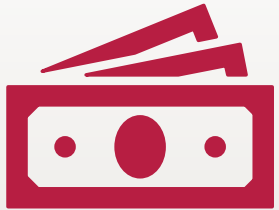


# SPARKS FUND INVESTMENT STRATEGY

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GROUP NAME : CASSIOPEIA

1. MEMBER NAME : BHARAT
2. MEMBER NAME : MOHIT
3. MEMBER NAME : SOURABH
4. MEMBER NAME : SUNIL

# Agenda

## Business Goals

### Investment Criteria

Task is to identify the best countries, sectors and a suitable investment type for the Spark Funds. The overall strategy is to invest where most of the investments are happening.

### Investment Stress Points

Investment budget is between 5 and 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.

### Steps of Success



#1

Identify the best investment type within the budget



#2

Identify the best countries for investment where official language is English



#3

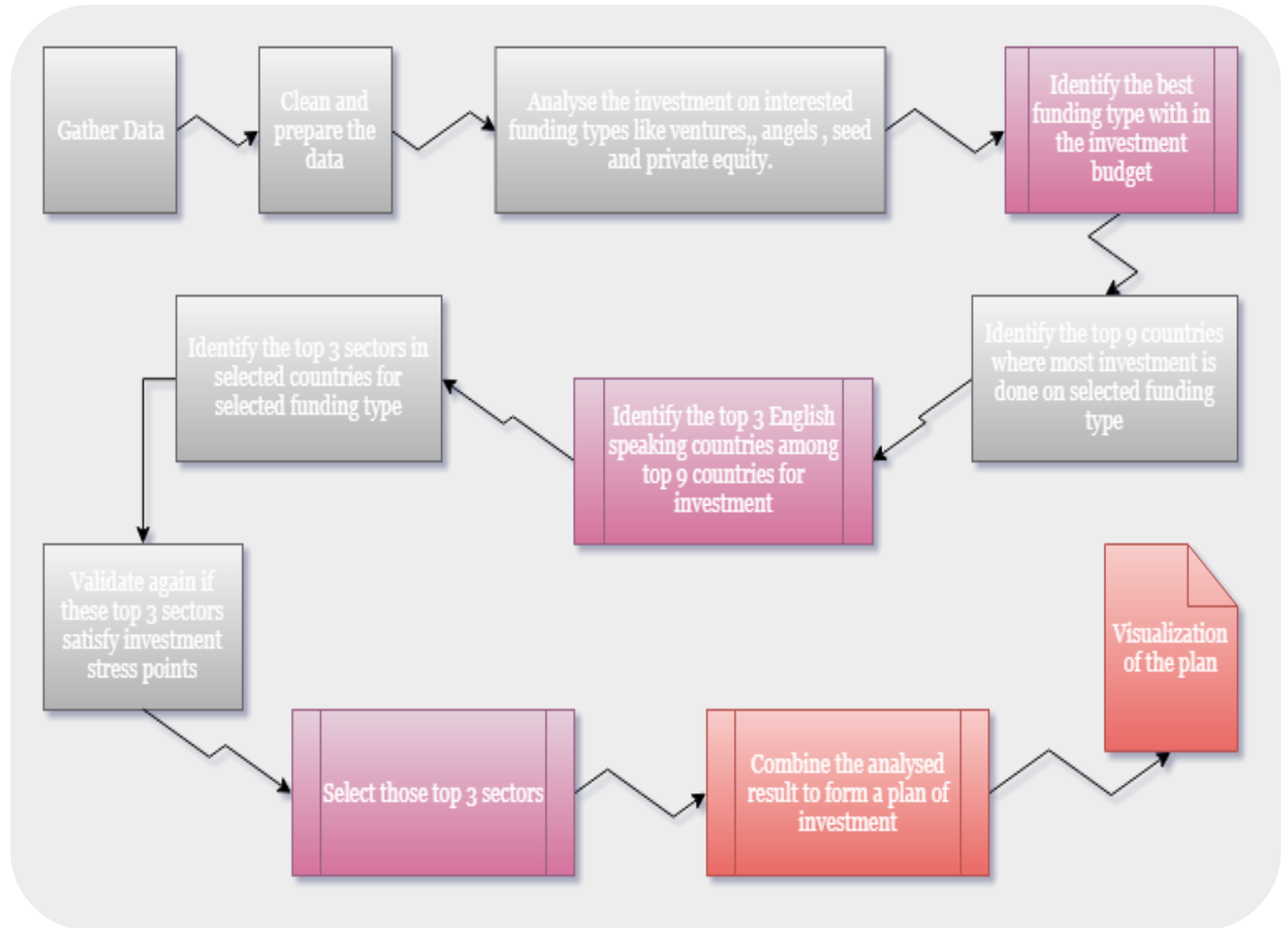
Identify the best sector to invest



#4

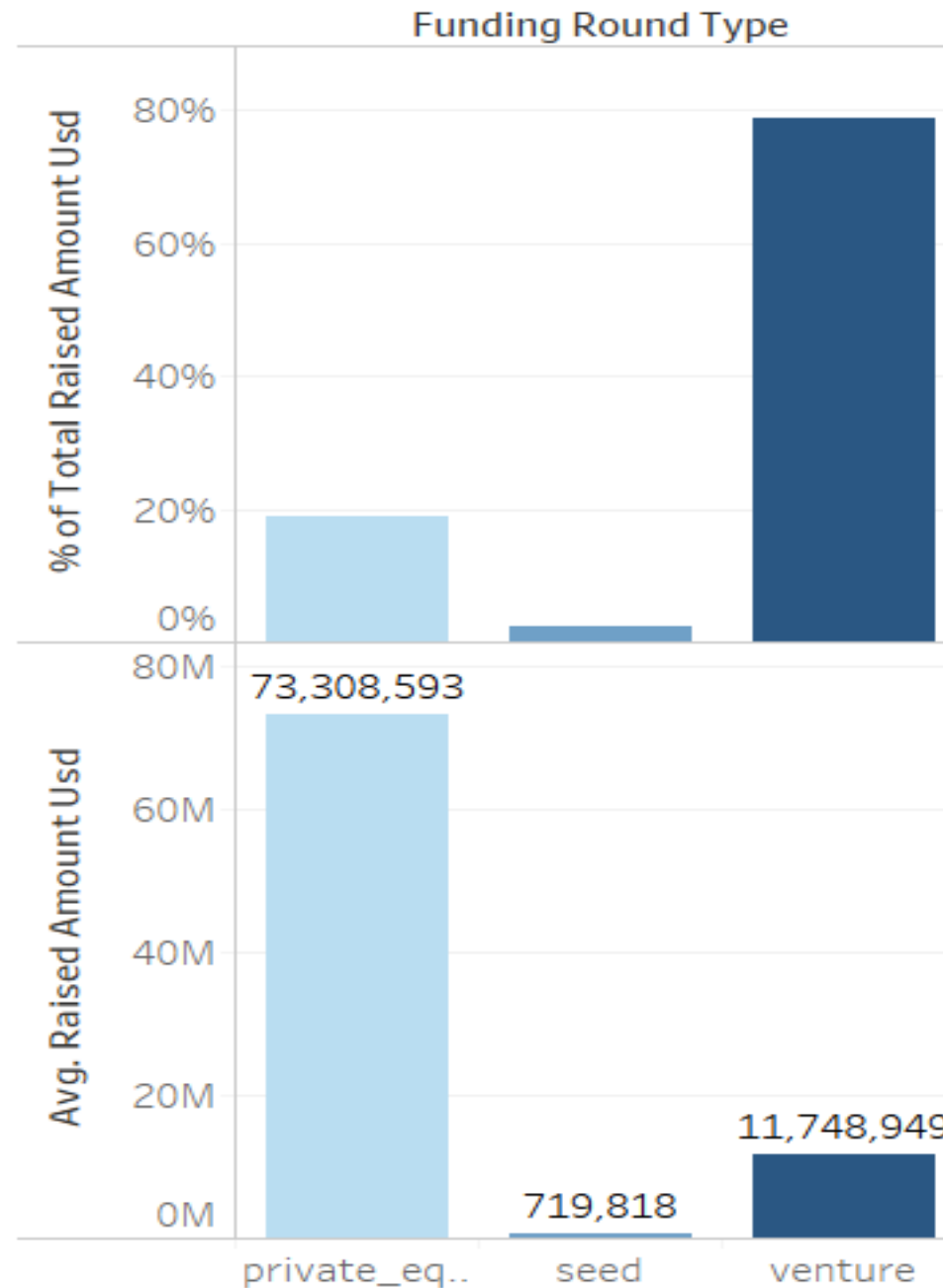
Identify the trend by looking into other investors

