

INVESTMENT CASE STUDY

SUBMISSION

Member name: Rekha B. U.

Spark Fund Investment Analysis

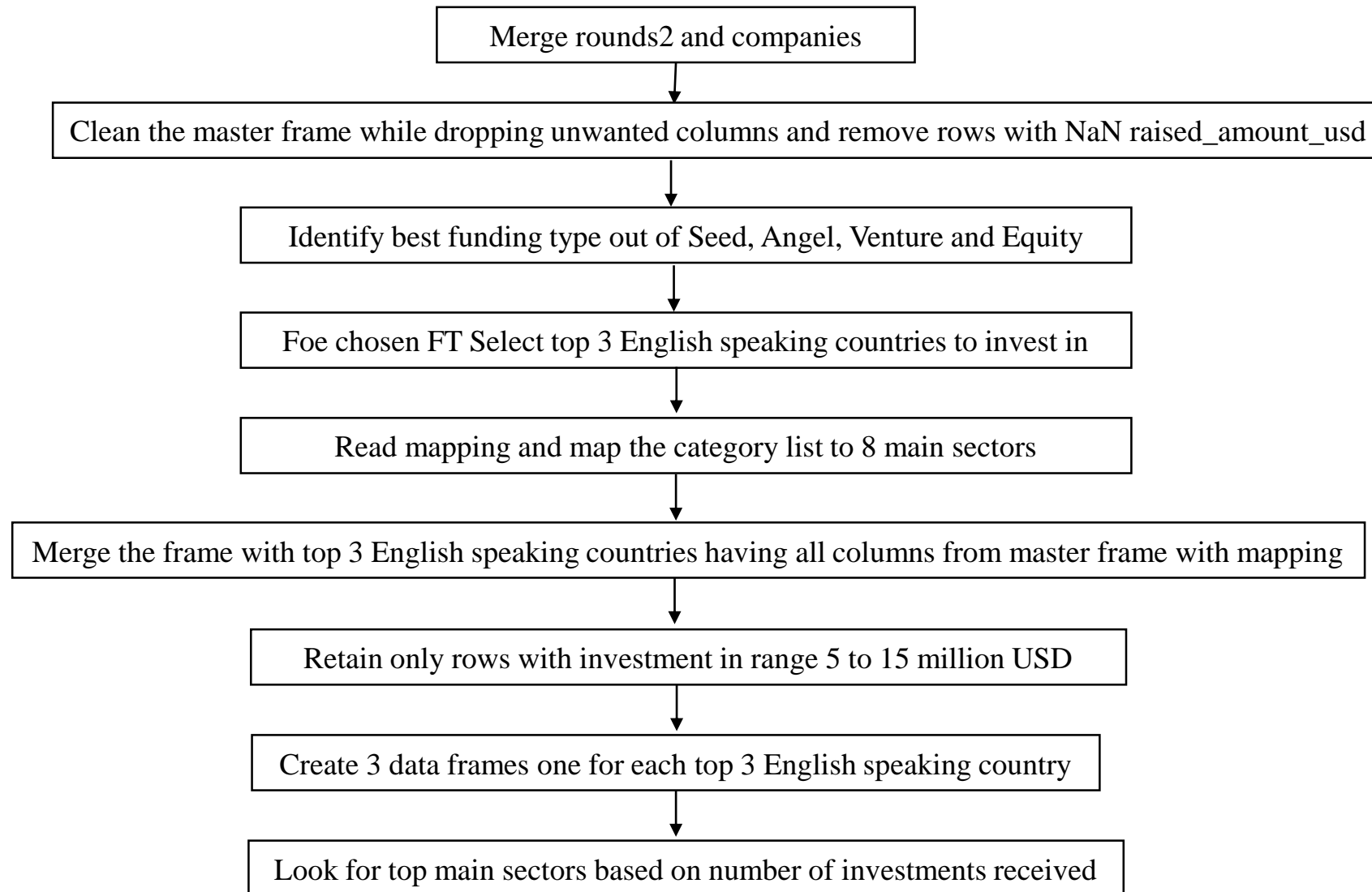
Business objective:

The objective is to identify the best sectors, countries, and a suitable investment type for making investments matching the constraints.

