INVESTMENT ASSIGNMENT

SUBMISSION

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Spark Funds Investment Case study

Spark Funds, an asset management company, wants to make investments in a few companies.
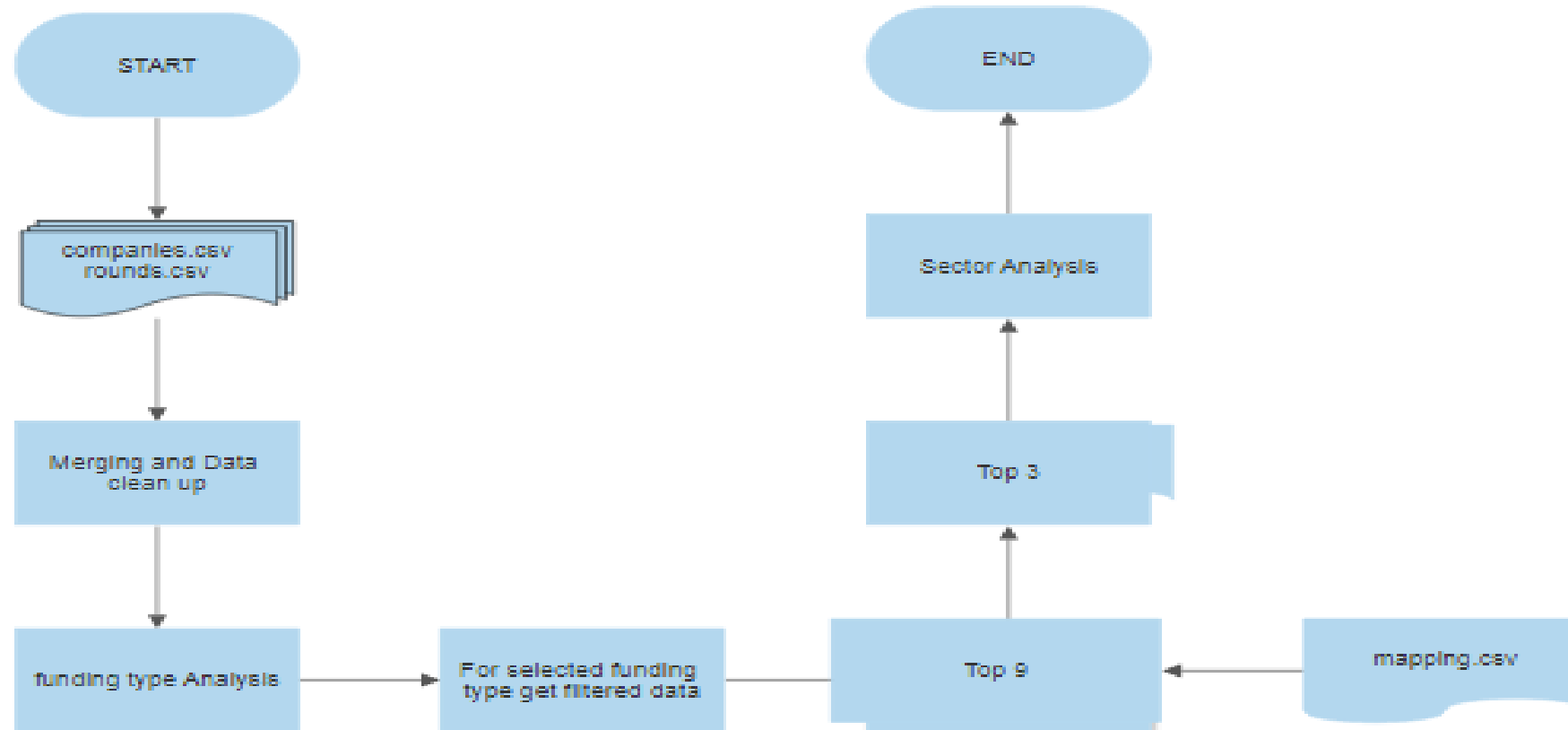
Business objective:

- The objective is to identify the best sectors, countries, and a suitable investment type for making investments. The overall strategy is to invest where others are investing, implying that the 'best' sectors and countries are the ones 'where most investors are investing'.
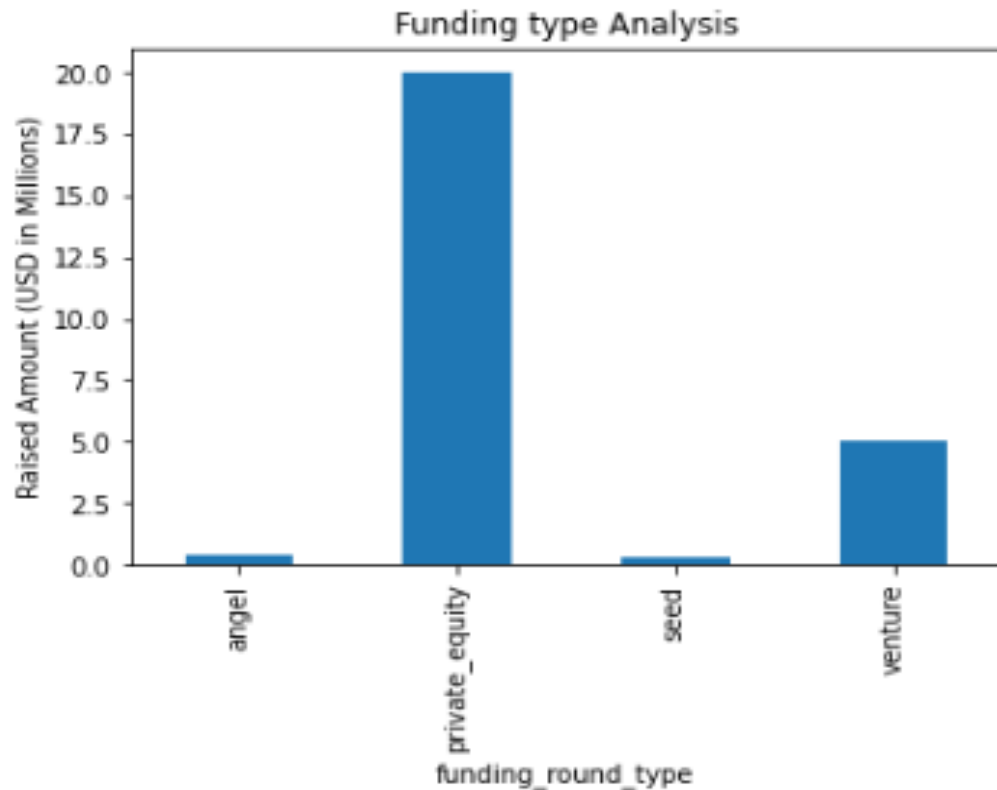
Constraints for investments:

- Wants to invest between 5 to 15 million USD per round of investment

- Invest only in English-speaking countries because of the ease of communication with the companies it would invest in.
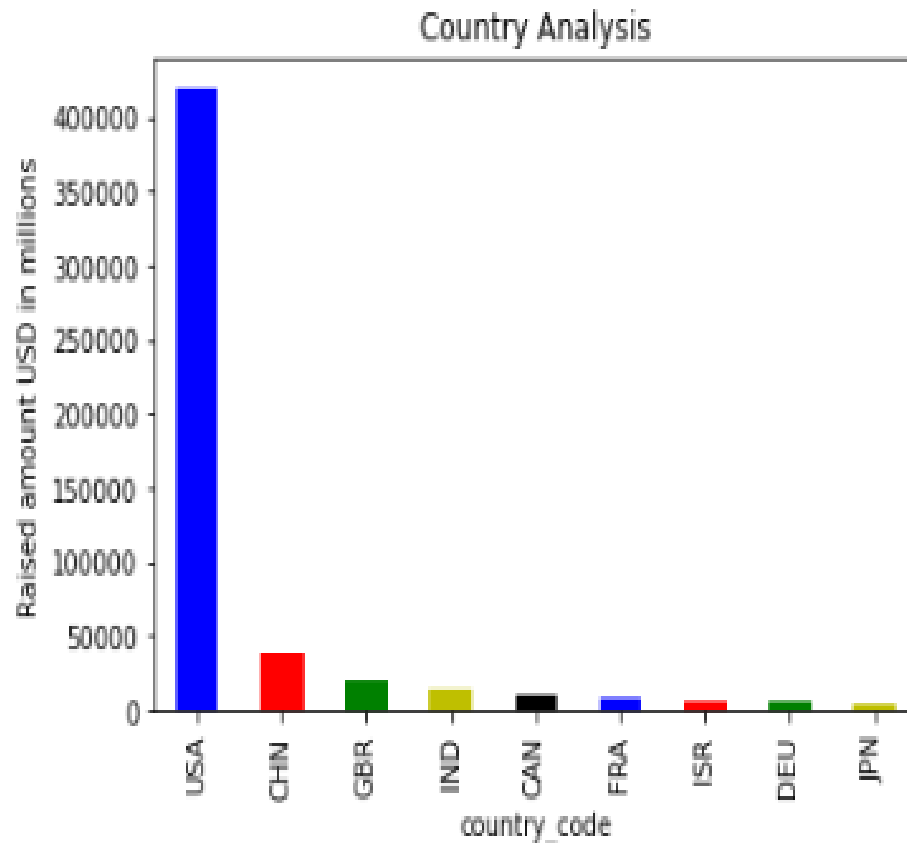
Problem solving methodology

Funding Type Analysis

Funding type Analysis

Since Spark Funds wants to invest between 5 to 15 million USD per investment round, Venture investment type suits this requirement
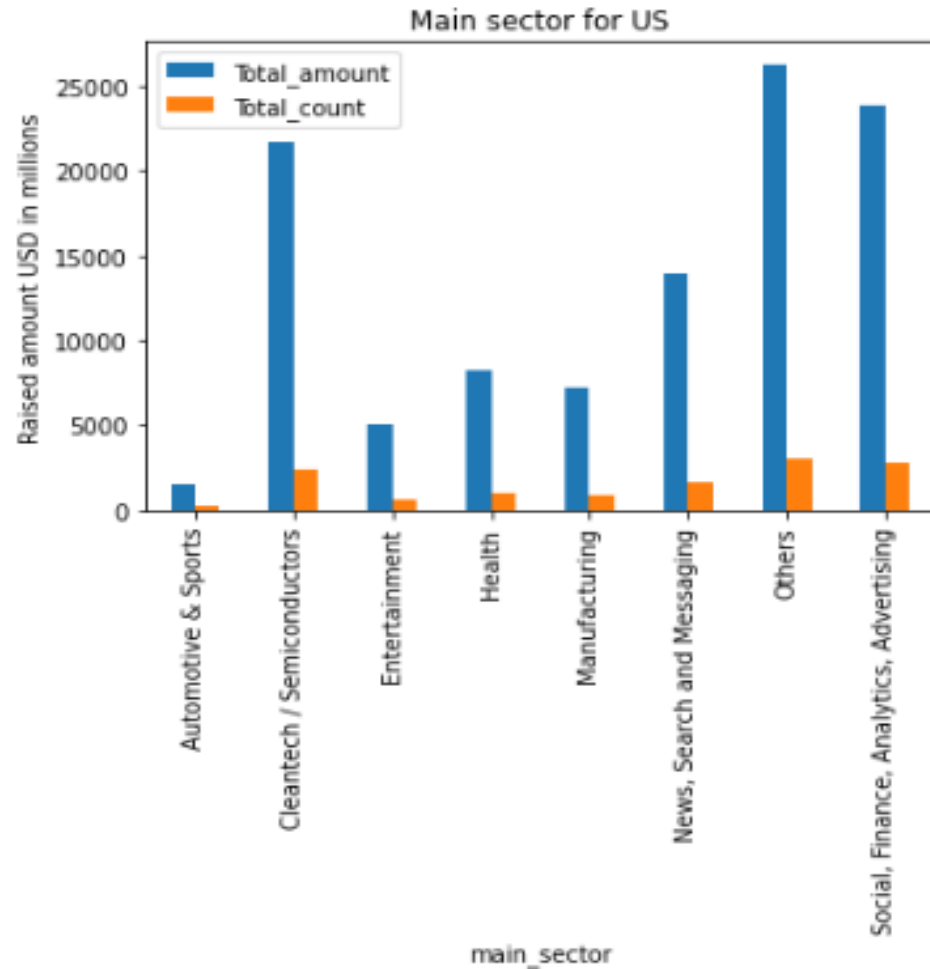
Country Analysis

