

INVESTMENT ASSIGNMENT SUBMISSION

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Abstract

1. Global trends in investments are identified.
2. Assists business objective of identifying best sectors, countries and a suitable investment type.
3. Spark Funds' constraints for investments embraced.
4. Methodological analysis with visualizations.

Problem solving methodology



Funding Type Analysis

1. **Goal** : Find most suitable investment fund type for Spark Funds.
2. **Constraints**: Between 5 to 15 million USD per investment round among Venture, Angel, Seed and Private Equity only.
3. **Proposal**: Venture Funding Type is the best investment option.
4. **Analysis**: Maximum investment globally is happening in Venture funds, based on the most representative value of the investment amount.

Country Trend Analysis

1. **Goal** : Identify top 3 English-speaking countries where most investments are happening.
2. **Constraints** : Only for the most suited investment fund type
3. **Proposal** : The United States of America, The Great Britain, India.
4. **Analysis** : In Venture Funds & among English-speaking countries, maximum total investment globally is happening in the USA, followed by the UK and India.

Sector Analysis

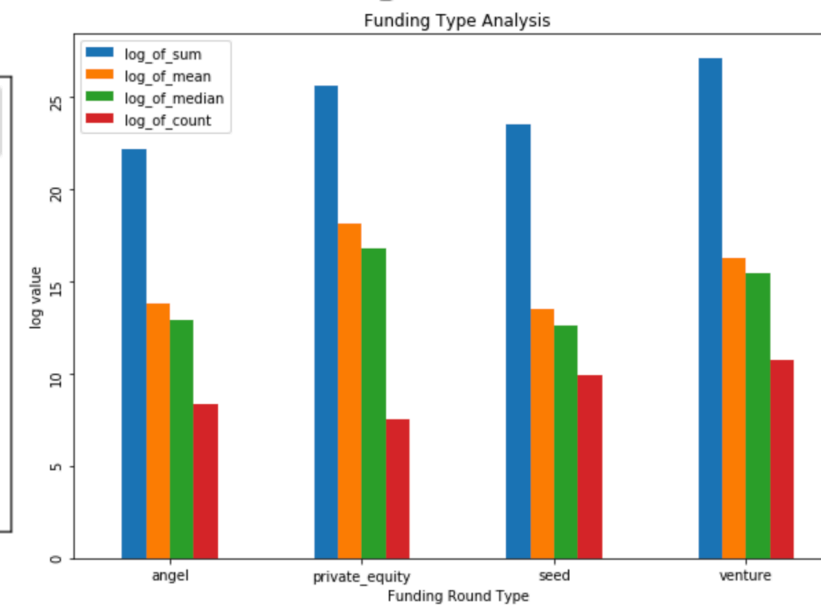
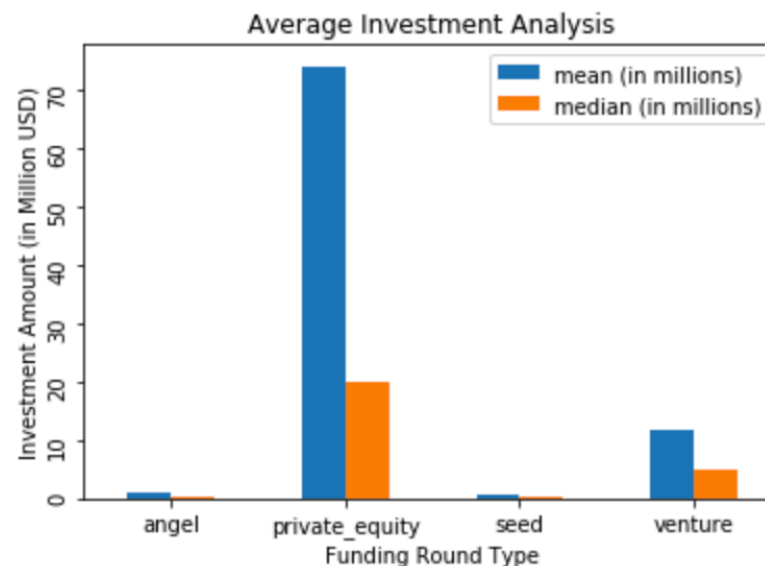
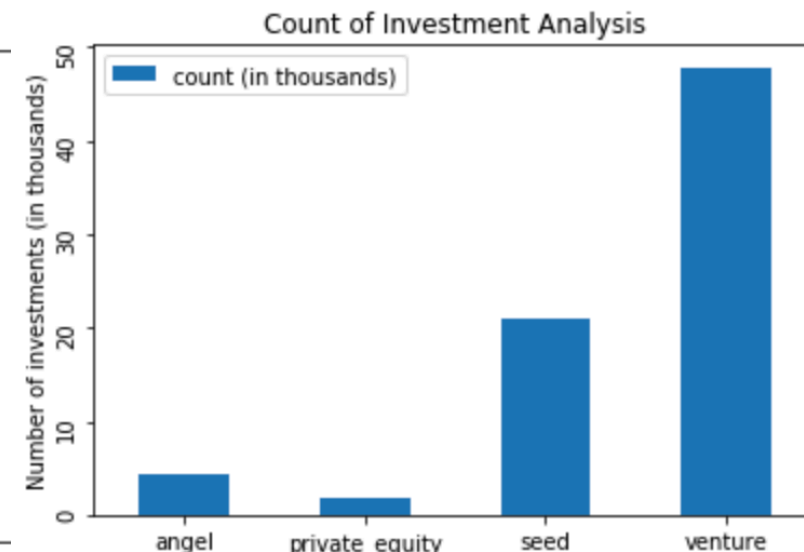
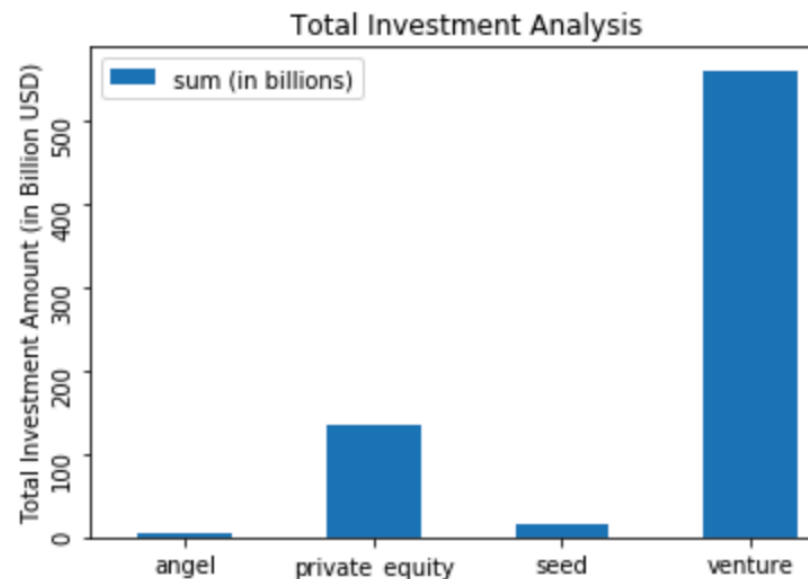
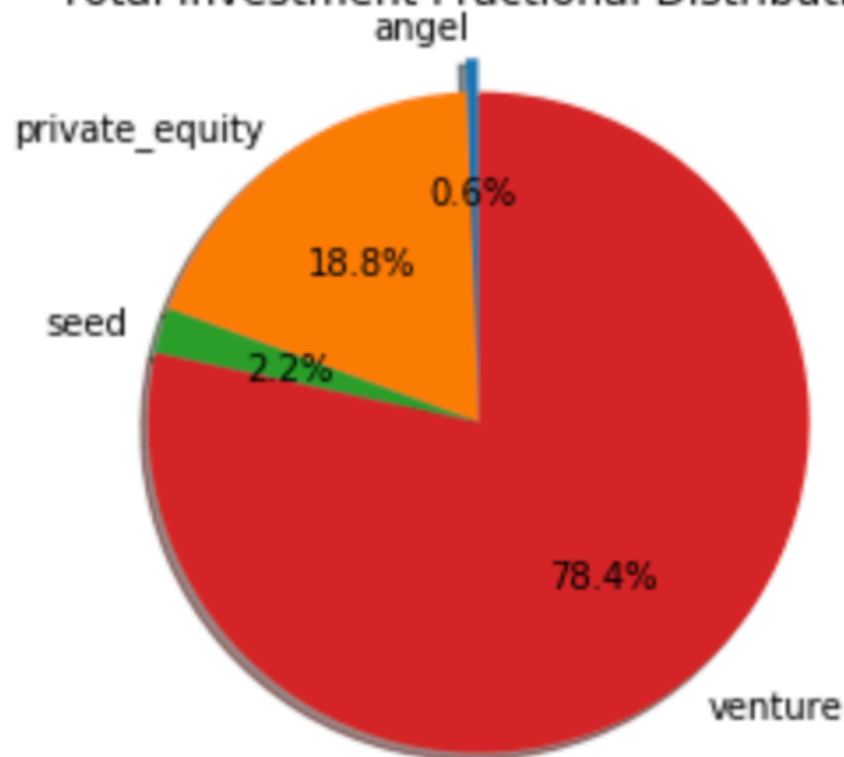
1. **Goal** : Identify top three of the most heavily invested main sectors in each country.
2. **Constraints** : Only for the most suited investment fund type in top 3 English-speaking countries
3. **Proposal** :

