

INVESTMENT CASE STUDY

SUBMISSION

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Abstract

Business Brief

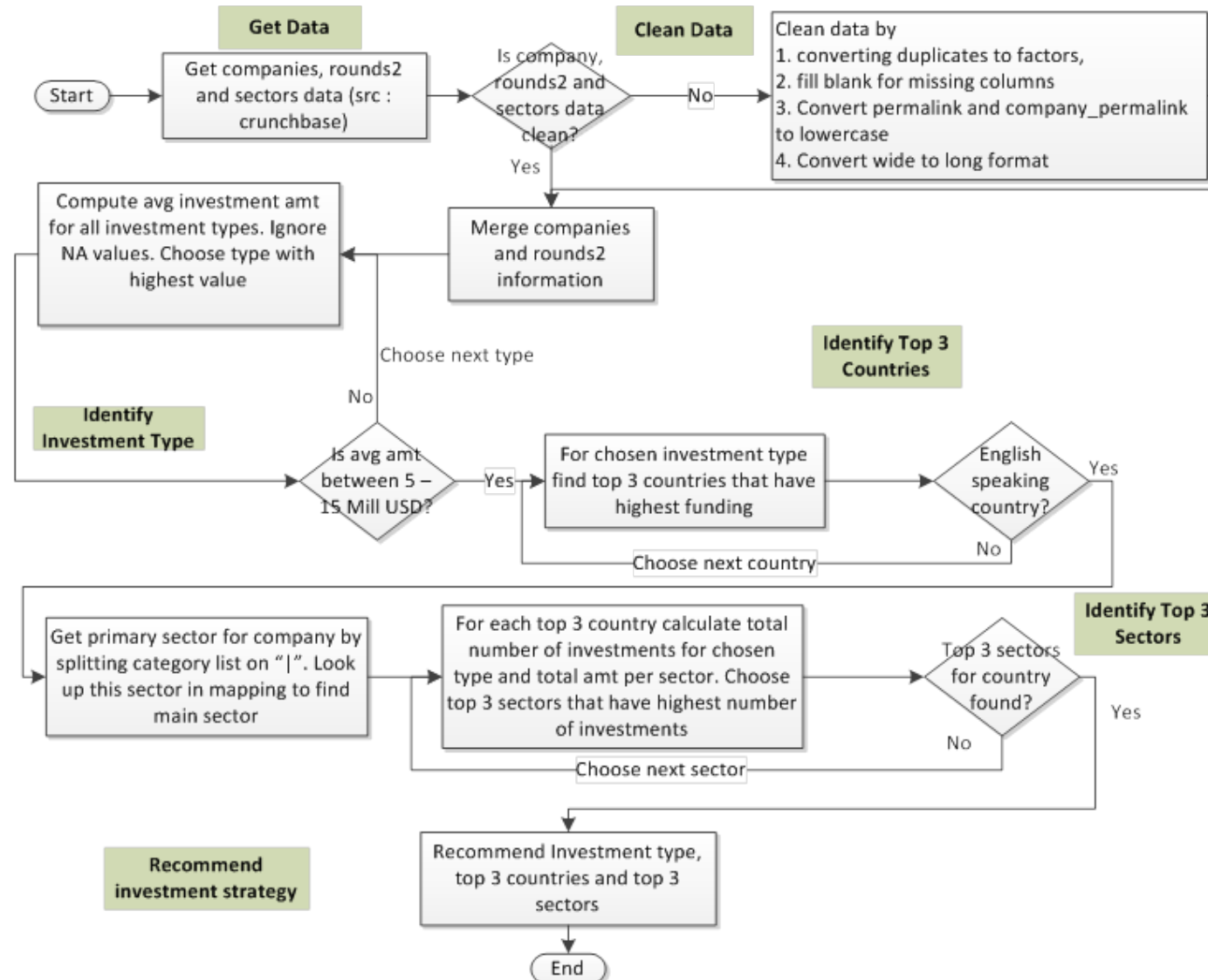
- Identify investment opportunities for Spark Funds to invest in a few global companies
- Only choose English speaking countries for investments
- Invest between 5 to 15 Million USD per round of investment

Objectives

Carry out analysis of Global Investment trends using data from **crunchbase.com**. Understand where other investors are investing and recommend investment opportunities by,

- Identifying suitable investment type
- Identifying best countries
- