

INVESTMENT CASE STUDY

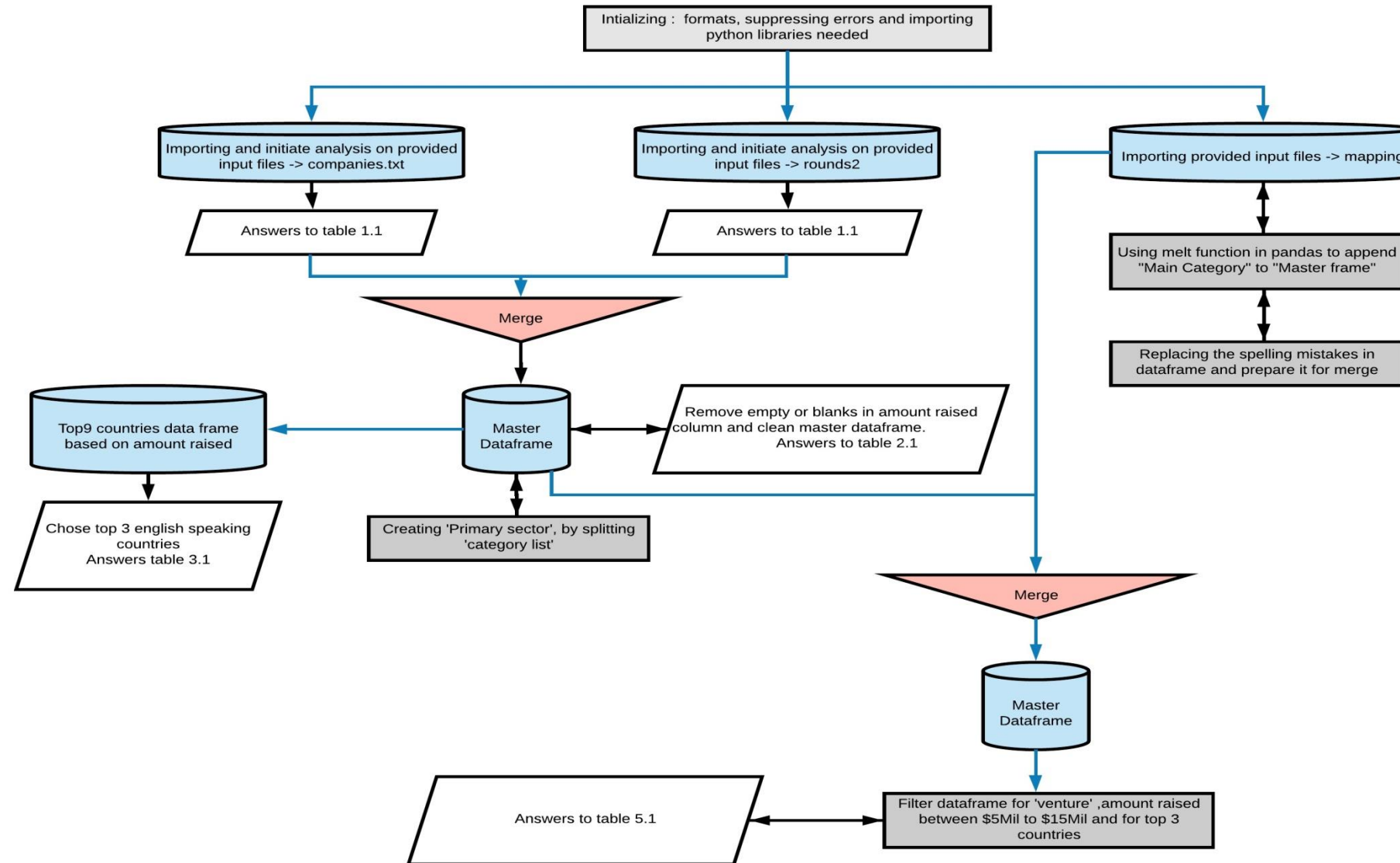
SUBMISSION

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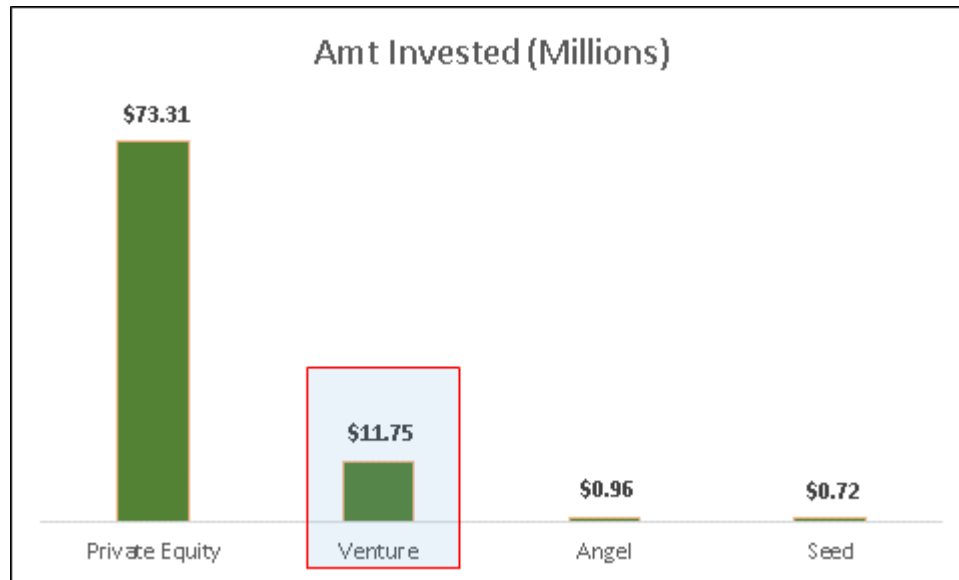
Spark Funds Investment Case Study - Abstract

- **Title:**
 - Data driven approach to build an effective Investment strategy for “Spark Funds”.
- **Keywords:**
 - Funding Type, Primary Sectors, Main Category, Investment Type analysis, Country analysis, Sector analysis
- **Objective:**
 - To identify the best Sectors, Countries, and a suitable investment type, where “Spark Funds” can make their investments, which helps them to be in a profitable position
- **Abstract Details:**
 - Analysed the investment trends and identified the following:
 - Suitable investment type for Spark funds
 - Top Main sectors and its companies based on the amount of investments it has received from other investors
 - Top 3 English speaking countries to make an investments
- **Data Source:**
 - Crunchbase.com

