

INVESTMENT CASE STUDY

SUBMISSION

Group Name: Group assignment PGDDS

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Problem statement



Problem statements:

1. **Spark Funds(an asset management company) wants to understand the global trends in investments so that she can take the investment decisions effectively.**
2. **It wants to invest between 5 to 15 million USD per round of investment.**
3. **It wants to invest only in English-speaking countries because of the ease of communication with the companies it would invest in.**

Problem solving strategy:

Spark Funds wants to invest where most other investors are investing.

Business objective:

The objective is to identify the best sectors, countries, and a suitable investment type for making investments.

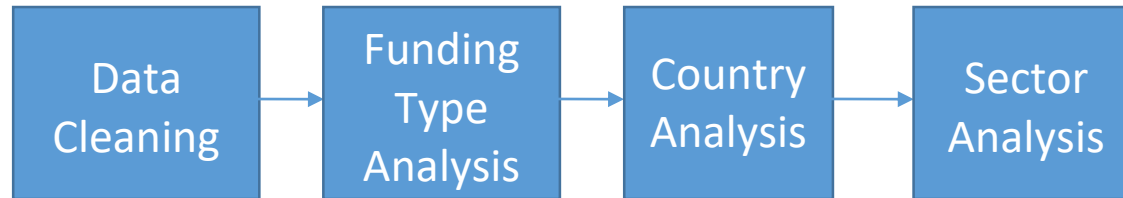
Goals:

Investment type analysis

Country analysis

Sector analysis

Flowchart for problem solving



Investment Type

Investing were most other investors are investing:

Analysis

Average Investment amount of the three common stages of the startup funding and Private Equity (Involves much higher Investment) indicates that Private Equity received the highest amount of investment followed by Venture.

Constraints

- Sparks Funds wants to invest 5 - 15 million USD.
- Private Equity will involve much higher investment.

Conclusion

Sparks Funds should invest in Venture

Investment Type	Average Investment in millions USD
Private equity	73.3
Venture	11.7
Angel	1
Seed	0.7

Trends - %contribution & average investments various funding type



Selecting Countries for investment

Investing were most investments are occurring:

Analysis

Top nine countries which have received the highest total funding in funding type Venture..

Constraints

Invest only in English speaking countries.

