

INVESTMENT ASSIGNMENT

SUBMISSION

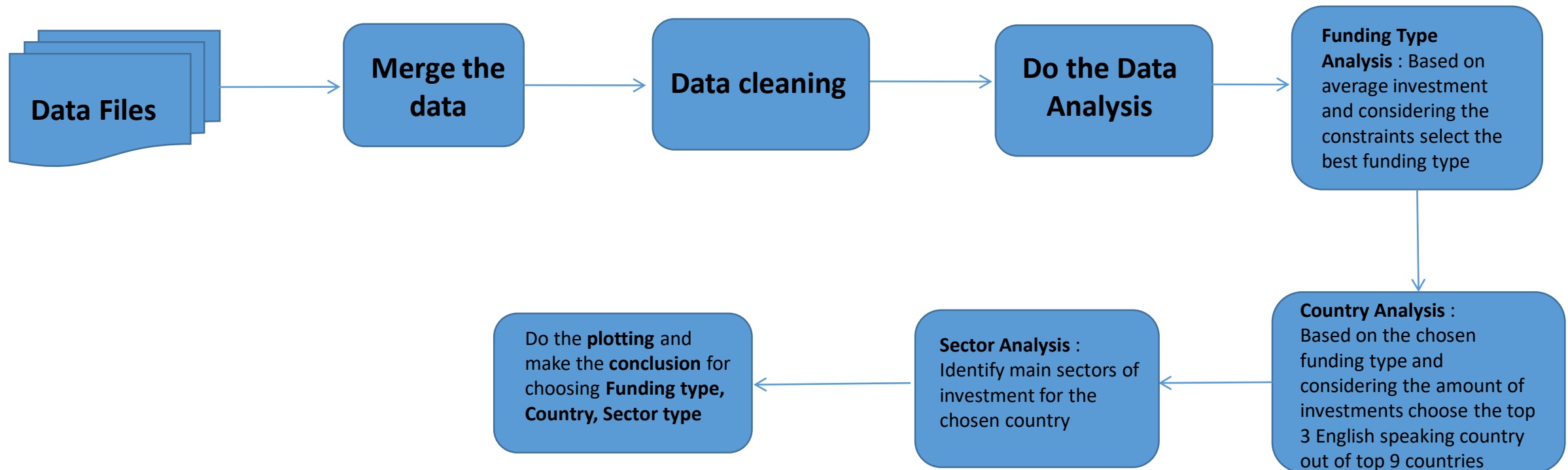
Name: Divyam Kumar

Abstract of Investment Analysis for Spark Funds

- **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.
- **Goals:**
 - 1) Investment type analysis : Comparing the typical investment amounts in the venture, seed, angel, private equity etc.
 - 2) Country analysis : Comparing the typical investment amounts in the venture, seed, angel, private equity etc.
 - 3) Sector analysis : Understanding the distribution of investments across the eight main sectors.
- **Spark Funds has two minor constraints for investments:**
 - It wants to invest between 5 to 15 million USD per round of investment
 - It wants to invest only in English-speaking countries because of the ease of communication with the companies it would invest in
- **Data Sourcing:** We have taken real investment data from **crunchbase.com**

Problem solving methodology

Flow Chart:



Funding Type Analysis

Investment Type	Average Funding Amount of each Investment type(USD)
Venture	11724220.00
Angel	971573.90
Seed	747793.70
Private Equity	73938490.00

Table : Considering that Spark Funds wants to invest between **5 to 15 million USD** per investment round, investment type which is the most suitable for it would be clearly "**Venture Type**"

Country Analysis

Country	Sum of investments country wise (USD)*
USA	420068000000
CHN	39338920000
GBR	20072810000
IND	14261510000
CAN	9482218000
FRA	7226851000
ISR	6854350000
DEU	6306922000
JPN	3167647000

After analyzing the sum of investments country wise, the top 3 English speaking countries are :

- 1) **USA** (United States Of America)
- 2) **GBR** (United Kingdom)
- 3) **IND** (India)

Table: Data showing the top 9 countries along with their sum of total investments(USD) in descending order

