

# INVESTMENT CASE STUDY

## SUBMISSION

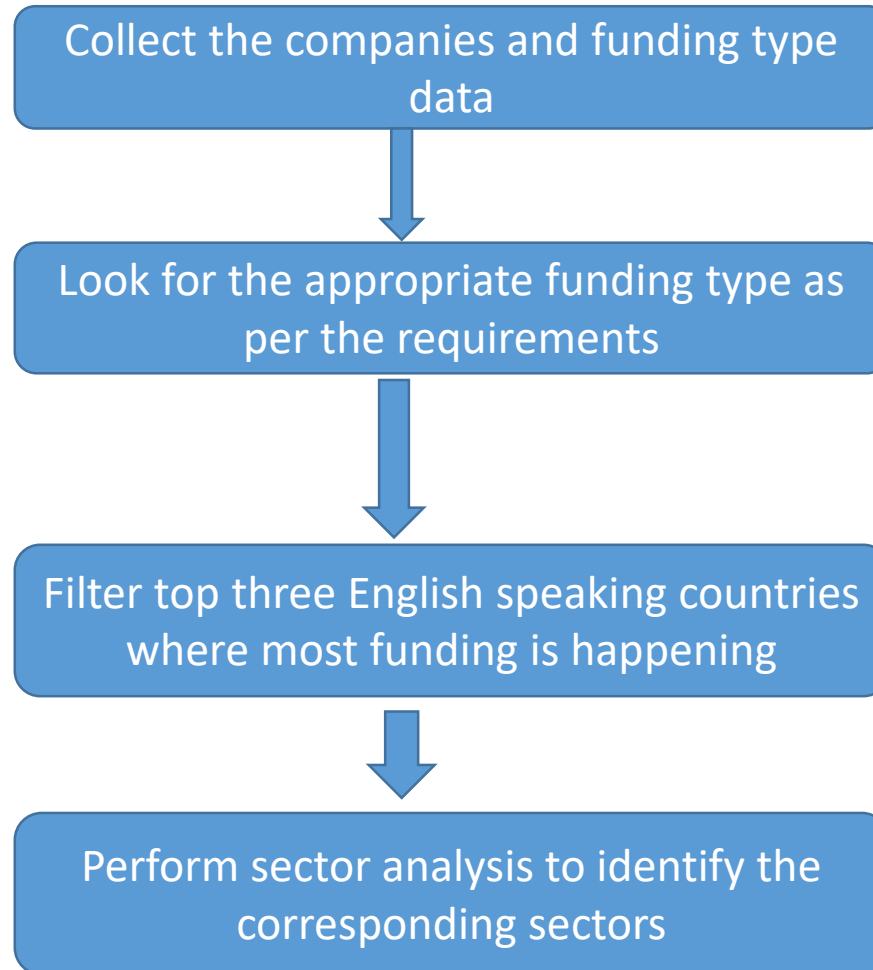
By:

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## Abstract

Spark Funds, an assessment management company wants to make investments in a few companies which reside in English speaking countries. It also wants to invest between 5 to 15 million USD. The strategy is to identify the best sectors, countries and a suitable investment type and invest in companies where most other investors are investing.

