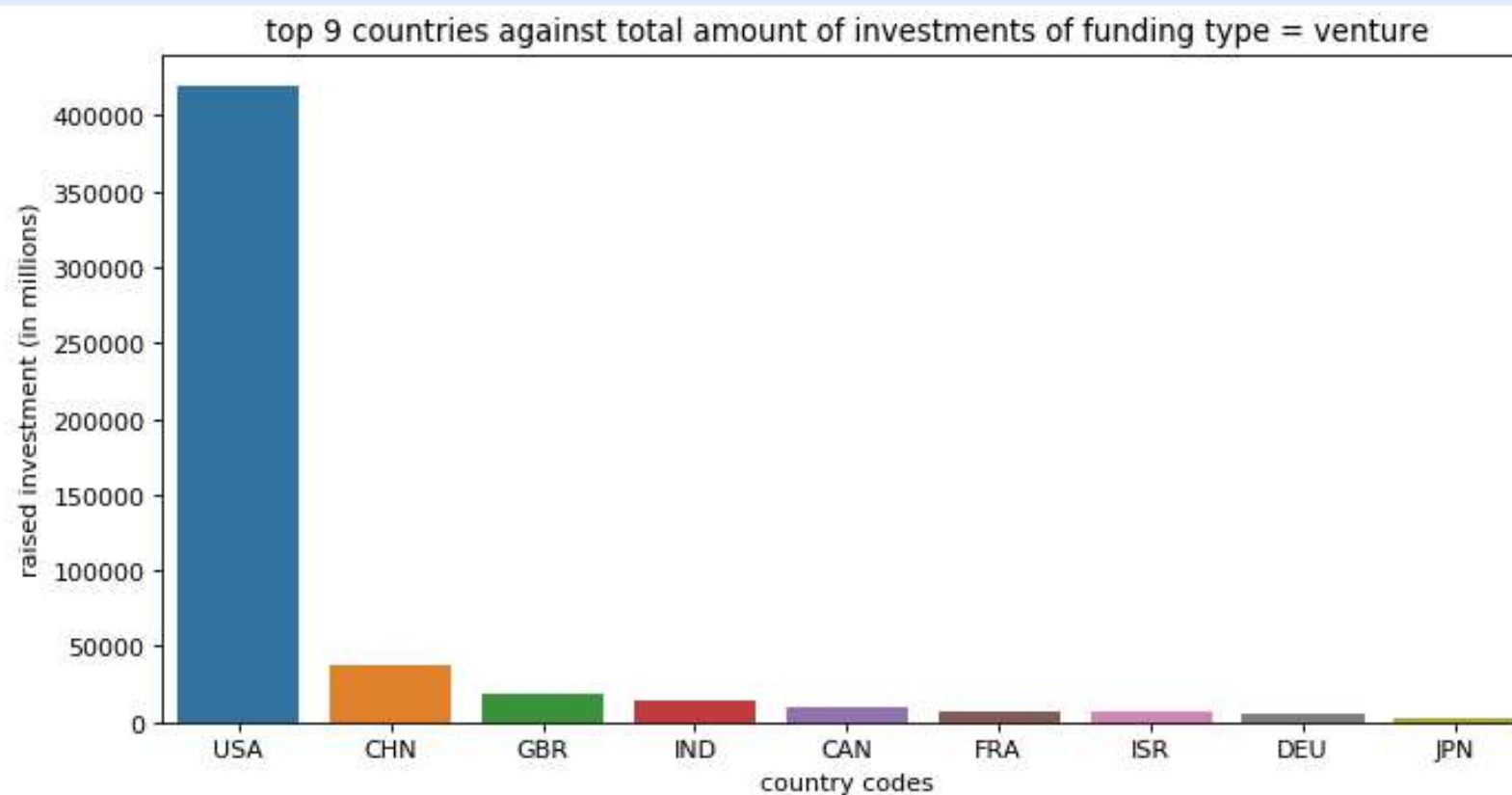
- Map primary sectors to 8 main sectors
- Identify top3 sectors
- For each sector analyzed the total investment in top 3 countries
- For each sector analyzed the amount of investment raised in top 3 countries