- USA, China and Great Britain are amongst the top 3 countries with the highest amount of funding for Venture investment type.

- However since China is not a English speaking country, hence its not considered

- So the first 3 English speaking countries as per funding are **USA, Great Britain and India**

Sector Analysis

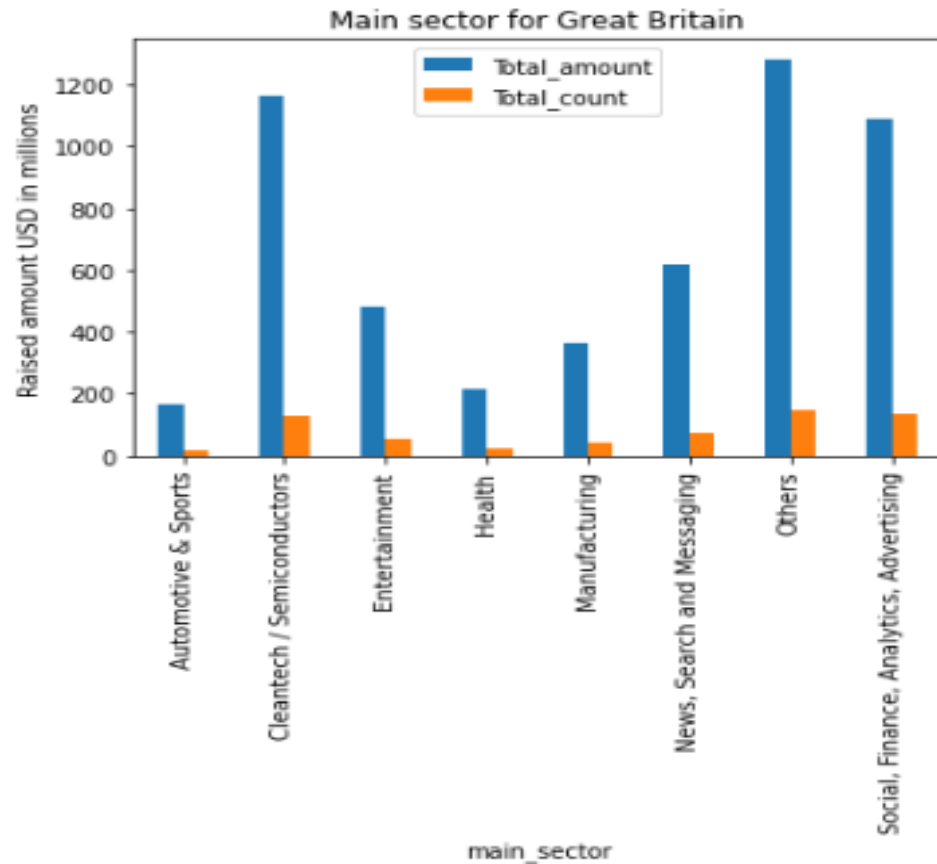| Country	Top sectors	No of investments in the sector	Company that received the investment in the sector
United States	Others	2950	Virtustream
	Social, Finance, Analytics, Advertising	2714	SST Inc. (Formerly ShotSpotter)
	Cleantech / Semiconductors	2350	Biodesix
Great Britain	Others	147	Electric Cloud
	Social, Finance, Analytics, Advertising	133	Celltick Technologies
	Cleantech / Semiconductors	130	EUSA Pharma
India	Others	110	FirstCry.com
	Social, Finance, Analytics, Advertising	60	Manthan Systems
	News, Search and Messaging	52	GupShup

