

INVESTMENT CASE STUDY

Group Name:

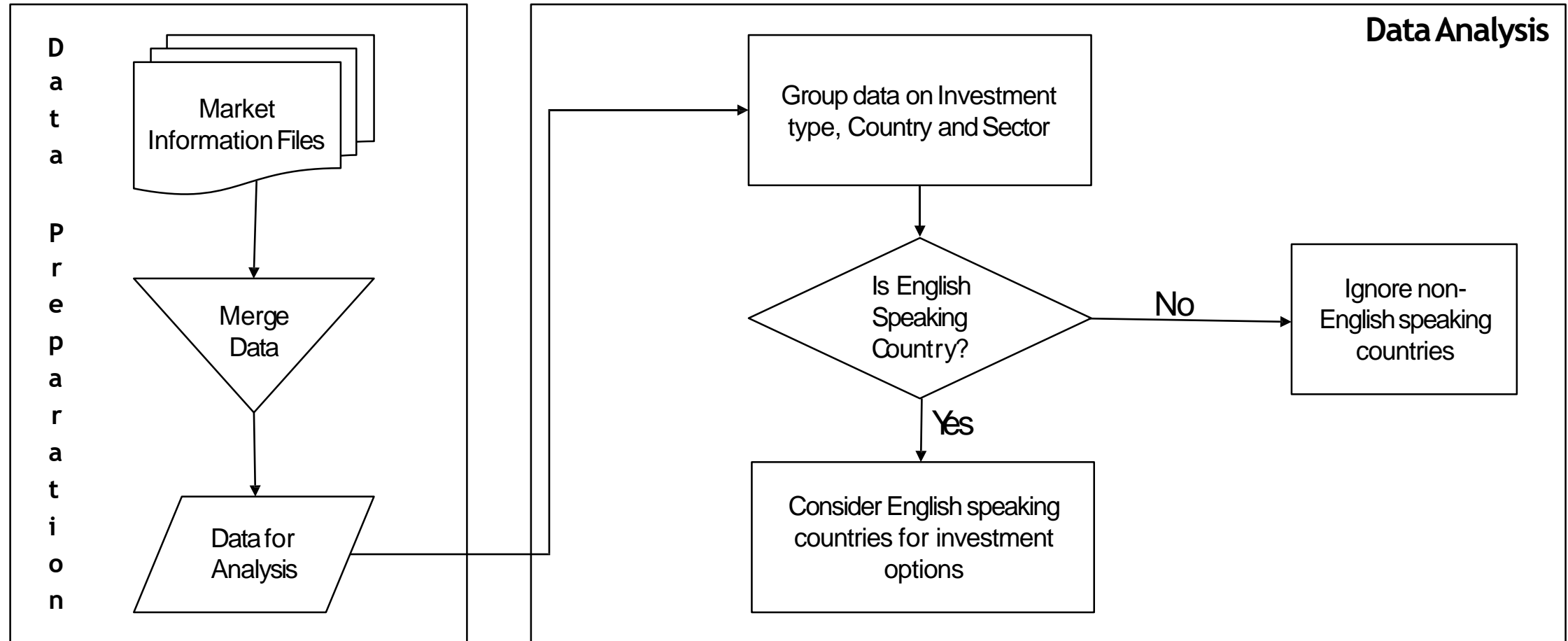
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Best Option for Investment

