

# **Investment Case Study**

## **Sparks Funds**

# 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

## Data

- 66,368 companies across 137 countries
- Total Funding 990,125,085,135 USD
- 8 unique sectors such as social, finance, analytics, advertising, cleaning/semiconductor, etc.

# Funding Types, Countries and Sectors

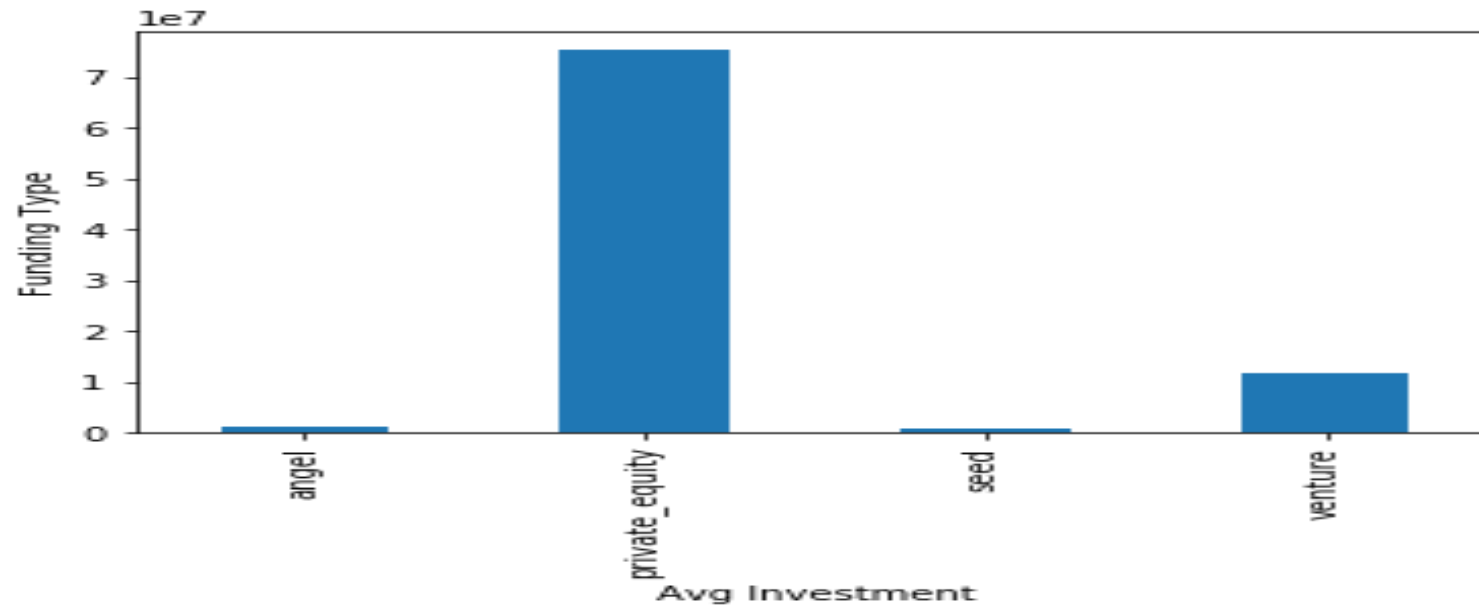
The analysis is divided into three parts:

- 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?

# Average Funding Amount in Venture

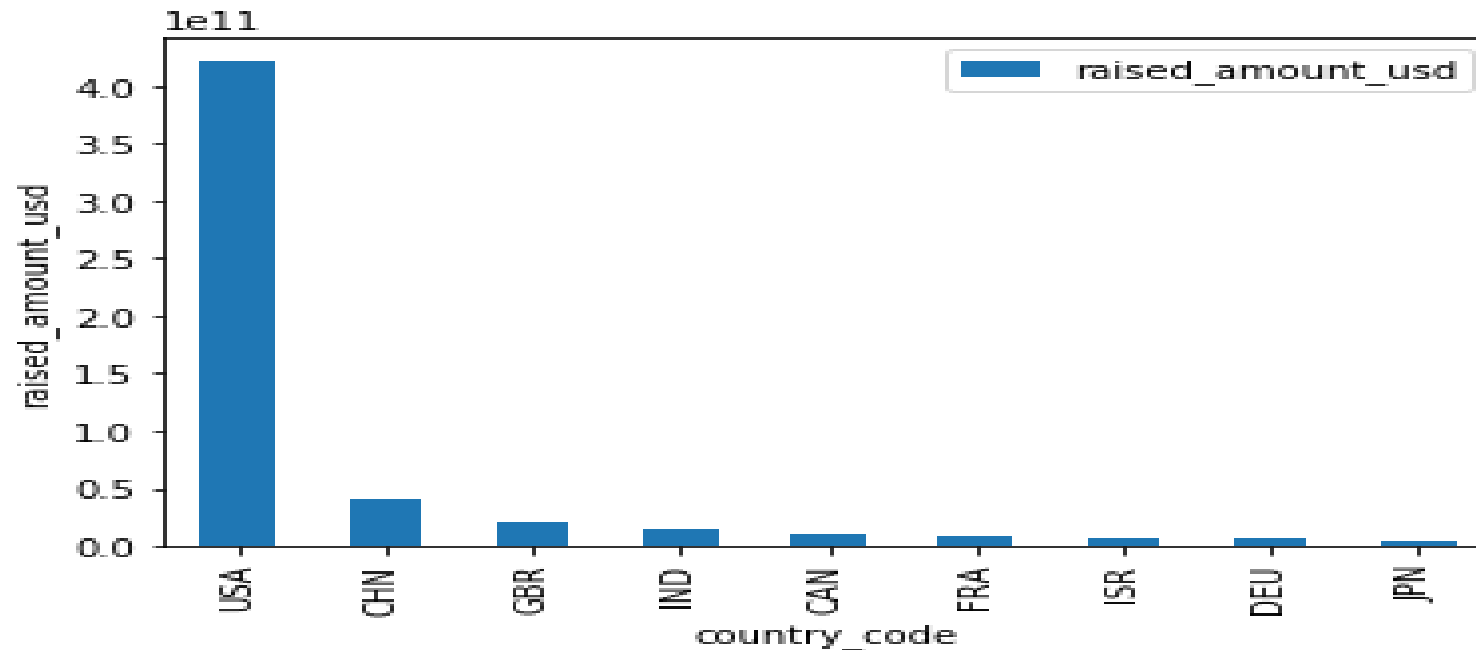
**Venture** is the most suitable type for investment between **5M – 15M USD**

