

INVESTMENT ASSIGNMENT

SPARK FUNDS

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Strategy and Business Objectives

❑ Business Objective

- Identify the most suitable funding type, countries and sectors for investments for Spark Funds

❑ Strategy

- Spark Funds wants to invest where **most other investors are investing**

❑ Constraints

- Spark funds wants to invest between **5 and 15 million USD** per round of investment
- It wants to invest only in **English-speaking** countries because of ease of communication

Data - Investments in 66,368 Companies(1901 - 2016)

Data

- 66,368 companies across 137 countries
- 8 unique sectors such as social, finance, analytics, advertising, cleaning/semiconductor, etc
- 114949 records of data

Funding Types, Countries and Sectors Data Analysis

The analysis is divided into three parts:

- Given the constraints, which **funding type** is the most suitable?
- In the chosen funding type, which **countries** have witnessed the most funding?
- In the chosen funding type and top countries, which **sectors** have performed the best?

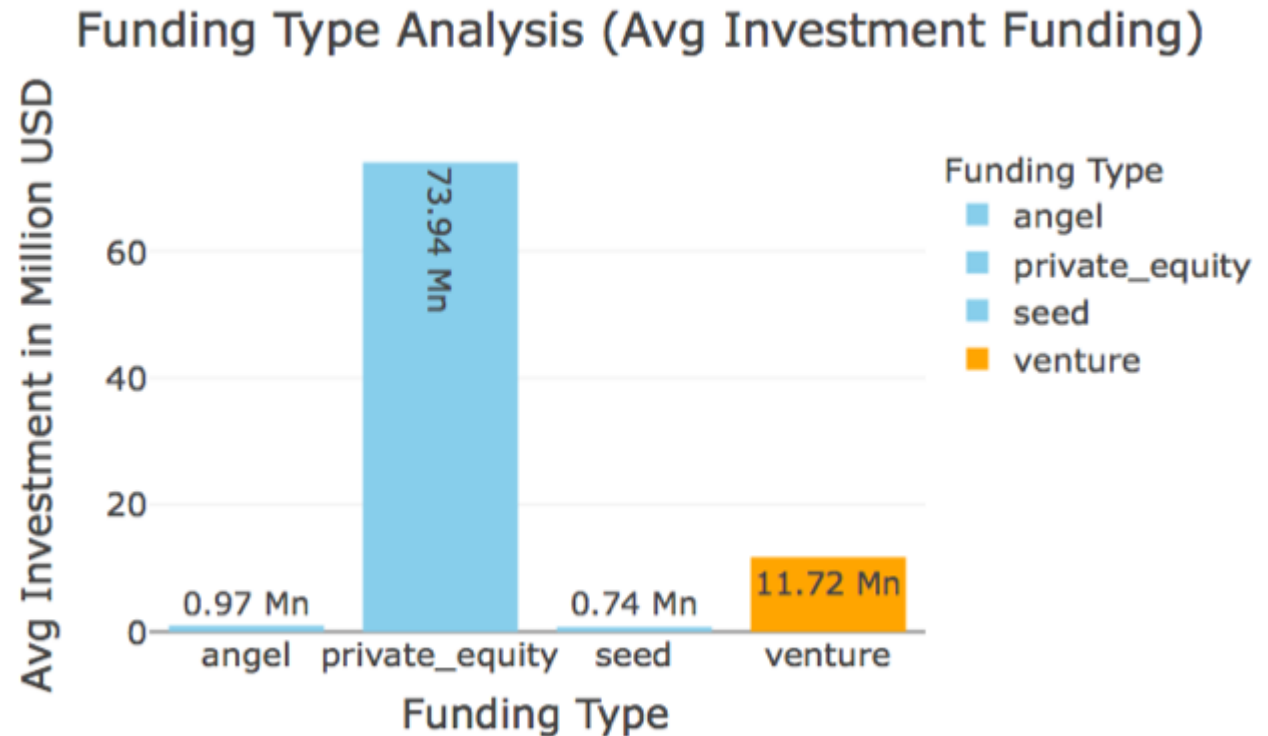
Funding Types Analysis

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Average Funding Amount in Venture is ~ 10M USD

