

PGDDS – Sep 2018

SPARK FUNDS

Investment Case Group Project

Group Members:

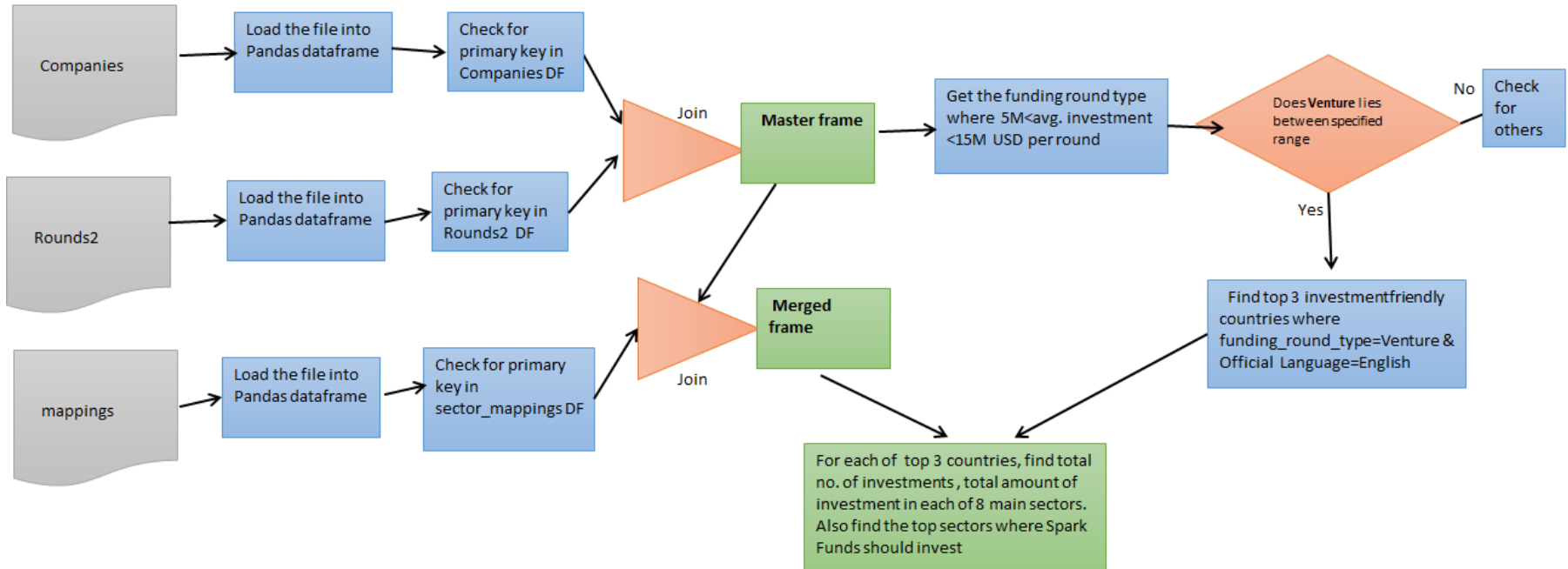
- 1. Ankit Saini**
- 2. Ankita Girdhar**
- 3. Arihant Sethia**
- 4. Aditi Nag**

PROBLEM STATEMENT

Spark Funds wants to make investment in few companies, keeping the following constraints in mind:

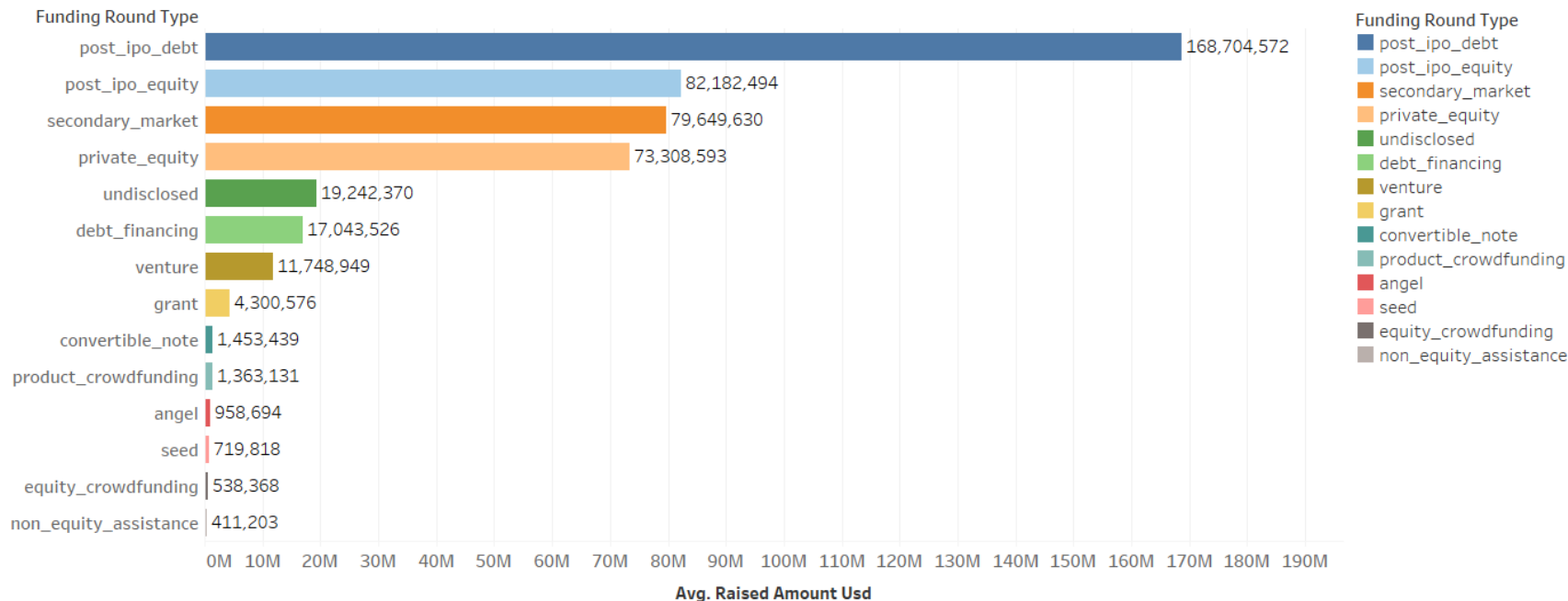
- The amount of investment should be between 5 to 15 million USD per round.
- Invest only in English speaking countries.
- We have been provided the required datasets, and we need to come up with the suitable investment type in the top sectors in top 3 English speaking countries where Spark Funds can invest.
- Investment type Analysis: Comparing the typical investment amounts in the venture, seed, angel, private equity etc. so that Spark Funds can choose the type that is best suited for their strategy.
- Country Analysis: Identifying the countries which have been the most heavily invested in the past.
- Sector Analysis : Understanding the distribution of investments across the eight main sectors and map them accordingly with primary sector of Companies & Rounds2.

APPROACH



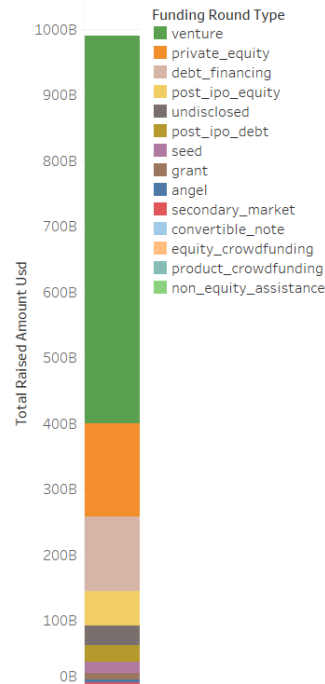
Average Investment Amount (in USD) for Each Funding Type

Average Investment Amount for Each Funding Type



Funding Type with Maximum share in Total Investment Amount (In USD) Received Globally: Venture

