

INVESTMENT CASE STUDY

SUBMISSION

Group Name:

1. Prageeth P

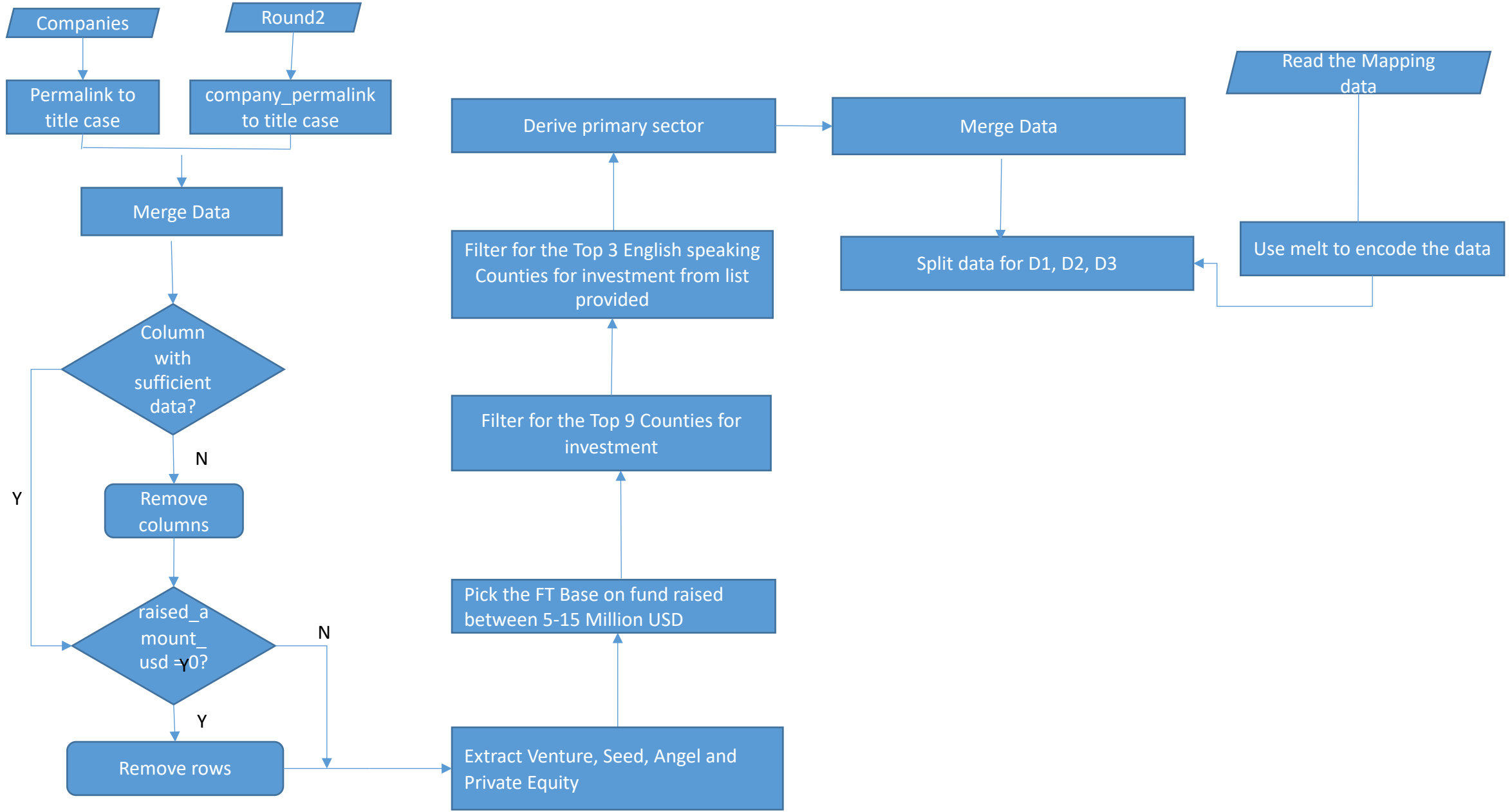


Spark Funds

Spark Funds wants to make investments in a few companies. It wants to invest where most **other investors are investing**. The CEO of Spark Funds wants to understand the global trends in investments so that she can take the investment decisions effectively.