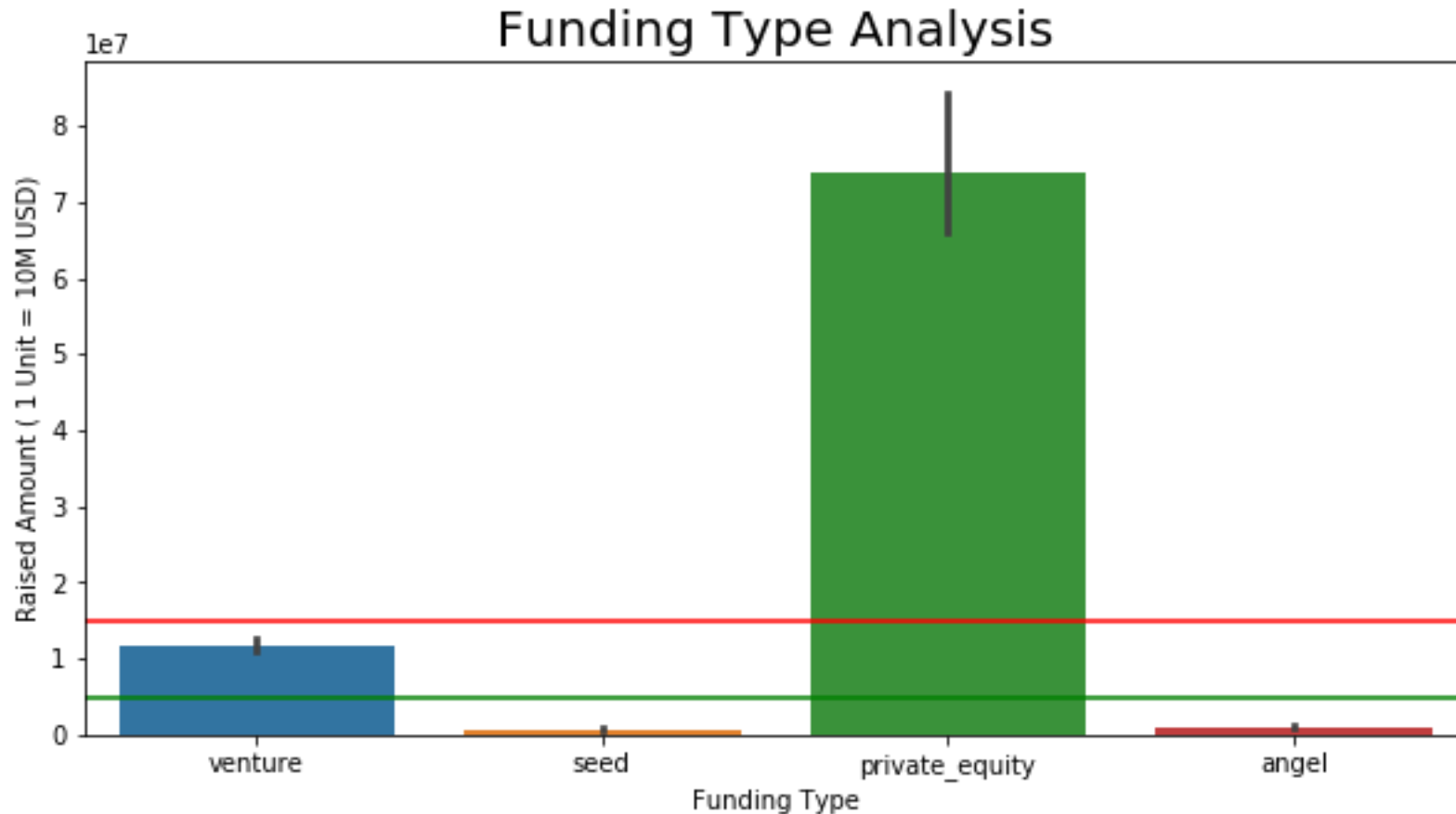
*** - Only for “Venture” Type Investment**

Country Name	Top 3 Sectors country-wise (In decreasing order)	No. of investments (Count)	Company name which received the highest investments
USA	Others	2950	Virtustream
	Social, Finance, Analytics, Advertising	2714	SST Inc. (Formerly ShotSpotter)
	Cleantech / Semiconductors	2300	biodesix
GBR (United Kingdom)	Others	147	Electric Cloud
	Social, Finance, Analytics, Advertising	133	Celltick Technologies
	Cleantech / Semiconductors	128	Eusa-pharma
IND	Others	110	FirstCry.com
	Social, Finance, Analytics, Advertising	60	Manthan Systems
	News, Search and Messaging	52	Gupshup Technology India Pvt. Limited

Table : The data is showing the clear picture of the **top 3 English speaking countries** and **the top 3 sectors** within them where Spark Fund can Invest along with the **company name**.