Share of Each Funding Type in Total Amount of Investments Received Globally

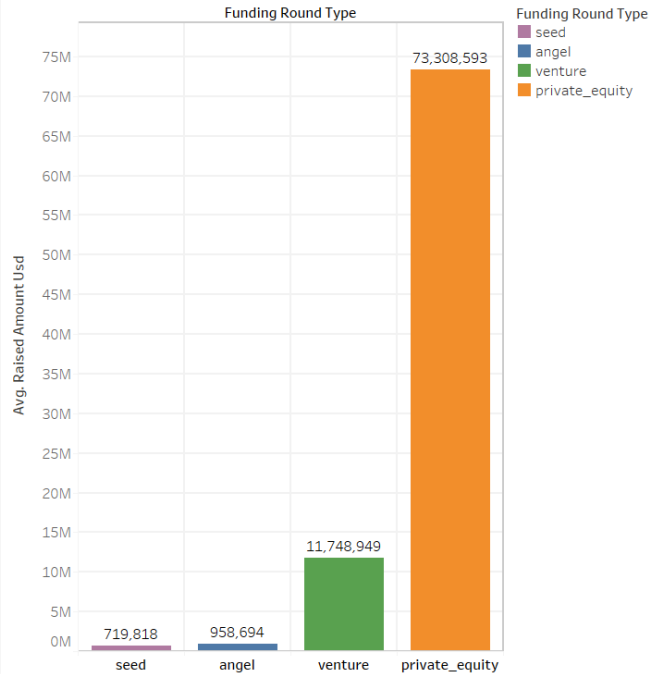


Funding Type with Average Investment Amount (5-15 million USD): Venture

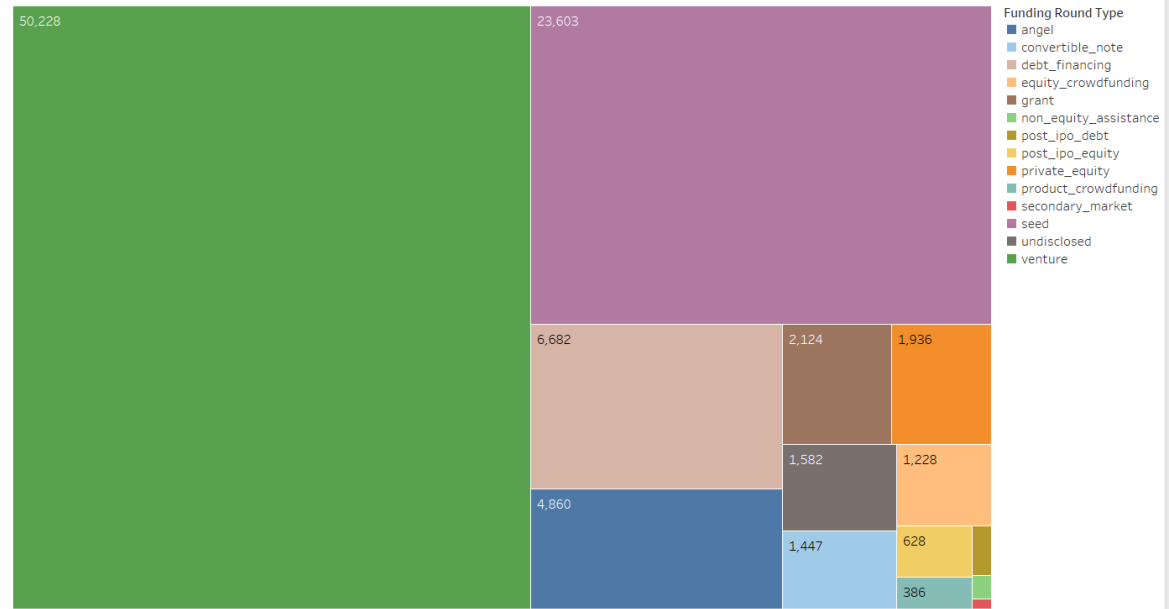
Funding Type with Maximum Total No. of Investments: Venture

Hence, Most suitable funding type is Venture.