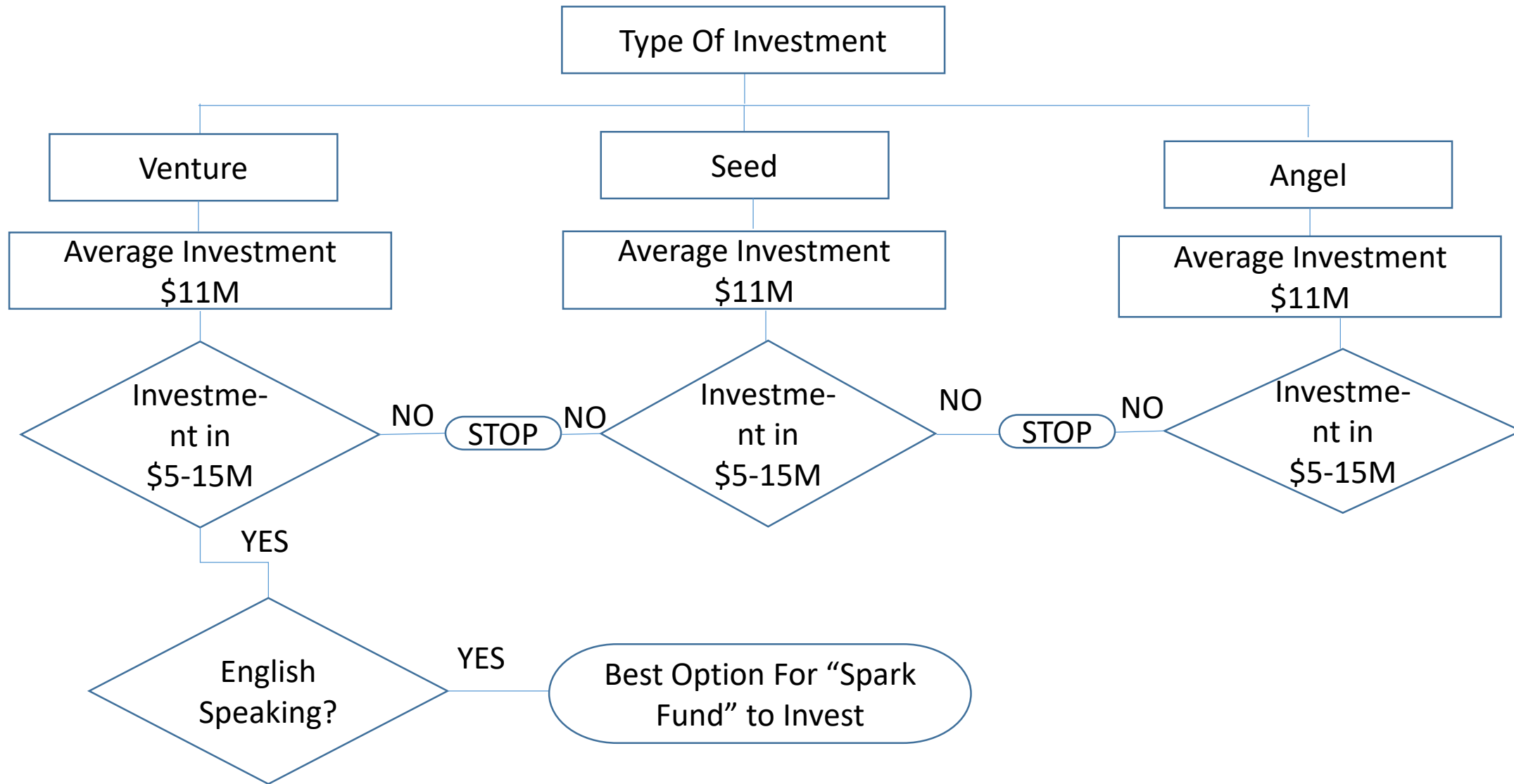
- The analysis is carried to determine best investment option for “Spark Funds”.
- The study is carried on data received for various investment, in various sectors.
- Based on the analysis carried, it is easy to suggest “Venture” as best available option for “Spark Funds” for there investment.
- “USA” followed by “GRB(UK)” and “India” as a “English Speaking” country has highest investment, so Spark Fund should also consider investing in three mentioned countries.
- The analysis is carried keeping in view the requirement s provided by “Spark Funds”.
i.e. Investment amount - \$5-15M, Country Official Language: English etc.

