

# INVESTMENT ASSIGNMENT SUBMISSION

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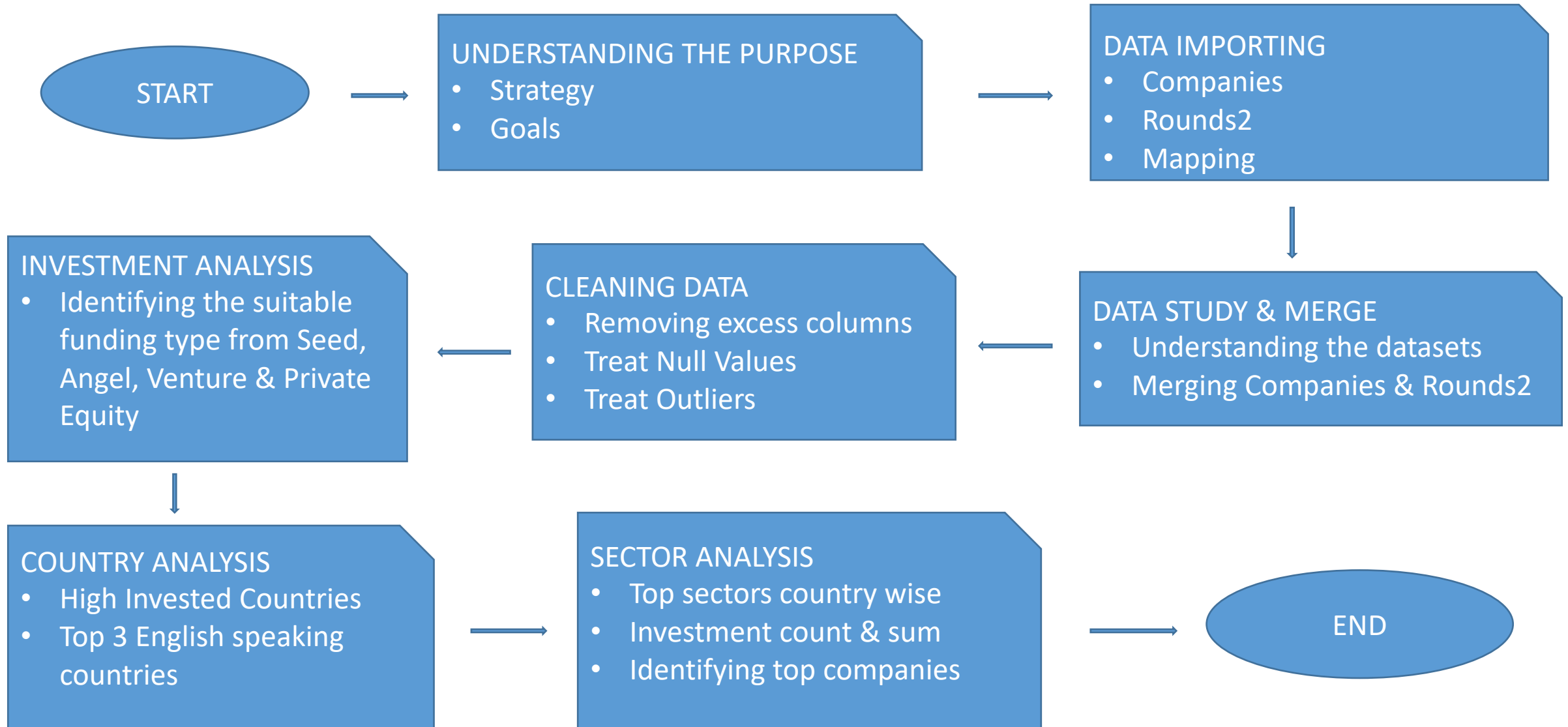
## PURPOSE

- Spark Funds wants to make investment in few companies understanding the global trends of investments around different countries and sectors.
- Below are the 2 constraints:
  1. Invest between 5 to 15 Million USD per round
  2. Invest in only English speaking countries

## STRATEGY & GOALS

- Objective is to identify the best sectors, countries, and a suitable investment type for making investments.
- The overall strategy is to invest where others are investing, implying that the 'best' sectors and countries are the ones where most investors are investing.
- Goals of the Analysis
  1. Investment type analysis
  2. Country type analysis
  3. Sector analysis

