

Group Project 1

Investment Case Study

Spark Funds

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Business Objectives & Strategy

Business Objective

Identify best sectors, countries, and a suitable investment type for investment by Spark Funds

Strategy

Invest in sectors where most other investors are investing

Constraints

- Invest between 5 and 15 million USD per round of investment
- Invest only in English-speaking countries because of ease of communication

Research Data

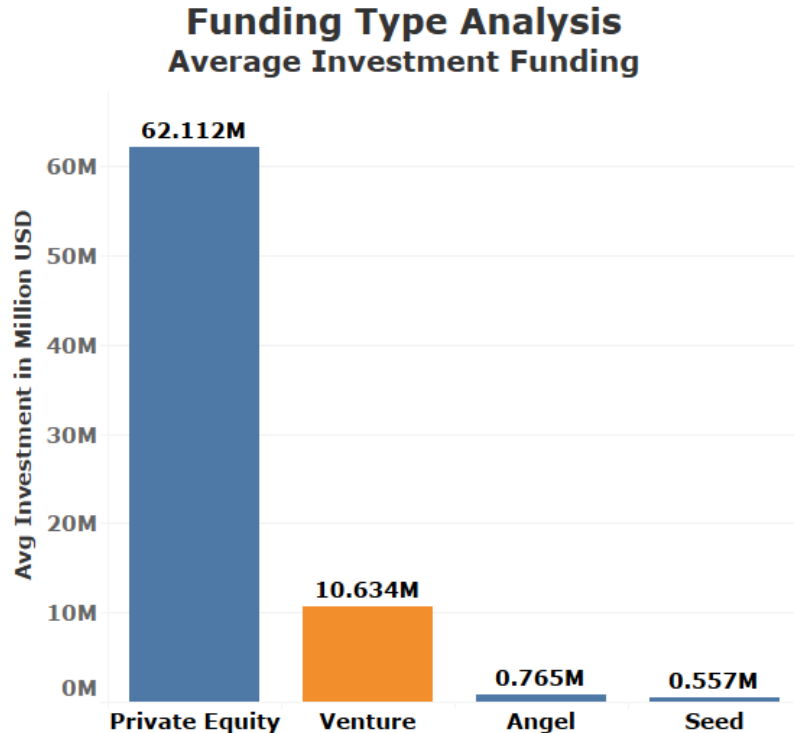
Companies

- Total 66,368 companies spread across 137 countries
- Funding rounds around 1,15,000

