

SPARK FUNDS INVESTMENT ANALYSIS

-(INVESTMENT ASSIGNMENT SUBMISSION)

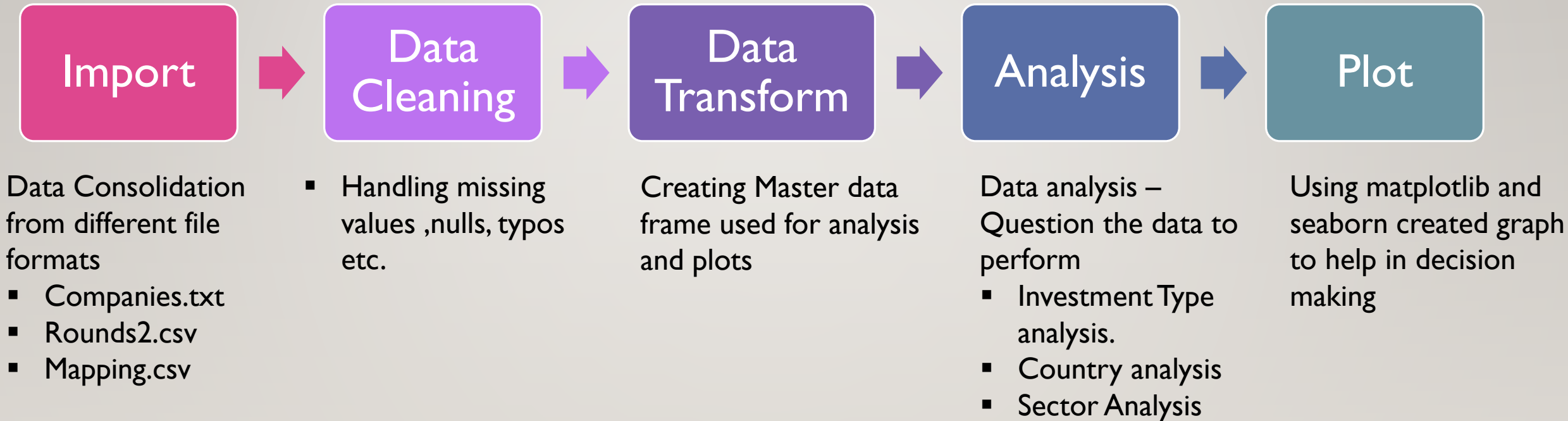
NAME: PRANAY PRABHAT



STRATEGY AND BUSINESS OBJECTIVES

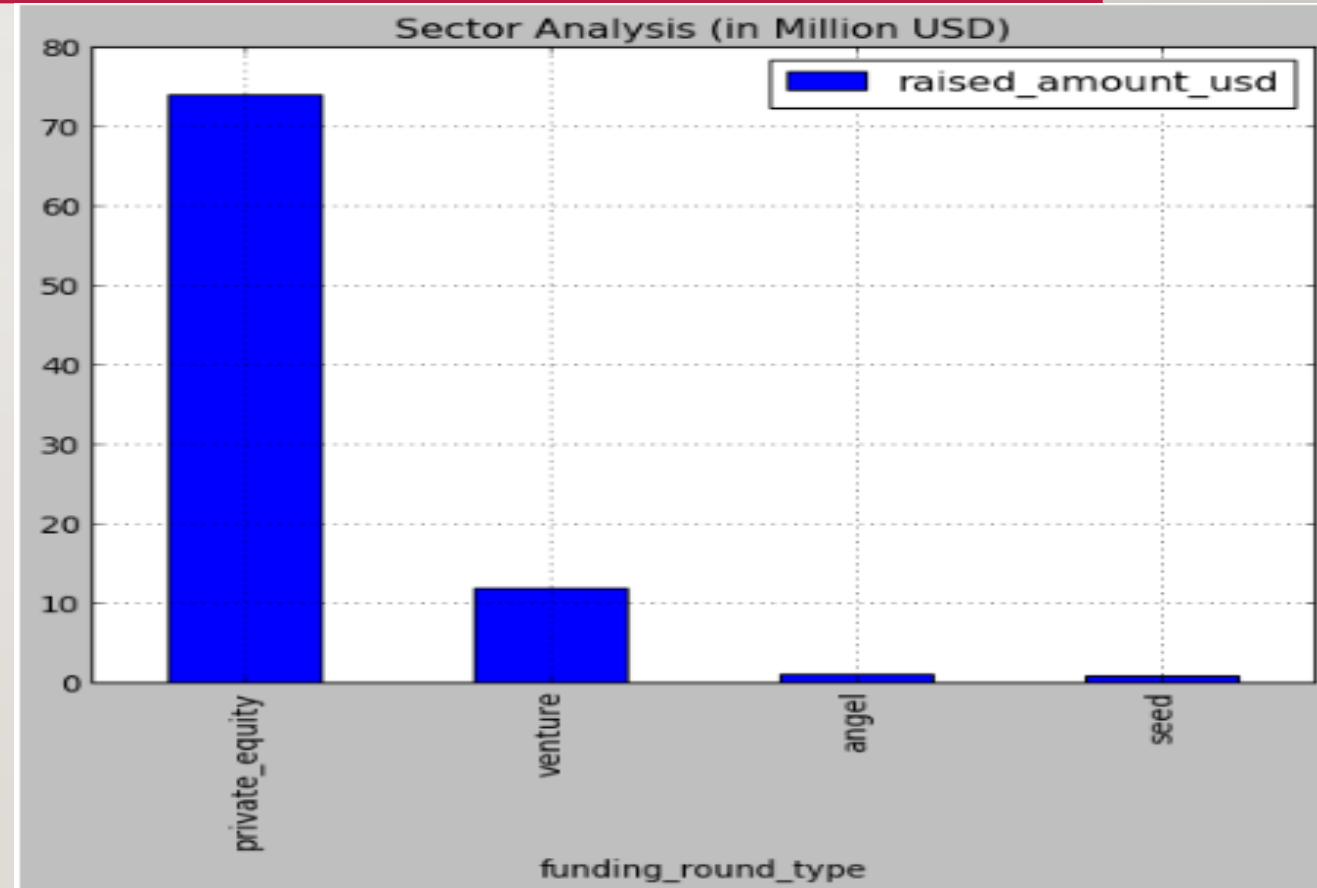
- **Business Objective**
 - Identify the most suitable funding type, countries and sectors for investments for Spark Funds
- **Strategy**
 - Spark Funds wants to invest where most **other investors are investing**
- **Constraints**