Criteria:

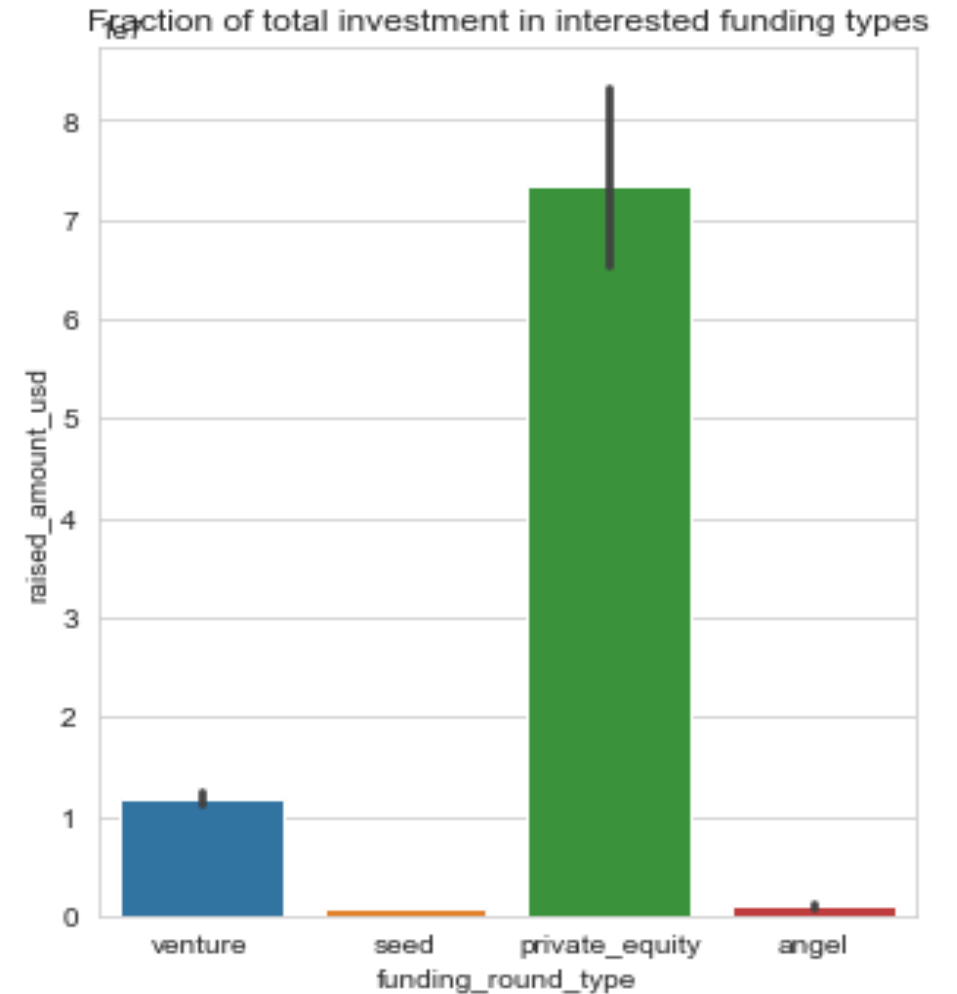
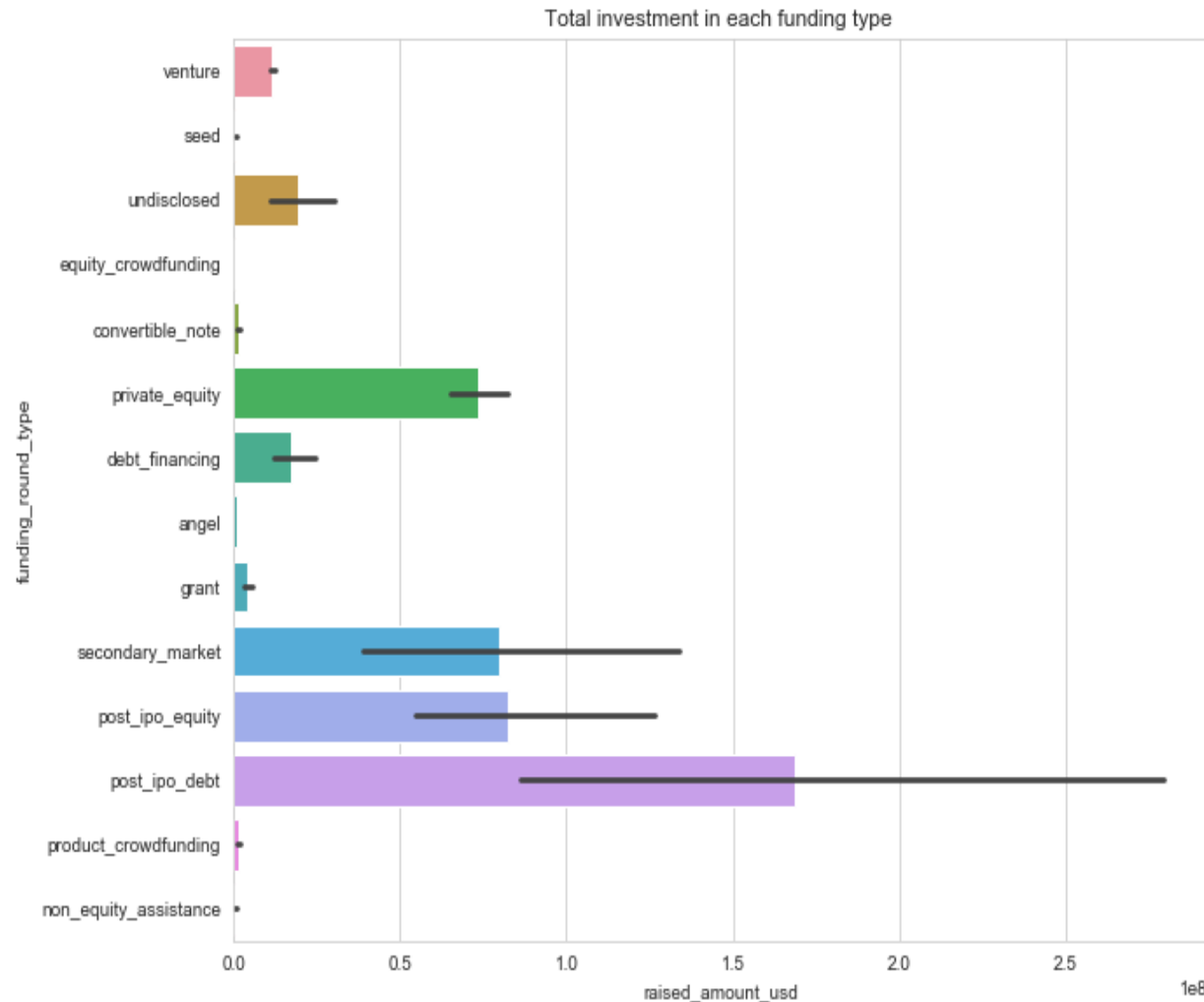
- To invest between 5 to 15 million USD per round of investment
- To invest only in English-speaking countries because of the ease of communication with the companies it would invest in

Problem solving methodology



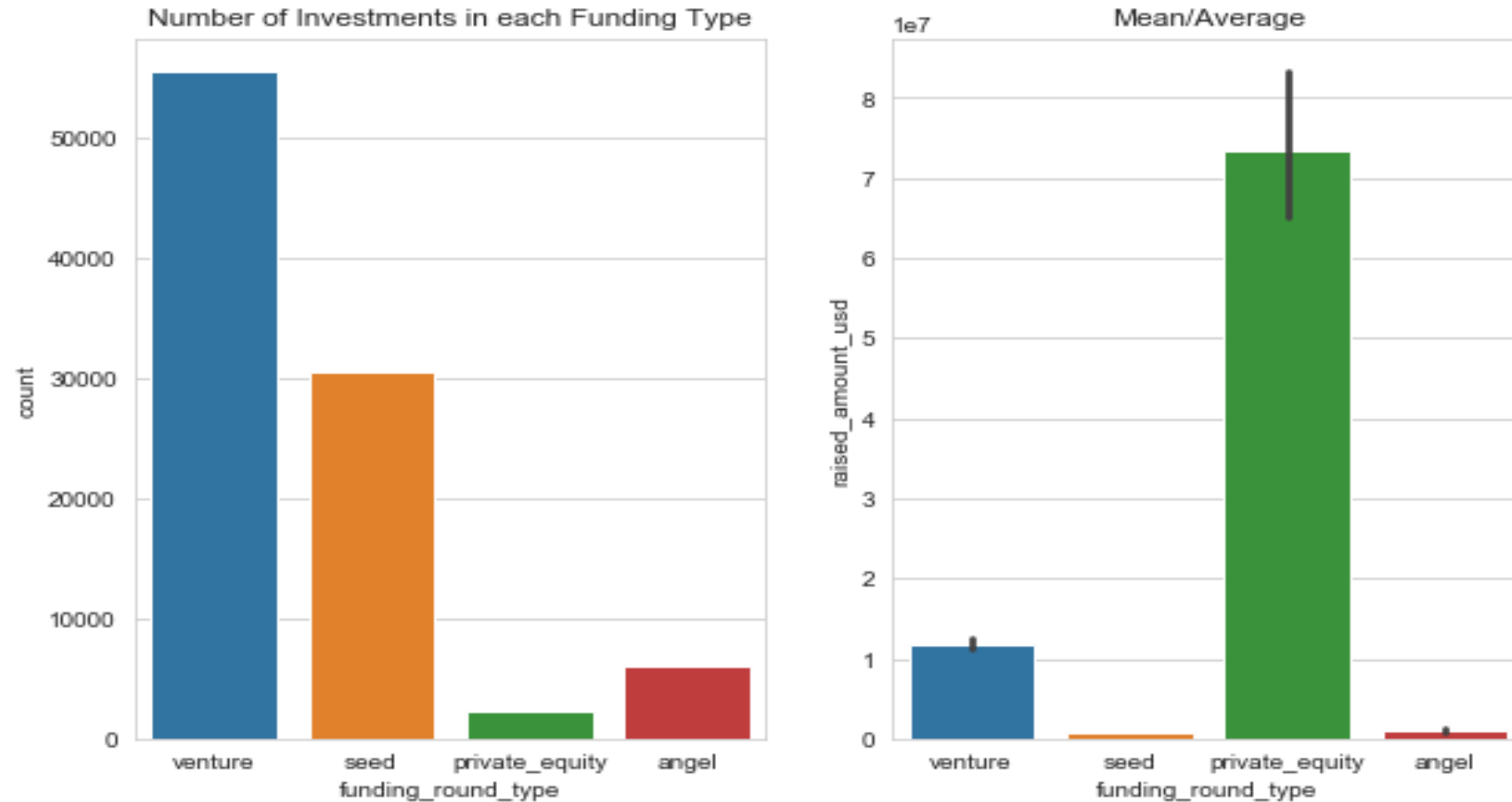
Investment type Analysis

- Total investment across all and 4 interested funding types : Seed, Angel, Venture, Equity



Investment type Analysis cont..

