

INVESTMENT ASSIGNMENT SUBMISSION

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Investment Analysis

OBJECTIVE

To help Spark Funds analyze global trends of investments and help the CEO take investment decisions effectively.

Investment constraints

- Investments between 5 Million and 15 Million USD
- English speaking countries

STRATEGY

Spark wants to invest where most other investors are investing

GOALS

Region :

Our goal is to find the best English speaking countries to invest in ,this can be achieved by identify the countries with most investments in past.

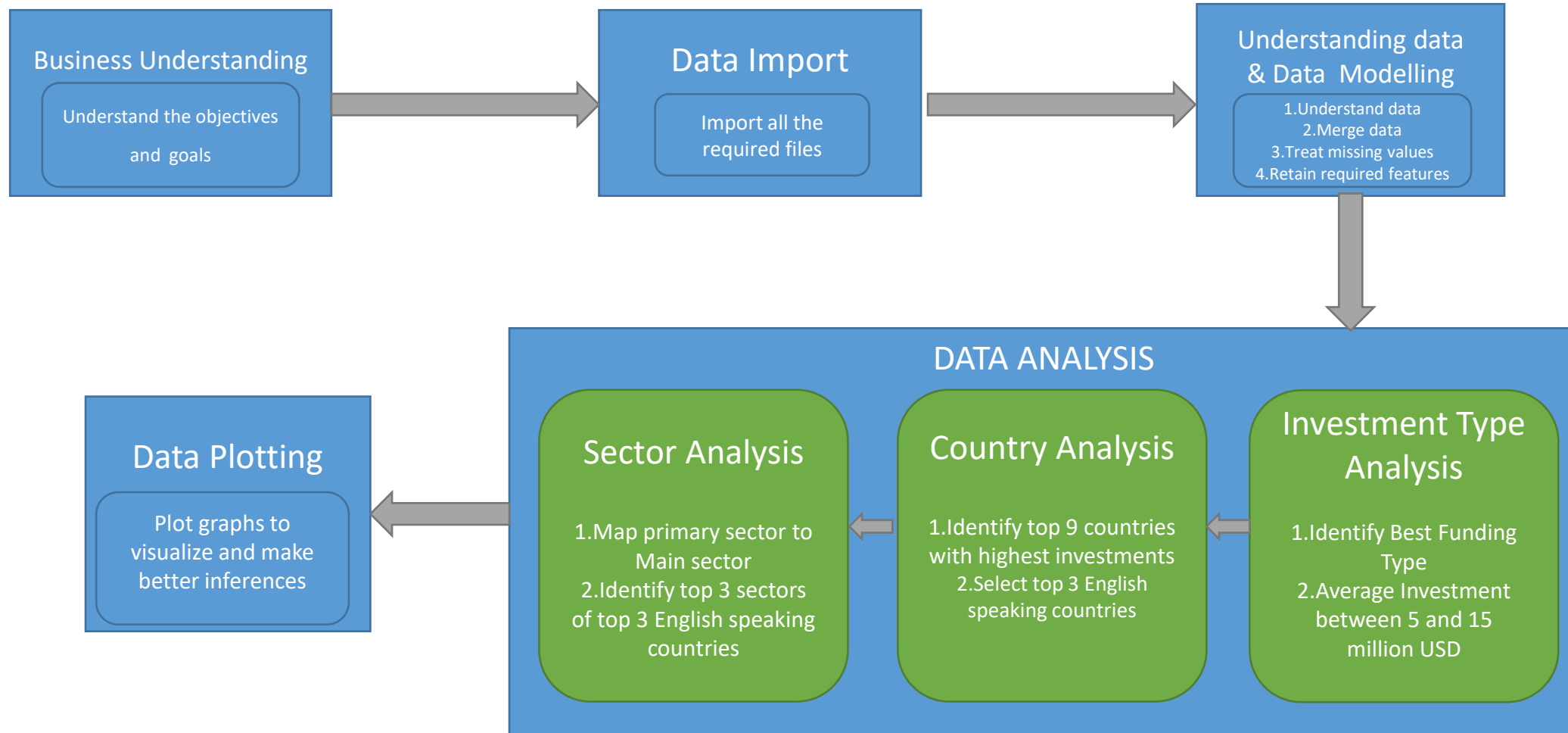
Investment type:

Spark is looking to invest in the best investment type among Angel, Seed, Venture Capital and Private Equity . We have to identify the one that will fit Sparks bill.