Venture is the most suitable type for investment

- between **5M – 15M USD**
- Average investment is approx. **10M USD**



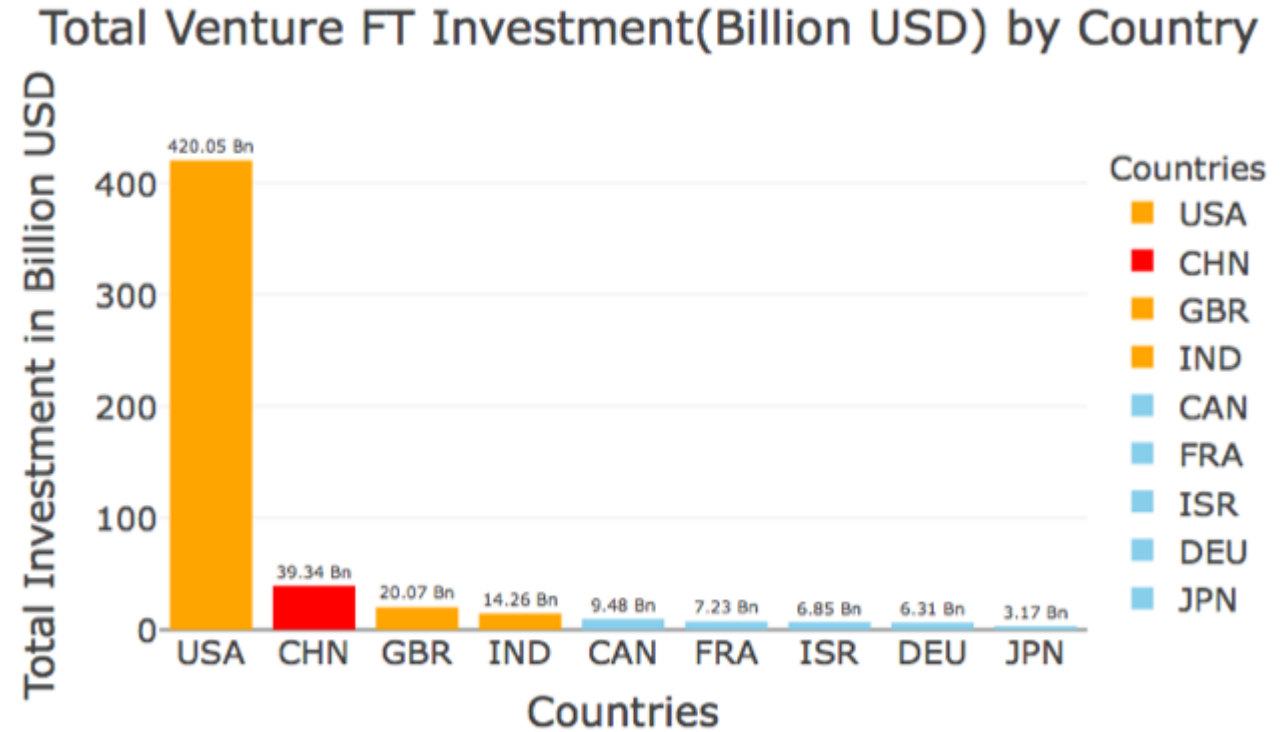
Top Countries for Venture Capital Investments

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Top Venture Countries – USA, GBR and India

- Top 9 Countries by Investment Count
- The **USA** got the highest total investment