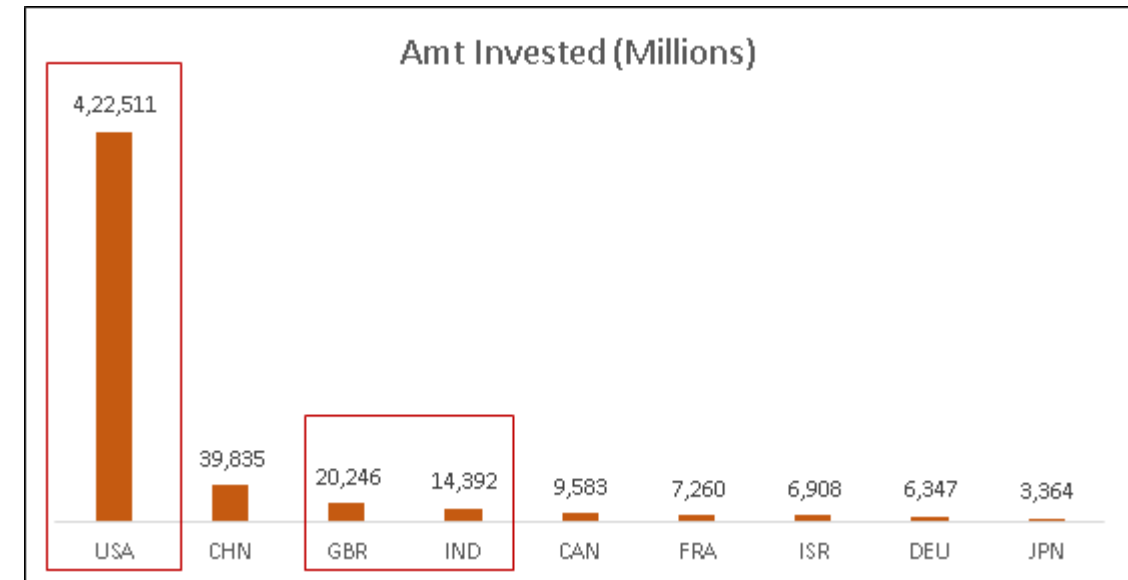


Sector & Country Analysis

Sector Analysis



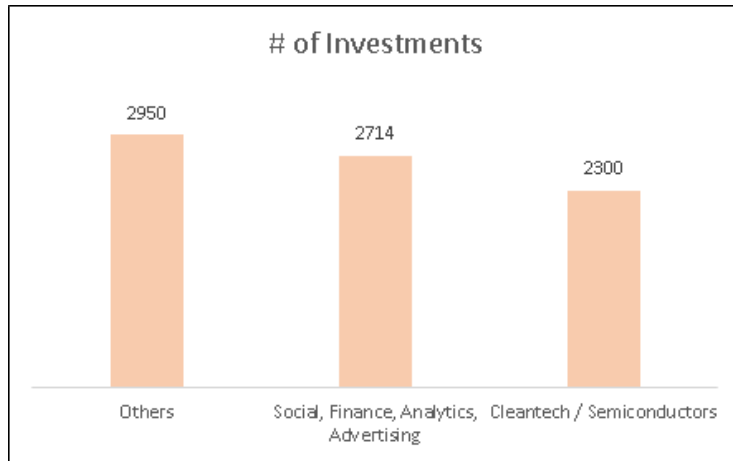
Country Analysis for Venture FT



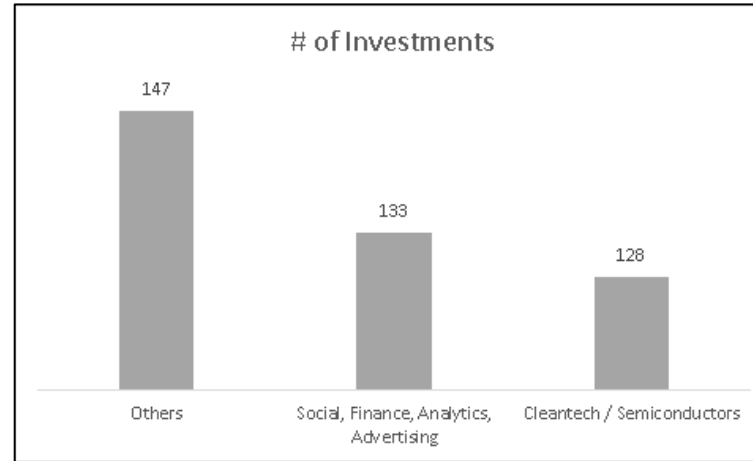
- Total companies considered for the analysis are 66,368
- Considering the Investment strategy of “Spark Funds”, Venture type of investing suits well among the 4 funding types
- Top 3 English speaking countries are USA, GBR & IND based on their total investments

Sector Analysis by Country

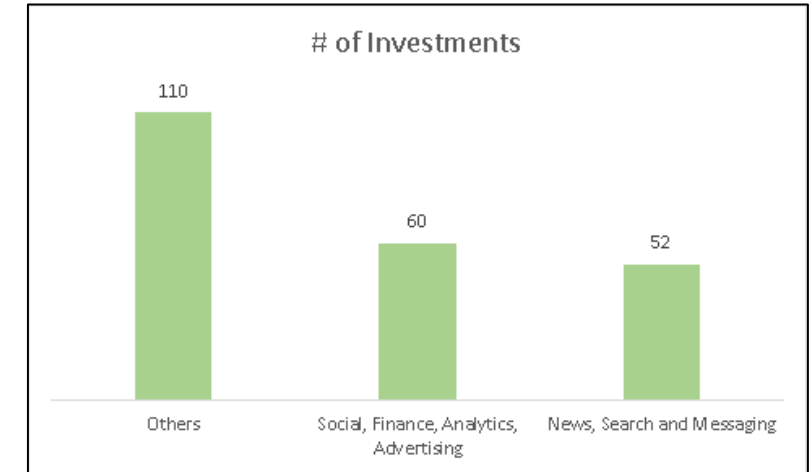
USA



GBR



IND

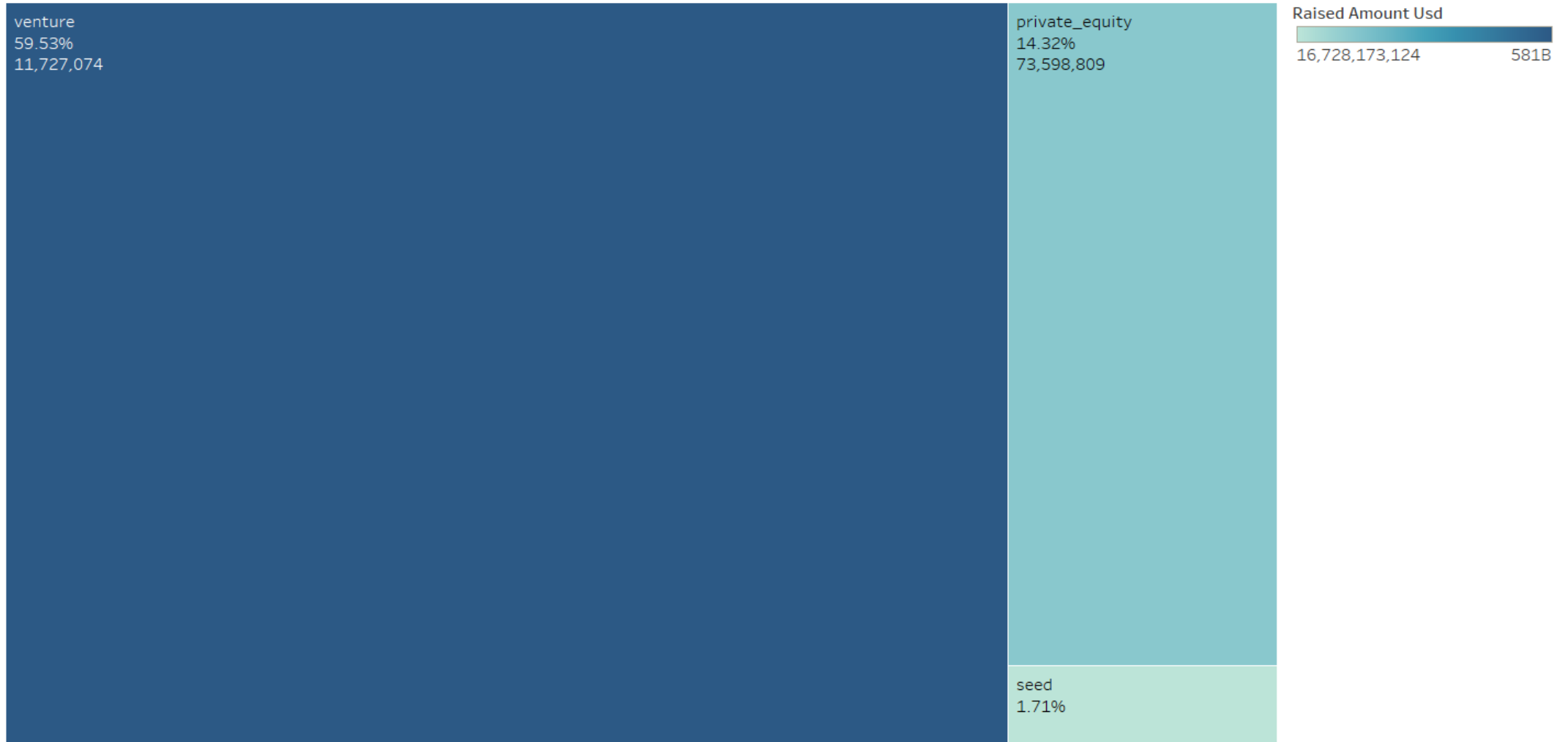


- “Spark Funds” can invest in these top 3 sectors, as these the sectors that are heavily invested by other investors
- Total number of investments are:
 - **USA** – 12,012, **GBR** – 619 & **IND** – 328
- Top company that received the highest number of investments are:
 - **USA** – Virtustream, **GBR** – Electric Cloud & **IND** – FirstCry.com

