INVESTMENT CASE STUDY

SUBMISSION

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Spark Funds -Abstract

This presentation provides an insight on the sectors ,countries and companies where we can invest taking into consideration a suitable investment type . We have analyzed the global trends in investments to make an informed decision. The analysis takes into consideration our overall business strategy of investing where the world is investing . The analysis is structured based on three main pillars:

◆ Investment type analysis – We have analyzed the investment models of seed,angel,equity and venture and have identified what best suits our requirement.

◆ Country analysis- We have analyzed the investments made in different countries and have come out with a list of countries which would be suitable for investment.

◆ Sector analysis- We have analyzed various sectors and extracted information on the most happening sectors and sub-sectors.

The analysis has been made considering our constraints of investing between 5-15 million dollars per round and making our investments in English speaking countries. We have combined data from multiple sources, filtered the data based on our requirements and presented our findings through interactive graphs to help make data driven and efficient decisions.

The subsequent slides detail out our methodology.

Problem solving methodology
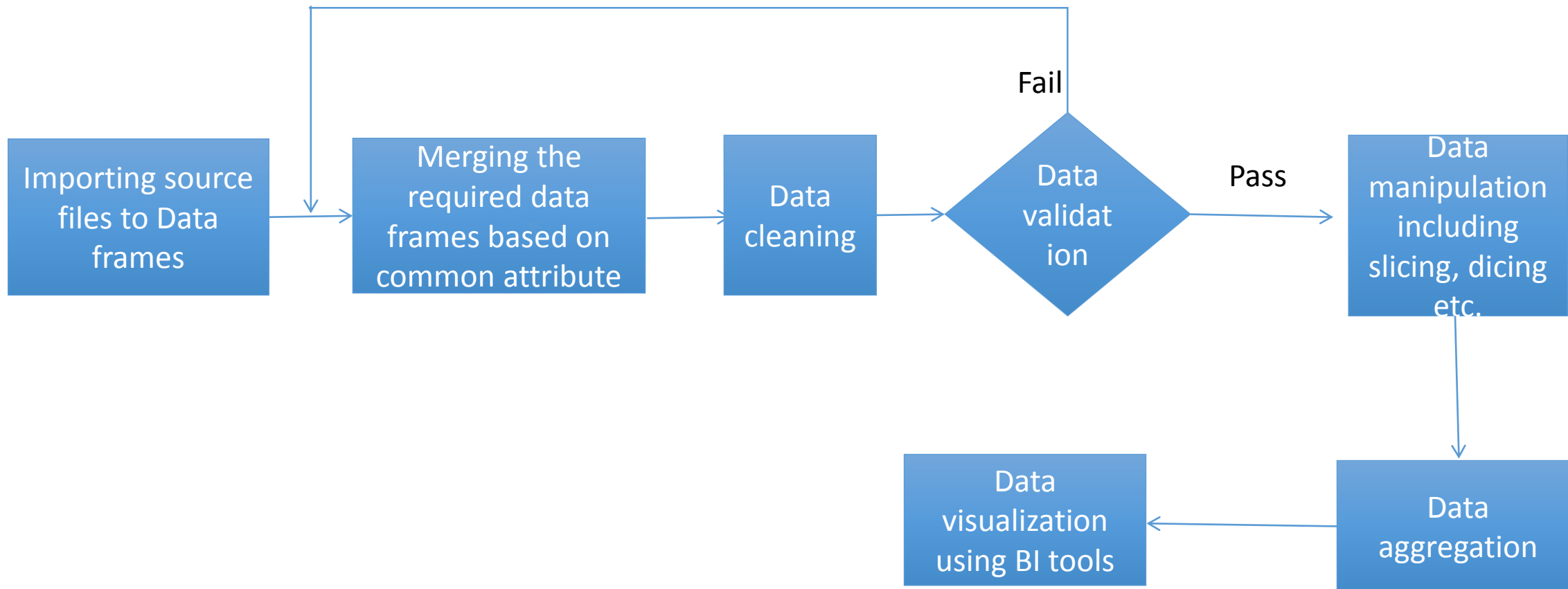
Investment type analysis

We have analyzed four main investment types namely venture,seed,angel and private equity. Based on the data at our disposal we have analyzed the average amount funded for each investment type and also the popularity of these investment types. It is clear based on this that the average amount of venture investment type falls within our constraint of investing between 5-15 million dollar and it is also the popular investment type among other investments.