The Great Britain and INDIA



* China is not English Speaking Country

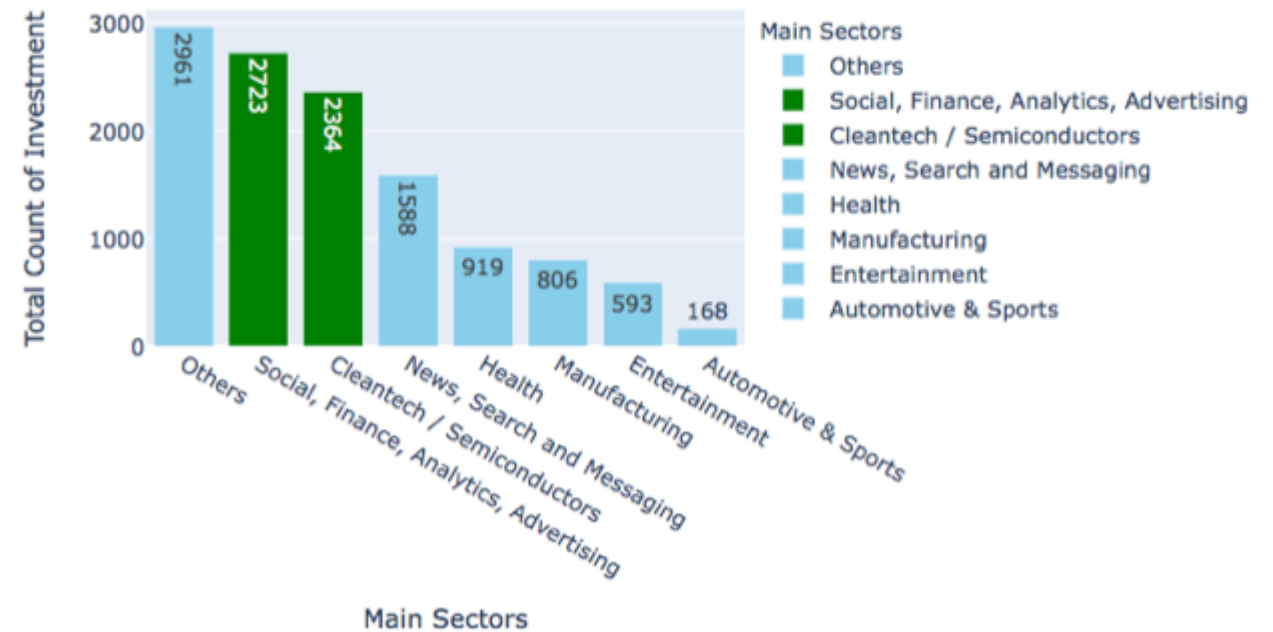
Top Venture Sectors in USA, GBR, IND

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Best Sector – USA

- **USA**
 - Social, Finance, Analytics and Advertising
 - Cleaning & Semiconductor

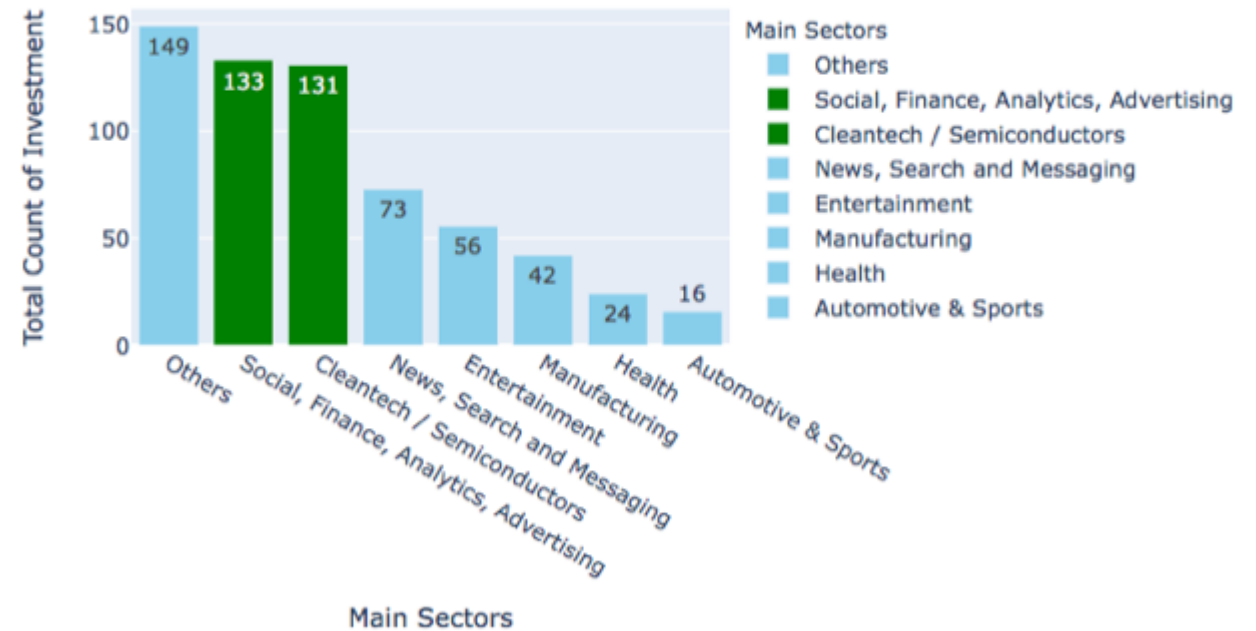
Best Sector By Count of Investment - USA



