

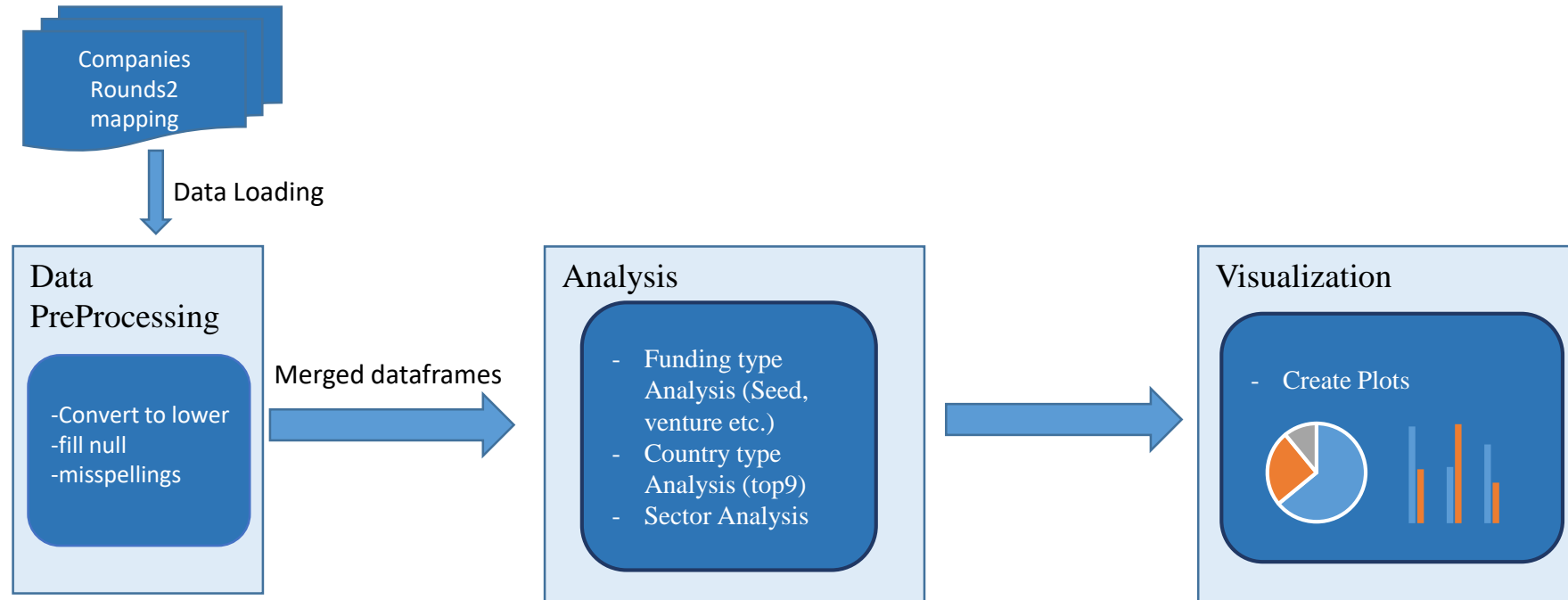
# INVESTMENT ASSIGNMENT SUBMISSION

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# Abstract

- Spark Funds wants to make investments in a few companies of top English speaking countries with budget of 5 to 15 million USD per round of investment
- Our overall strategy is to invest where most investors are investing
- We will understand the global trends in investments
- Will identify the best sectors, countries, and a suitable investment type for making investments

# Problem solving methodology



# Analysis

## Funding Type Analysis

Spark Funds wants to choose one of the four investment types (venture, seed, angel, private equity) for each potential investment they will make.

We calculated the most representative value of the investment amount for each of the four funding types refer table 1.1

Average funding amount of venture type	11748747.93 USD
Average funding amount of angel type	958891.77 USD
Average funding amount of seed type	720046.78 USD
Average funding amount of private equity type	73308593.03 USD

Table 1.1

Based on these investments considering Spark Funds budget of 5 to 15 Million USD the most suitable investment will be **Venture type**. As the investment will be neither too less nor too high.