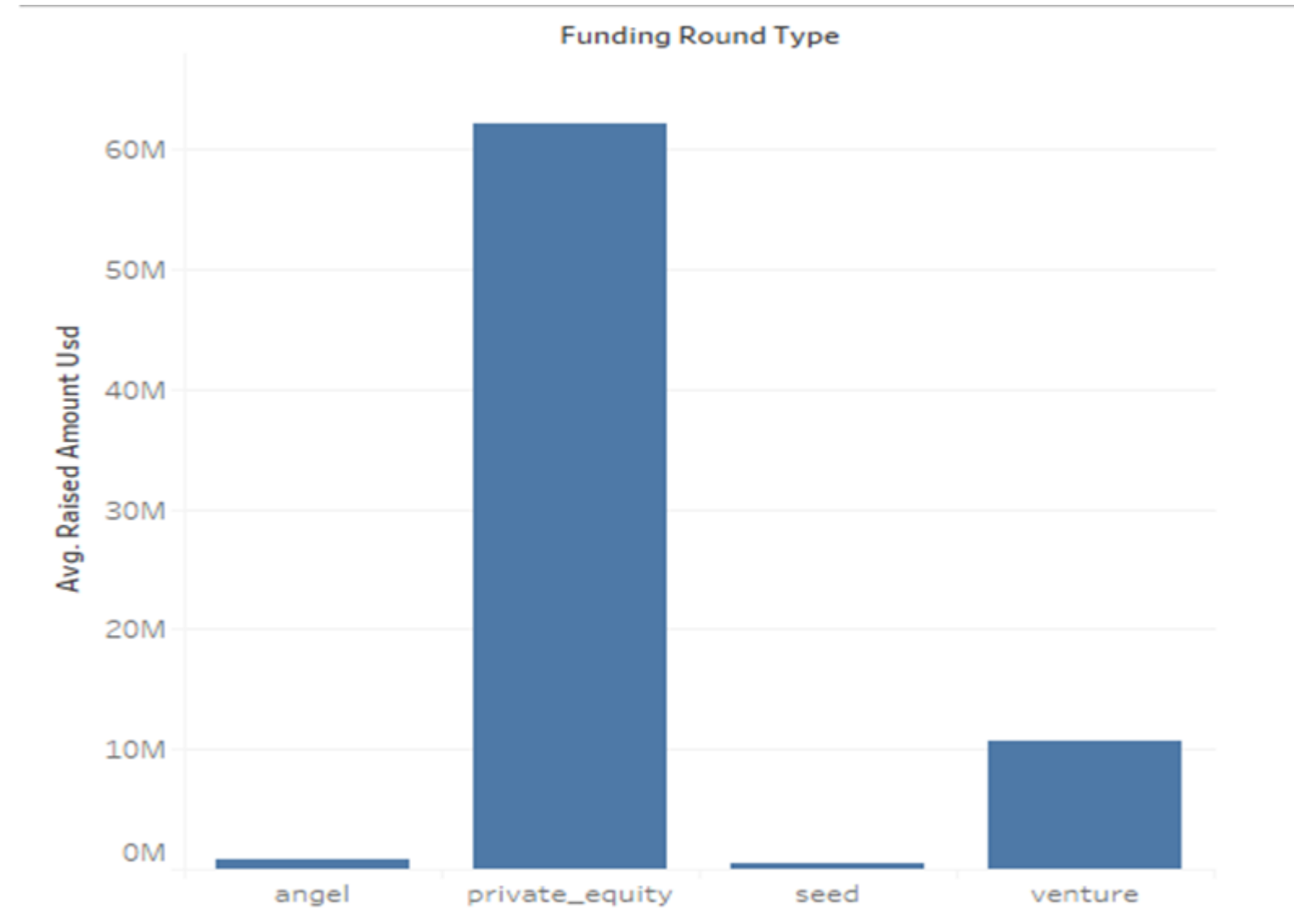
## Problem solving methodology



## Investment type analysis

Average amount of investments occurring in various funding types

Funding Type	Average funding in USD
Private Equity	73,308,593
Venture	11,748,949
Angel	958,694.5
Seed	719,818



