

# INVESTMENT CASE STUDY

## SUBMISSION

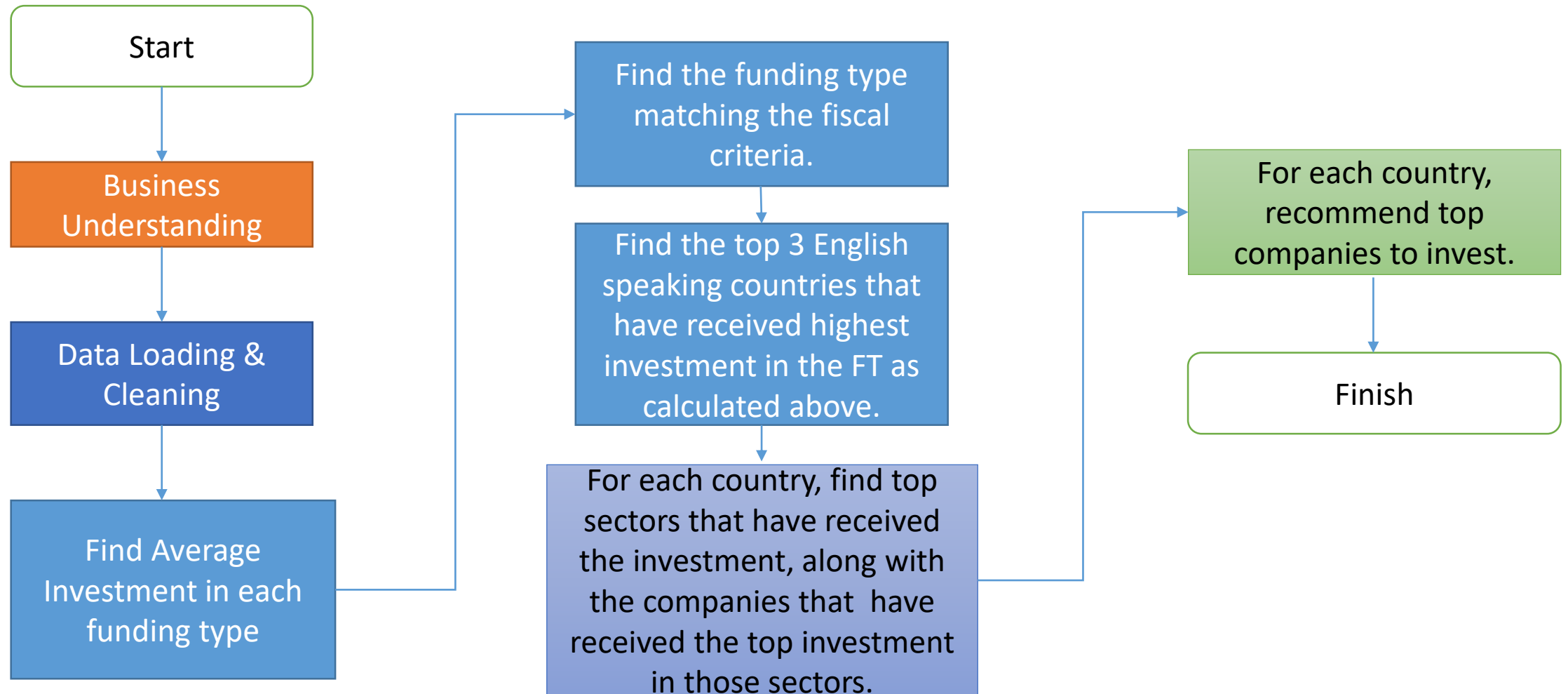
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## Spark Funds – Global Investments Trend Analysis

- **Goal:** To invest in the companies with friendlier environment.
- **How:** Understand the global investment trends to make sane investment decision.
- **Constraints:**
  - Invest only 5 M to 15 M USD per investment round.
  - Invest in English speaking countries only.