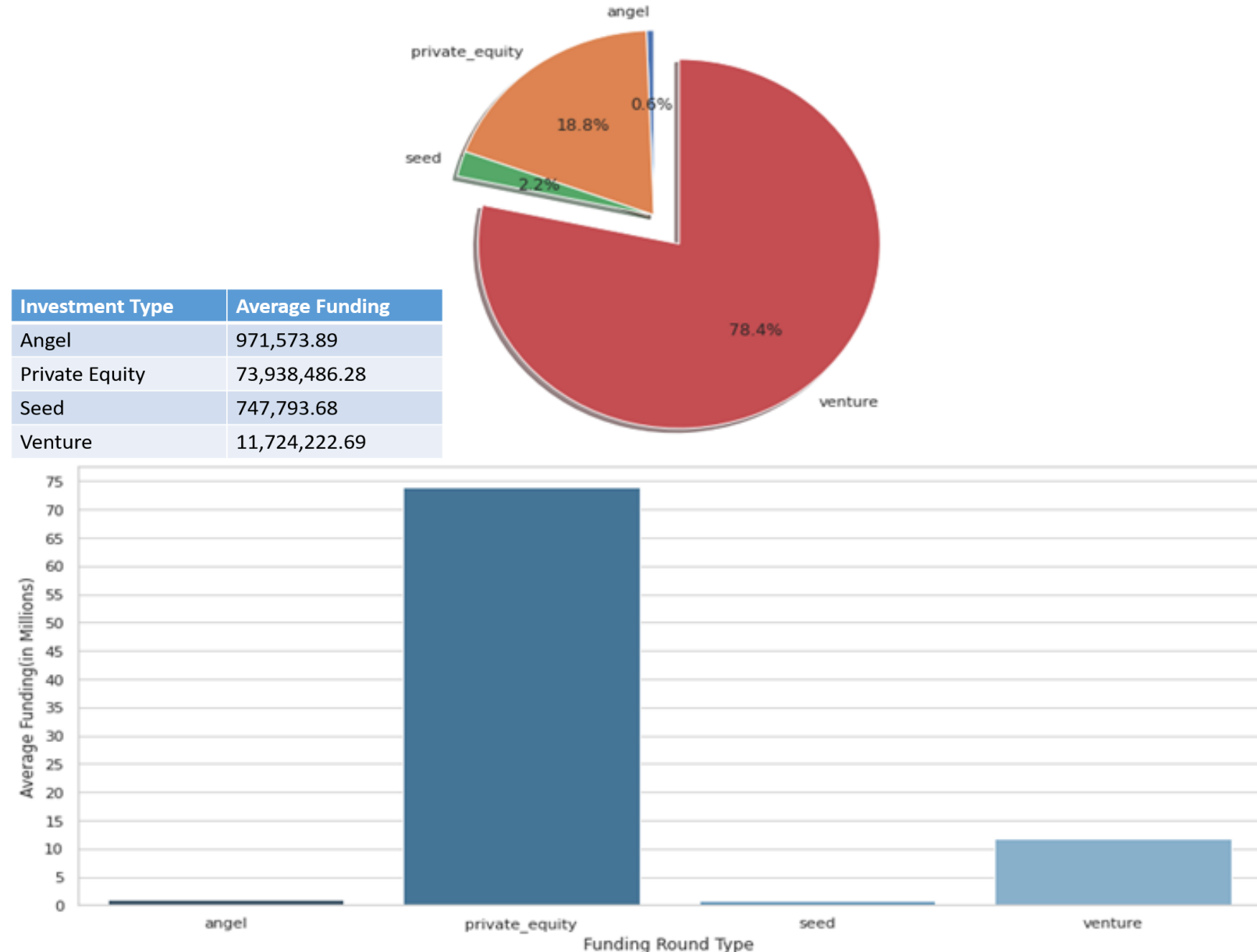
Sectors :

The investments have been categorized into 8 different sectors , we have to identify the sectors that is attracting most investments.