- . 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

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, implying that the 'best' sectors and countries are the ones 'where most investors are investing'.





Investment type analysis

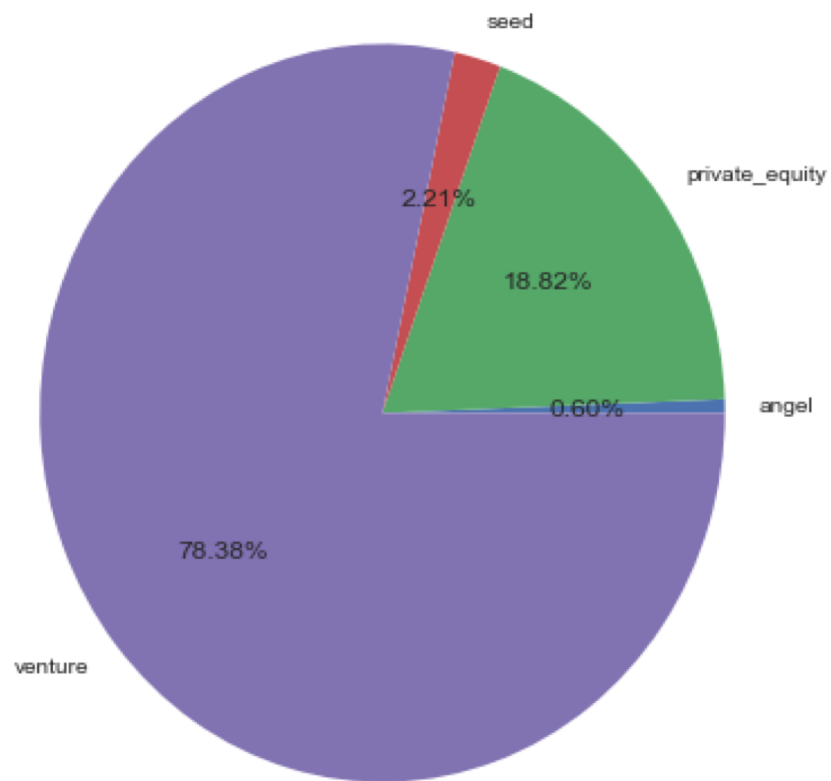
Comparing the typical investment amounts in all funding types.

Spark Funds can choose the venture type, since that is best suited for their strategy for 5-50 million USD.