Best Sector – The Great Britain

- **GBR**
 - Social, Finance, Analytics and Advertising
 - Cleaning & Semiconductor

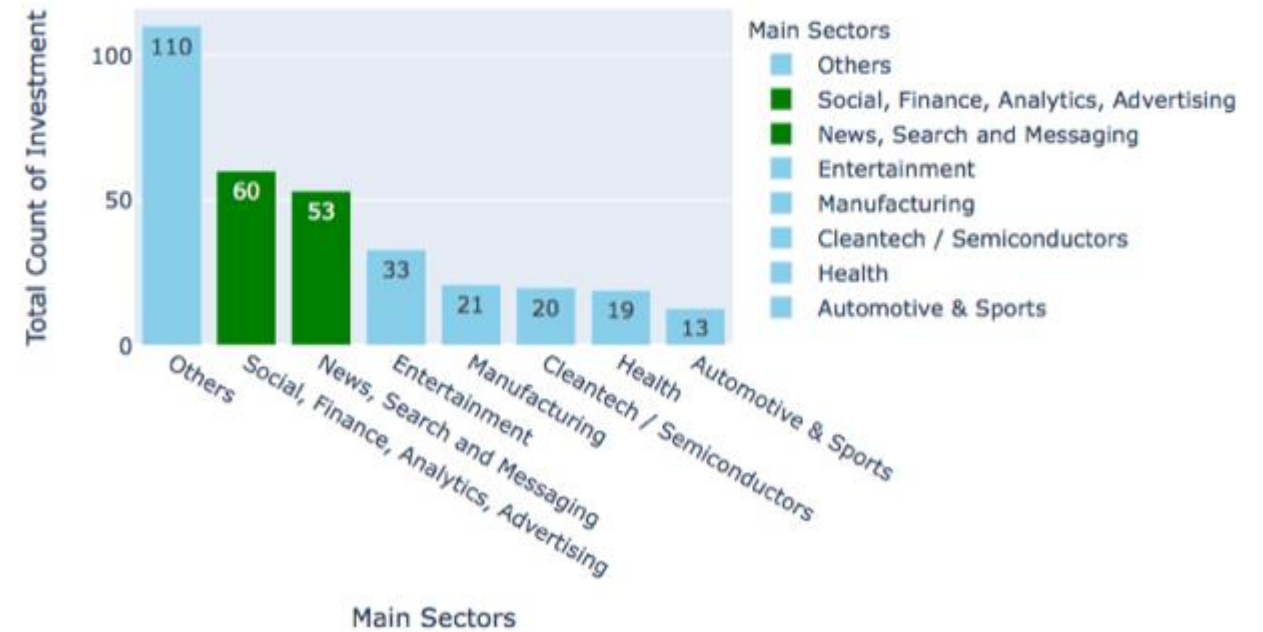
Best Sector By Count of Investment - GBR



Best Sector – INDIA

- IND
 - Social, Finance, Analytics and Advertising
 - News, Search and Messaging

Best Sector By Count of Investment - IND



Conclusions

- **Venture capital** is the most suited funding type
- **The USA, the Great Britain** and **India** are the most heavily (venture capital) funded countries
- The top two (venture capital) sectors in the respective countries are:

Sector	USA	GBR	IND
Top Sector	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
2nd Best Sector	Cleantech/Semiconductors	Cleantech/Semiconductors	News, Search, Messaging