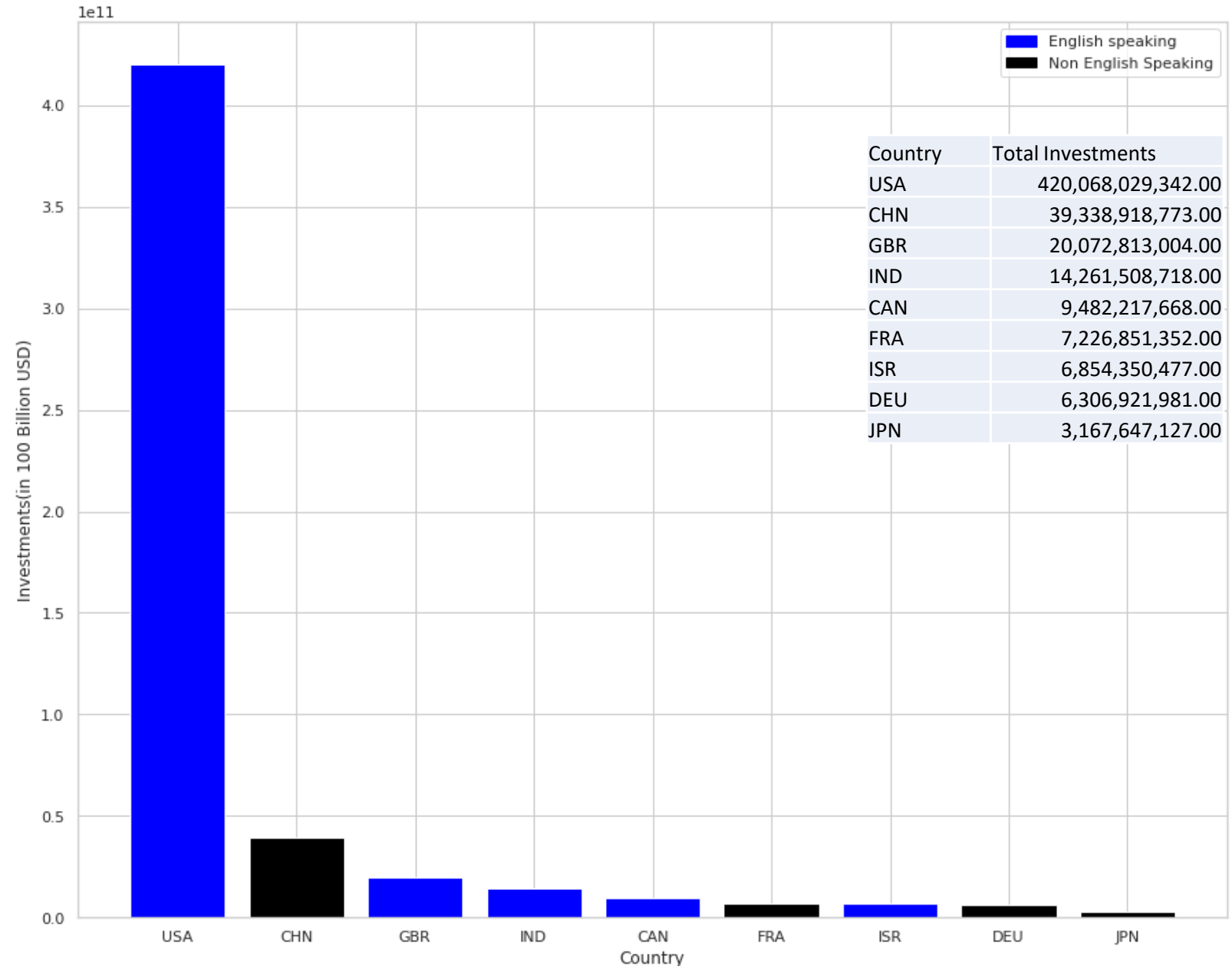
Problem solving methodology



- ❖ Analyzing the average investments in the 4 investment types that spark wants to invest in.
- ❖ Venture Investment seems to draw the majority portion of all the 4 investments .(1st chart)
- ❖ Venture investment has an average investment between 5 and 15 million USD(2nd Chart),and others don't.
- ❖ Venture Investment is the most appropriate investment type for spark.