- Average investment is approx. **11.74 M USD**
- **29302 companies** invested through venture



# Top Venture Countries – USA, GBR and India

**The USA** has seen the highest total investments in venture capital, followed by **the Great Britain** and **India\***



\*

- China is not an English speaking country

# Best Sector

## USA

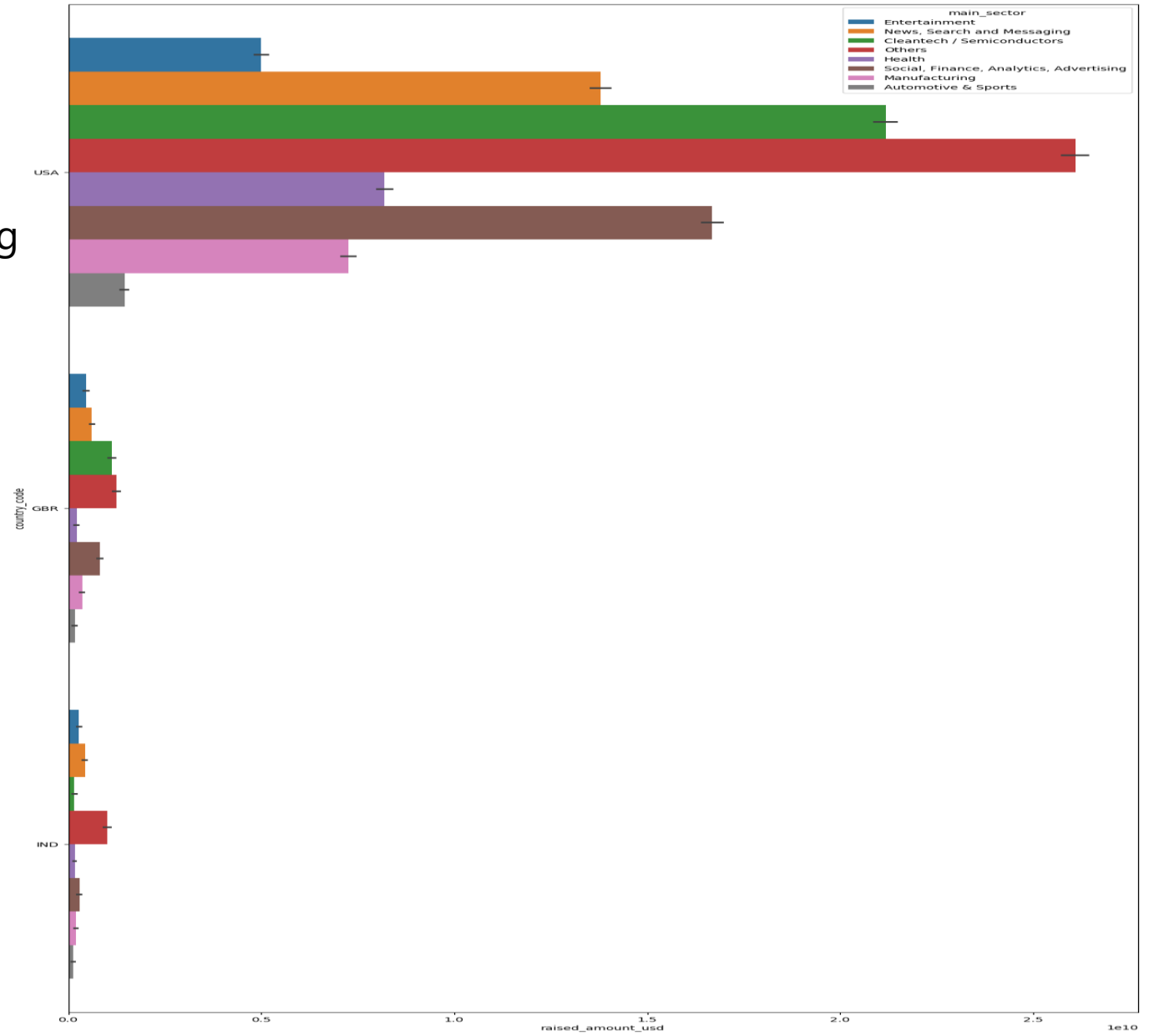
- Others
- Cleaning & Semiconductor
- Social, Finance, Analytics and Advertising

## GBR

- Others
- Cleaning & Semiconductor
- Social, Finance, Analytics and Advertising

## IND

- Others
- News, Search and Messaging
- Entertainment



# Conclusion

- **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 three (venture capital) sectors in the respective countries are:

SECTOR	USA	GBR	INDIA
TOP	Others	Others	Others
2 <sup>nd</sup> Best	Cleaning & Semiconductor	Cleaning & Semiconductor	News, Search and Messaging
3 <sup>rd</sup> Best	Social, Finance, Analytics and Advertising	Social, Finance, Analytics and Advertising	Entertainment