## Investment based on Funding Type

total investments (globally) Vs avg amount of investment in each funding type

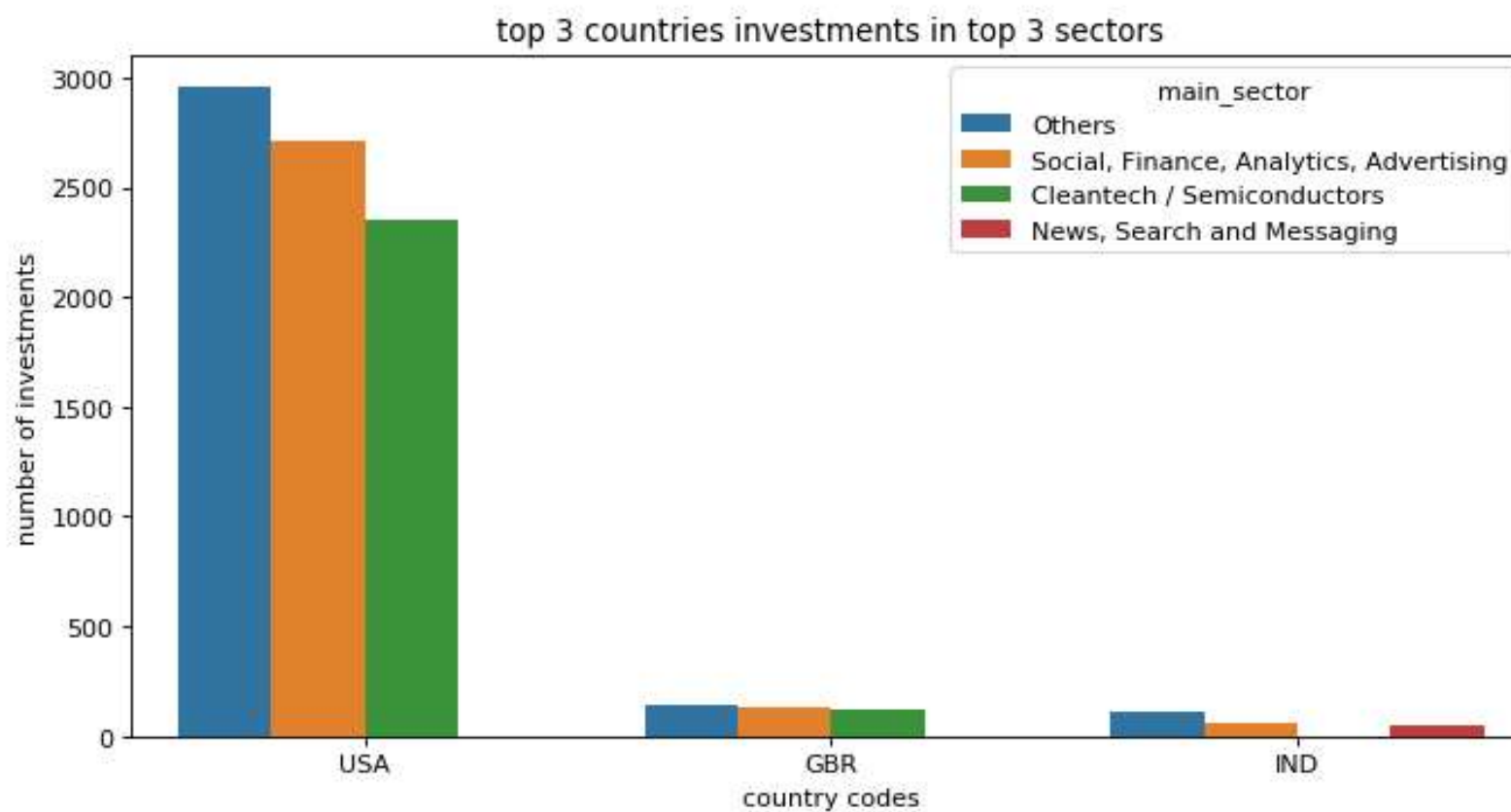


## Total amount of investments in top 9 countries





## Top 3 countries and their top 3 sectors



## Conclusion

- **Best Fund investment**
  - ✓ **Criteria (Range (5-15 M USD): Venture**
- **Top 3 English Speaking Countries**
  - ✓ **Criteria (Receiving the highest investment amounts in Venture funding types)**
    - ❖ **USA**
      - ✓ **Most Suitable Sector for Investment**
        - i. **Others**
        - ii. **Social/Finance/Analytics/Advertising**
        - iii. **Cleantech/Semiconductors**
    - ❖ **Great Britain**
      - ✓ **Most Suitable Sector for Investment**
        - i. **Others**
        - ii. **Social/Finance/Analytics/Advertising**
        - iii. **Cleantech/Semiconductors**
    - ❖ **India**
      - ✓ **Most Suitable Sector for Investment**
        - i. **Others**
        - ii. **Social/Finance/Analytics/Advertising**
        - iii. **News Searching & Messaging**