Strategic Investment Decision

– Flow Chart

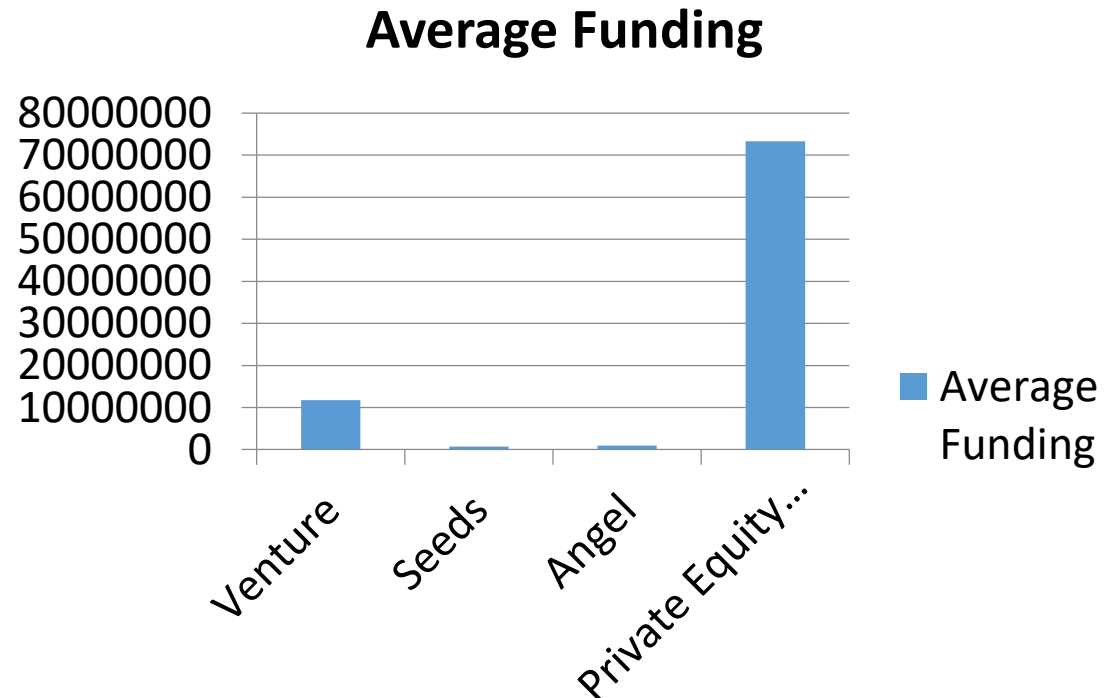


Analytical View



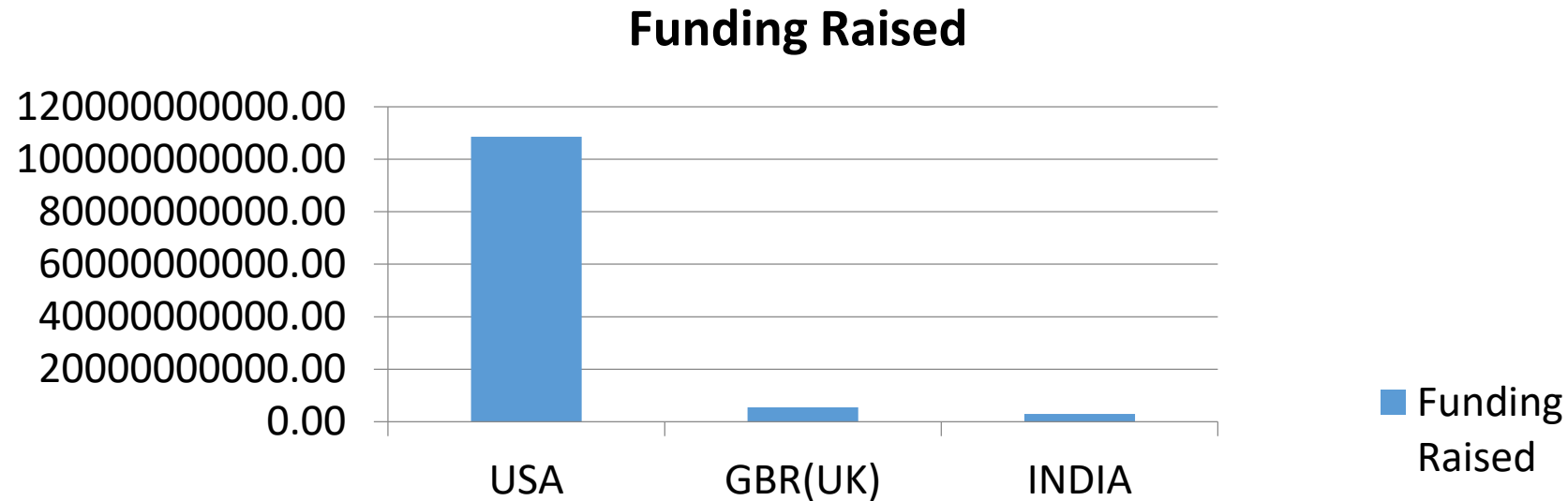
Based On Facts – Investment Amount

- Average funding for “Angel” and “Seed” is below \$5M
- Average funding for “Private Equity Fund” is more than \$15M.
- Average funding for “Venture” is approx. \$11M
- Analysis and finding suggest that “Venture” type is the best option.