# Leveraging “CRISP-DM Framework”



## Analysis - 1

- Venture, Seed, Angel and Private Equity are the most suitable funding types to evaluate.
- Only suitable fund type which that the business criteria is '**venture**'
- Average amount of investment in “venture” is **11.7 M**
- USA, Great Britain and India are the most favourable countries to invest.
- China, France and Israel are non-English countries with most investments in 'venture'.

## Analysis - 2

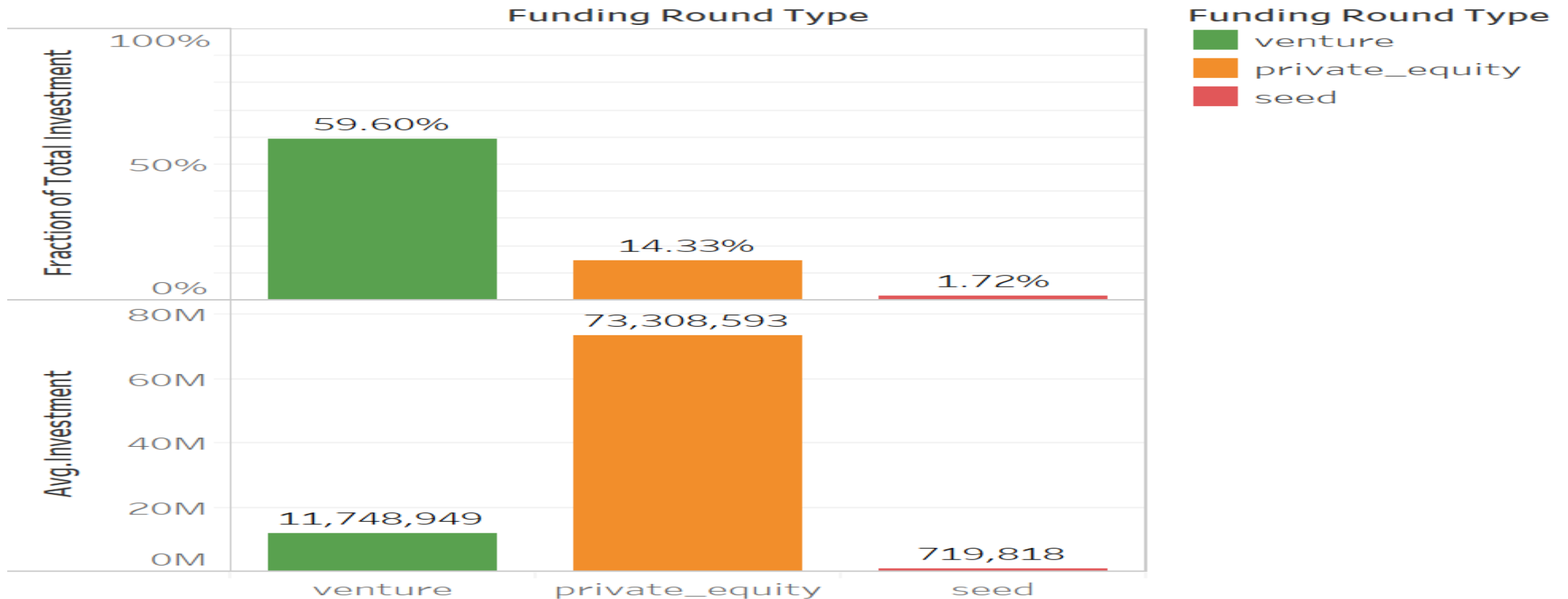
- Top 3 sectors where venture capitalists are investing the most
  - Cleantech / Semiconductors
  - Social, Finance, Analytics, Advertising
  - Others

## Analysis - 3

- Recommended companies based on analysis
  - Virtustream
  - Electric Cloud
  - FirstCry.com
  - SST Inc. (Formerly ShotSpotter)
  - Celltick Technologies
  - Manthan Systems