# Analysis

## Country Analysis

- Our strategy is to invest in countries where most investments are occurring
- We considered top 9 countries based on the total investment amount each country has received. Refer table 1.2
- For the ease of communication top 3 English speaking countries out of top 9 are considered
- After considering the official language for each country as English we analyze USA UK(GBR) and India(IND) to be top three English-speaking countries in the top 9. refer Table 1.3

Table 1.2

country_code	raised_amount_usd
USA	422510842796.00
CHN	39835418773.00
GBR	20245627416.00
IND	14391858718.00
CAN	9583332317.00
FRA	7259536732.00
ISR	6907514579.00
DEU	6346959822.00
JPN	3363676611.00

Table 1.3

Top English speaking country	USA
Second English speaking country	GBR
Third English speaking country	IND

# Analysis

## Sector Analysis

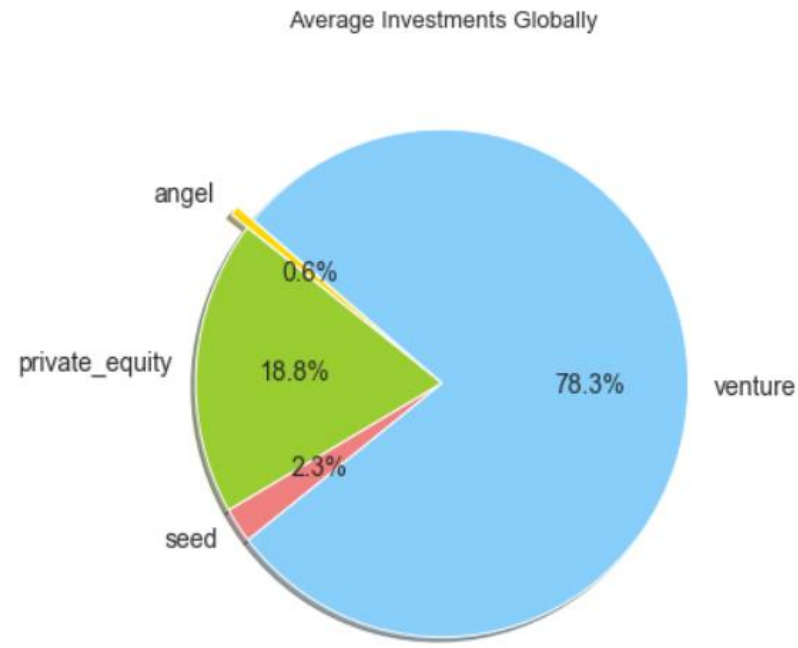
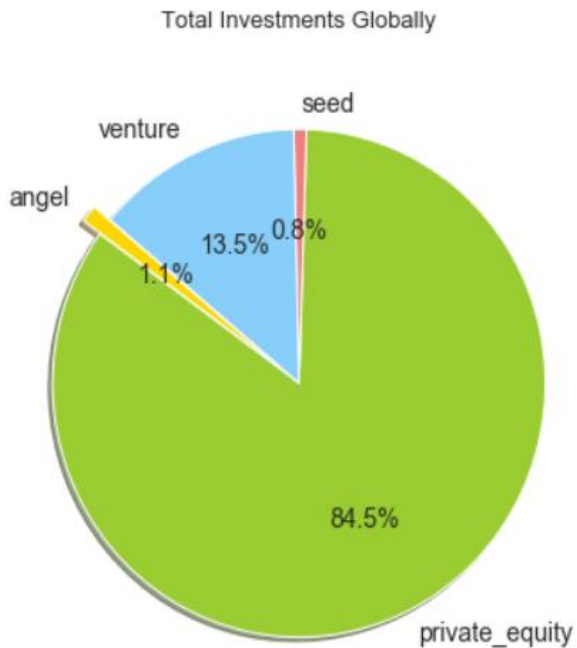
- There are 8 main sectors which are Automotive & Sports, Blanks, Cleantech / Semiconductors, Entertainment, Health, Manufacturing, News, Search and Messaging, Others, Social, Finance, Analytics, Advertising
- We found out the most heavily invested main sectors in each of the three countries (for funding type Venture and investments range of 5-15 M USD).

Table 1.4

	USA	GBR	IND
Total number of Investments (count)	12150	628	330
Total amount of investment (USD)	108531347515	5436843539	2976543602
Top Sector name (no. of investment-wise)	Others	Others	Others
Second Sector name (no. of investment-wise)	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising	Social, Finance, Analytics, Advertising
Third Sector name (no. of investment-wise)	Cleantech / Semiconductors	Cleantech / Semiconductors	News, Search and Messaging

# Results

This plot is showing the fraction of total investments (globally) in angel, venture, seed, and private equity, and the average amount of investment in each funding type.