Rank	USA	GBR	IND
1	Others	Others	Others
2	cleantech / semiconductors	cleantech / semiconductors	social, finance, analytics, advertising
3	social, finance, analytics, advertising	social, finance, analytics, advertising	news, search and messaging

Results: Funding Type Analysis

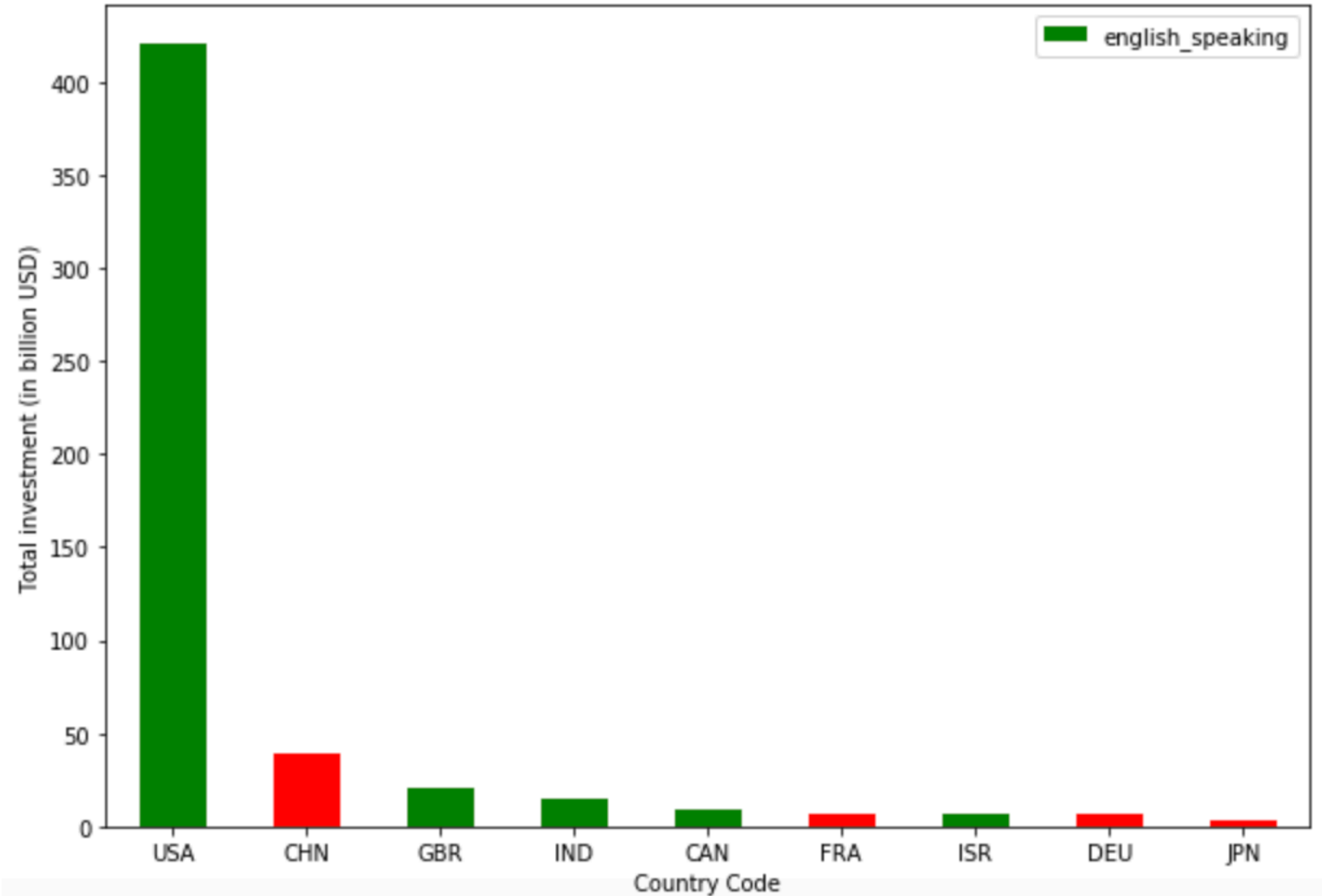
Venture funding type is the best suited for Spark Funds as illustrated