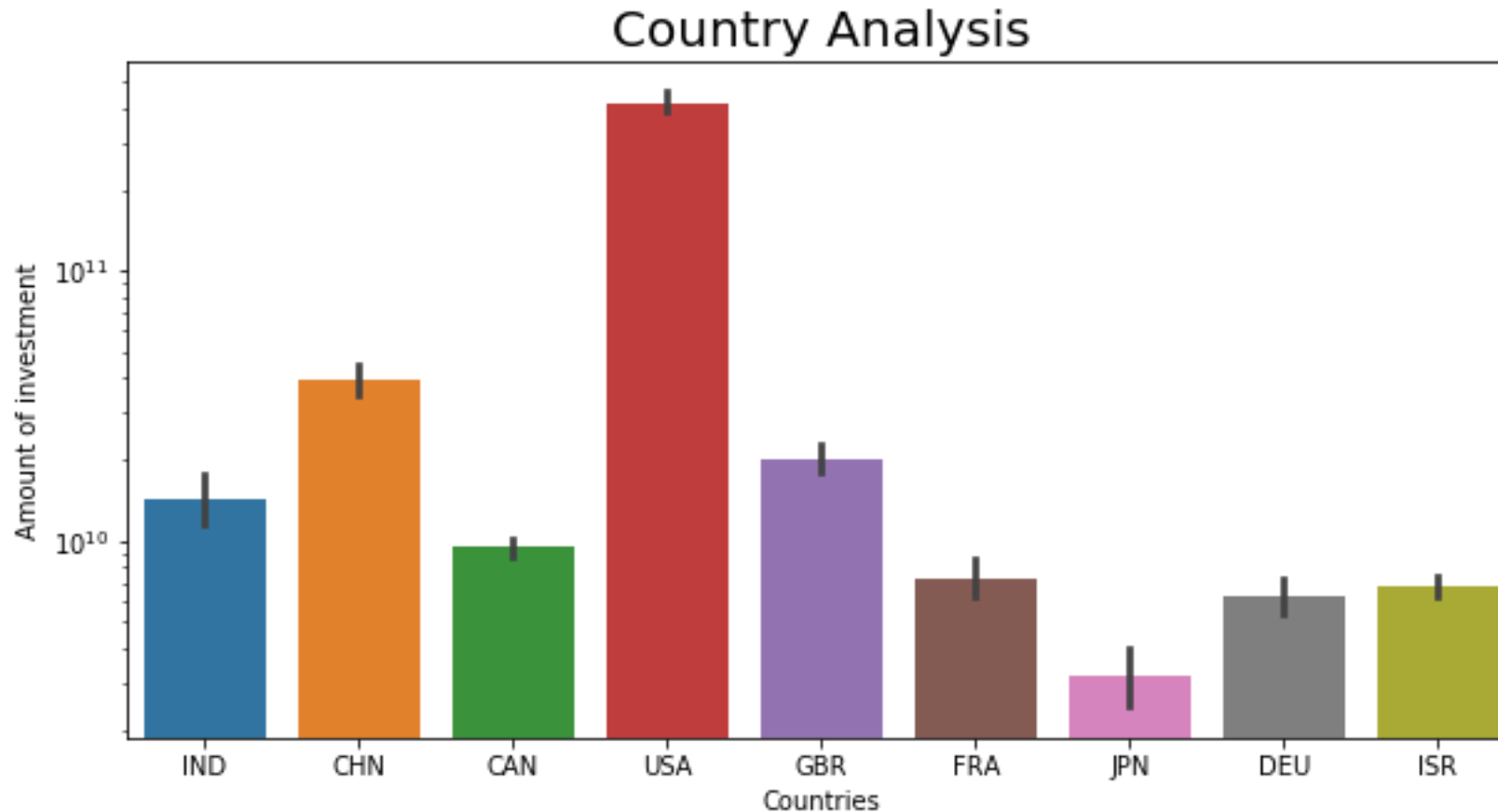
* - All the observations refer to investments of the type Venture within 5-15 M USD range.

Plot 1 : Funding Type Analysis



- Average amount of investment in **Venture** is **between 5M-15M USD** as per the companies constraints.
- Average amount of investment in **Seed and Angel** are **below 5M USD**.
- Average amount of investment in **Private Equity** is **beyond** the company's limit that is **15M USD**.

Plot 2 : Country Analysis



The plot is showing the **Top 9 Countries** according to the total amount of investments in each country.