Investment Sectors

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

Best Funding type

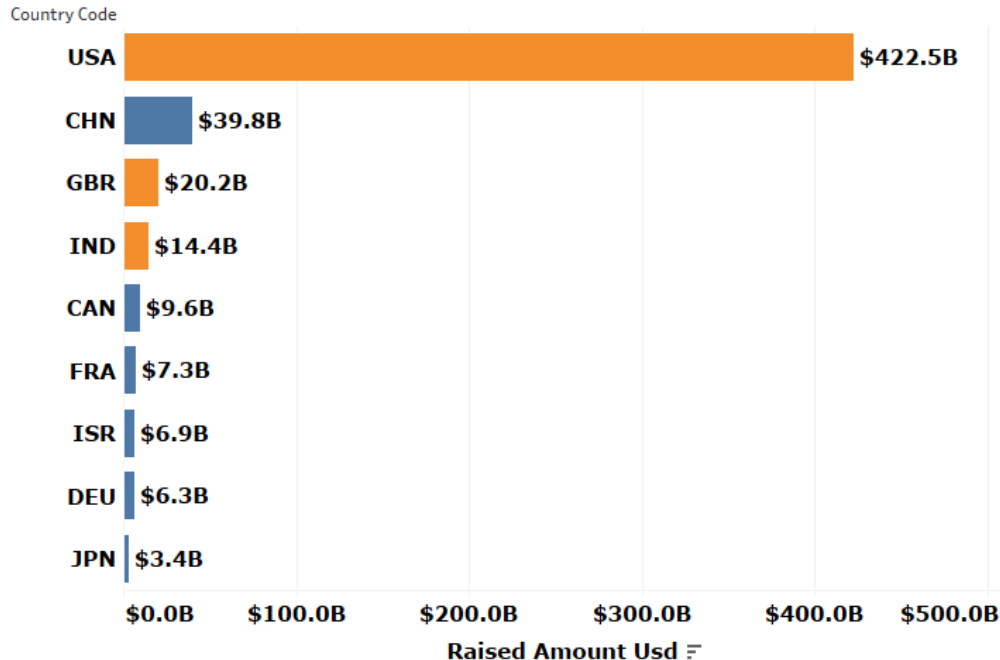


**Given the budget constraint,
which funding type is the most
suitable?**

- Venture is the best funding type
- Fits into the constraint of investment between 5M-15M USD
- Avg Investment of Venture type ~10M USD

Top Venture Countries

Total Venture Investment by Country



In the chosen funding type, which countries have witnessed the most funding?

Following English speaking countries have witnessed most funding:

Rank 1 – USA

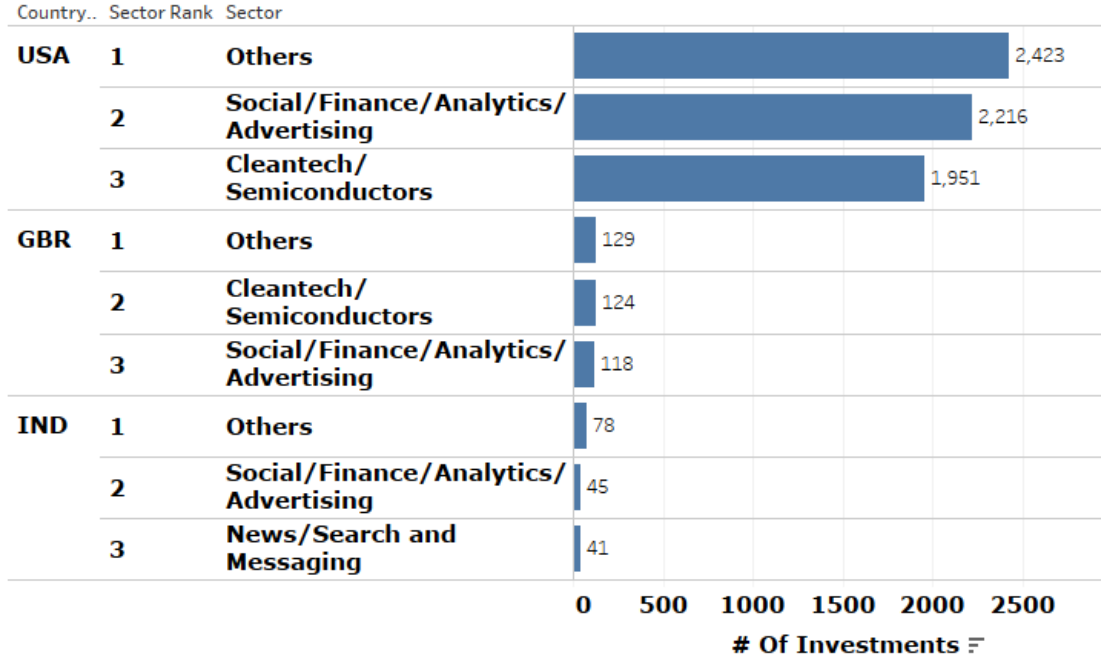
Rank 2 – GBR

Rank 3 – India

** China does not fall under the category English speaking countries

Sector Analysis

Within top 3 countries, which sectors have the most # of investments?



USA:

- Others
- Social/Finance/Analytics/Advertising
- Cleantech/ Semiconductors

GBR:

- Others
- Cleantech/ Semiconductors
- Social/Finance/Analytics/Advertising

India:

- Others
- Social/Finance/Analytics/Advertising
- News/Search and Messaging

Summary

Most Suitable Funding Type

- Venture

Best 3 countries for investment

- United States
- United Kingdom
- India

Best Sectors for investment in top 3 countries

- Others
- Social/Finance/Analytics/Advertising