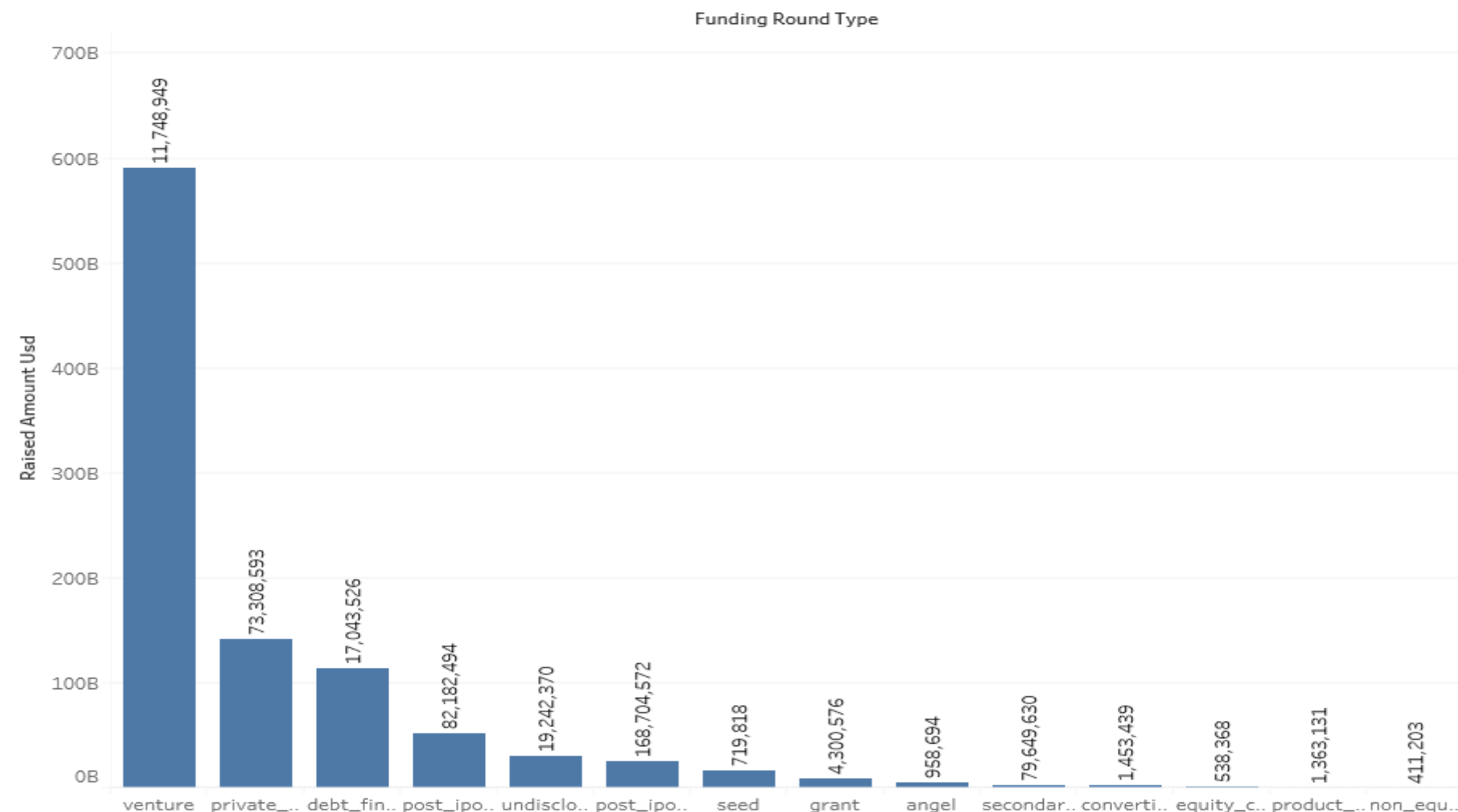


Based On Facts – English Speaking Country

- Based on analysis, maximum funding is done USA, followed by GRB and India.
- The three countries are also “English Speaking Country”.
- So USA, GRB(UK), and “India” suits best for “Spark Funds” requirements.