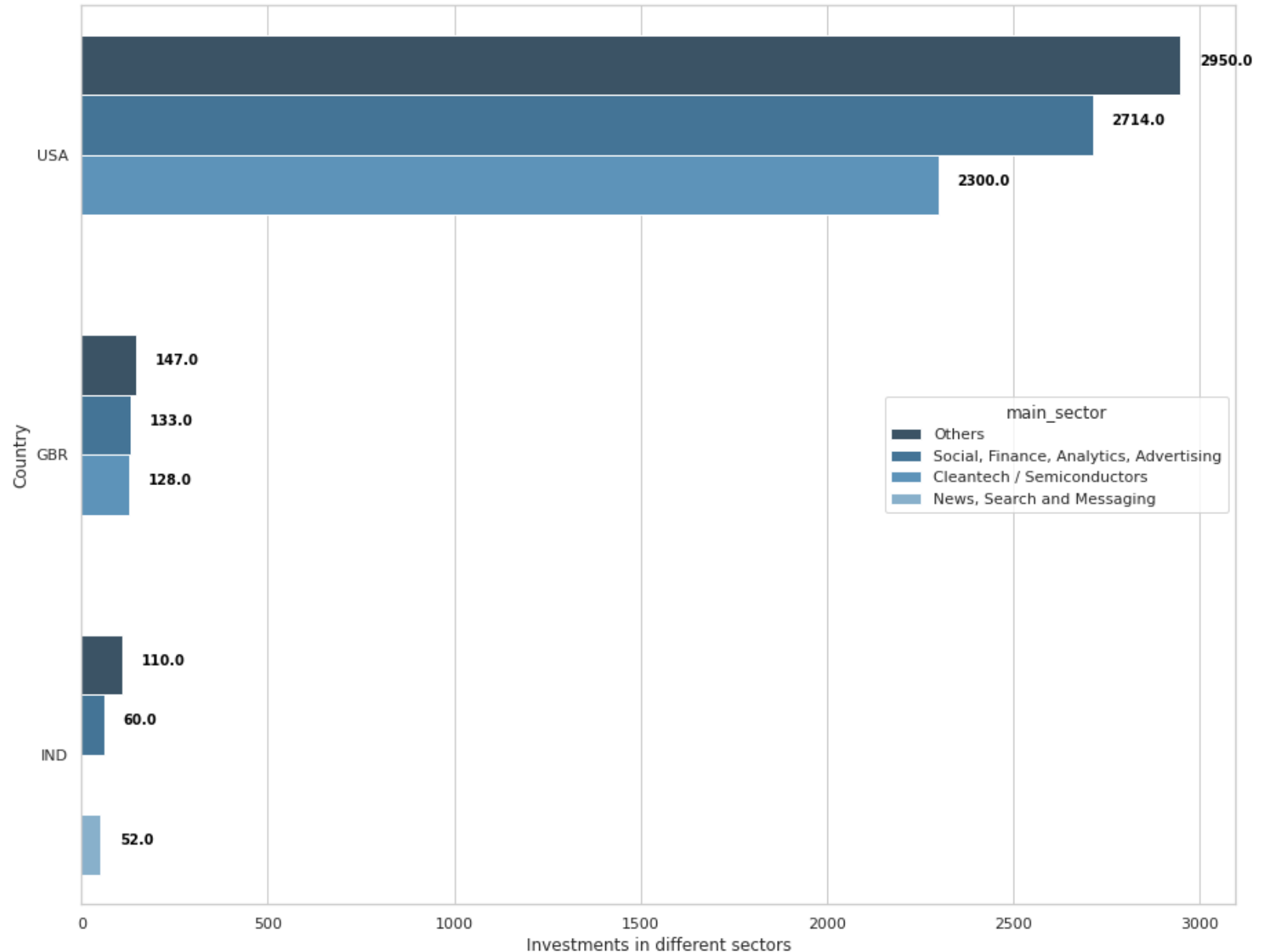


- ❖ Spark wants to invest in countries that have highest prior investments.
- ❖ It's focus is on English speaking nations ,as it would help in easing communications
- ❖ The top 9 countries with highest prior investments are USA,CHN,GBR,IND,CAN,FRA,ISR,DEU,JPN
- ❖ Among these,the top 3 English speaking nations are :USA , Britain and India (Highlighted in Blue)



- ❖ We have categorized primary sectors into 8 main sectors
- ❖ Analyzing the data to Identify the top 3 main sectors across India , USA and Britain.
- ❖ The main sectors that have attracted most investments in USA and Britain are “others” , “Social, Finance, Analytics, Advertising” and “Cleantech / Semiconductors” in the same order.
- ❖ The main sectors that have attracted most investments in India are “others” , “Social, Finance, Analytics, Advertising” and “News, Search and Messaging” in that order.

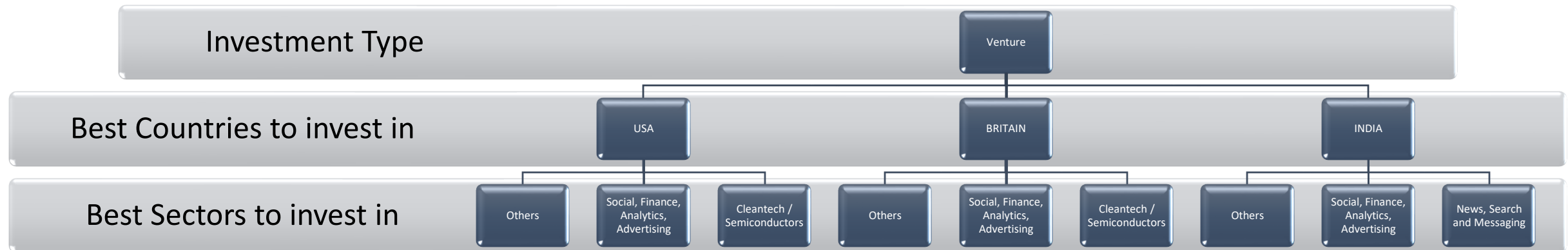
Sector Analysis



As per our Analysis ,We can conclude that Spark can follow the below mentioned investment strategy :

❖The best investment that Spark should consider making is in the USA in others sector , the investment that would suit spark is Venture type. This ensures that Spark is investing with the trend .i.e. where most other companies are investing.

For more diverse investment strategy, spark can follow the below mentioned investment strategy (IT SHOWS THE BEST INVESTMENT TYPE ,COUNTRIES AND SECTORS TO INVEST IN):



To put it in words- the best investment type is venture type.

❖ The top 3 suitable countries to invest in are – USA ,GBR and India.

❖Suitable sectors for investments in UK and USA are – Others, Social/Finance/Analytics/Advertising & Cleantech/Semiconductors

❖Suitable sectors for investments in India are – Others, Social/Finance/Analytics/Advertising & News, Search and Messaging.