The details provided below.

Sno	Investment type	Average amount(in USD)	Popularity of investment type(%)
1	Venture	73308593	79.74
2	Angel	958694.5	0.39
3	Seed	719817.99	1.40
4	Private equity	73308593.03	18.47

Country Analysis

Following the analysis of investment type we have analyzed the countries based on the funding received by companies in the respective countries.The below constraints have been applied:

◆ The data has been analyzed using venture investment type as the mode of investment

◆ The non-English speaking countries have not been considered in accordance with our strategy to invest only in English speaking countries.

The details are presented below:

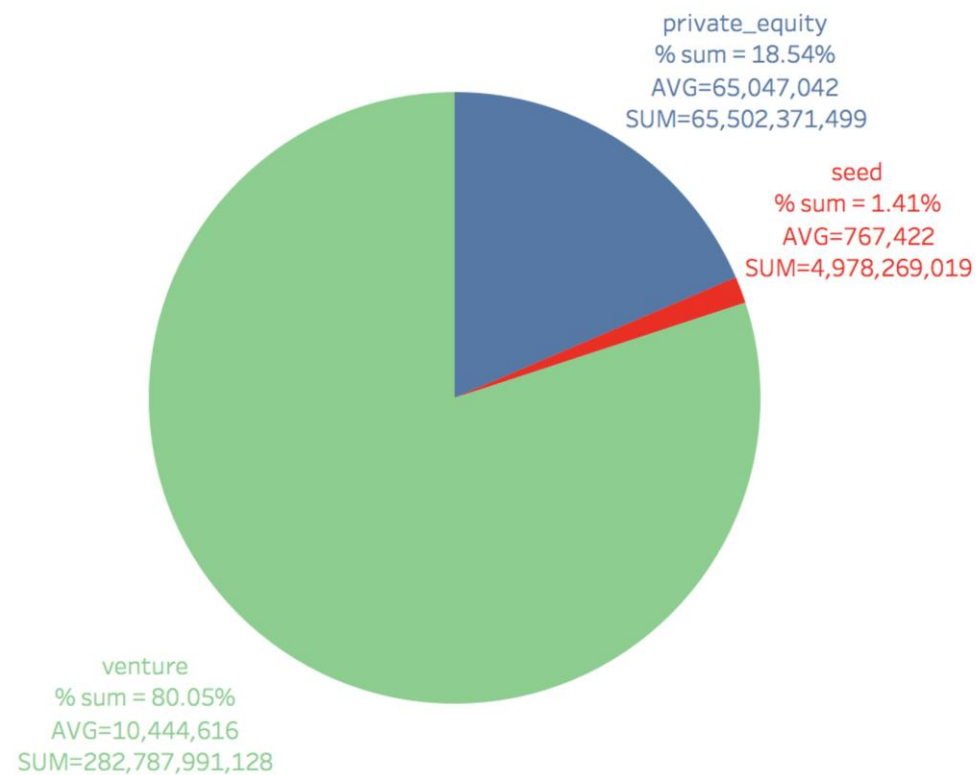| Sno	Country	Amount of investments(in millions USD)	Number of investments
1	USA	108531	12150
2	UK	5436	628
3	India	2976	330