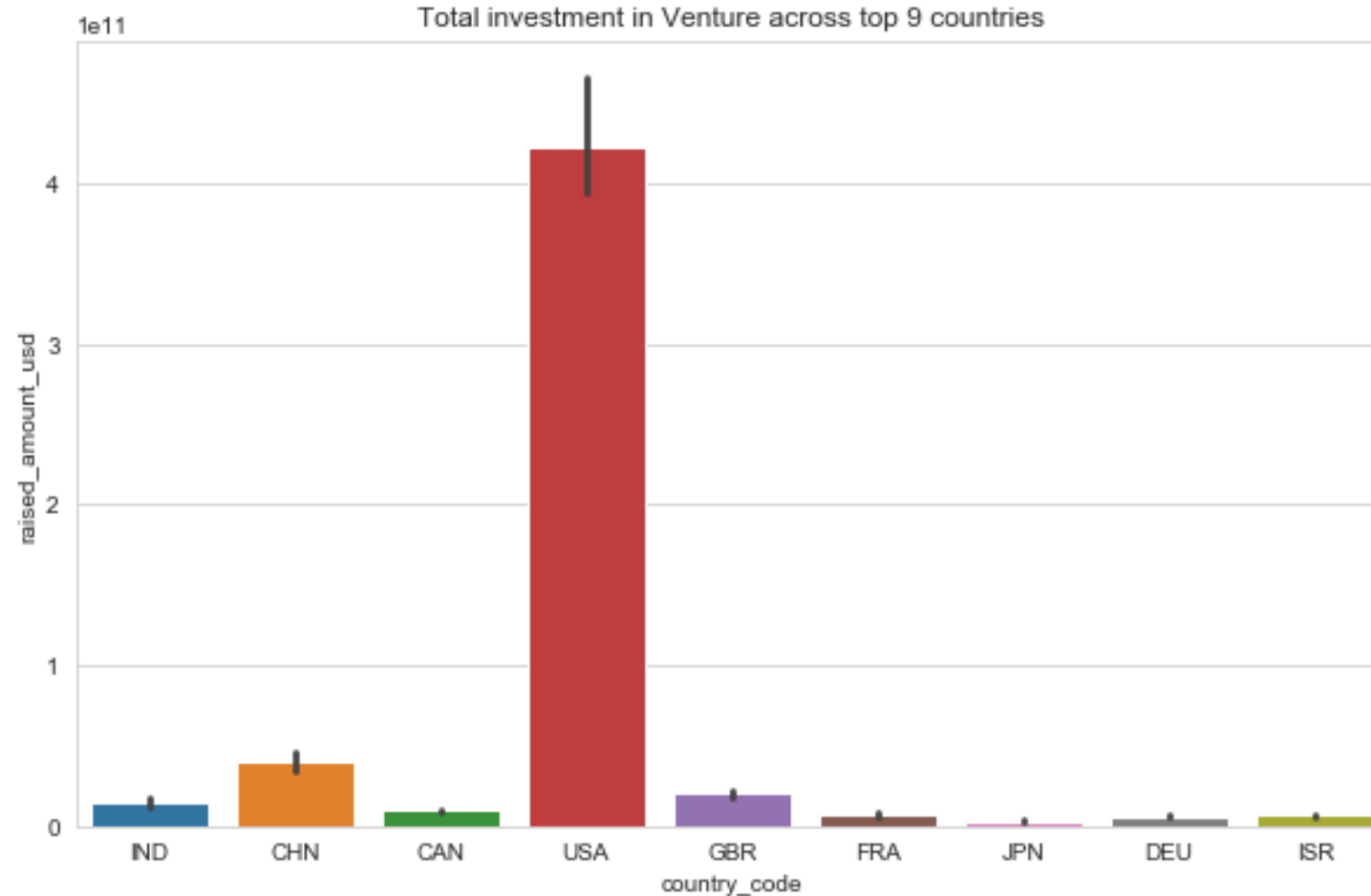
- Investment pattern in Seed, Angel, Venture, Equity



Observation: Investment raised exceeds 5 to 15 million USD for Private Equity, while it confines to the range 5 to 15 million USD in Venture type having maximum count too.