Main sector analysis for US

Top 3 sectors for investment in US are:

1. Others

2. Social, Finance, Analytics, Advertising

3. Cleantech / Semiconductors

Main sector analysis for Great Britain

Plot 2

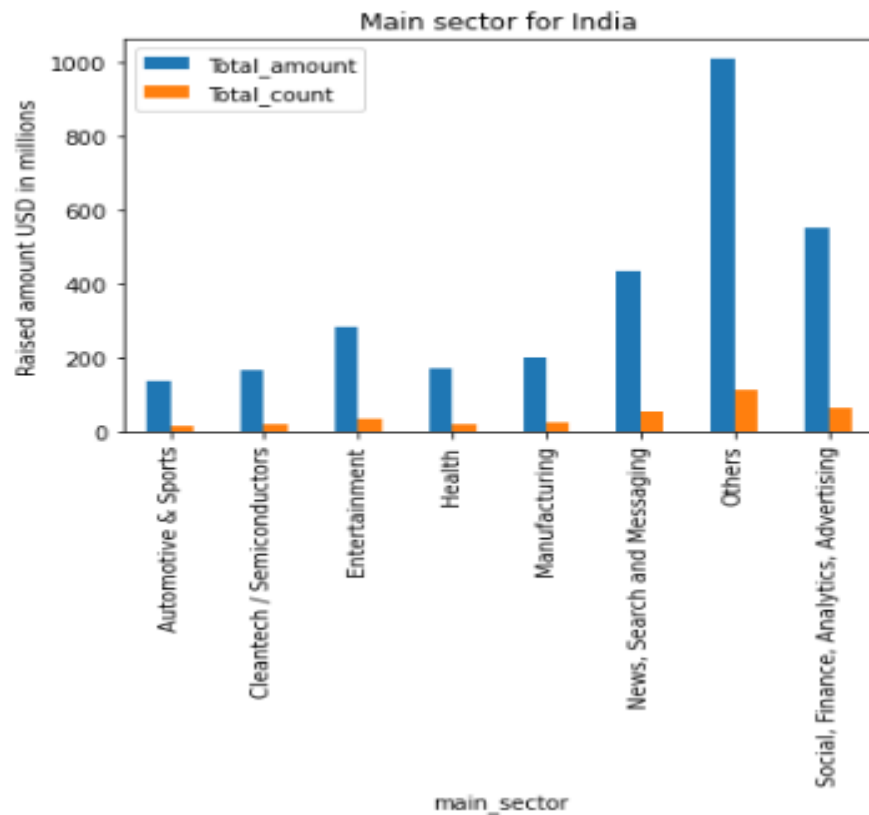
Main sector for Great Britain

Top 3 sectors for investment in Great Britain are:

1. Others

2. Social, Finance, Analytics, Advertising

3. Cleantech / Semiconductors

Main sector analysis for India

Top 3 sectors for investment in India are:

1. Others

2. Social, Finance, Analytics, Advertising

3. News, Search and Messaging

Conclusions

Funding Investment type: Venture is the funding type that suits the requirements of Spark Investing.

Country to Invest in & sectors:

Country	Top Sectors
USA	Others
	Social, Finance, Analytics, Advertising
	Cleantech / Semiconductors
Great Britain	Others
	Social, Finance, Analytics, Advertising
	Cleantech / Semiconductors
India	Others
	Social, Finance, Analytics, Advertising
	News, Search and Messaging