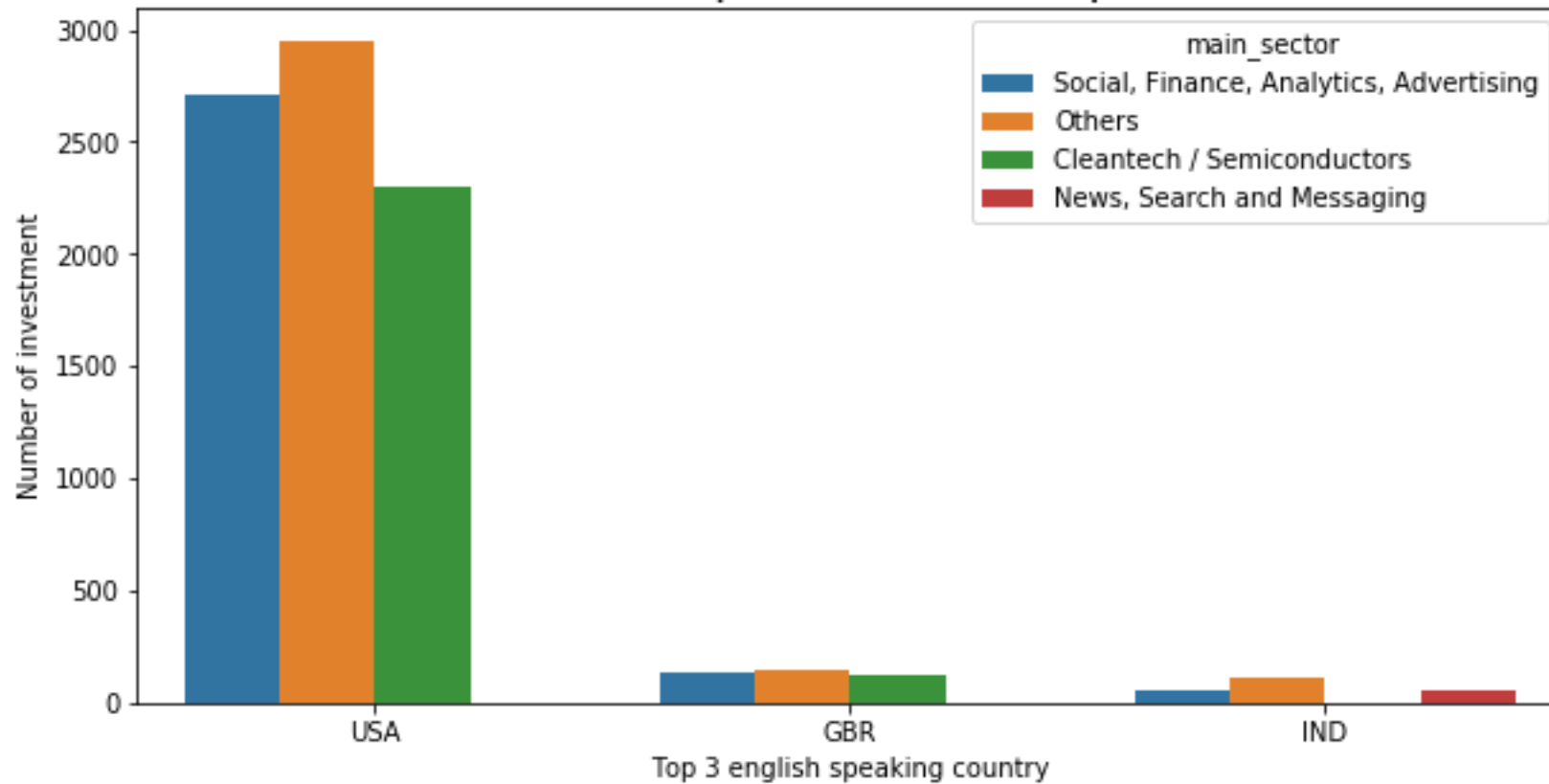
Considering the constraint of :

- 1) **English Speaking Country**
- 2) Investment amount between **5 M to 15M (USD)**

USA, GBR, and IND are the top 3 English speaking countries with the highest amount of investments.

Plot 3 : Sector Analysis

Investments in top 3 sectors of top 3 countries



The plot is clearly showing the **top 3 sectors of the top 3 countries(USA,GBR, and IND)** in which the investments could be done by Spark Funds

Conclusions

Based on the analysis the conclusion which could be drawn are :

- 1) **Funding Type Analysis** : Investment Type which is most suitable for the Spark Fund is **Venture**
- 2) **Country Analysis** : The top 3 English Speaking countries where investments could be done are **USA, GBR, IND**
- 3) **Sector Analysis** :

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