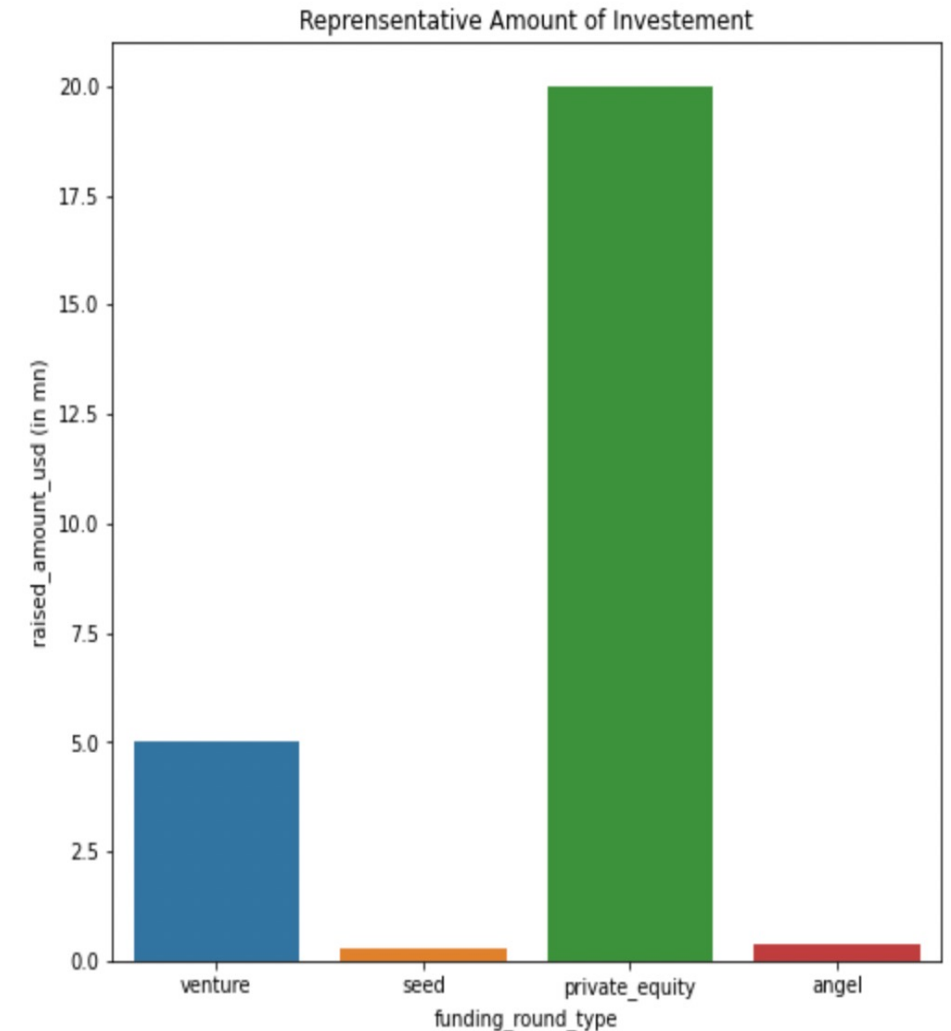
# Problem solving methodology



# INVESTMENT TYPE ANALYSIS

- Spark Funds wants to invest in either the the following 4 funding types
  - Seed
  - Angel
  - Venture
  - Private Equity
- Funding type should be between 5 and 15 million USD
- We can see from the graph that Angel & Seed amount is very less
- Private quite is quite high
- Venture** is the most suitable Funding type for Spark Funds