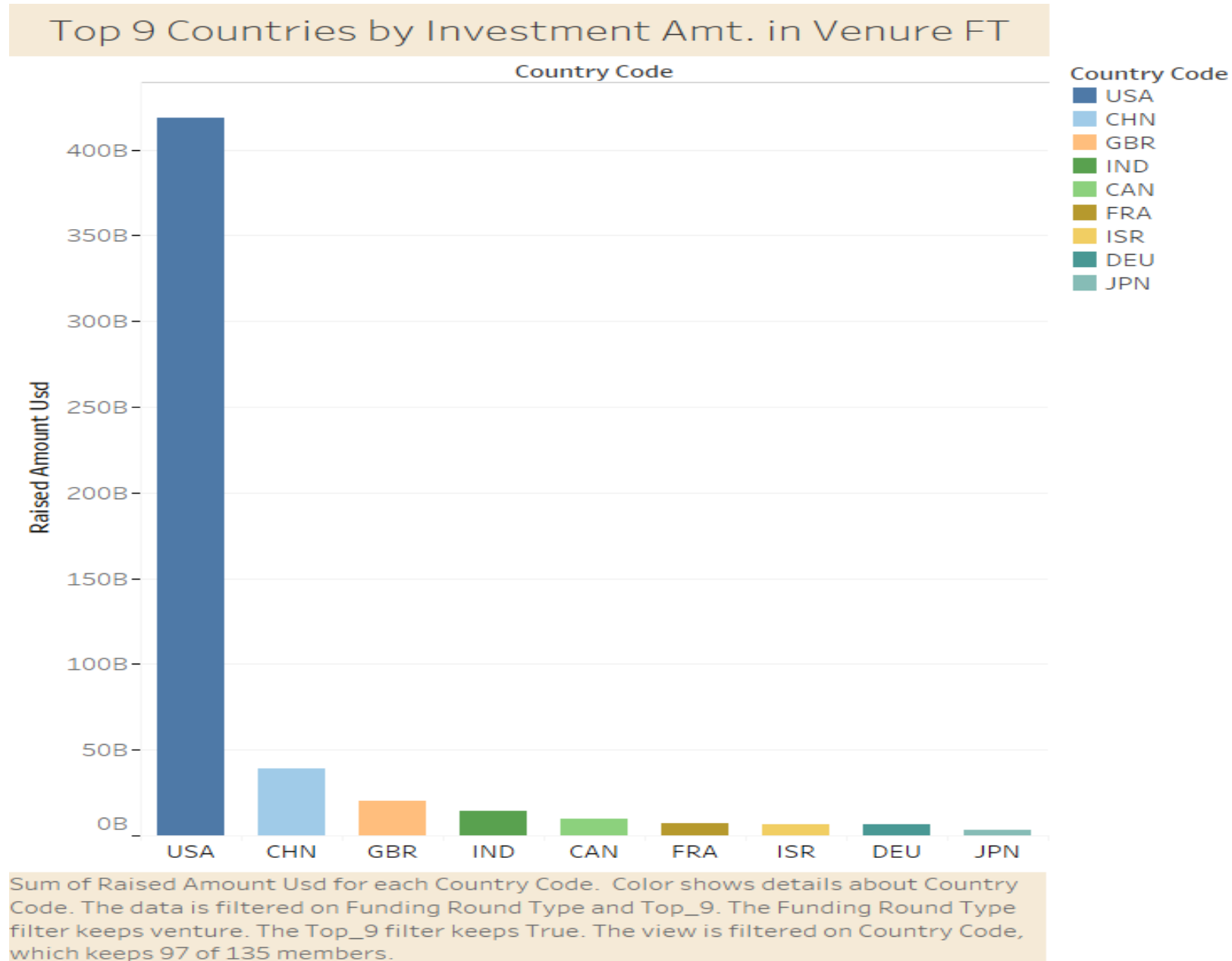


Global % Share & Average of Venture, Seed & PE Investments UpGrad

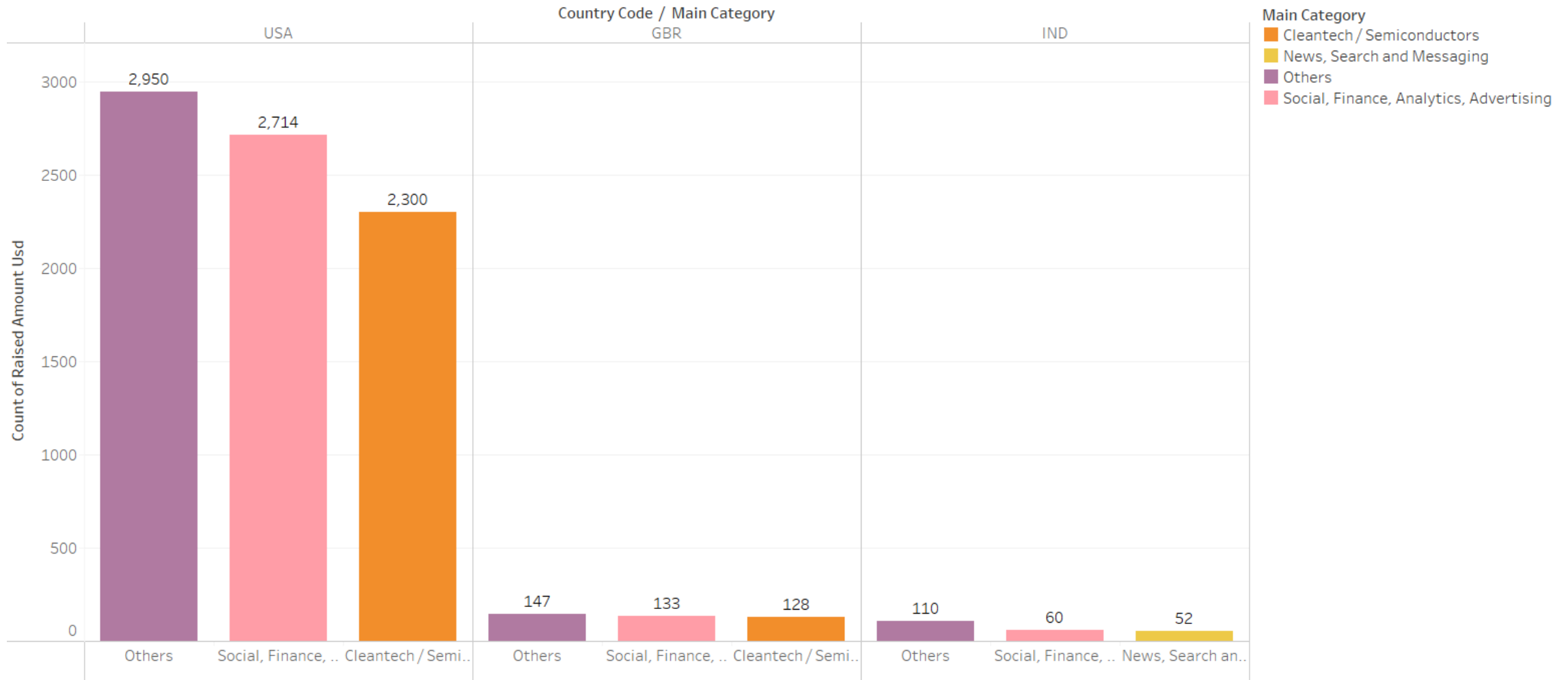
Fraction of Total Investment in Venture, Seed & Private Equity



Funding Round Type, % of Total Raised Amount Usd and average of Raised Amount Usd. Color shows sum of Raised Amount Usd. Size shows sum of Raised Amount Usd. The marks are labeled by Funding Round Type, % of Total Raised Amount Usd and average of Raised Amount Usd. The data is filtered on FT Lookup, which keeps private_equity, seed and venture.



Top 3 Sectors in the Top 3 Countries



Count of Raised Amount USD for each Main Category broken down by Country Code and Combined Field. Color shows details about Main Category. The marks are labeled by count of Raised Amount USD. The data is filtered on Funding Round Type, Raised Amount USD and Top 3 Sectors. The Funding Round Type filter keeps venture. The Raised Amount USD filter ranges from 5000000 to 15000000. The Top 3 Sectors filter keeps 1, 2 and 3. The view is filtered on Country Code and Main Category. The Country Code filter keeps GBR, IND and USA. The Main Category filter keeps 8 of 8 members.

Conclusion

Considering the investment strategy of “Spark Funds”, they should take the below Investment approach:

- “Venture” is the suitable funding type for “Spark Funds”
 - Avg. investment made in this funding type is \$11.74M USD
- “Spark Funds” should invest in USA, GBR or IND, as these are the top 3 English speaking countries based on the total amount invested through “Venture” funding type.
 - Total count of investments in these 3 countries are:
 - USA – 12,012, GBR – 619 & IND – 328
 - Total amount of investments made in these 3 countries are:
 - USA – 1,07,31,82,94,664, GBR – 5,36,52,28,300 & IND – 2,94,95,43,602
- “Spark Funds” should invest in the below sectors for the countries identified:
 - **USA & GBR** – “Others”, “Social, Finance, Analytics, Advertising” & “Cleantech/Semiconductors”
 - **IND** - “Others”, “Social, Finance, Analytics, Advertising” & “News, Search and Messaging”