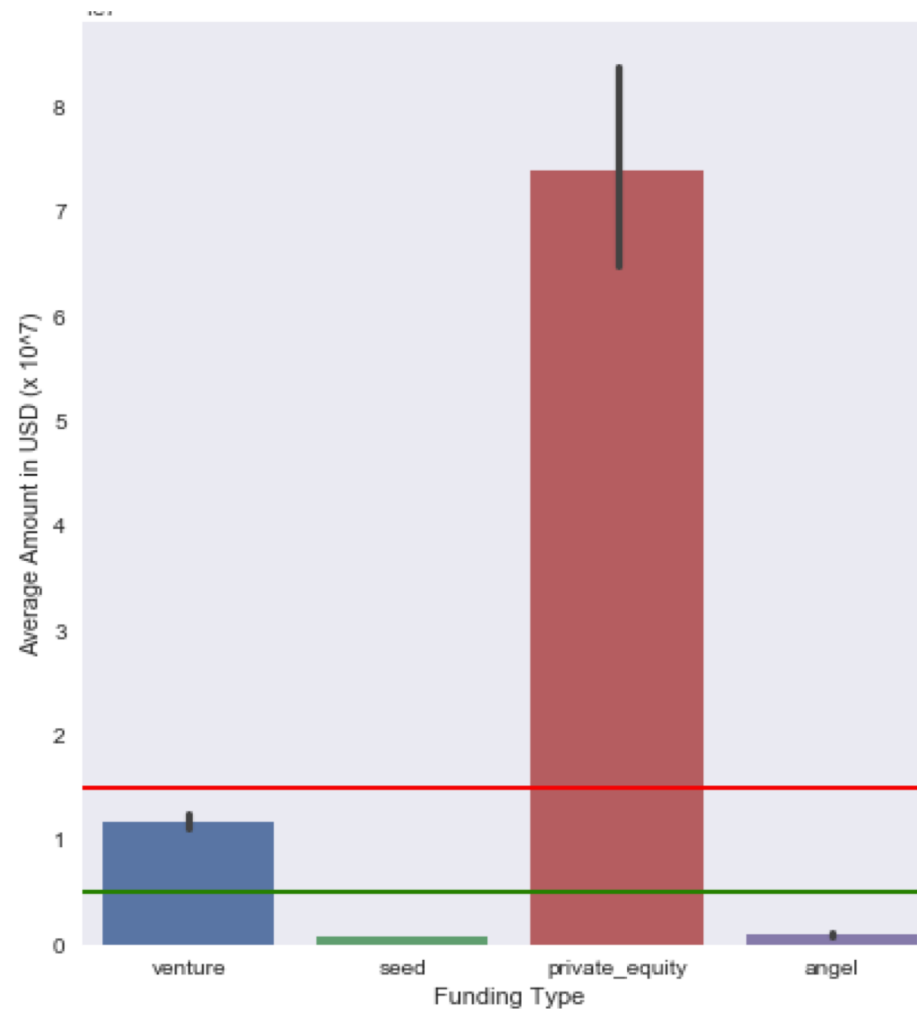
Funding Type	Amount in USD
post_ipo_debt	169451789
secondary_market	84438532
private_equity	73938486
post_ipo_equity	66077058
debt_financing	17167653
undisclosed	15891661
venture	11724222
grant	4512698
product_crowdfunding	1353226
convertible_note	1337186
angel	971573
seed	747793
equity_crowdfunding	509897
non_equity_assistance	480753