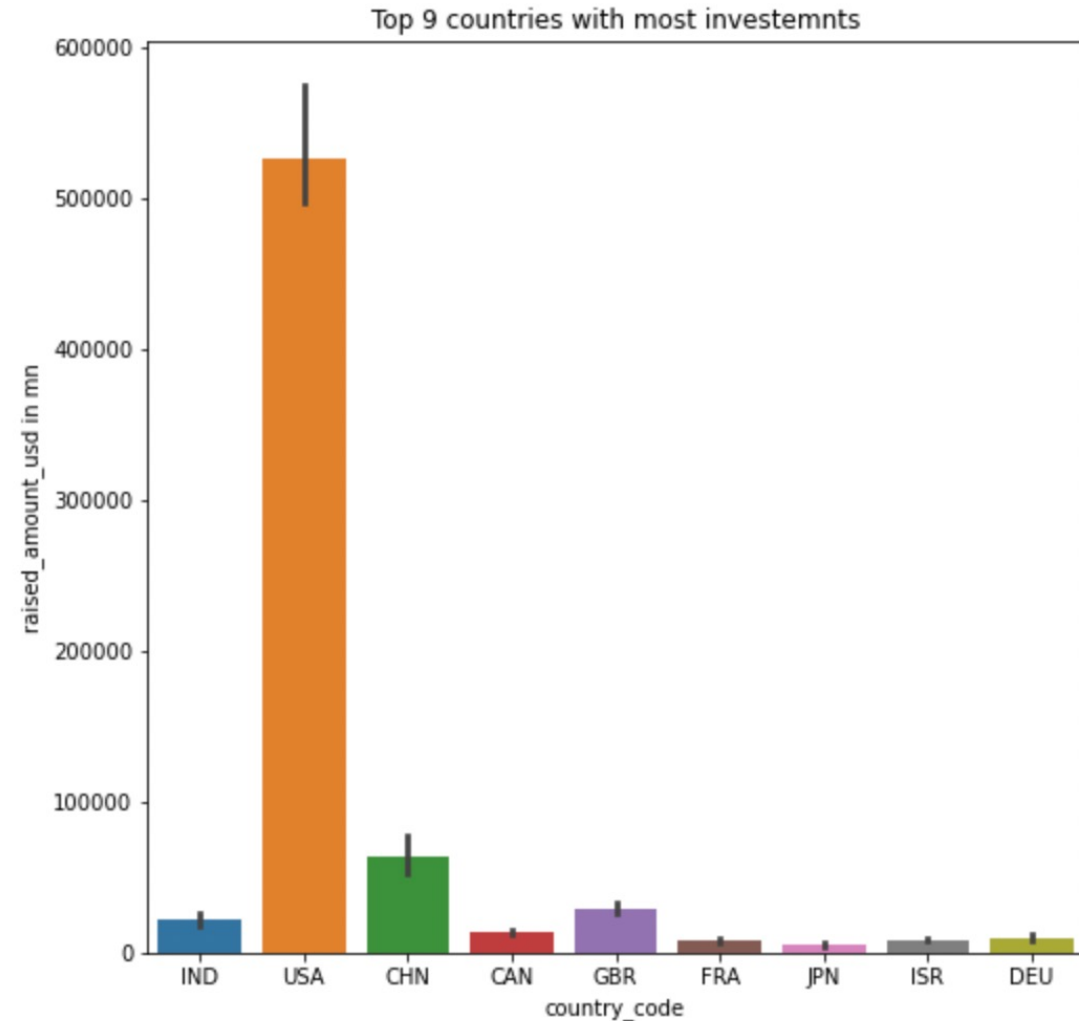
FUNDING TYPE	MEDIAN AMOUNT (USD)
Seed	275000
Angel	400000
Venture	5000000
Private Equity	65166492



# COUNTRY ANALYSIS

- Spark funds wants to invest in English speaking countries only
- After analysis, following are the top 9 heavily invested countries to look for.
- We can see from the graph that top 3 English speaking countries to invest in are
  1. **USA**
  2. **GBR**
  3. **IND**