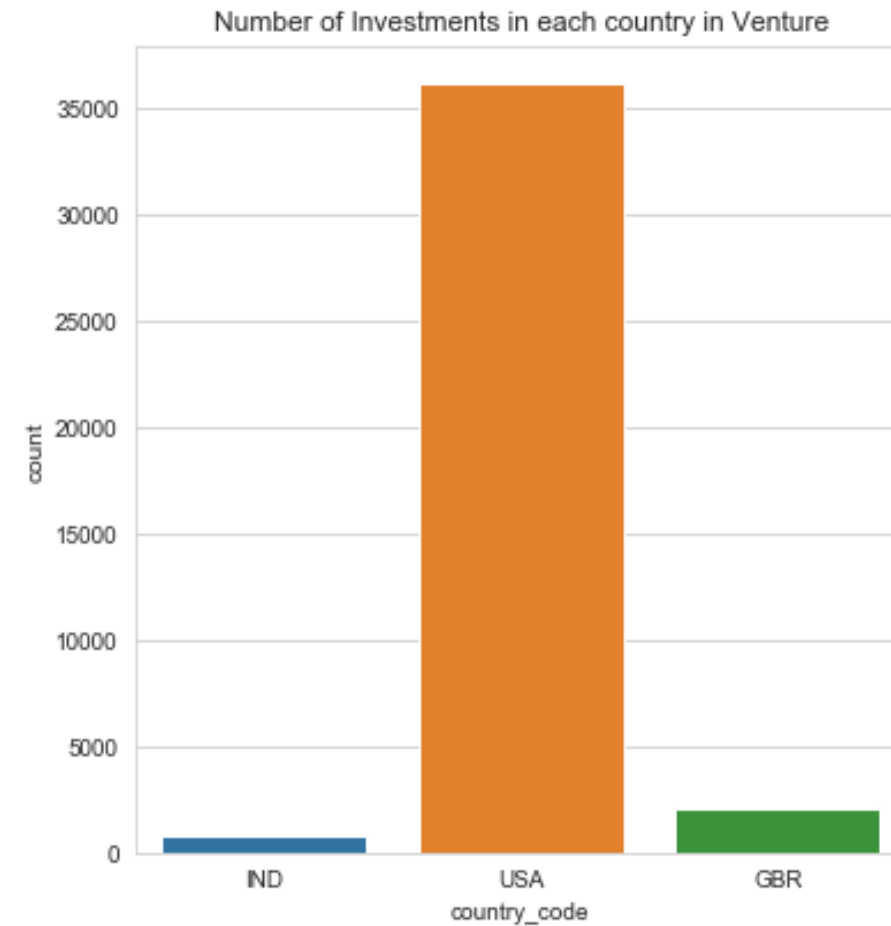
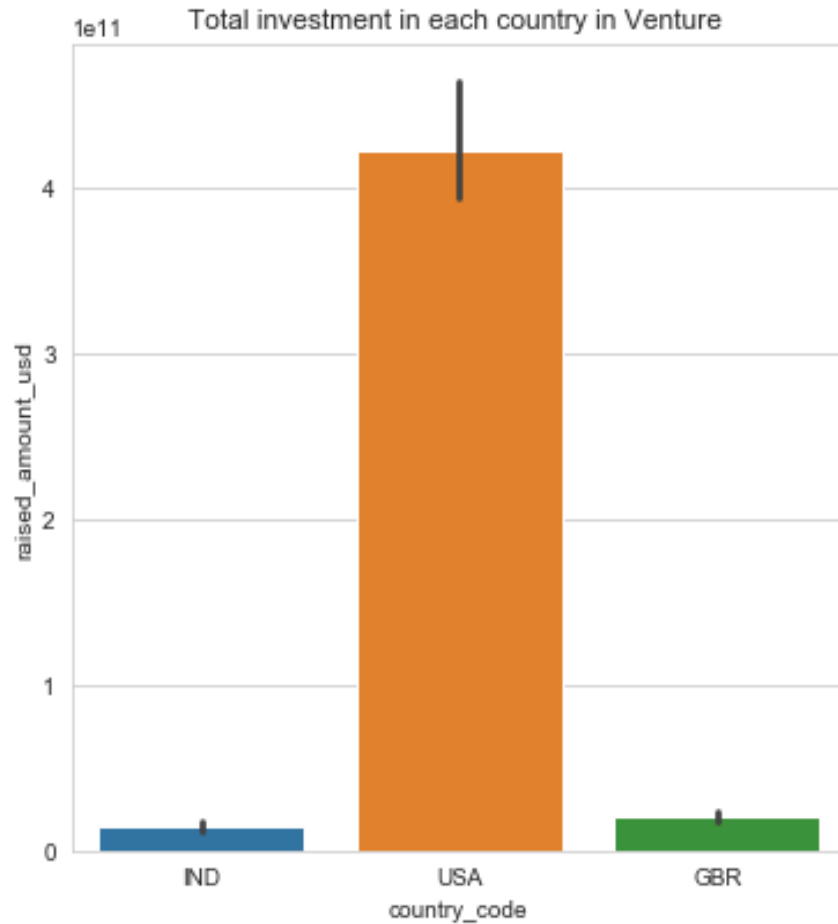
Country Analysis

- Investment in Venture in top 9 countries against the total amount of investments