Average Investment Amount for Each Funding Type



Total No. of Investments for each Funding Type

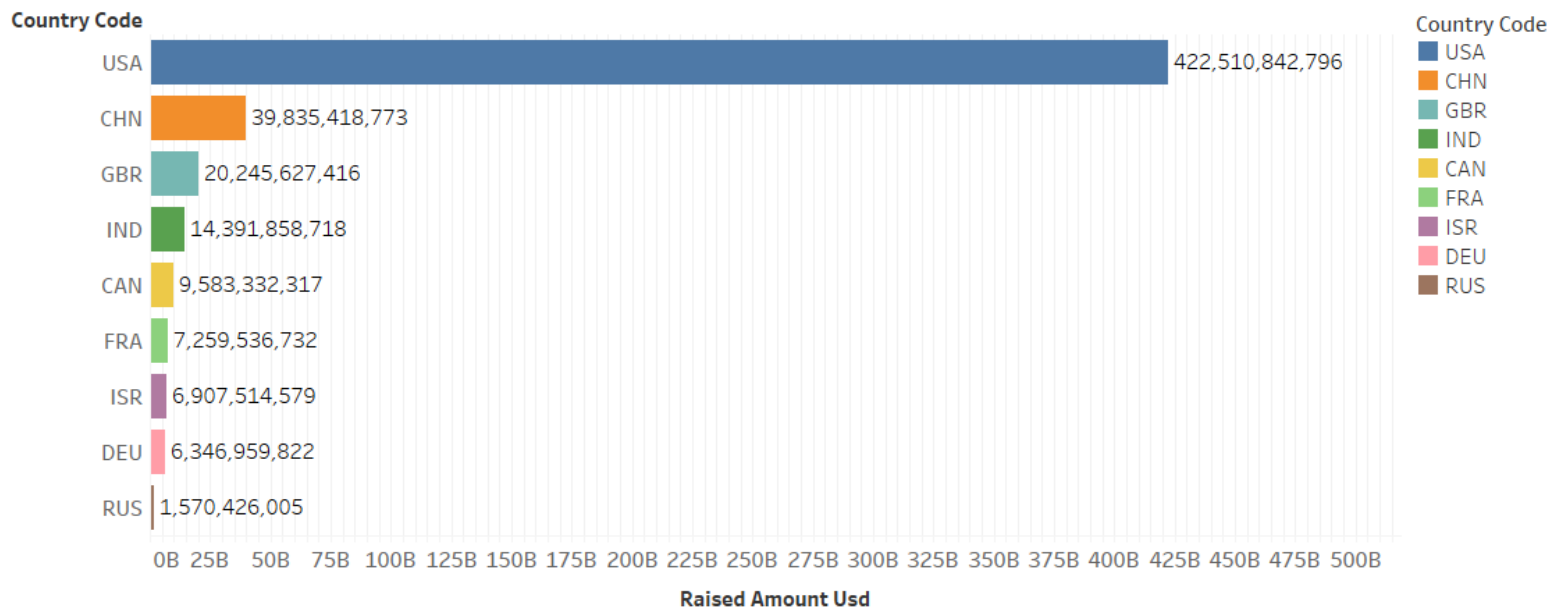


Top 3 English Speaking Countries with highest total investment amount for venture funding:



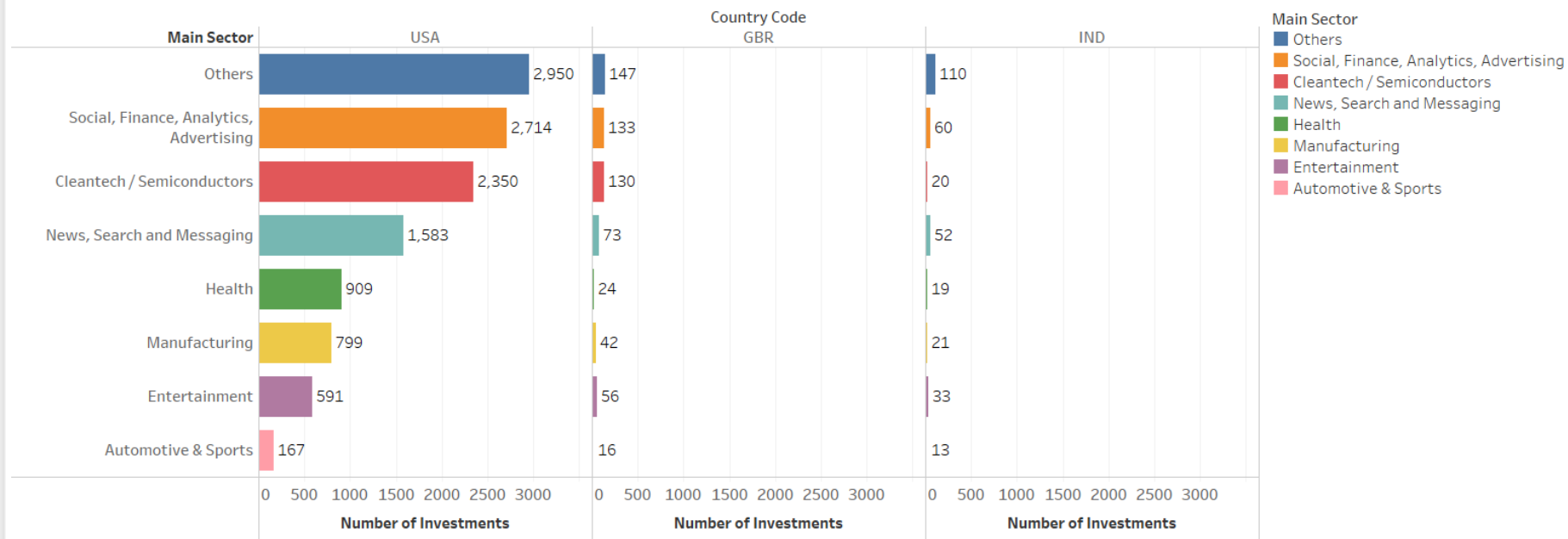
1. United States (USA)
2. United Kingdom (GBR)
3. India (IND)