Total Investment Fractional Distribution



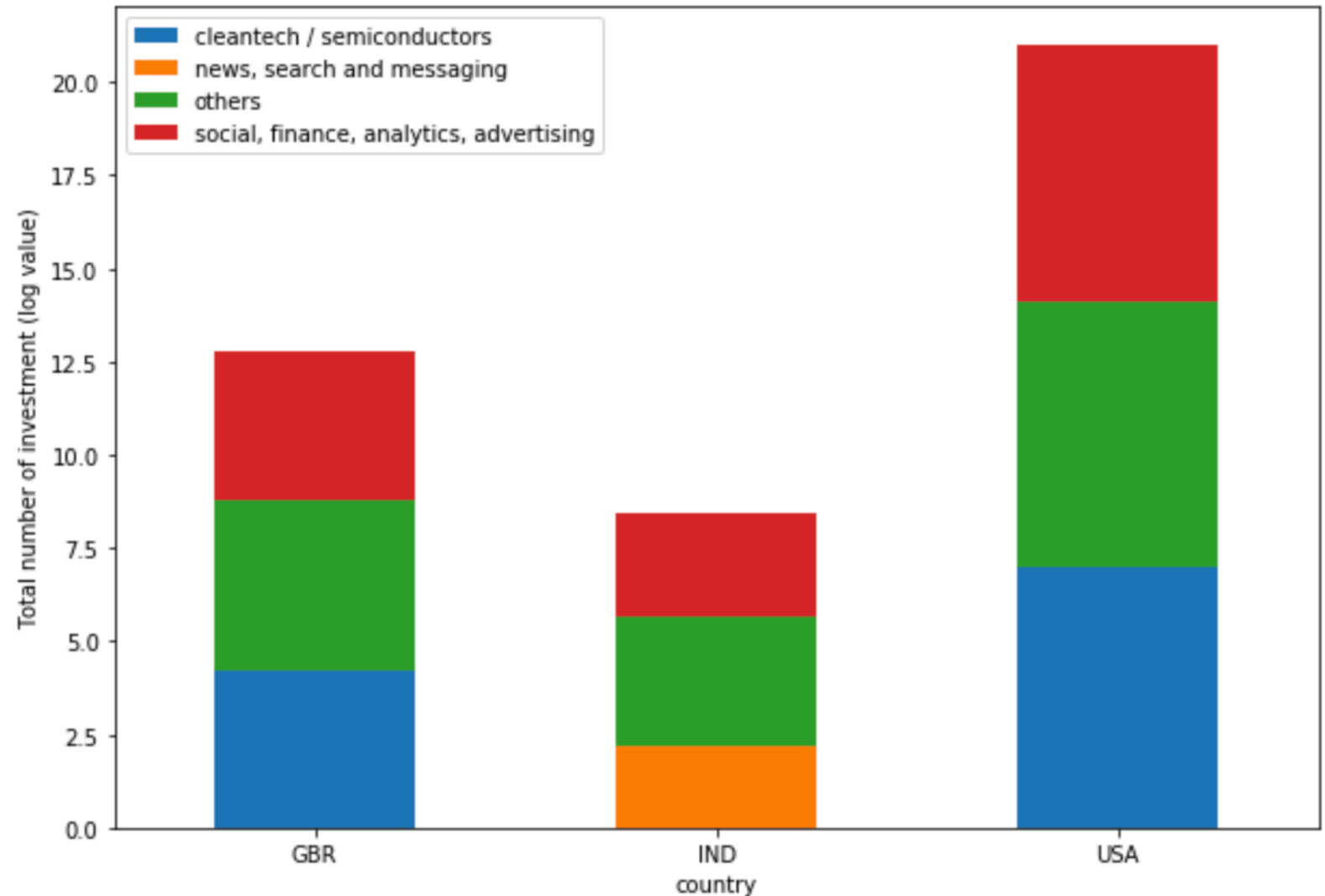
Results: Country Trend Analysis

1. Top 9 countries against the total amount of investments of Venture funding type.
2. Assumption: Includes non-English speaking countries also based on global investment trends.
3. Top 3 English-speaking countries are USA, GBR and IND.



Results: Sector Analysis

1. Number of investments in the top 3 sectors of top 3 countries.
2. Assumption: Only total count of investments is considered as the representative value.
3. Top 3 countries are all English-speaking ones i.e USA, GBR and IND.



Conclusions

1. Venture funding type is the one where most other investors are investing globally.
2. Venture funding is the most suitable for potential future investments of 5 to 15 million USD per investment round by Spark Funds.
3. For Venture funding, most investments are occurring in the United States of America, the Great Britain and India, among English-speaking countries globally.
4. Top three main sectors among these countries are Others, cleantech / semiconductors; social, finance, analytics, advertising; and news, search and messaging.