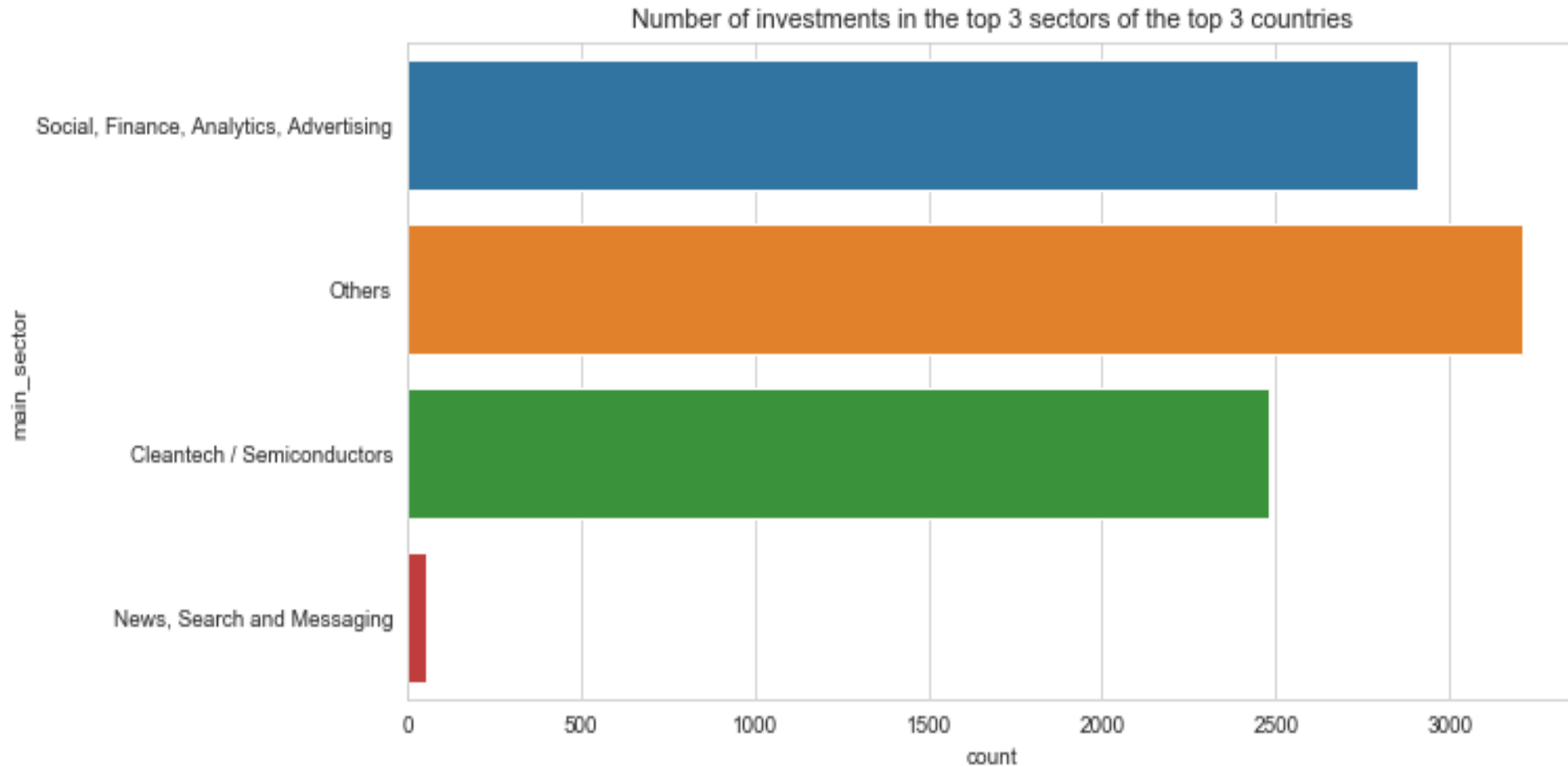
- Observation: i. USA, China, Great Britain and India are top 4.
- ii. Top three countries with English as official language - USA, Great Britain, India