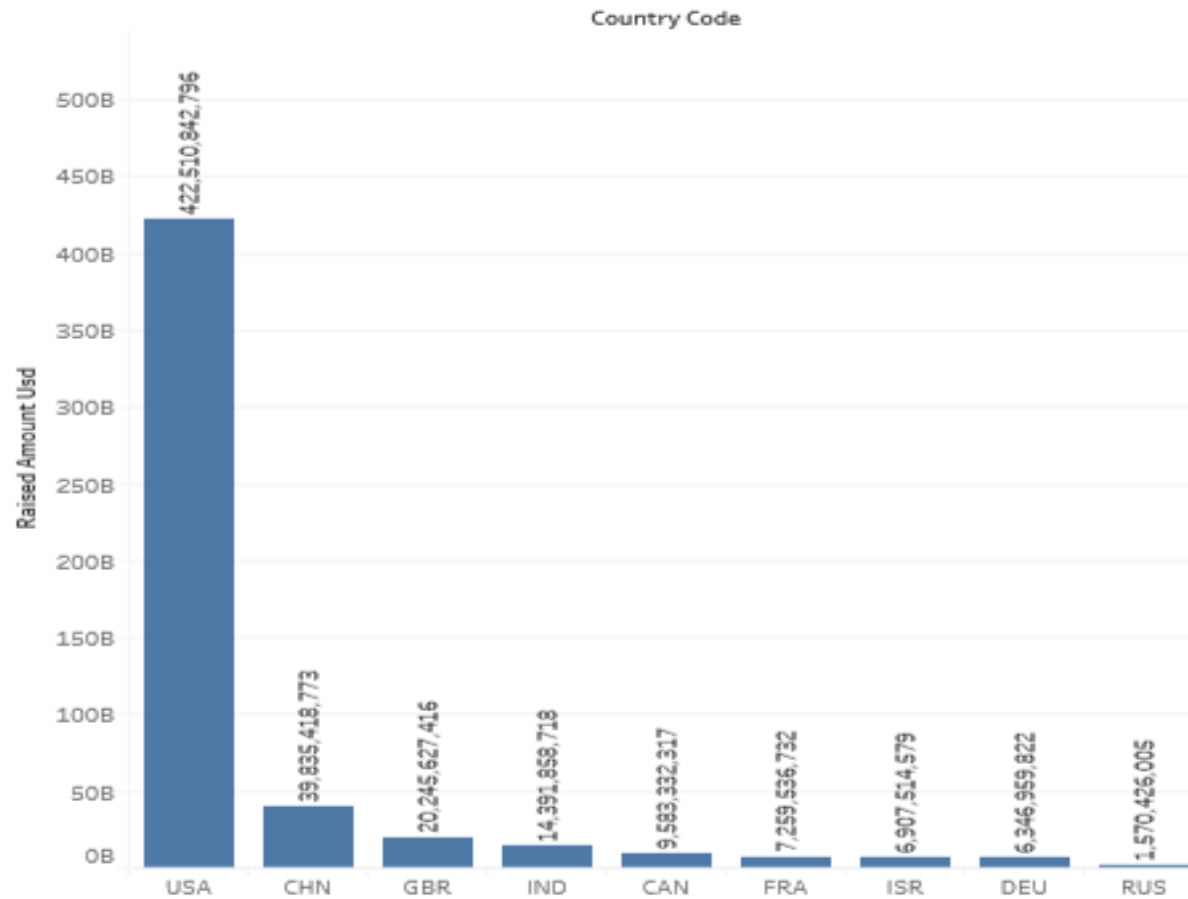


Sector Wise Investment



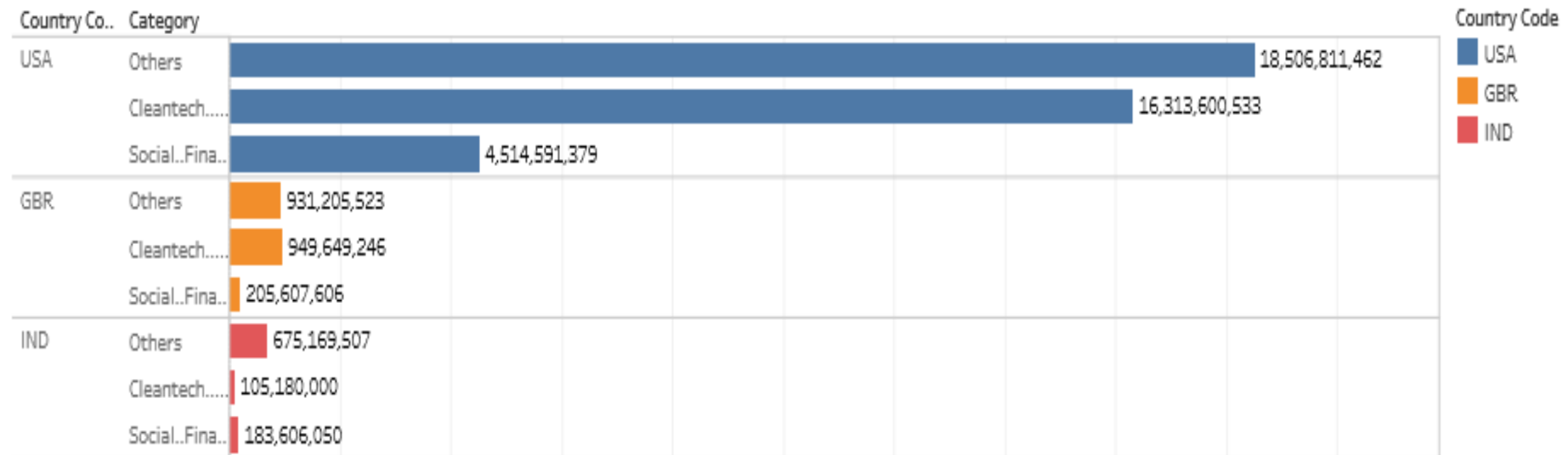
Sum of Raised Amount Usd for each Funding Round Type. The marks are labeled by average of Raised Amount Usd.

Country Wise Total Investment



Sum of Raised Amount Usd for each Country Code. The marks are labeled by sum of Raised Amount Usd. The data is filtered on Funding Round Type, which keeps venture. The view is filtered on Country Code, which keeps 9 of 138 members.

Country and Department Wise Investment



Sum of Raised Amount Usd for each Category broken down by Country Code. Color shows details about Country Code. The marks are labeled by sum of Raised Amount Usd. The data is filtered on Funding Round Type and Raised Amount Usd. The Funding Round Type filter keeps venture. The Raised Amount Usd filter ranges from 5000000 to 15000000. The view is filtered on Country Code and Category. The Country Code filter keeps GBR, IND and USA. The Category filter has multiple members selected.

Final Findings

Based on data available, analysis performed and explained in above slides, following are few points we would like to mention:

- Based on range of investment amount (i.e. \$5-15M), Spark Funds best option is “Venture type”.
- Based on “Official” language”, Spark Fund should consider investing in USA followed by GRB(UK), India.
- Based on trends that are displayed by analysing the data, majority of investment is done in “Venture” type and average amount invested is approx. \$11M, which lies in range(\$5-15M) of Sparks Funds.
- Also the analysis depicts that “Others”, “Cleantech/Semiconductor”, “Social,Finance,Analytics,Advertising” are few sectors in which “Spark Funds” should target their investment.