INVESTMENT CASE STUDY SUBMISSION

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SPARK FUNDS' BUSINESS OBJECTIVES, STRATEGY AND CONSTRAINTS

Business Objective

- Identify the most suitable funding type, countries and sectors for investments for Spark Funds

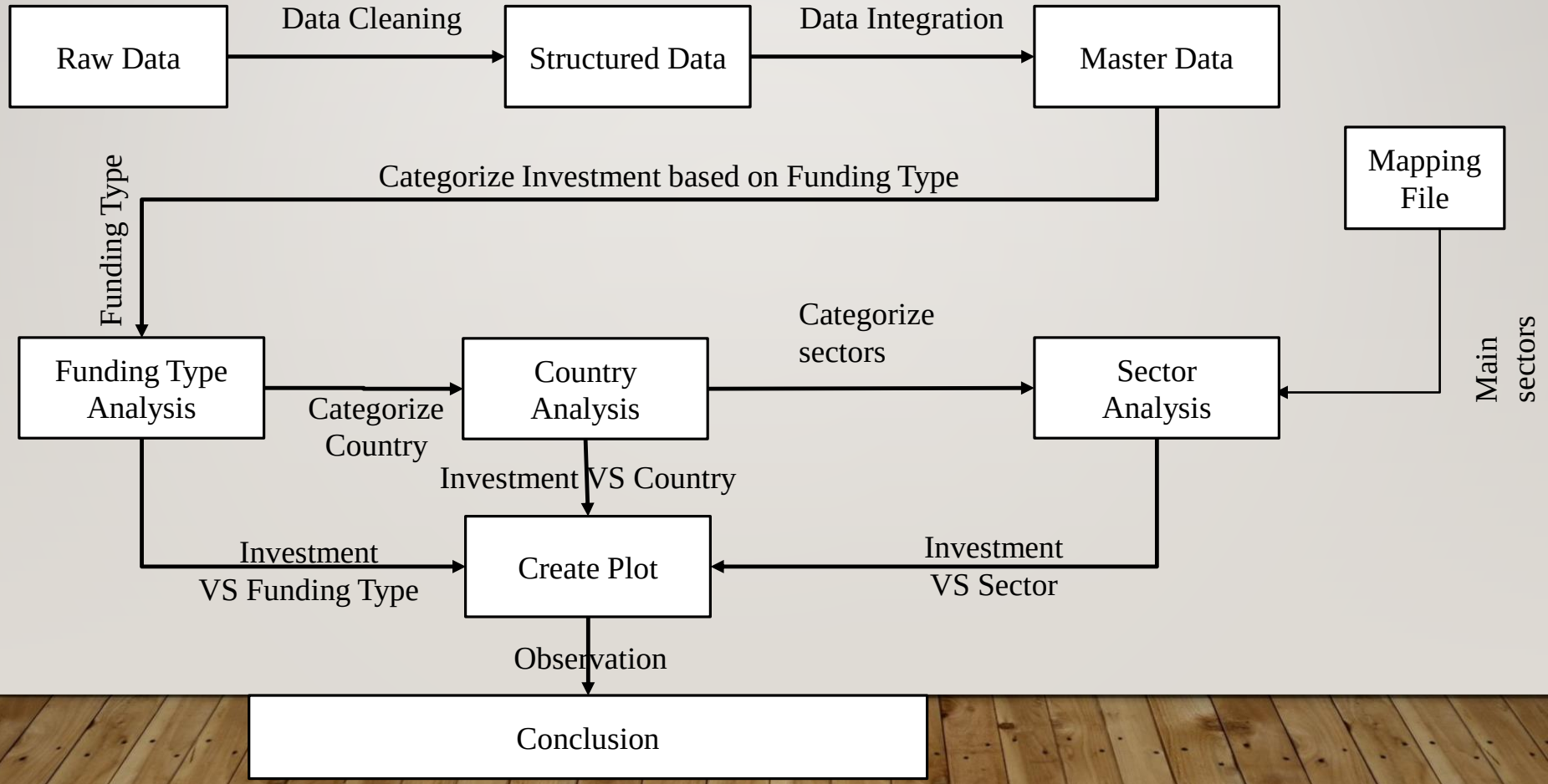
Strategy

- Invest where most other investors are investing

Constraints

- Invest between 5 and 15 million USD per round of investment
- Invest only in English-speaking countries because of ease of communication

ANALYSIS FLOW



INPUT DATA ANALYSIS

- 66,368 companies across different funding type and many countries
- 8 unique sectors such as Automotive & Sports, Blanks, Cleantech / Semiconductors, Entertainment, Health, Manufacturing, News, Search and Messaging, Others, Social, Finance, Analytics, Advertising.
- Total of 14 funding types like Angel, private equity, Venture etc.
- 4 different company status like operating,acquired,closed and IPO.

