Indian Startups Case-Study

About the dataset:

This dataset has funding information of the Indian startups from January 2015 to August 2017.

Problem Statement:

Given Indian Startup Funding Data, the aim is to draw insights to facilitate the setting up of a new startup.
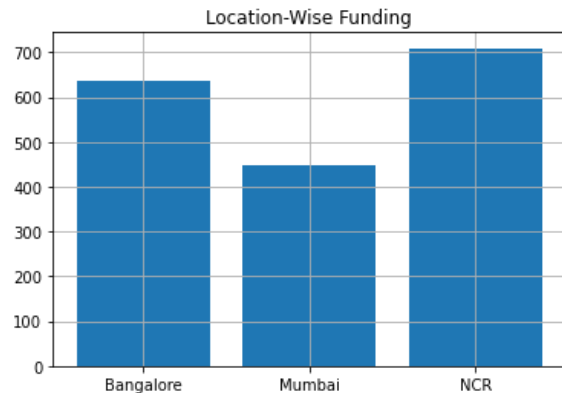
Questions to be addressed:

1. Based on the number of fundings received in a location, use dataset to make an informed decision to choose a location for startup among Bangalore, Mumbai, and NCR(Gurgaon, Noida and New Delhi) to maximize chances of getting fundings.

2. Obtain a list of potential investors, who should be contacted by finding the investors who have invested maximum number of times in same or different startups.

3. Obtain a list of potential investors, to be contacted, by analyzing the frequency of their investments in different startups. (Multiple rounds of funding to the same startup should be counted first)

4.For initial stages of the startup, focus on getting 'Crowd Funding' or 'Seed Funding'. Draw out a list of investors who have been investing heavily in different startups under this umbrella.

5. Once the startup is more stable, focus on getting fund under 'Private Equity'. Draw out a list of investors who have been investing heavily in different startups under this umbrella.

Note- For detailed explanation of approach to each problem, refer to the notebook.

Solutions:

1. Optimal Location-

Aim: Finding the location where startups has received funding maximum number of times among Bangalore, Mumbai and NCR(Gurgaon, Noida and New Delhi) to maximize chances of getting funding for a new startup.
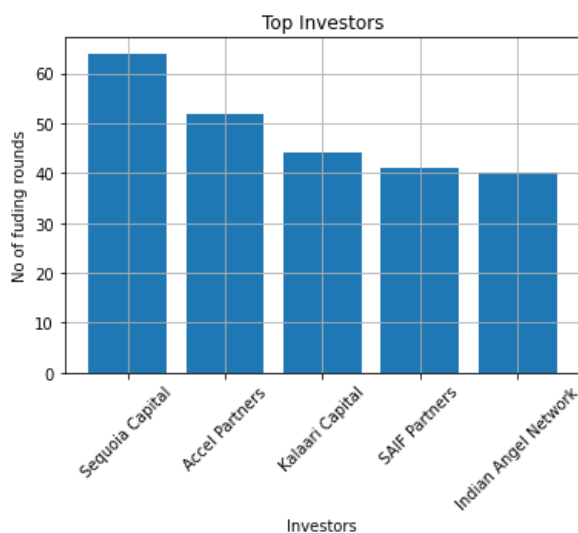

No of Findings per location:

Bangalore: 637 Mumbai: 449 NCR: 709

Conclusion: It is evident from the graph that NCR has seen most rounds of fundings over the years hence this location should be preferred.

2. Top Investors with maximum rounds of Investment

Aim: Finding the top 5 investors who have invested maximum number of times to increase chances of getting investment by contacting them.
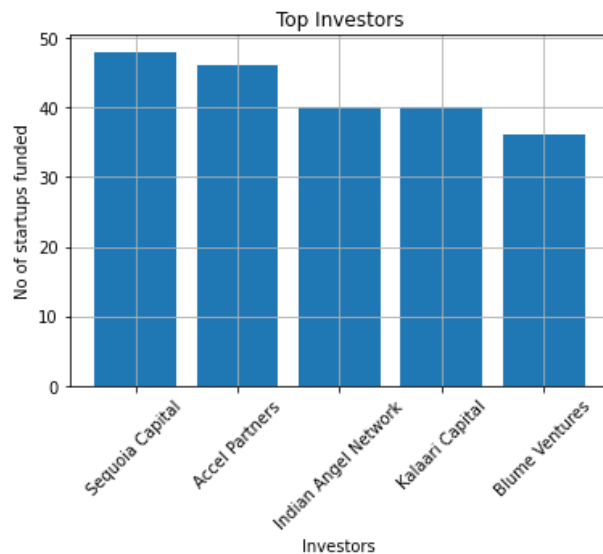
Investors with maximum rounds of funding:

Sequoia Capital: 64 Accel Partners: 52 Kalaari Capital: 44 SAIF Partners : 41 Indian Angel Network: 40

Conclusion: The above mentioned investors are more likely to fund a startup hence they should be contacted for the same.