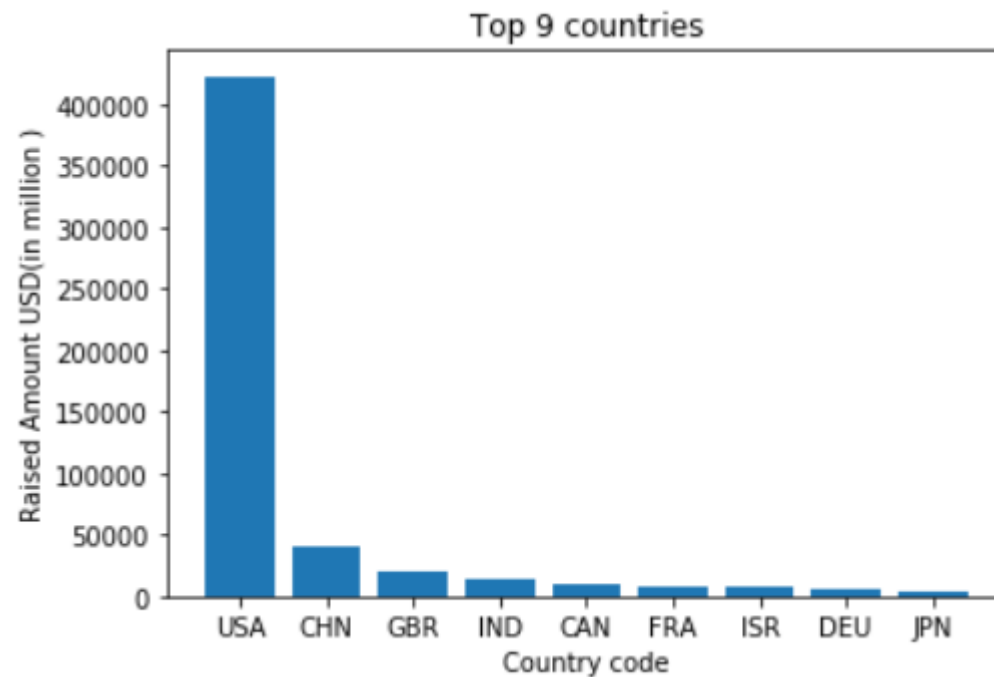


Investments by funding type

As per the chart we can observe Avg. Investments globally is 78% in Venture type which makes it suitable for our organization.

# Results

This plot shows the top 9 countries against the total amount of investments of funding type Venture. We are considering top 3 English speaking countries for the investment hence we are excluding China(CHN) as it is a Non-English speaking country.

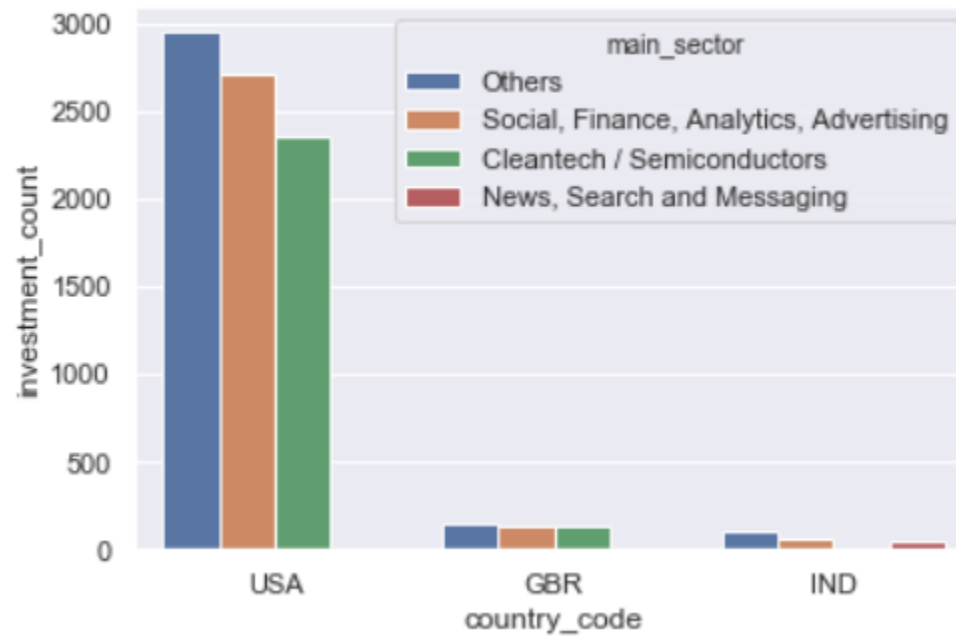


As per the chart we can observe USA GBR and India are the top 3 English speaking countries for the investment.



# Results

This plot shows the number of investments in the top 3 sectors of the top 3 countries (for the Venture investment type ).



As per the chart we can observe USA has the most number of investments in various main sectors followed by UK and India

# Conclusions

Our conclusion is that Spark Funds can invest 5 to 15 million USD:-

- In Venture type funding
- Top 3 countries like USA ,UK(GBR) and India
- In sectors like Others( Software, e-commerce, education etc.) and “Social, Finance, Analytics, Advertising” in top 3 countries as these are the top two sectors
- In Cleantech / Semiconductors sector for USA and UK(GBR) and “News, Search and Messaging” in India as these are the third best sectors.
- Few companies which received highest investment in top sectors like Virtustream, SST Inc. (Formerly ShotSpotter) in USA , Electric Cloud in GBR and FirstCry.com in India