OVERALL ANALYSIS

Funding Type Analysis

- Identify best suitable fund type among venture, angel, seed, private equity
- Investment between **5 to 15 million USD** per round of investment

Country Analysis

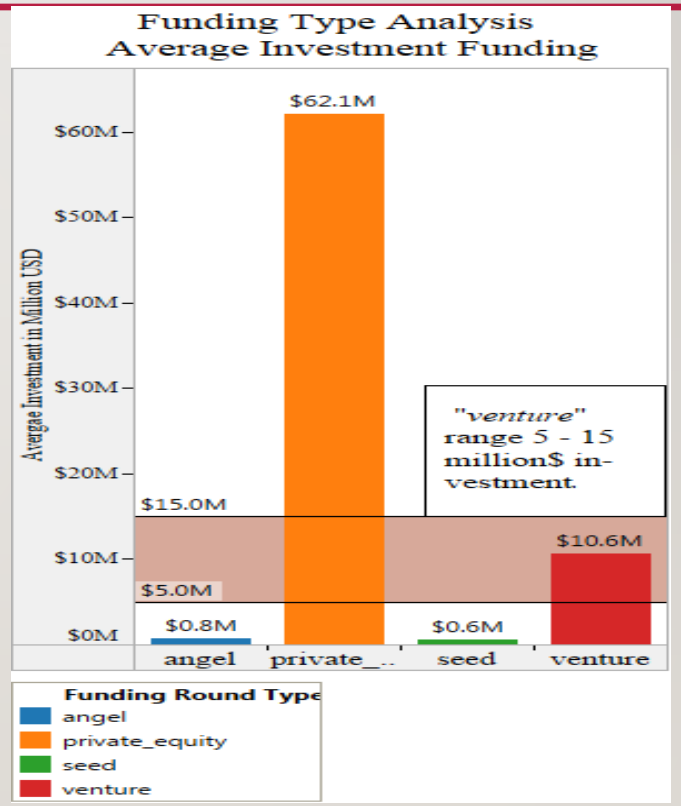
- Identify top countries, that grab most investment
- The top 3 country to be a English speaking country

Sector Analysis

- From top 3 English speaking country, analyse major sectors
- Sectors : Automotive & Sports, Blanks, Cleantech / Semiconductors, Entertainment, Health, Manufacturing, (News, Search and Messaging), Others, (Social, Finance, Analytics, Advertising)
- Identify the top3 sectors for all 3 countries