Top three English speaking countries

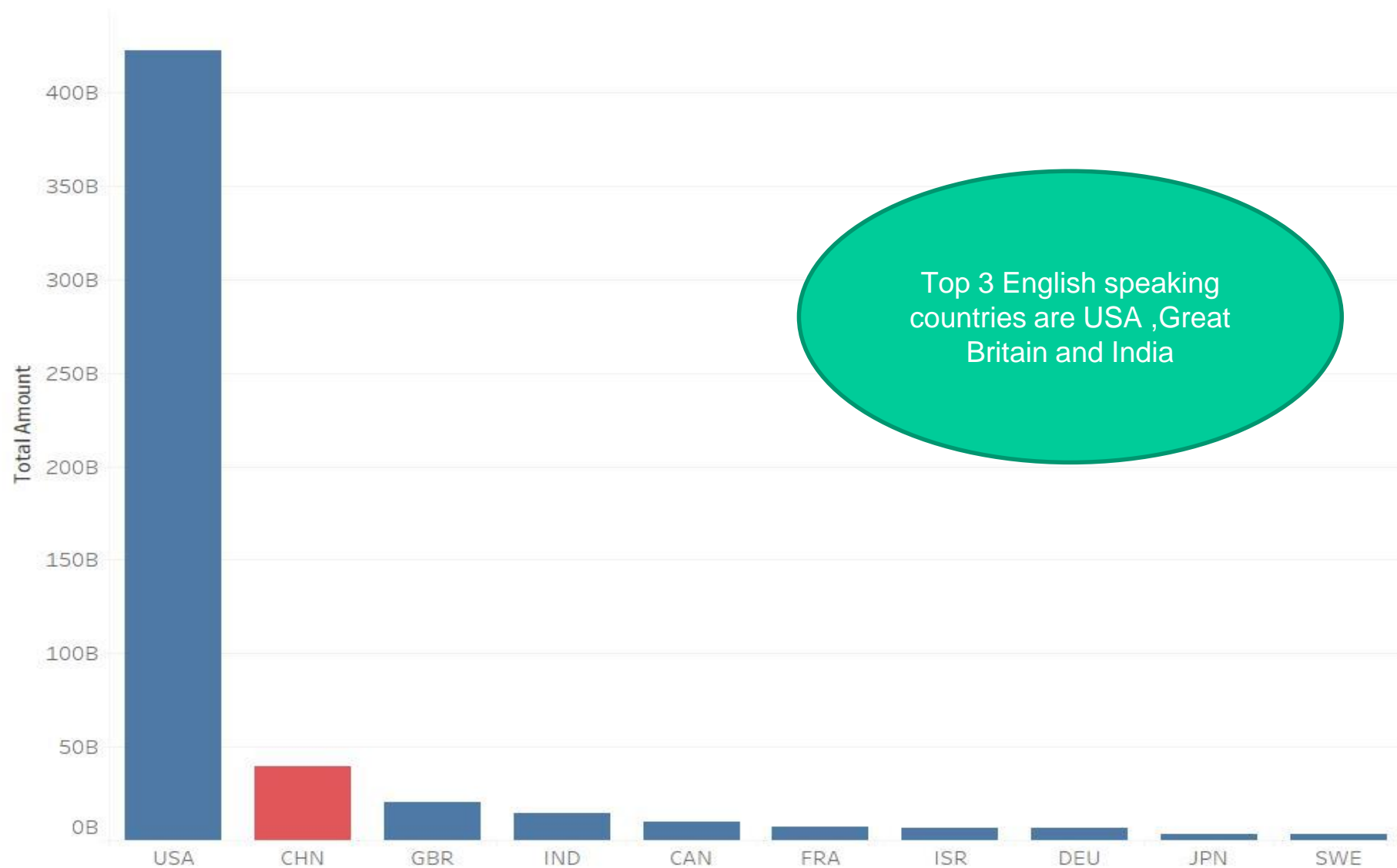
- USA
- GBR
- IND

Conclusion

Three most investment friendly countries are USA, GBR & IND.

Country code	Total funding in billions USD
USA	422.5
CHN	39.8
GBR	20.2
IND	14.4
CAN	9.6
FRA	7.3
ISR	6.9
DEU	6.3
JPN	3.4

Top nine countries which have received the highest total funding under Venture funding





Selection of Best Sector under each selected country

Investing in Sectors where most investments are occurring:

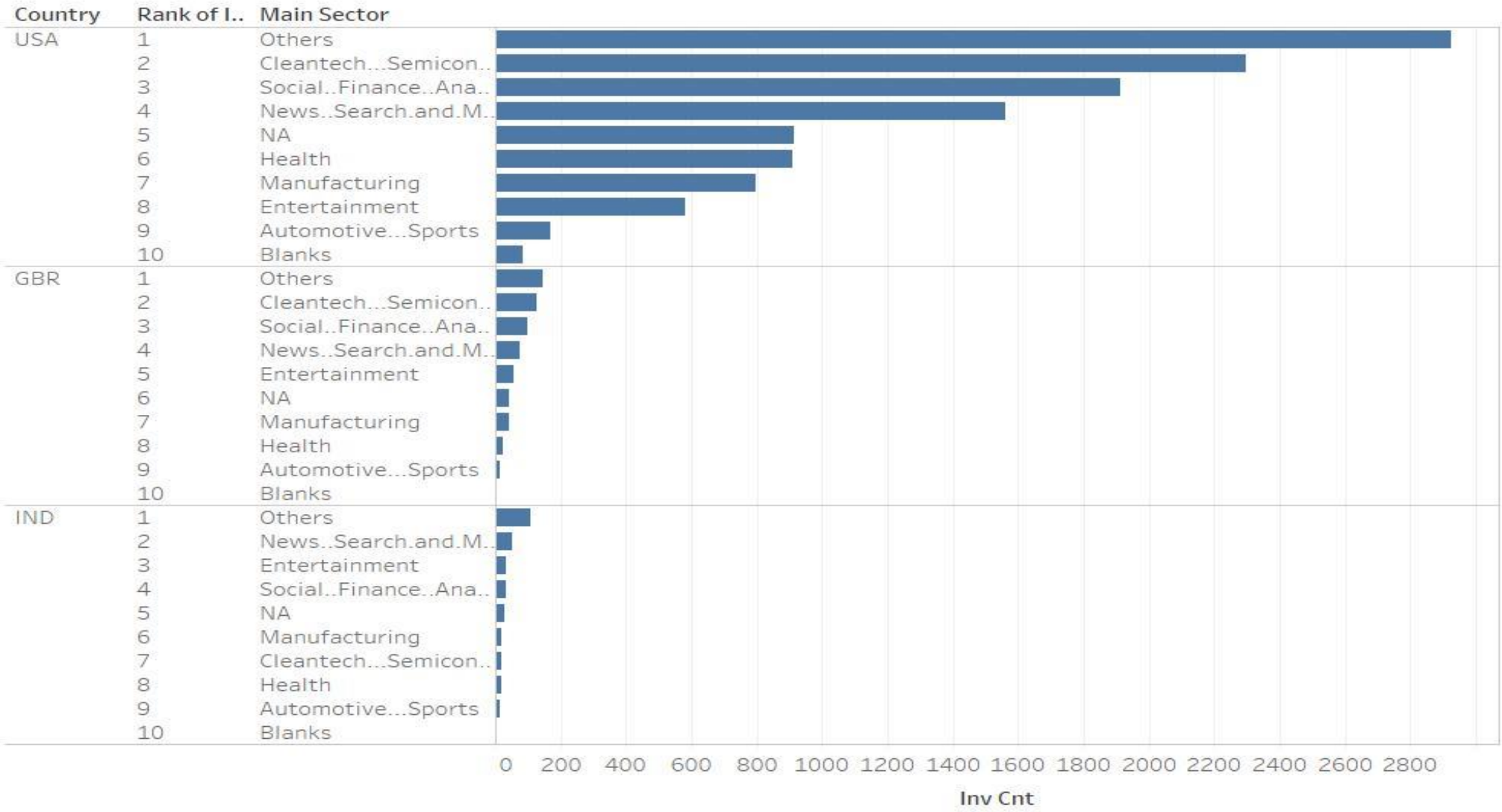
Analysis: Best sectors for three most investment friendly countries.

Category	Country 1	Country 2	Country 3
Top Sector	Others	Others	Others
Second Sector	Cleantech...Semiconductors	Cleantech...Semiconductors	News..Search.and.Messaging
Third Sector	Social..Finance..Analytics..Ad vertising	Social..Finance..Analytics..Ad vertising	Entertainment
Number of investments in top sector	2923	143	109
Number of investments in second sector	2297	127	109
Number of investments in third sector	1912	98	33

Conclusion: Most investments are occurring in “Others” sector in all three countries.



No of Investments of the top 3 sectors in the top 3 selected countries



A holistic view of investments in three countries

Category	Country 1	Country 2	Country 3
No. of investments	12,150	628	330
Total Investment	109 Billion USD	5 Billion USD	3 Billion USD

Companies that received highest investment

Category	Country 1	Country 2	Country 3
Compaines that recieved highest investment	Virtustream	Electric Cloud	FirstCry.com
Compaines that recieved 2nd highest investment	biodesix	eusa-pharma	gupshup-technology-india-pvt-ltd