Top 9 Countries By Highest Total Amount of Investments for Venture Funding



	TOP Sector	2 nd Best Sector	3 rd Best Sector
USA	Others (2950)	Social, Finance, Analytics, Advertising (2714)	Cleantech / Semiconductors (2350)
GBR	Others (147)	Social, Finance, Analytics, Advertising (133)	Cleantech / Semiconductors (130)
IND	Others (110)	Social, Finance, Analytics, Advertising (60)	News, Search and Messaging (52)

TOP 3 Sectors By Number of Investments of TOP 3 countries By Total Amount of Investments for Venture Funding Type

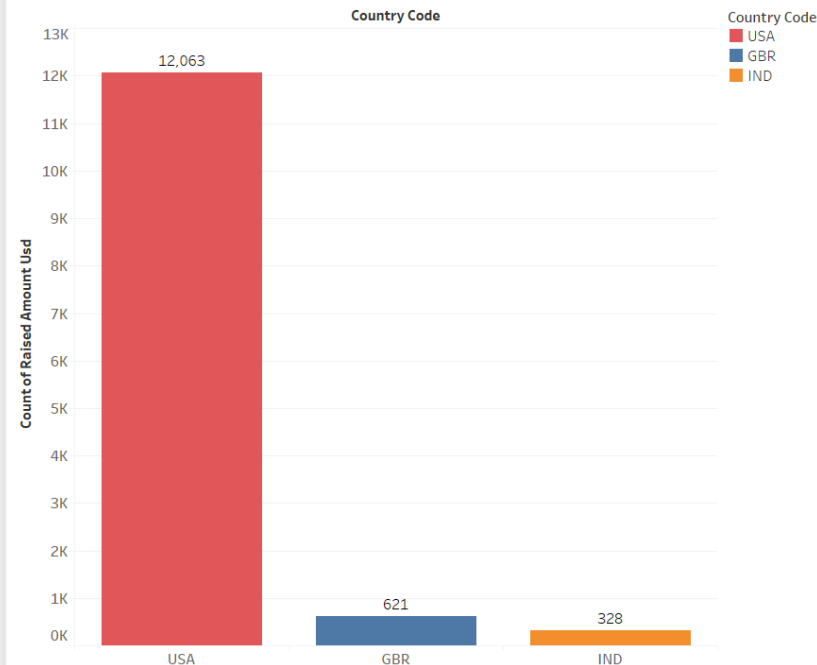


Total Number of Investments Across eight main sectors in TOP 3 Countries

&

Companies having Highest Investment Amount in TOP 2 Sectors in TOP 3 Countries.

Total Number of Investments in TOP 3 Countries for Venture Funding Type & Raised Amount USD Between 5 million and 15 million USD



Companies which Received Highest Investment Amount in TOP 2 Sectors In TOP3 Countries

Sector	Others		Social, Finance, Analytics, Advertising	
Country	Company	Total Investment Amount (in USD)	Company	Total Investment Amount (in USD)
USA	Virtustream	64300000.00	SST Inc. (Formerly ShotSpotter)	67933006.00
GBR	Electric Cloud	37000000.00	Celltick Technologies	37500000.00
IND	FirstCry.com	39000000.00	Manthan Systems	50700000.00

CONCLUSIONS

Based on the requirements we can conclude that:

- Venture Funding is the most suited funding type as per Spark Funds requirement.
- Most suitable countries for investment are USA (United States of America) , GBR (United Kingdom) and IND (India).
- For USA Top 3 sectors to invest are “Others”, followed by ”Social, Finance, Analytics, Advertising” & “Cleantech / Semiconductors” respectively.
- For GBR Top 3 sectors to invest are “Others”, followed by ”Social, Finance, Analytics, Advertising” & “Cleantech / Semiconductors” respectively.
- For IND Top 3 sectors to invest are “Others”, followed by ”Social, Finance, Analytics, Advertising” & “News, Search and Messaging” respectively.