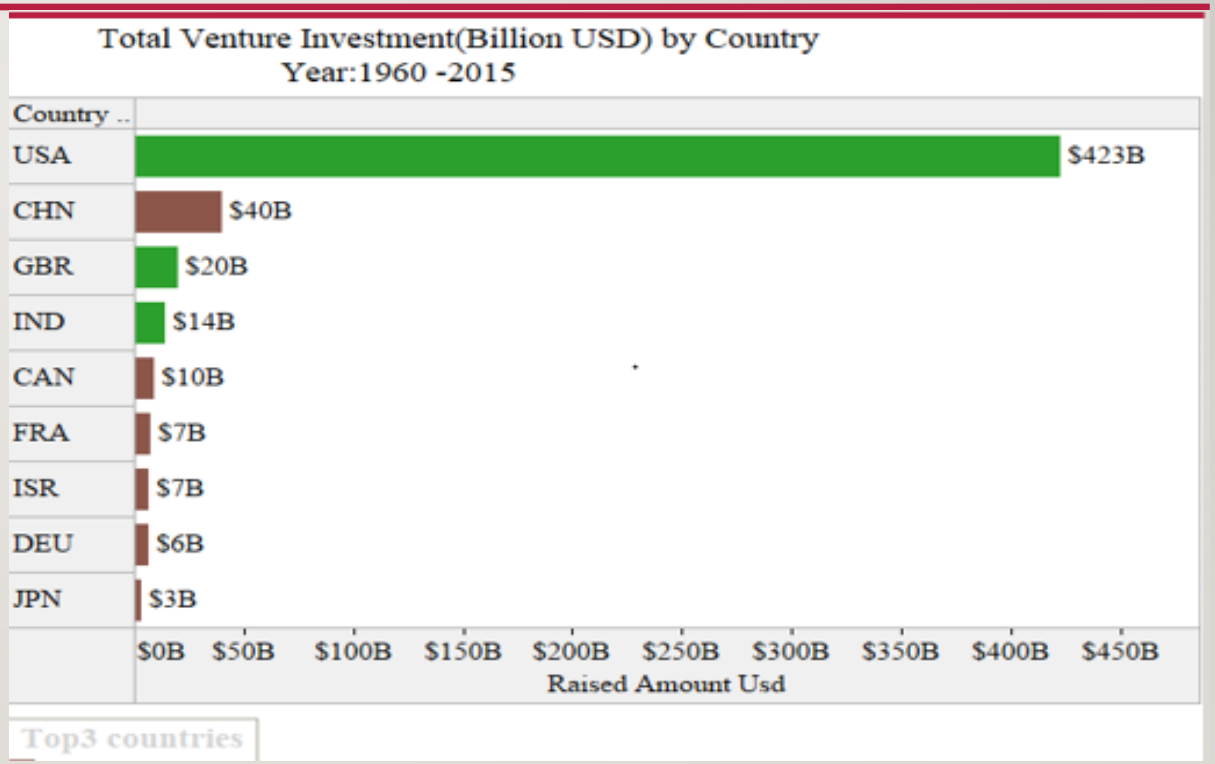
FUNDING TYPE ANALYSIS

- **Venture** is the most suitable funding type for investment between **5M – 15M USD for spark funds**
- Average investment is approx. **10M USD**



COUNTRY ANALYSIS

The USA has seen the highest total investments in venture capital, followed by **the Great Britain** and **India***



*China is not an English speaking country

SECTOR ANALYSIS

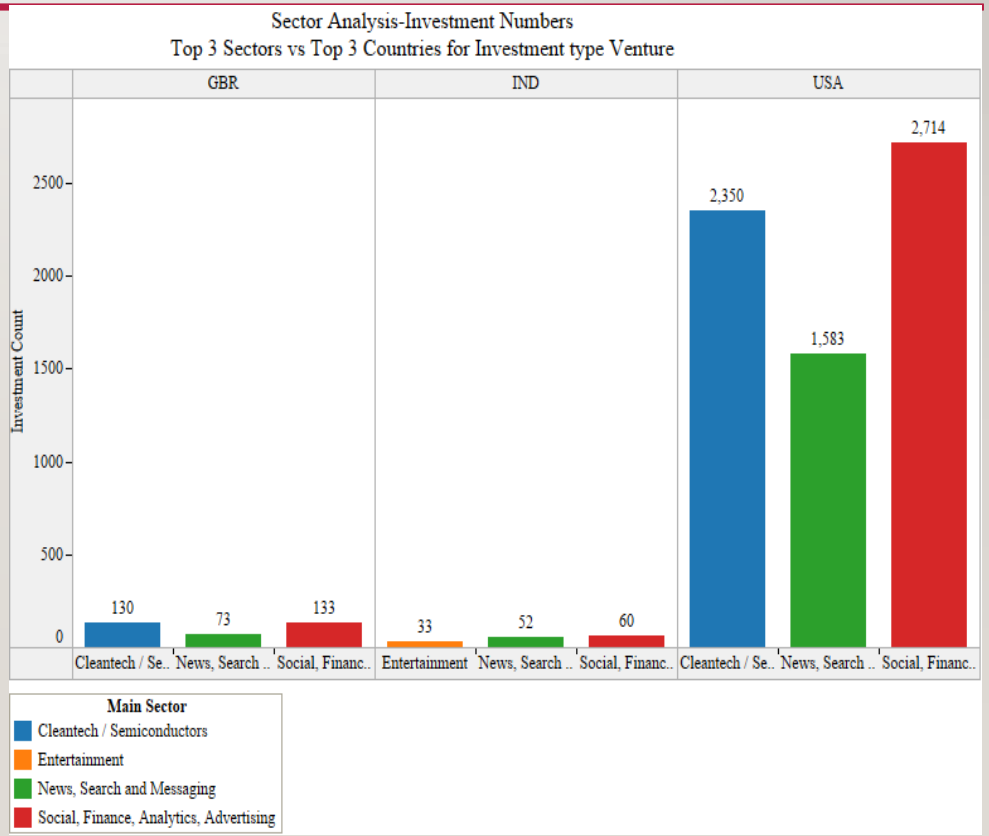
Social, Finance, Analytics and Advertising is the best main sector for all 3 countries for investment type Venture.

USA & GBR

- Social, Finance, Analytics and Advertising
- Cleaning & Semiconductor
- News, Search and Messaging

IND

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



CONCLUSIONS

01

Venture funding type is the best funding type

02

USA is the most suitable country for investment, followed by “Great Britain” and India.

03

“Social, Finance, Analytics, Advertising” sector is most suitable sector for top 3 countries