

INVESTMENT CASE STUDY

SUBMISSION

Group Name:

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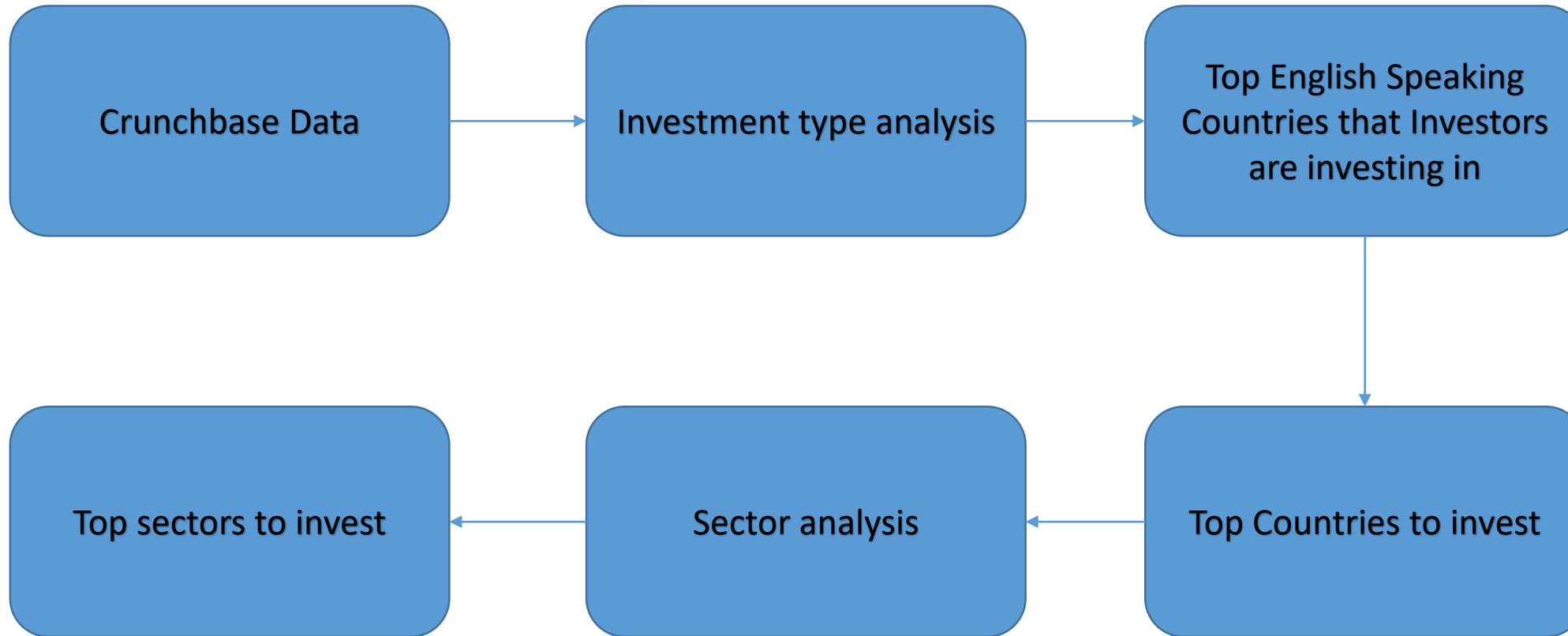
SPARK

Investment Decisions

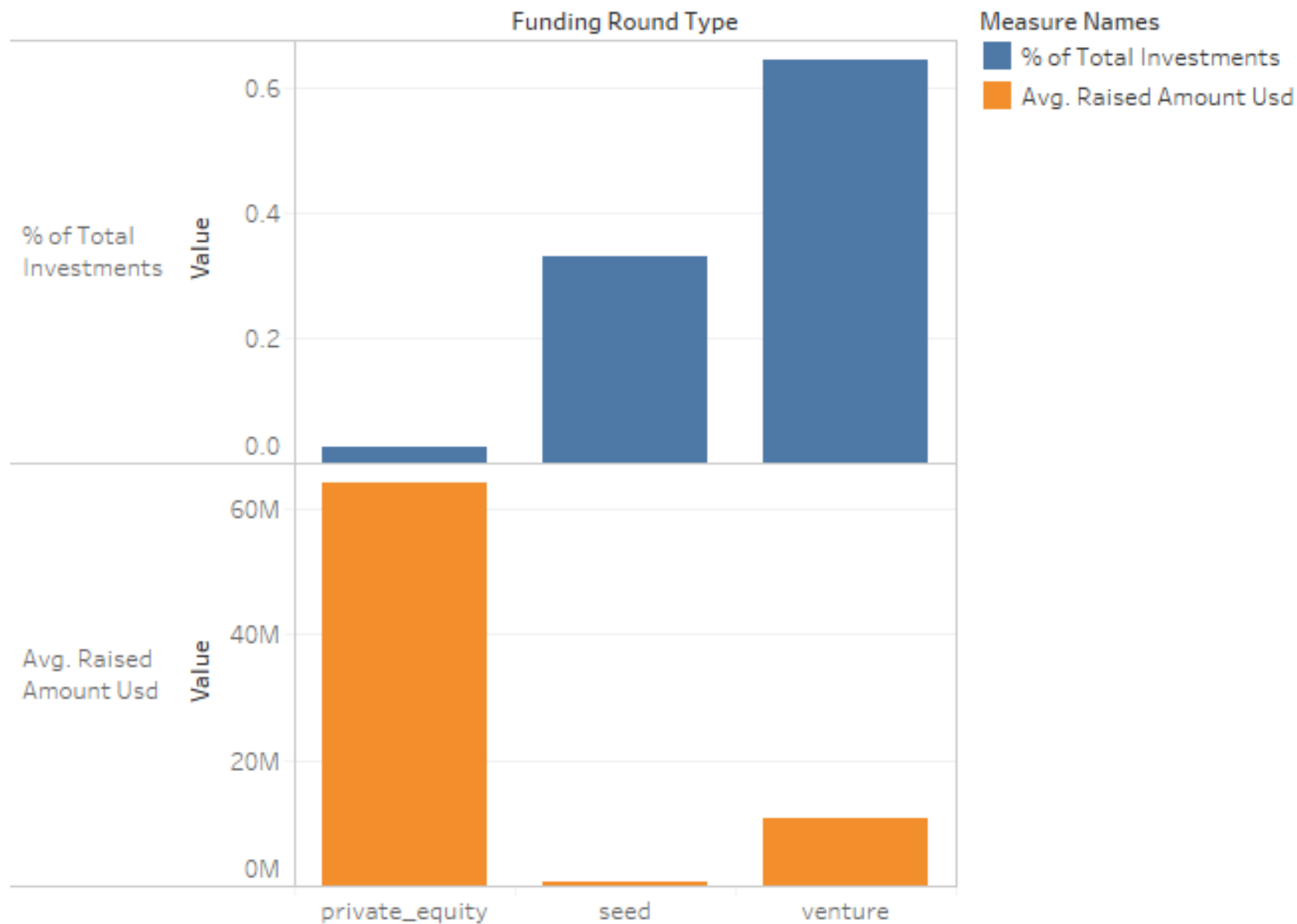
Requirements:

5 to 15 million US Dollars
English Speaking Countries
Following the Trend

Analytical Methodology

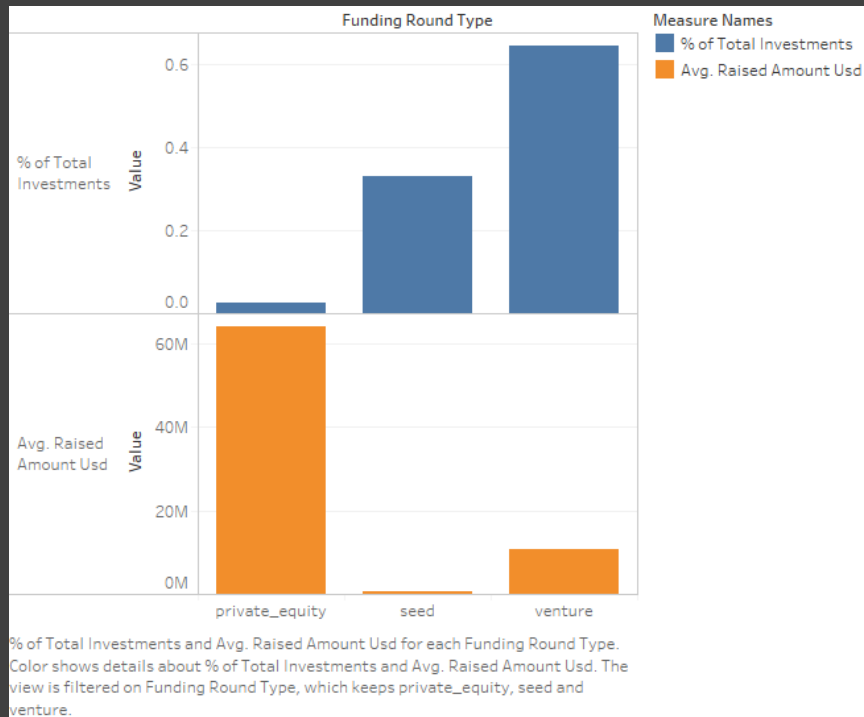


Funding Type Analysis



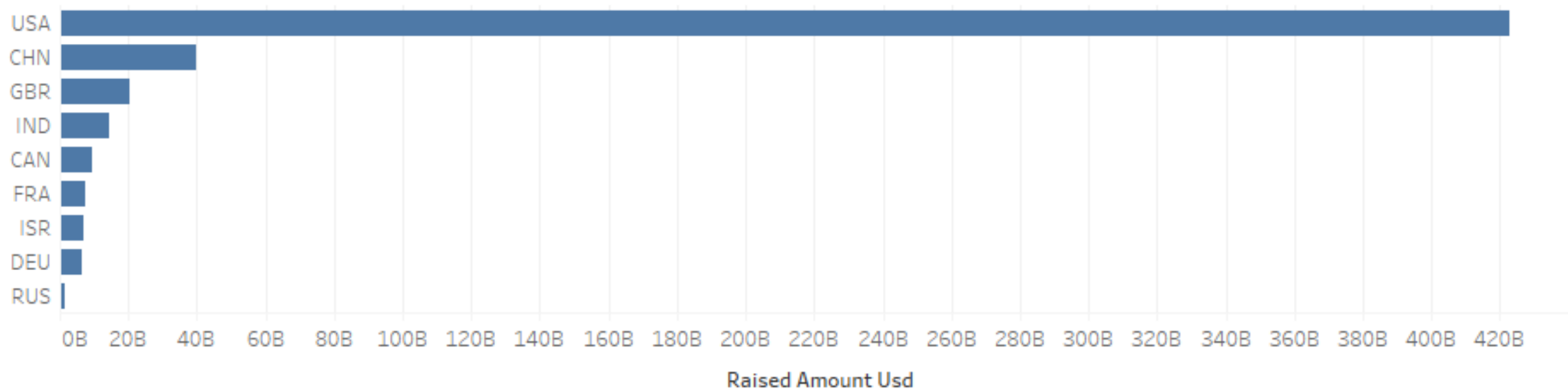
% of Total Investments and Avg. Raised Amount Usd for each Funding Round Type. Color shows details about % of Total Investments and Avg. Raised Amount Usd. The view is filtered on Funding Round Type, which keeps private_equity, seed and venture.

Funding Type Analysis



- Venture has the highest investment percentage of over 60%
- Average investment of investment of Private equity is very high compared to seed and venture.
- However total investment is low in Private equity which means huge amount of sum invested by low amount of investors.
- Considering the risks are less in Venture, it would be the most suitable.