# Overview



## Graphical result for funding type analysis

| Funding Type   | Avg. raised Amount | % of Total raised amount |
|----------------|--------------------|--------------------------|
| seed           | 0.7M               | 2.25%                    |
| angel          | 1M                 | 0.61%                    |
| venture        | 11M                | 78.29%                   |
| Private equity | 73M                | 18.83%                   |



# Funding Type Analysis

## Funding Type Analysis

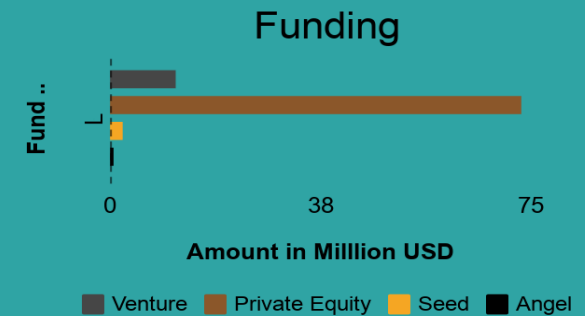
### Phases

Some of the promising funding types like venture , seed , angel and private equity are considered for the analysis.

Average investments per each funding type per each funding round is determined.

Based on the business requirement all those funding types having investment outside the frame of 5 million to 15 million USD are filtered out.

### Trace Diagram

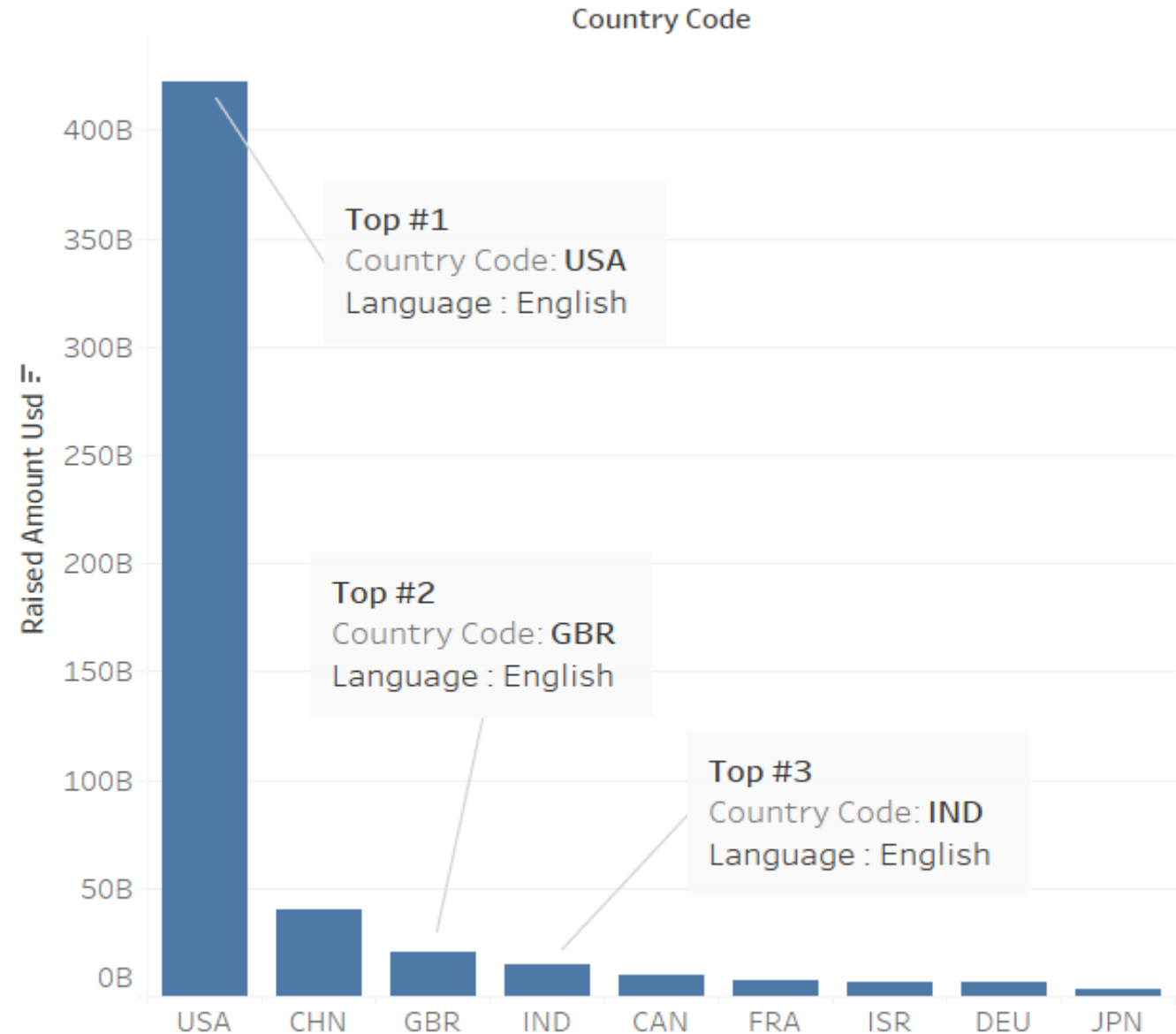


### Upshot

Although Private equity has more average investment , it breaches the budget constraint of 5 to 15 million . Leading behind in second position , venture with around 11 million average investment makes a suitable choice.

## Graphical result for country analysis

| Country code | Funding Type | %of Total raised amount |
|--------------|--------------|-------------------------|
| USA          | Venture      | 79.9%                   |
| CHN          | Venture      | 7.53%                   |
| GBR          | Venture      | 3.82%                   |
| IND          | Venture      | 2.72%                   |
| CAN          | Venture      | 1.81%                   |
| FRA          | Venture      | 1.37%                   |
| ISR          | Venture      | 1.3%                    |
| DEU          | Venture      | 1.2%                    |
| RUS          | Venture      | 0.29%                   |



## Country Analysis

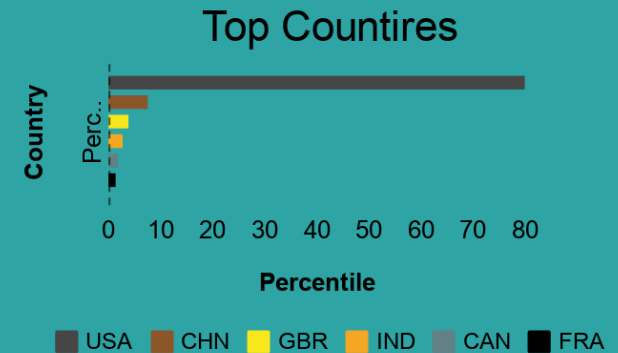
# Country Analysis

## Phases

Top nine countries which have received the highest total funding (across ALL sectors for the chosen investment type venture) are selected.

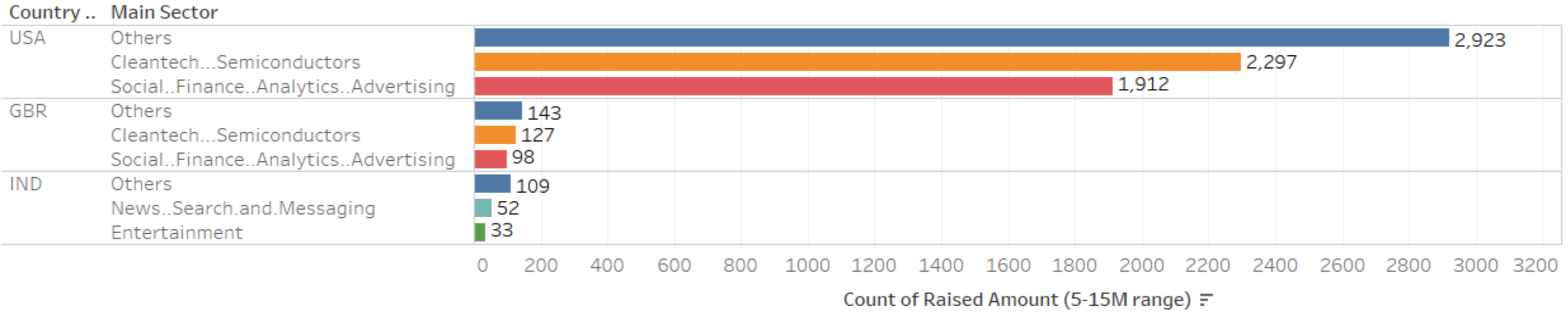
Among these top 9 countries top 3 English speaking countries are identified and selected.