3. Top Investors in different startups

Aim: Unlike the previous problem, determine the top 5 investors who have invested maximum number of times in 'different' companies

Investors with maximum rounds of funding to different startups:

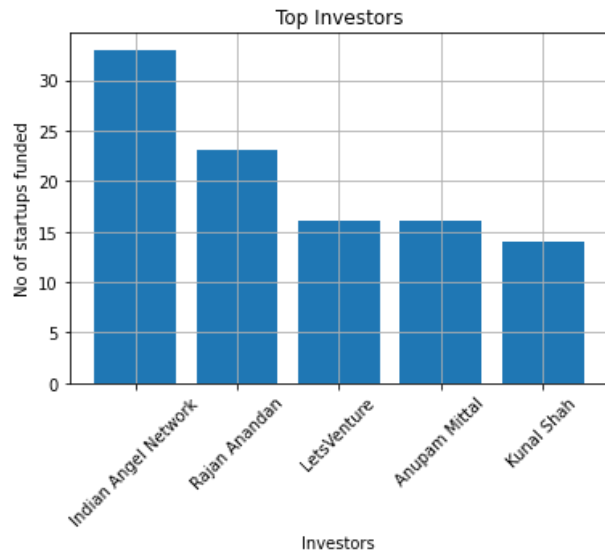Sequoia Capital : 48 Accel Partners: 46 Indian Angel Network: 40 Kalaari Capital: 40 Blume Ventures: 36

Conclusion: Unlike our previous list, we know these investors have been most active in funding different startups hence these can be potetial investors for out startup too

4. Top Investors under 'Crowd' or 'Seed' Funding

Aim: Finding the top 5 investors who have invested in a 'different' number of startups and their investment type is Crowd funding or Seed Funding since for a new startup we look for these fundings.
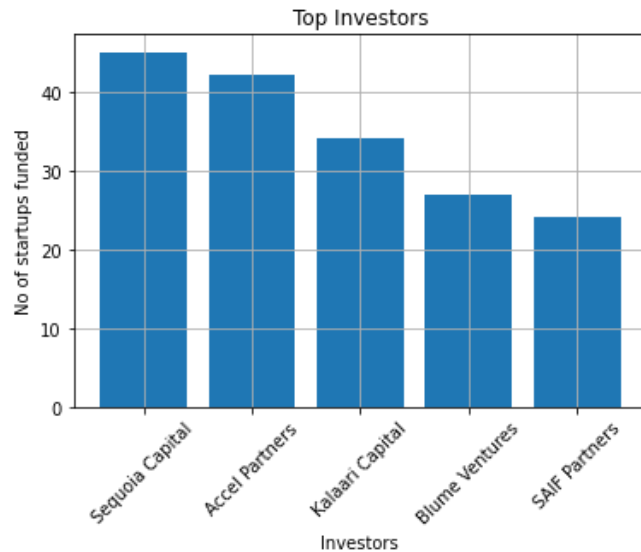
Top Investors under 'Crowd' or 'Seed' Funding:

Indian Angel Network , Rajan Anandan, LetsVenture, Anupam Mittal and Kunal Shah

Top Investors

Conclusion: The investors mentioned above are more likely to invest in a new startup. This list can be useful in the initial stages of a startup.

5. Top Investors for 'Private Equity'

Aim: Finding the top 5 investors who have invested in a different number of startups and their investment type is Private Equity to facilitate new investment in a stable startup.

Top Investors

Top Investors for 'Private Equity' are:

Sequoia Capital, Accel Partners, Kalaari Capital, Blume Ventures and SAIF Partners.

Conclusion: These investors are more likely to fund a more stable startup. This list is useful in the later stages of our startup