Country Code

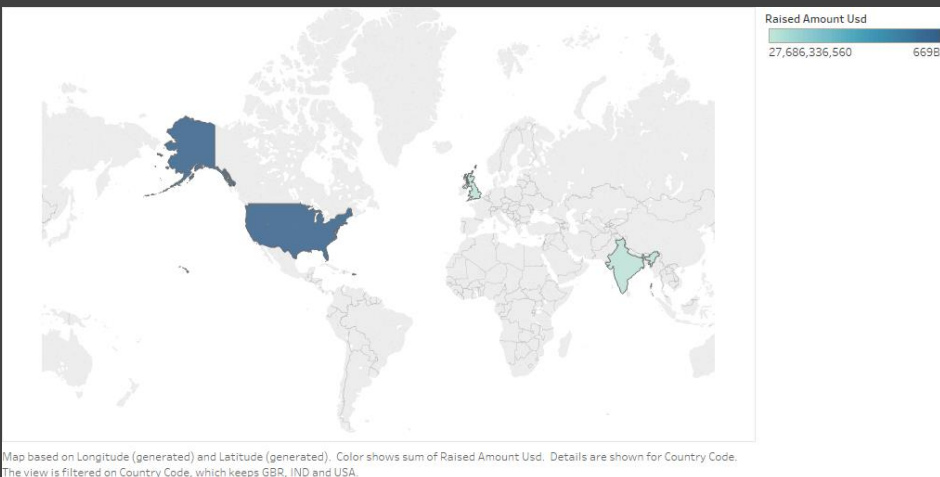


Sum of Raised Amount Usd for each Country Code. The data is filtered on Funding Round Type, which keeps venture. The view is filtered on Country Code, which keeps 9 of 137 members.

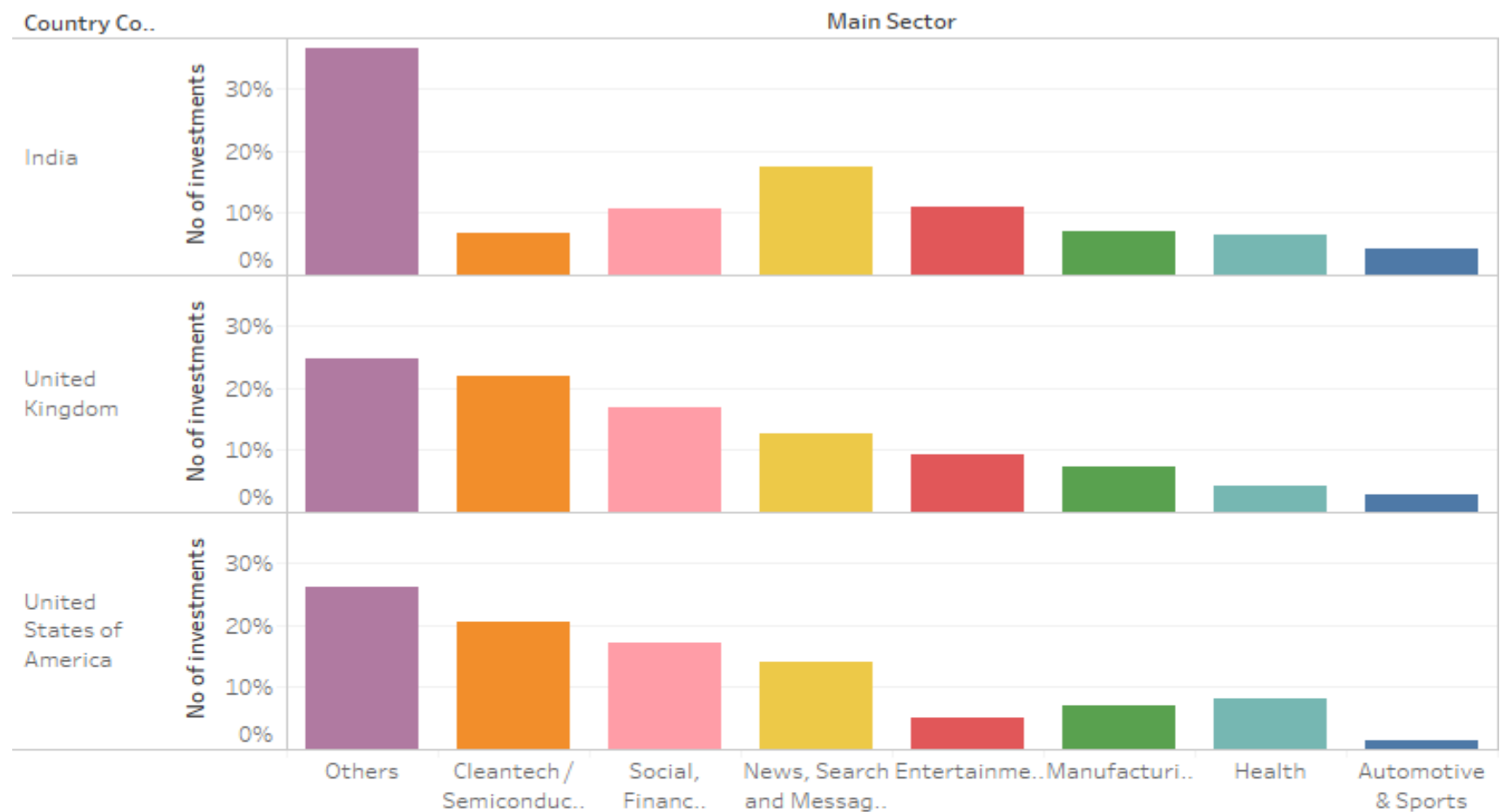
Top 9 Countries

Top 3 English Speaking Countries

- United States of America, China, United Kingdom and India has the highest numbers of investments taking place.
- China is not a English speaking country so it should not be considered. So the top 3 countries are United States of America, United Kingdom of Great Britain and India.
- USA has over 20 times more total no of investment than either United Kingdom and India.



Sector Analysis

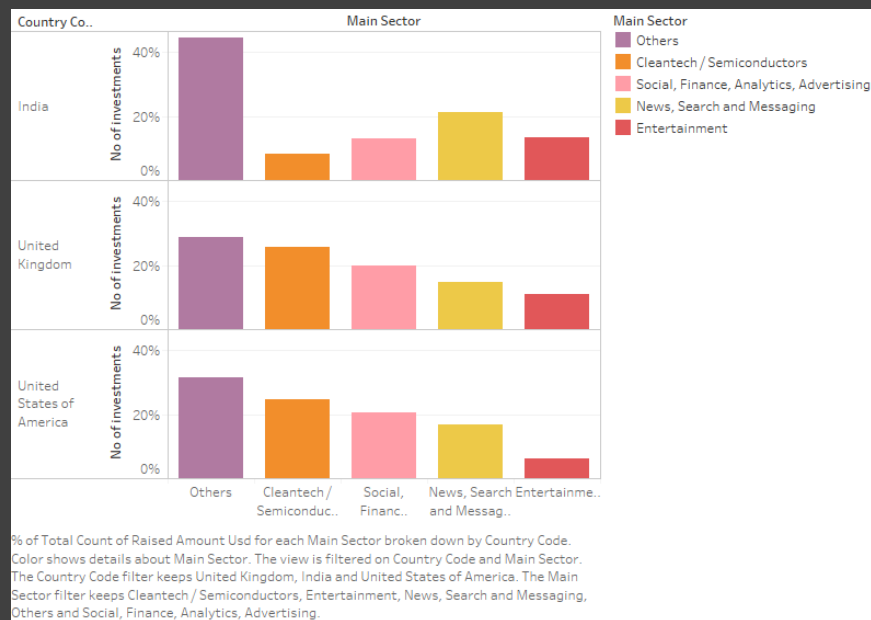


% of Total Count of Raised Amount USD for each Main Sector broken down by Country Code. Color shows details about Main Sector. The view is filtered on Country Code and Main Sector. The Country Code filter keeps United Kingdom, India and United States of America. The Main Sector filter keeps 8 of 8 members.

Main Sector

- Others
- Cleantech / Semiconductors
- Social, Finance, Analytics, Advertising
- News, Search and Messaging
- Entertainment
- Manufacturing
- Health
- Automotive & Sports

Sector Analysis



- The main sector in the countries selected with the highest number of investment is ‘Others’.
- ‘Others’ are a combination of multiple primary sectors such as Education, E-Commerce etc and many more.
- The top 3 sectors in United Kingdom and United States are Others , Cleantech / Semiconductors and Social, Finance, Analytics, Advertising
- India follows a slightly different trend. The top 3 main sectors being Others, News, Search and Messaging and Entertainment