## Trace Diagram



## Upshot

Although CHN is #2 in list of top investment receiving countries, it is not picked for Spark Funds because it does not have English as one of the official language. This makes USA, GBR and IND the top 3 countries of interest for Spark Funds where investment can be made.



Caption

Count of Raised Amount (5-15M range) for each Main Sector broken down by Country Code. Color shows details about Main Sector. The data is filtered on Funding Round Type and Rank1. The Funding Round Type filter keeps venture. The Rank1 filter ranges from 1 to 3. The view is filtered on Country Code, which keeps GBR, IND and USA.

# Graphical result to sector analysis

| Country | Social..Finance..<br>Analytics..Advert<br>ising | Cleantech...Semi<br>conductors | Others | News..Search.an<br>d.Messaging | Entertainment |
|---------|---|--------------------------------|--------|--------------------------------|---------------|
| USA     | 1912  | 2297                           | 2923   |                                |               |
| GBR     | 98  | 127                            | 143    |                                |               |
| IND     |   |                                | 109    | 52                             | 33            |



# Sector Analysis

## Sector Analysis

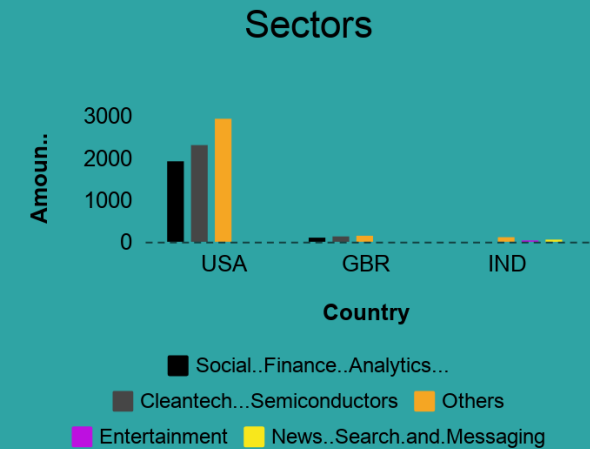
### Phases

Funding data is available sub-sector wise instead of directly being aligned with the main sector. For sector wise analysis each sub-sector is first associated with its corresponding main sector.

For each three top English speaking countries that is USA,GBR and IND sector wise amount sum is extracted for funding type venture.

These sector wise details are analysed to get top three sectors for each of the top 3 countries for venture type.

### Trace Diagram



### Upshot

As in the trace diagram "Other" sector is the major sector of investment in all three countries. Followed by "Social..Finance..Analytics" and "Cleantech..Semiconductors" in both USA and GBR. In IND , "Entertainment" and "News..Search..Messaging" are other two most invested sectors.

## Summary

# Spark Funds

## Intent

Best Funding Type Within 5 million and 15 million USD



Top three countries to invest in venture funds



Top three Sectors to invest in USA



Top three Sectors to invest in GBR



Top three Sectors to invest in IND



## Outcome

Venture turned out to be best funding type for the investement



USA , GBR and IND are three top countries with great result in venture funds



"Others", "Cleantech...Semiconductors" and "Social..Finance..Analytics..Advertising" are top three sector to invest in USA for venture funds



"Others", "Cleantech...Semiconductors" and "Social..Finance..Analytics..Advertising" are top three sector to invest in GBR for venture funds



"Others", "News..Search.and.Messaging" and "Entertainment" are top three sector to invest in IND for venture funds