 - Spark funds wants to invest **between 5 and 15 million USD** per round of investment
 - It wants to invest only in **English-speaking countries** because of ease of communication

PROBLEM SOLVING METHODOLOGY



INVESTMENT TYPE ANALYSIS

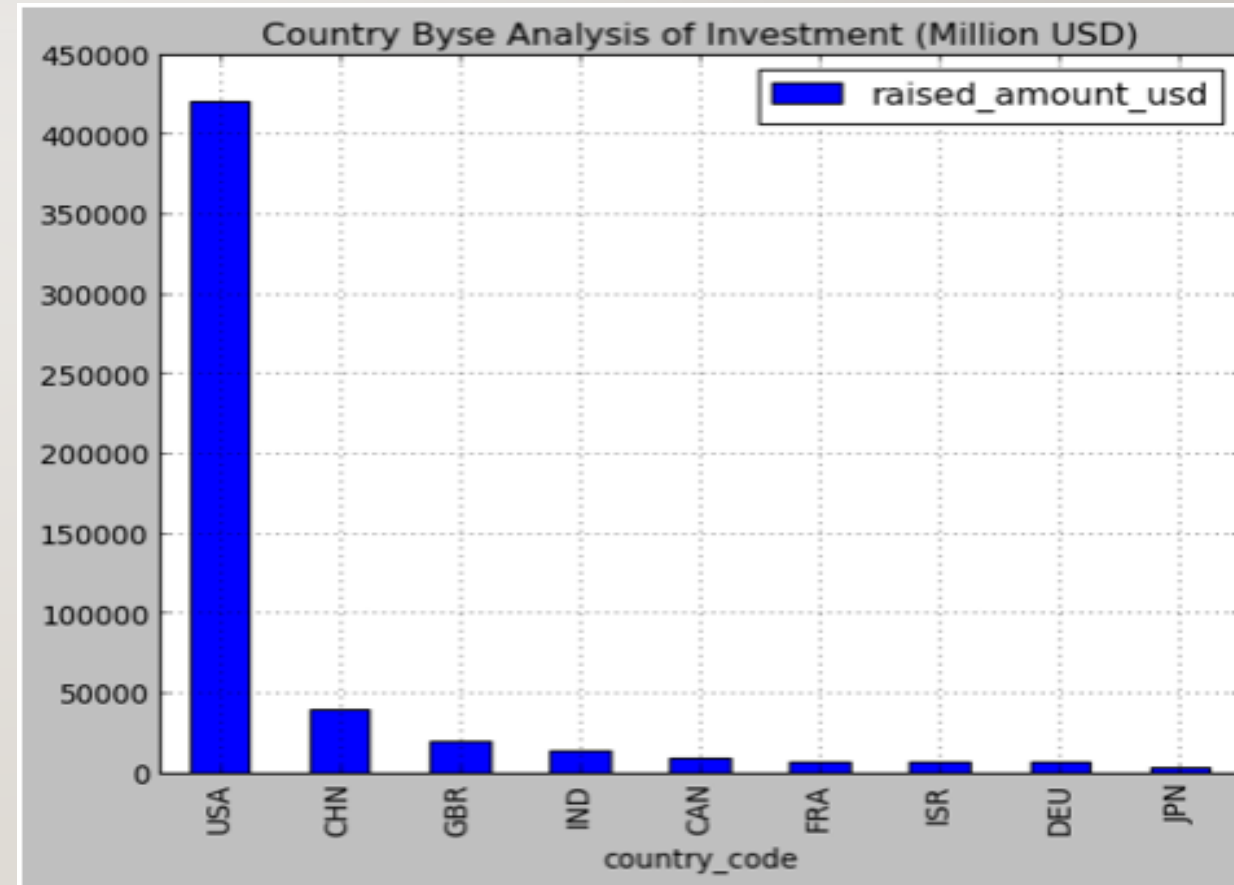
- Spark funds wants to invest **between 5 and 15 million USD**
- **Venture** is the most suitable type for investment
- between **5M – 15M USD**
- Average investment is approx. **10M USD**