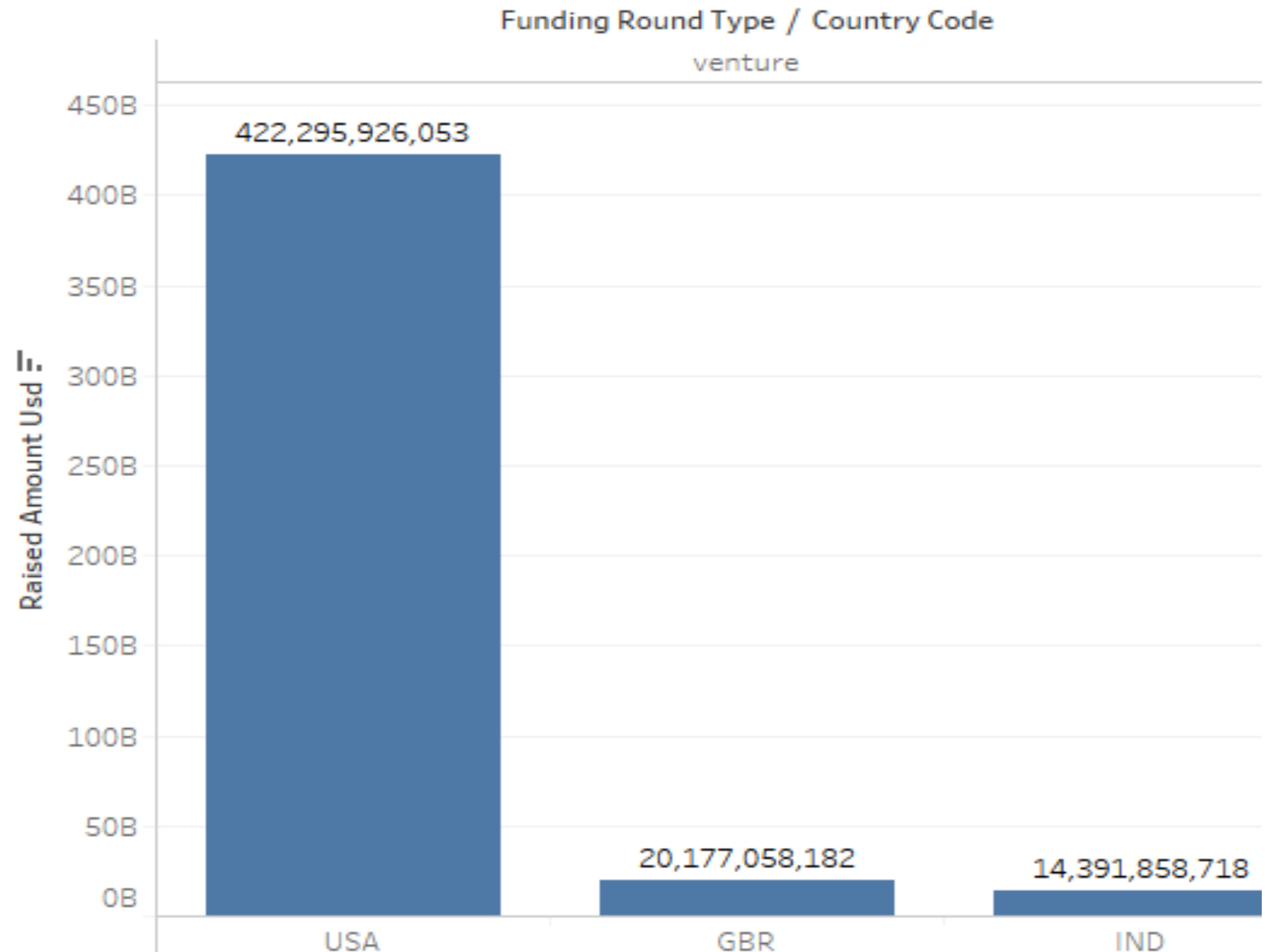
## Country Analysis

Total amount raised in Venture funding type in top English speaking countries

Country	Raised Amount USD (Venture)
USA	422,295,926,053
GBR	20,177,058,182
IND	14,391,858,718

# Results

Raised Amount USD vs Countries (Venture)