Investment type analysis

Investment as Fraction of Total Investments



Average Amount of Investment



5 to 15
million
USD

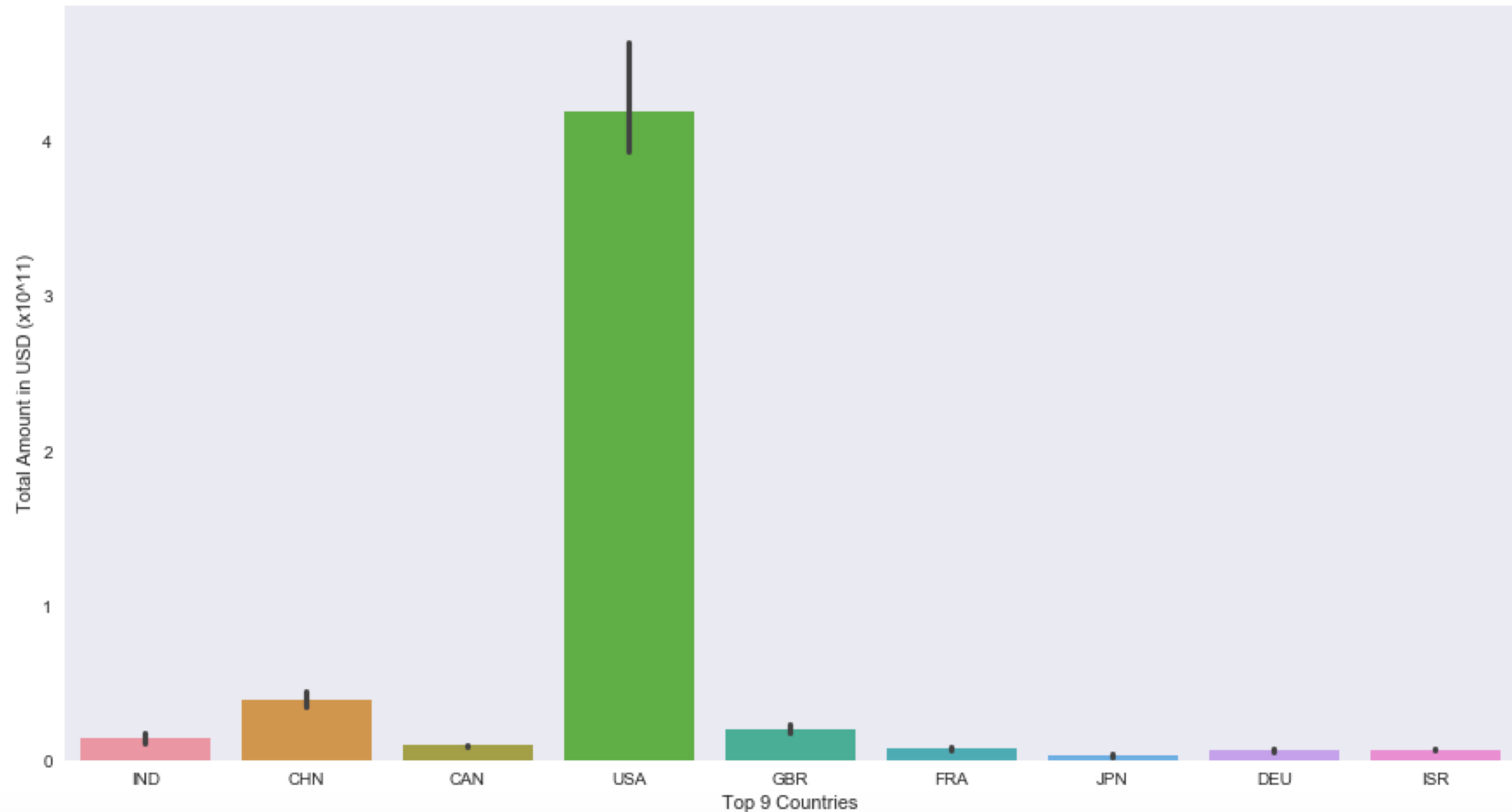


Country analysis:

Identified are the top 9 countries, which have been the most heavily invested in the past.

Based on the Spark Funds' criteria of English speaking top 3 countries we have identified USA, GBR and IND.

Country	Amount Raised (USD)
USA	420068029342.00
CHN	39338918773.00
GBR	20072813004.00
IND	14261508718.00
CAN	9482217668.00
FRA	7226851352.00
ISR	6854350477.00
DEU	6306921981.00
JPN	3167647127.00





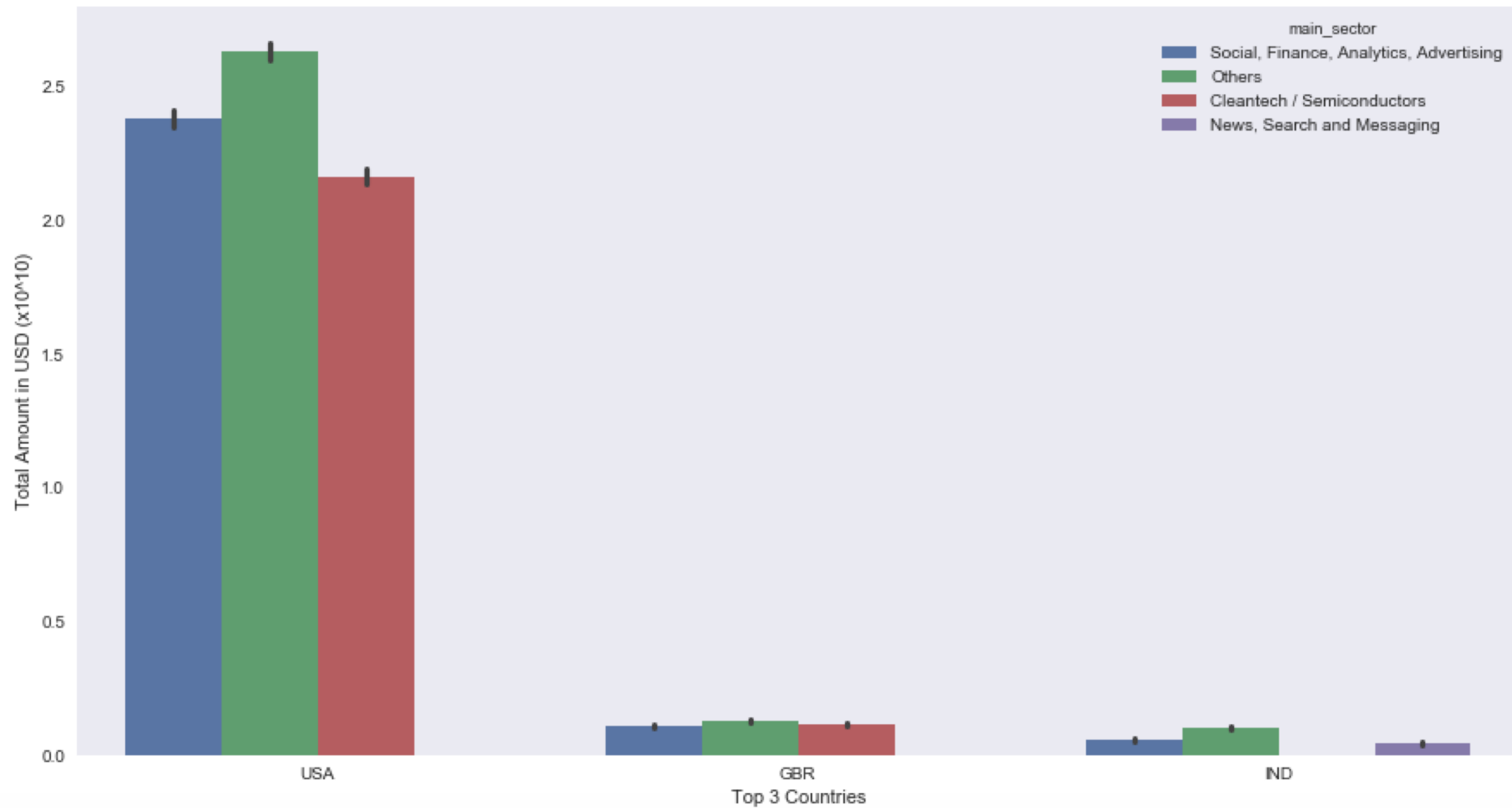
Top 3 - Sector analysis

Based on the number of investments across the eight main sectors, in the top 3 English speaking counties and investment bracket, the top 3 sector are as below

USA	
Main Sector	Number of Investment
Others	2950.00
Social, Finance, Analytics, Advertising	2714.00
Cleantech / Semiconductors	2350.00
News, Search and Messaging	1583.00
Health	909.00
Manufacturing	799.00
Entertainment	591.00
Automotive & Sports	167.00

GBR	
Main Sector	Number of Investment
Others	147.00
Social, Finance, Analytics, Advertising	133.00
Cleantech / Semiconductors	130.00
News, Search and Messaging	73.00
Entertainment	56.00
Manufacturing	42.00
Health	24.00
Automotive & Sports	16.00

IND	
Main Sector	Number of Investment
Others	110.00
Social, Finance, Analytics, Advertising	60.00
News, Search and Messaging	52.00
Entertainment	33.00
Manufacturing	21.00
Cleantech / Semiconductors	20.00
Health	19.00
Automotive & Sports	13.00



Spark Funds need to invest

- 90% of its funds in the USA,
- 6% in GBR and
- 4 % in IND

Out of the total allocated in USA, Spark should allocate

Allocations	Sector	Preferred Companies	Investment Proportion
37	Others	Virtustream, Capella and Airtight-Networks,	Equal percentage
34	in Social, Finance, Analytics, Advertising	Shotspotter, Demandbase and Intact	Equal percentage
29	Cleantech / Semiconductors		

Out of the total allocated in GBR, Spark should allocate

Allocations	Sector	Preferred Companies	Investment Proportion
36	Others	Electric-Cloud , Sensage and Enigmatic,	Equal percentage
32	in Social, Finance, Analytics, Advertising	Celltick-Technologies, Mythings and Zopa	Equal percentage
32	Cleantech / Semiconductors		

Out of the total allocated in IND, Spark should allocate

Allocations	Sector	Preferred Companies	Investment Proportion
50	Others	Firstcry-Com, Myntra and Commonfloor,	Equal percentage
27	in Social, Finance, Analytics, Advertising	Manthan-Systems and Komli-Media	70:30
23	News, Search and Messaging		