TOP VENTURE COUNTRIES – USA, GBR AND INDIA

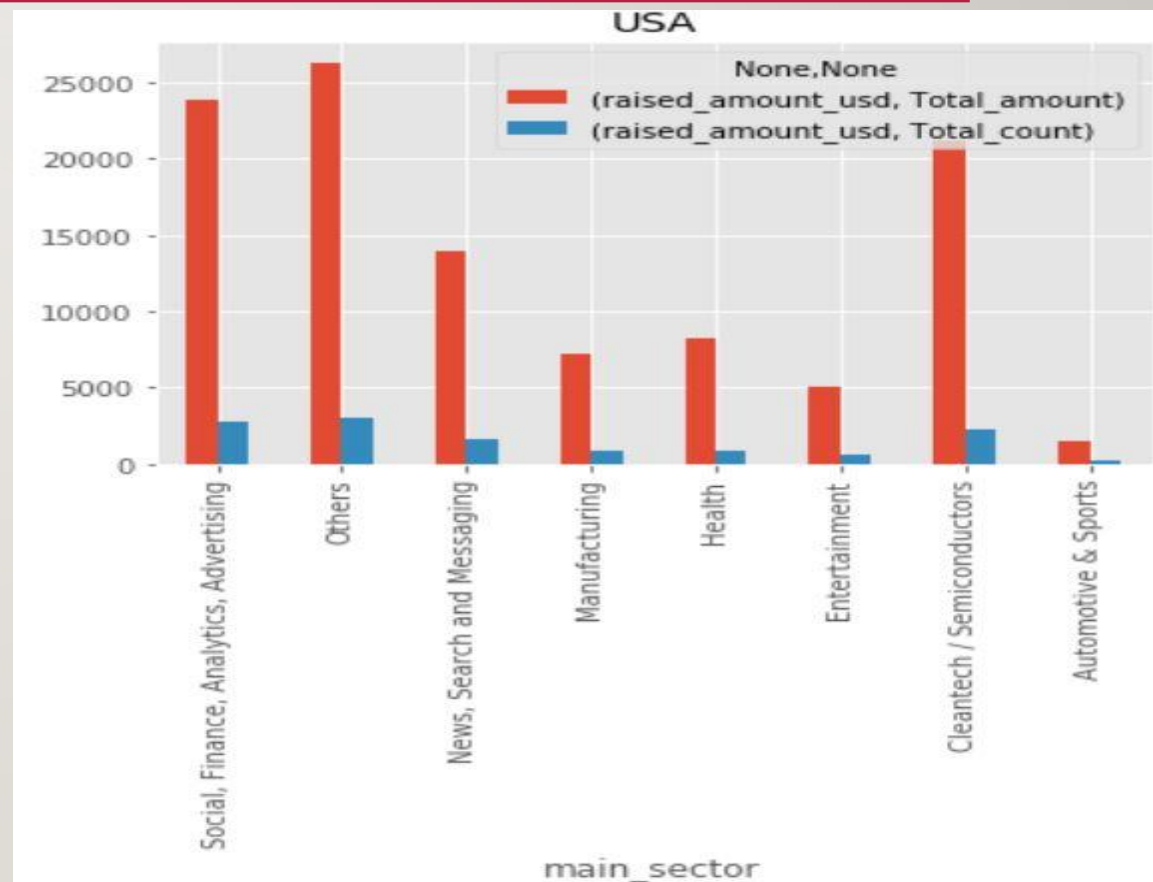
- Spark funds wants to invest only in **English-speaking countries** because of ease of communication.
- **USA** has seen the highest total investments in venture capital, followed by **the Great Britain** and **India**