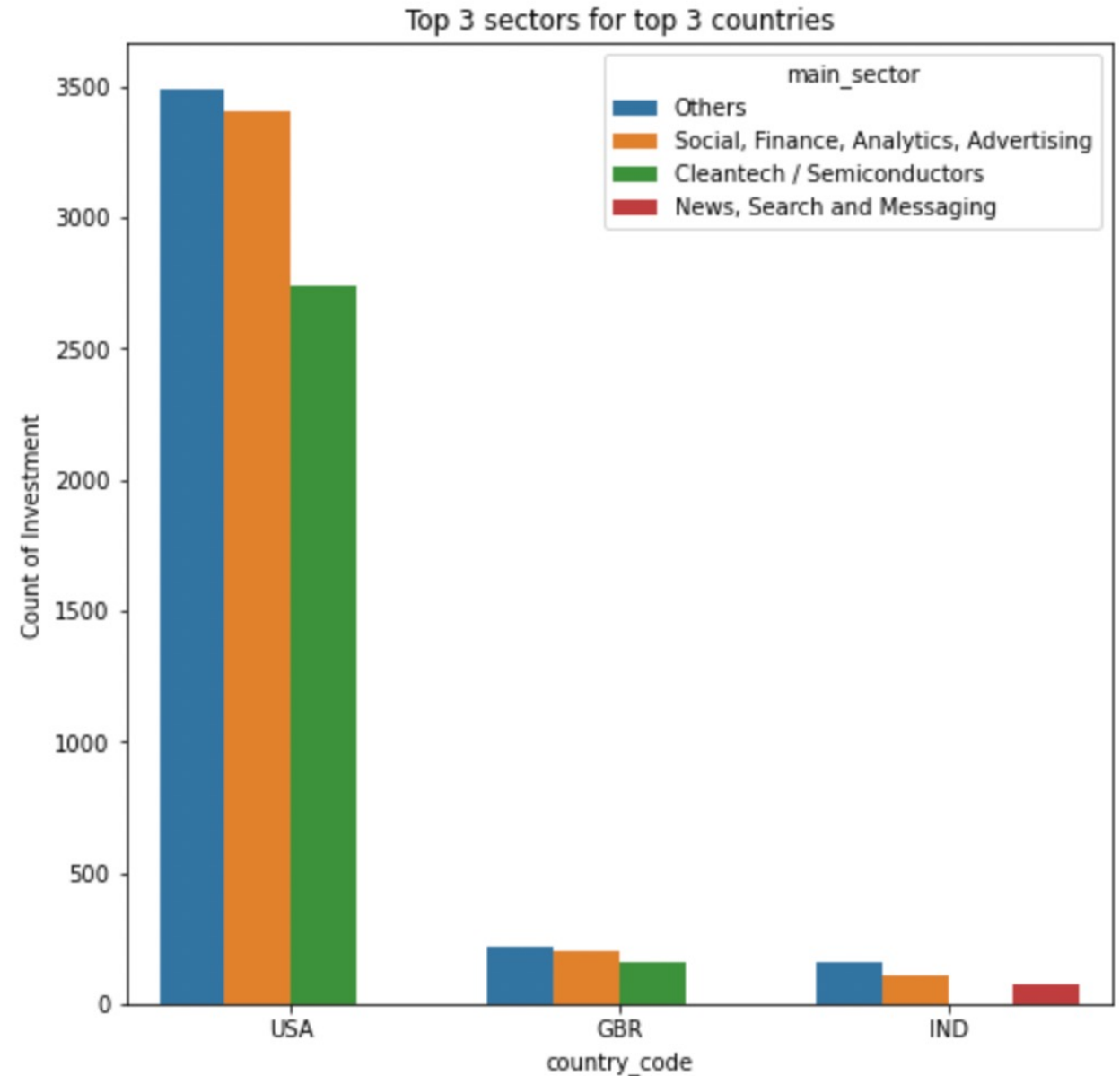
COUNTRIES	INVESTMENTS (USD)
USA	433675842796
CHN	42450418773
GBR	21485627416
IND	15231858718
CAN	10033332317
FRA	7599536732
DEU	7486959822
ISR	7477514579
JPN	3583676611



# SECTOR ANALYSIS

- Spark Funds wants to look at the most heavily invested sectors in the top 3 English speaking countries

	USA	GBR	IND
Top	Others	Others	Others
2nd Top	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
3rd Top	Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging



# COMPANY ANALYSIS

Lets look at the top companies in top 3 English speaking countries.

	USA	GBR	IND
Top Company in top sector	Virtustream	Electric Cloud	FirstCry.com
Investment in above company (USD)	64300000	37000000	39000000
Top Company in 2nd top sector	Choice Stream	Zopa	Manthan Systems
Investment in above company (USD)	73300000	37900000	50700000

# SUMMARY

Funding type in which Spark Funds should invest

- **VENTURE**

Top 3 English speaking countries where investment is highest:

- **USA**
- **GBR**
- **IND**

Top 3 sectors in above countries:

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