Sector Analysis

We have analyzed the most invested sectors for the top three countries that we had identified in the earlier analysis .Further we have also identified the companies which have received the highest investment in those identified sectors in each of the top three countries.
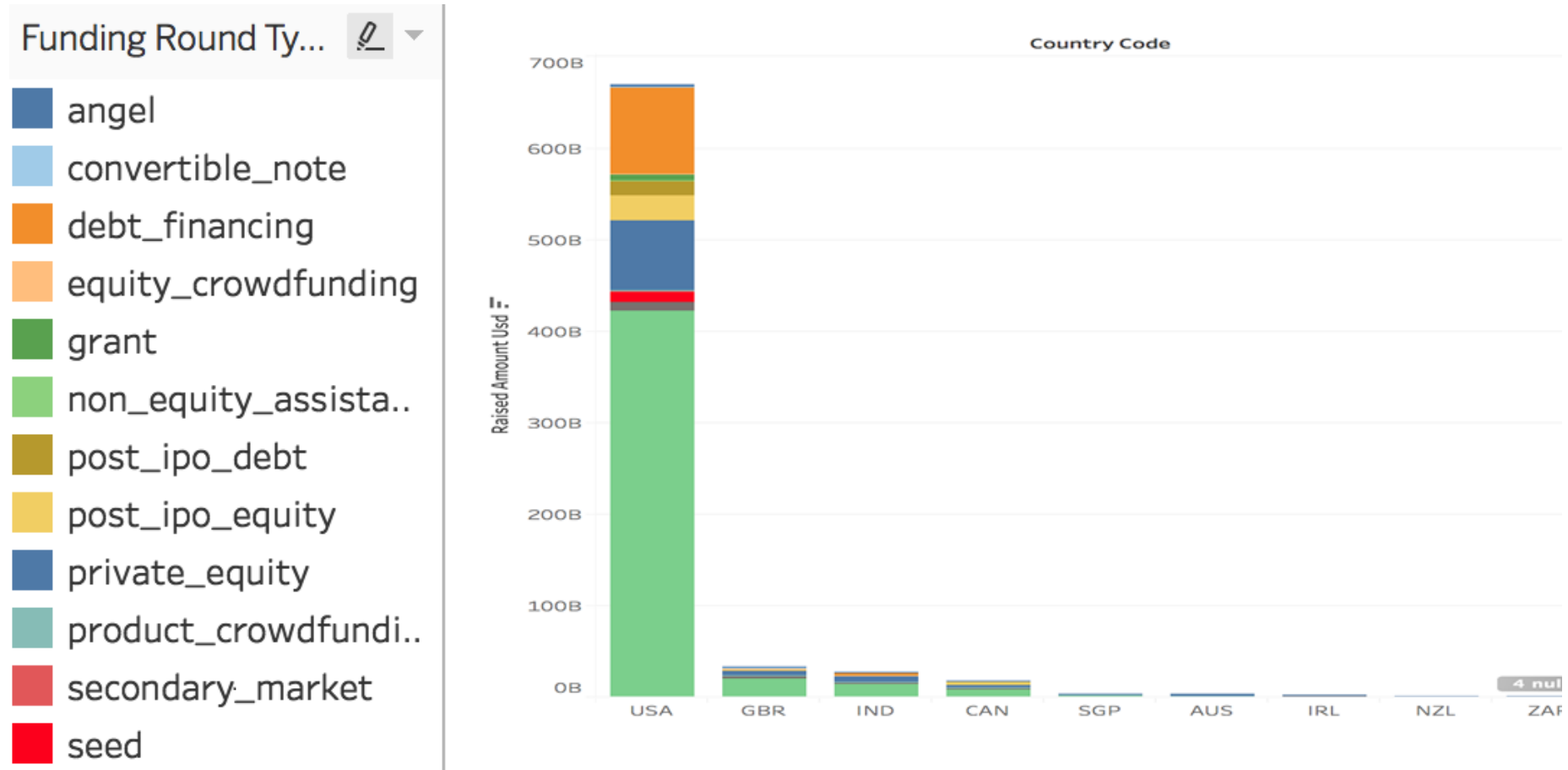
The business rule that has been applied in case of companies belonging to more than one sub-sectors is to consider the first sub-sector that is mapped against the company.This inturn is mapped to the main sectors.