Note:-China is not an English speaking country



BEST SECTOR FOR INVESTMENT – USA

- Based on count and Amount of investment
- **USA**
 - Others
 - Social, Finance, Analytics and Advertising
 - Cleaning & Semiconductor

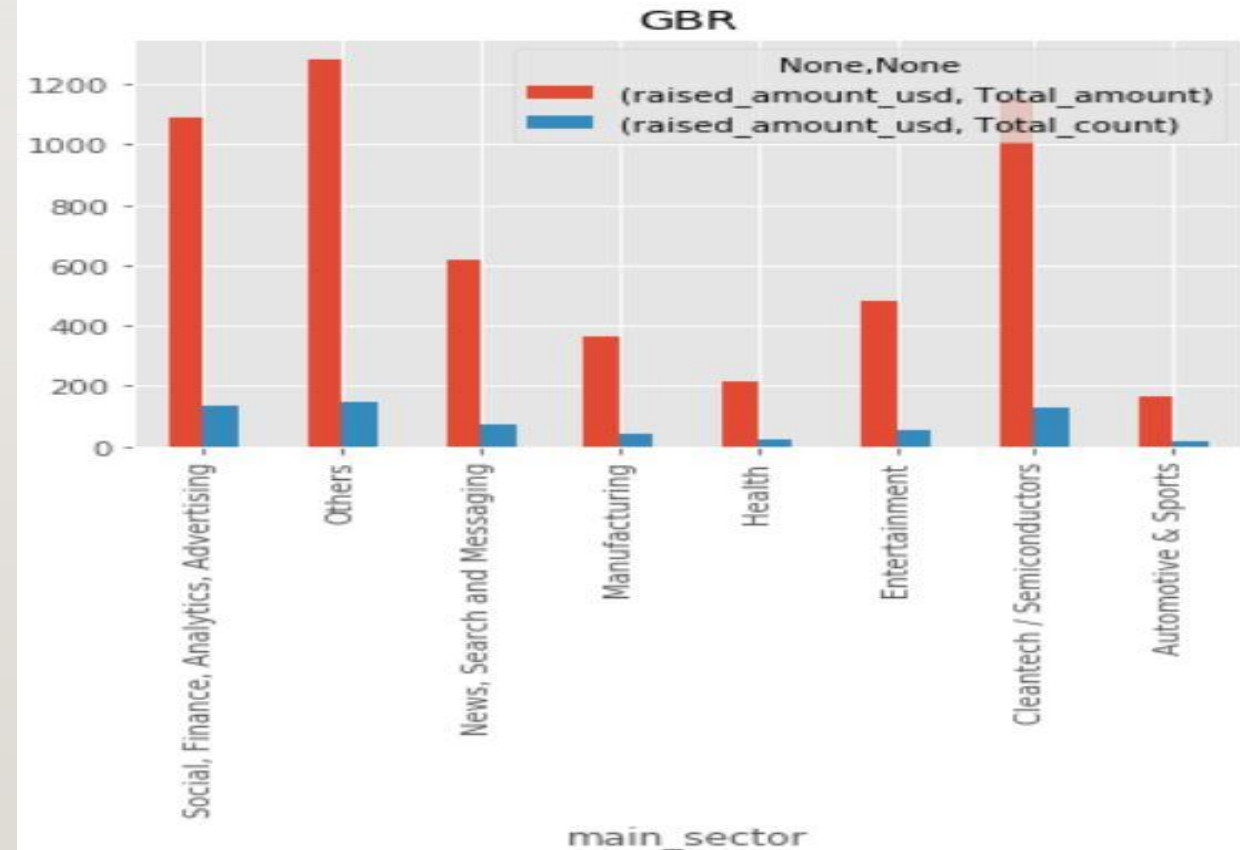


BEST SECTOR FOR INVESTMENT – GREAT BRITAIN

➤ Based on count and Amount of investment

○ GBR

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

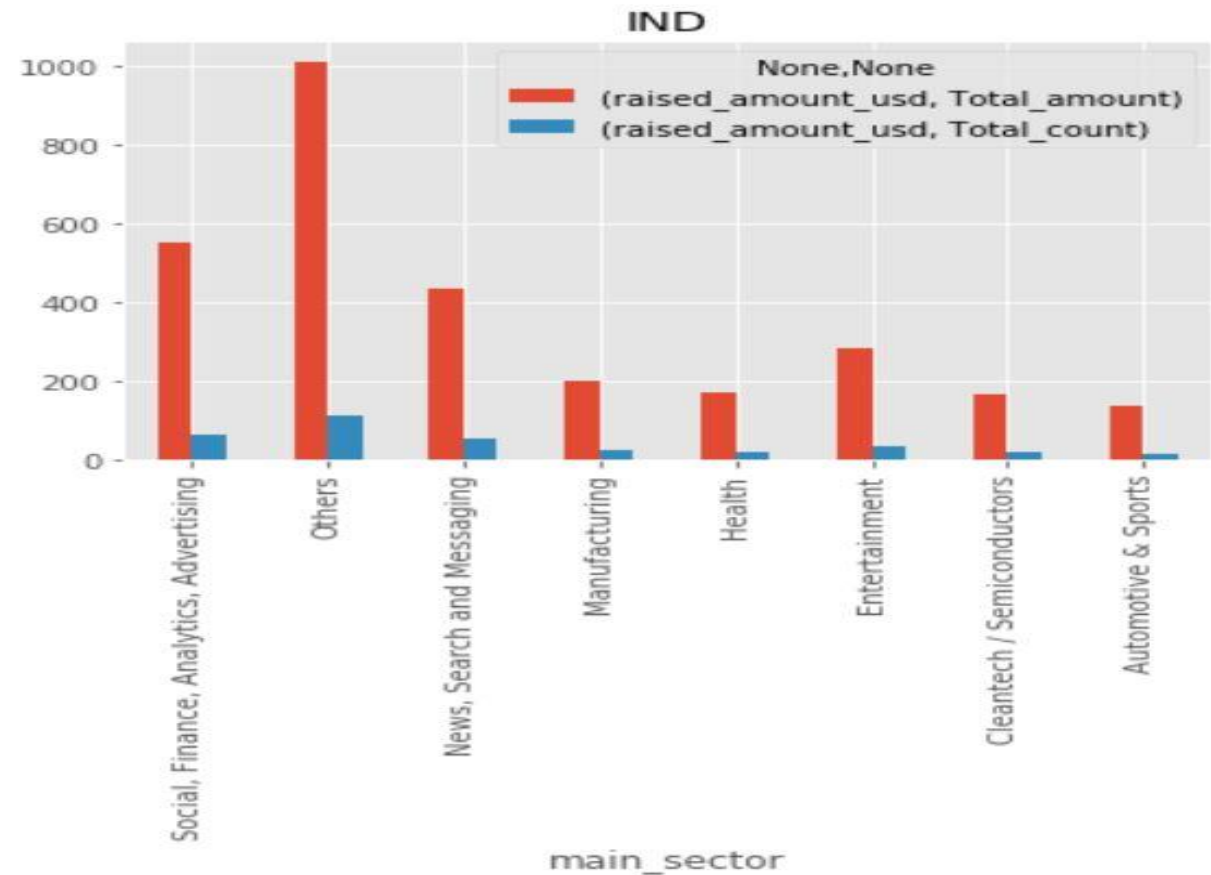


BEST SECTOR FOR INVESTMENT – INDIA

➤ Based on count and Amount of investment

○ IND

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



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 two (venture capital) sectors in the respective countries are

Sector	USA	GBR	IND
Top Sector	Others	Others	Others
Second Best Sector	Social, Finance, Analytics and Advertising	Social, Finance, Analytics and Advertising	Social, Finance, Analytics and Advertising
Third Best Sector	Cleaning & Semiconductor	Cleaning & Semiconductor	News, Search and Messaging