

INVESTMENT ASSIGNMENT SUBMISSION

Name: Balvant Kumar Chauhan

Spark Funds - Investment Analysis

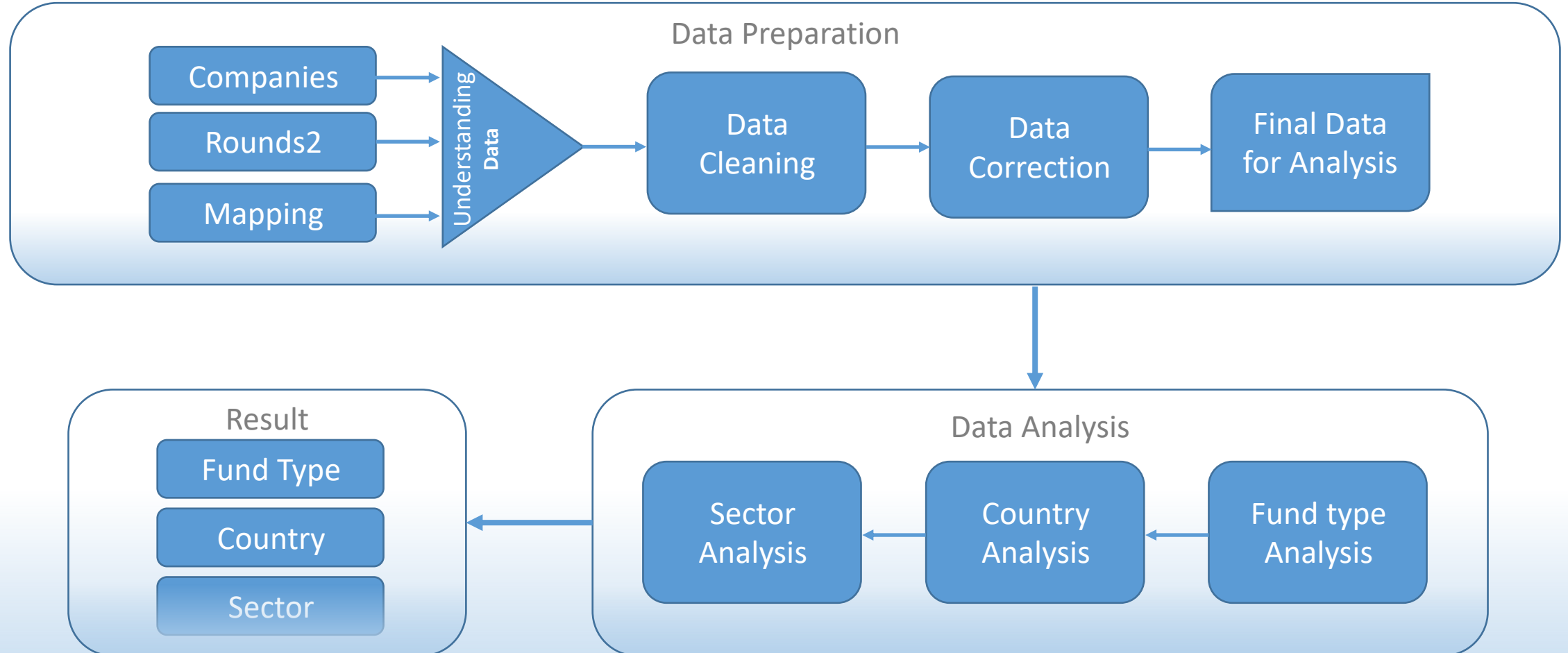
Spark fund is an asset management company and it wants to make investment in few companies based on following two main criteria.

1. It wants to invest between **5 to 15 million USD** per round of investment.
2. It wants to invest only in **English - speaking** countries.

Business objective –

The 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'.

Problem Solving Methodology



Analysis

1. Finding the suitable investment type for Spark Funds

Average Values of Investments for Each of these Funding Types		
Sl.No	Questions	Answer
1	Average funding amount of venture type	1,17,24,222.69
2	Average funding amount of angel type	9,71,573.89
3	Average funding amount of seed type	7,47,793.68
4	Average funding amount of private equity type	7,39,38,486.28
5	Considering that Spark Funds wants to invest between 5 to 15 million USD per investment round, which investment type is the most suitable for them?	Venture Type

Analysis

2. Analyzing the top 3 countries where the official language is English for easy doing business

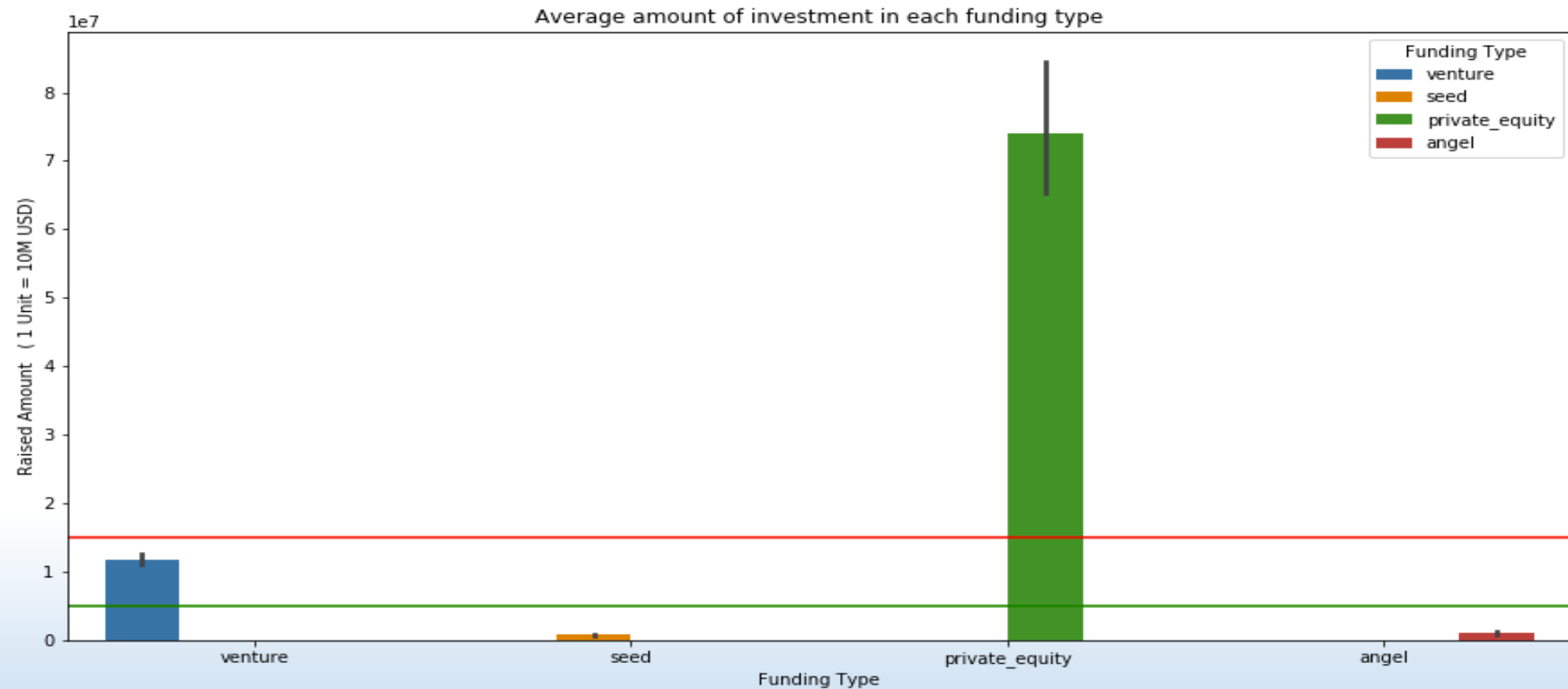
Analysing the Top 3 English-Speaking Countries		
Sl.No	Questions	Answers
1	Top English speaking country	USA
2	Second English speaking country	GBR
3	Third English speaking country	IND

Analysis

3. Analyzing the sector wise investment in the top 3 English – speaking countries.

Sector-wise Investment Analysis				
Sl.No	Questions	C1	C2	C3
1	Total number of Investments (count)	12,012.00	619	328
2	Total amount of investment (USD)	1,07,31,82,94,664.00	5365228300	2949543602
3	Top Sector name (no. of investment-wise)	Others	Others	Others
4	Second Sector name (no. of investment-wise)	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
5	Third Sector name (no. of investment-wise)	Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging
6	Number of investments in top sector (3)	2950	147	110
7	Number of investments in second sector (4)	2714	133	60
8	Number of investments in third sector (5)	2300	128	52
9	For point 3 (top sector count-wise), which company received the highest investment?	virtustream	electric-cloud	firstcry-com
10	For point 4 (second best sector count-wise), which company received the highest investment?	shotspotter	celltick-technologies	manthan-systems

1. Funding type suitable for Spark Fund - **Venture Type**

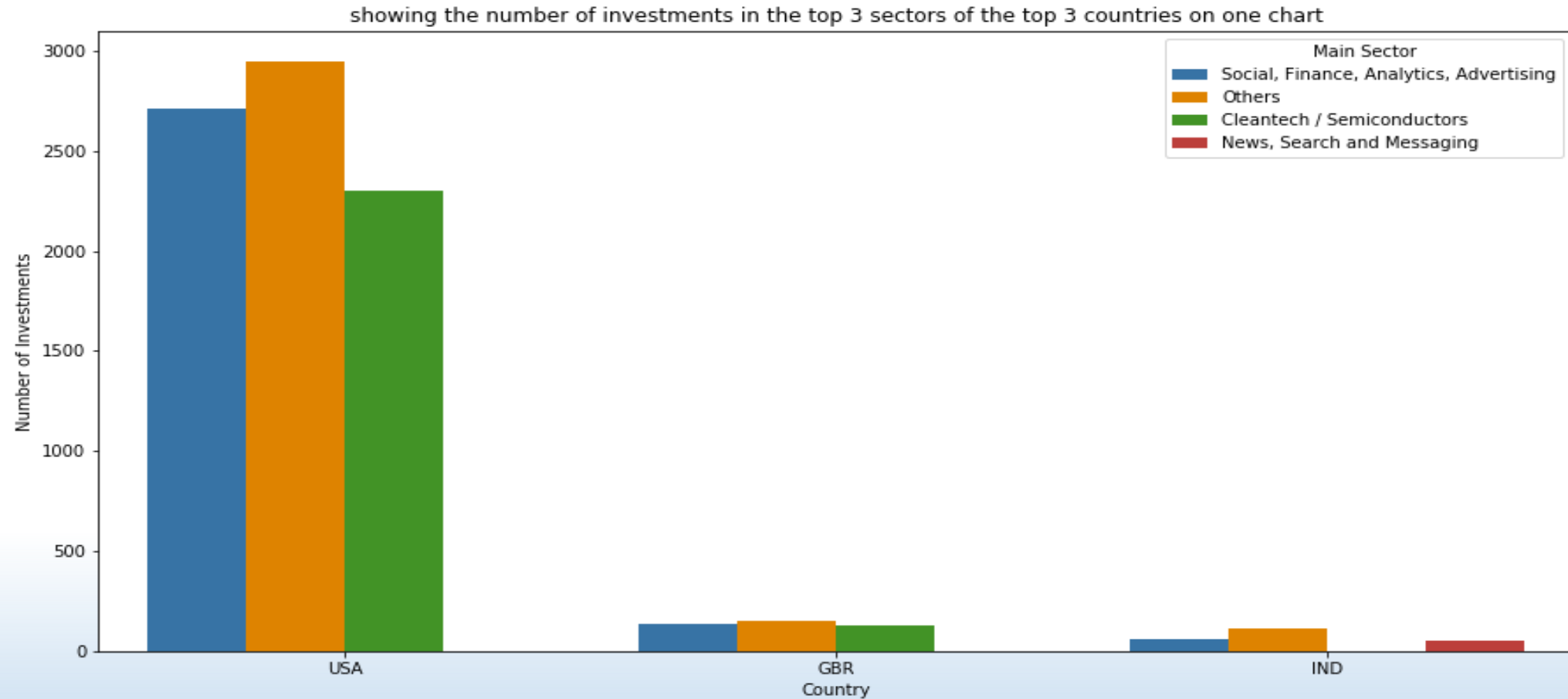


2. Based on following graph top-3 English – speaking countries are USA, GBR, IND



Result

3. Following graph shows top three countries making investment in top-3 sectors.



Conclusions

Following are the recommendations based on the analysis and result obtained

1. The best suitable investment type for Spark Funds as per analysis is **Venture Type**.
2. The countries spark fund consider to invest in are
 - **USA**
 - **Britain**
 - **India**
3. The top two sectors which are getting heavy investments by these countries are
 - **Others**
 - **Social, Finance, Analytics, Advertising**
4. Spark funds can invest 60 % of investment amount in USA's top two companies in each of the top two sectors which we found in our analysis and remaining investment amount can be invested in the ratio of 20 % each in other two countries respectively.