- Investment sum and count in Venture in top 3 countries



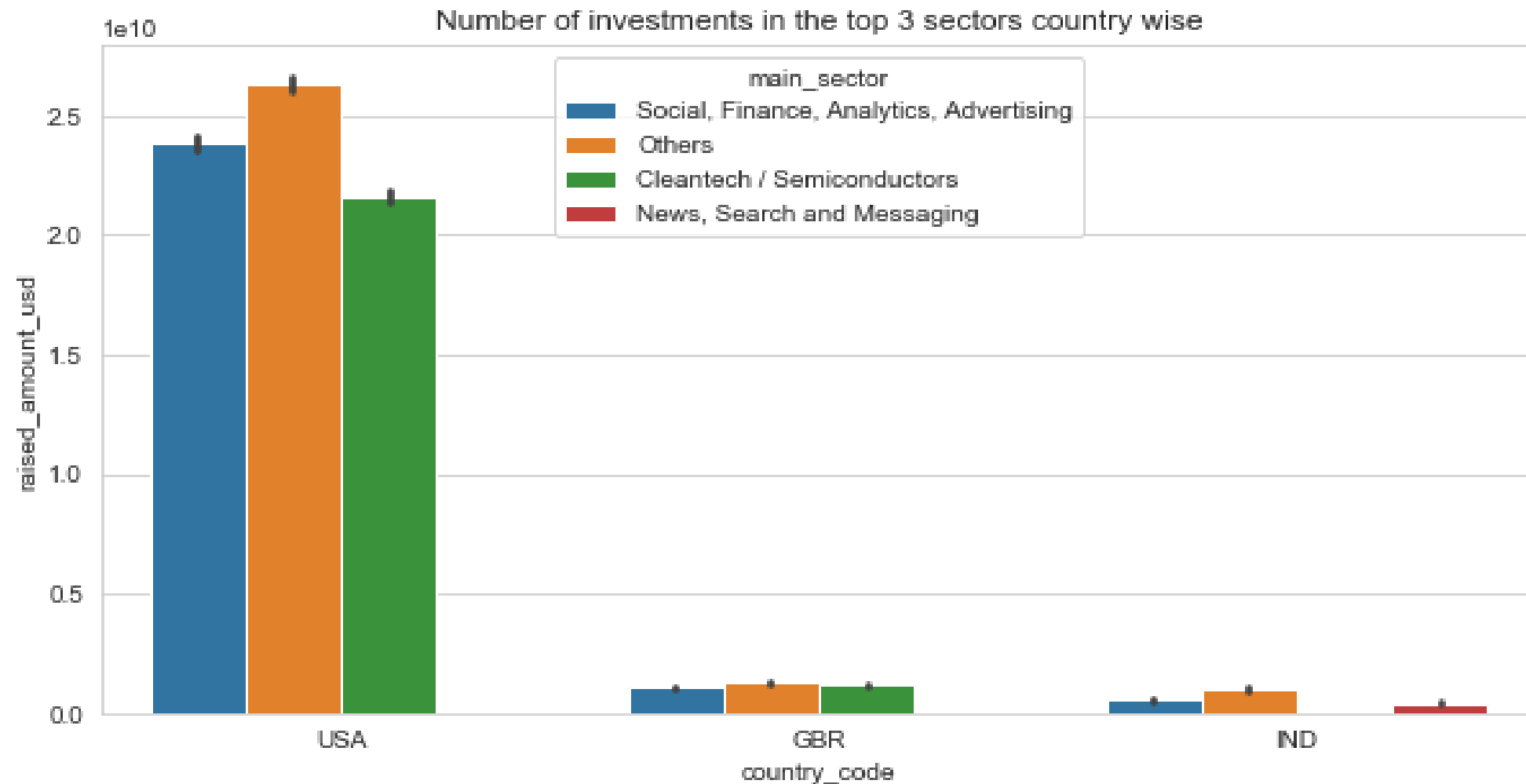
Sector Analysis

- Different main sectors attracting high investment in USA, GBR and IND



Top 3 Main Sectors in Chosen Countries

- Number of investments in the top 3 sectors of the top 3 countries



Result

- Venture type fits into 5 to 15 million USD requirement
- USA, Great Britain and India are top 3 English speaking countries in given data
- Top 3 main sectors in each country based on number of investments

USA	GBR	IND
Others	Others	Others
Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging

- From the above analysis we can choose to invest in USA mainly top companies like Virtustream, Electric Cloud and FirstCry.com in USA, GBR and IND respectively that have attracted comparatively more investments.