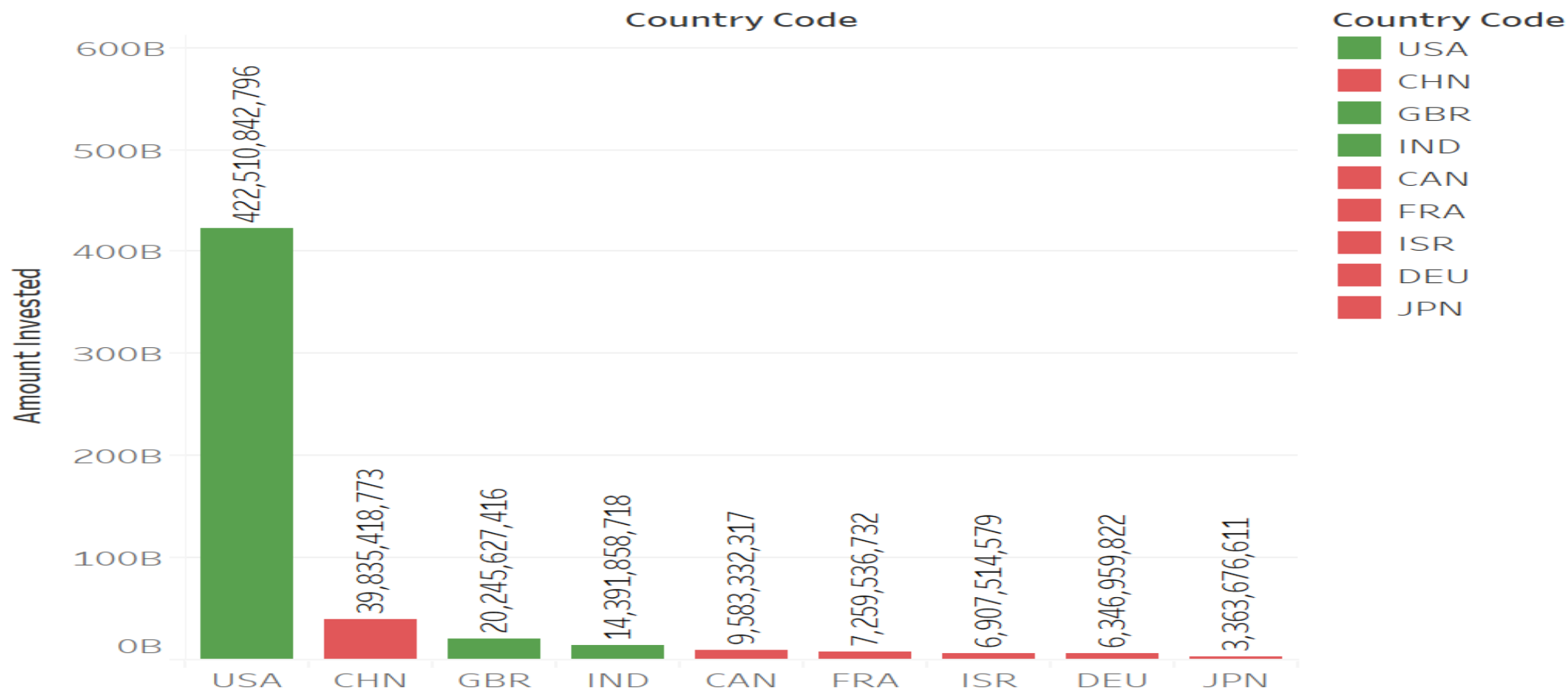
# Plot 1

Fraction of total investments and average amount of investment in each funding type



## Plot 2

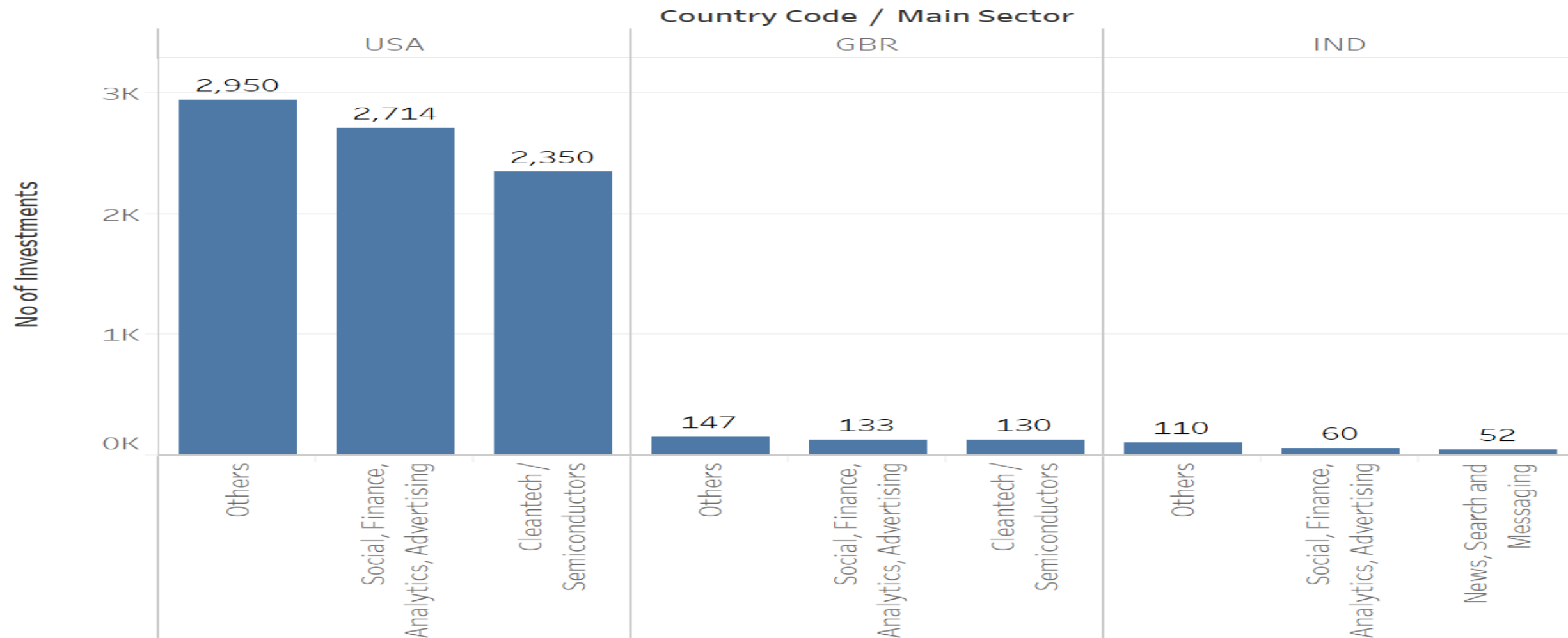
Top 9 countries - Top 3 countries are marked in Green





## Plot 3

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



# Conclusions

- **From the Plot 1:**
  - It is clearly visible that **59.60%** Of Total Investments is made in the “FUNDING TYPE” venture.
  - Adding to it the average amount of investment in “FUNDING TYPE” venture is : 11.7 M that fits in our investment limit of 5 – 15 M.
  - Hence “**VENTURE**” funding type is best suited.
- **From the Plot 2:**
  - It is clearly manifested that the top 3 English speaking countries where the overall investment has gone in :
    - **USA**
    - **United Kingdom**
    - **India**
- **From the Plot 3:**
  - Social , Finance , Analytics and Advertising is the common and second most invested (in terms of number) “sector” across USA, United Kingdom and India.

***Hence, I recommend to invest in the sector : “Social , Finance , Analytics and Advertising” , in the countries : USA, United Kingdom and India. The specific companies that I recommend are: “SST Inc. (Formerly ShotSpotter)” , “Celltick Technologies” and “Manthan Systems”.***