The analysis is presented below

Sno	Sector based facts	USA	UK	India
1	Best sector based on investment	Others	Others	Others
2	Second best sector based on investment	Social,Finance,Analytics,Advertising	Social,Finance,Analytics,Advertising	Social,Finance,Analytics,Advertising
3	Third best sector based on investment	Cleantech/Semiconductors	Cleantech/Semiconductors	News,search and messaging
4	Highest funded company for the best sector	Virtustream	Electric Cloud	Firstcry.com
5	Highest funded company for the second best sector	SST Inc	Celltick Tech	Manthan systems

Investment type analysis-Results

private_equity
% sum = 18.54%
AVG=65,047,042
SUM=65,502,371,499

seed
% sum = 1.41%
AVG=767,422
SUM=4,978,269,019

venture
% sum = 80.05%
AVG=10,444,616
SUM=282,787,991,128
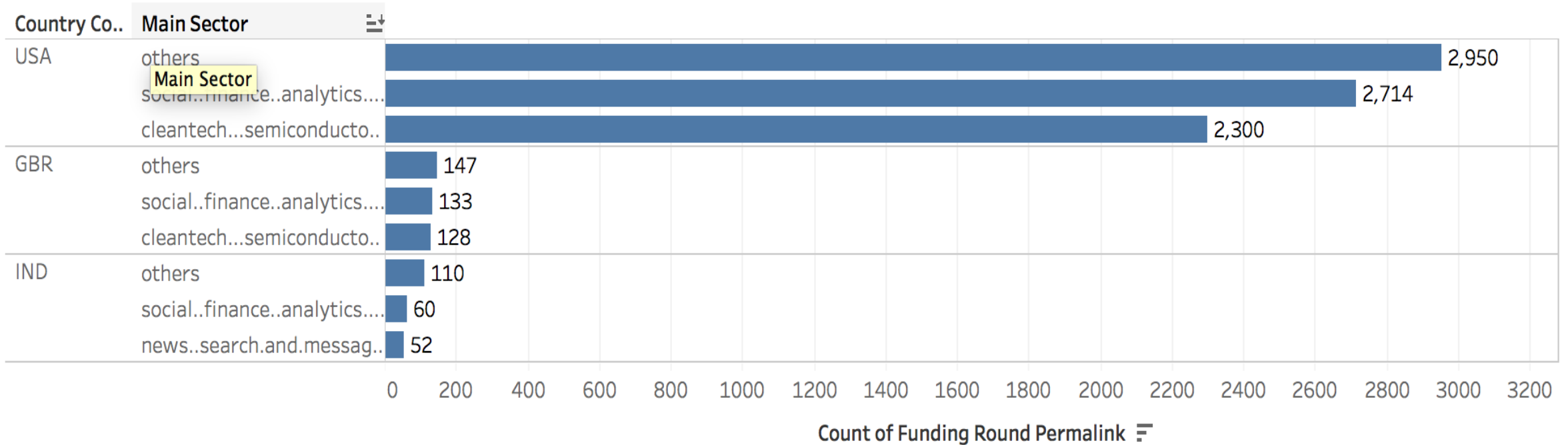
Country analysis-Results

Sector Analysis - Results

Plot 3

Conclusions

We have analyzed the possible investment opportunities for Spark funds based on three main areas ,Investment type analysis, Country analysis and Sector analysis . The results are mentioned below.

Investment type analysis: We have analyzed based on the constraints of Spark fund investments per round,which is between 5 and 15 million and the popularity of various investment types among other investors Venture investment type seems to be the ideal choice.Hence we are suggesting to go with the **Venture investment type**.

Country analysis: We have analyzed the countries based on the investment type **venture**, the number of investments made by other investors and also giving preference to English speaking countries. Based on this we would suggest to go for investing in **USA,UK and India** as the top three investment destinations.

Sector analysis: The main sectors have been analyzed based on the top three countries identified and we have identified the top three sectors for each country based on the investment per round between 5 and 15 million . The top three sectors where we suggest to invest for US and UK is **Others, Social,Finance,Analytics and Advertising , Cleantech/Semiconductors .** For India we suggest to go with **Others, Social,Finance,Analytics and Advertising , News,Search and messaging .** We have also identified the company which has had the highest investment for each of the top 2 sector in every country with the amount per round of funding between 5-15 million .It is **Virtustream and SST for US,Electri cloud and Celtick technology for UK and Firstcry.com and Manthan systems for India**.