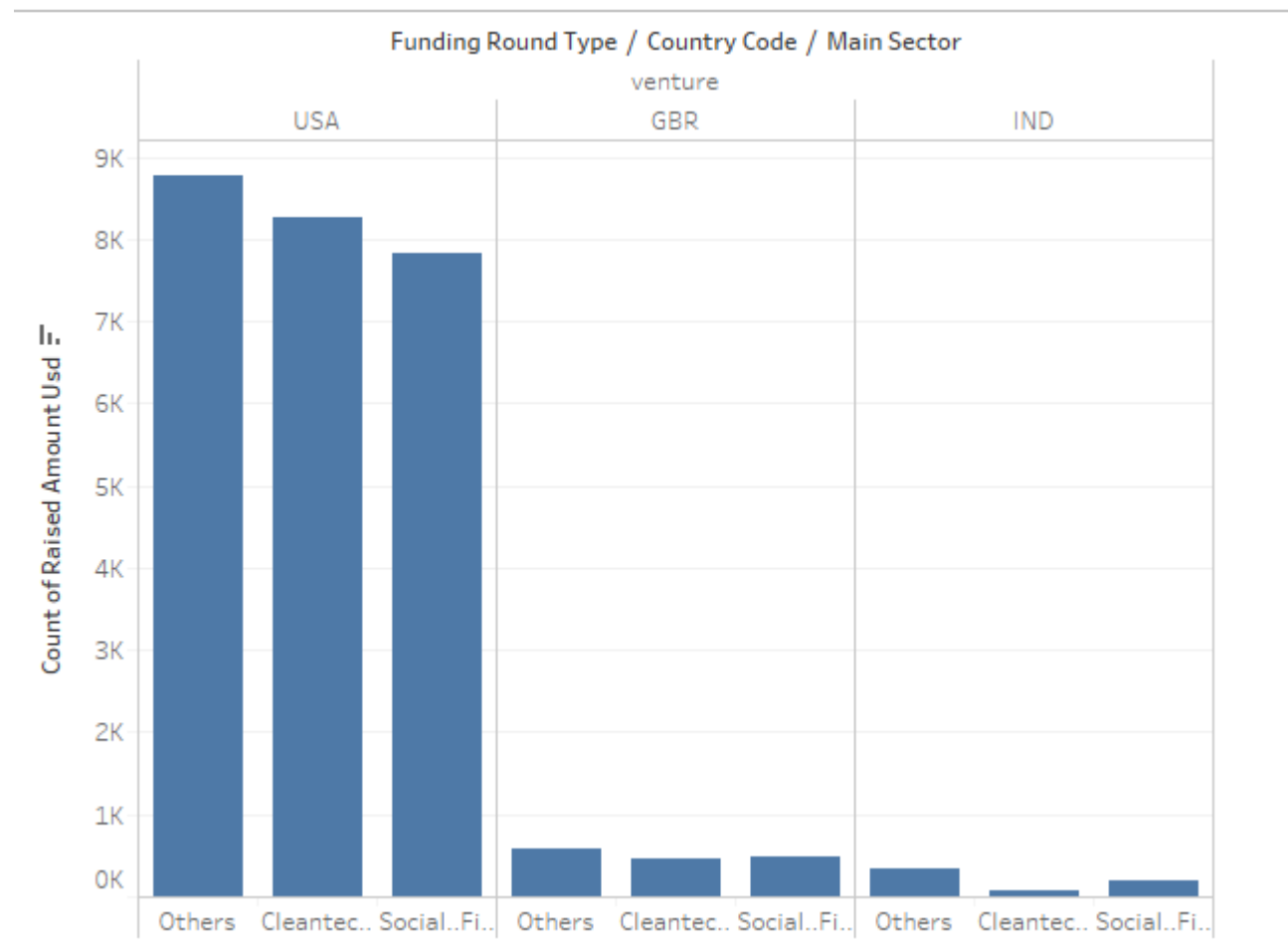
## Sector Analysis

- It was observed that a lot of investments are occurring in USA compared to other countries like GBR and IND.
- The sectors that are receiving the top investments in these countries are the same.
- USA attracts 40 times more investments than GBR and IND.



# Results

## Total investments vs Main Sector vs Countries



## Conclusions

- USA is the number one choice for venture capitalists.
- Considering the requirements “Venture” funding type would be most suited for Spark Funds to invest.
- USA, GBR, IND are the countries where the firm can invest.
- The firm can give special attention to Peppefry.com and Komli Media in India as part of their investment strategy.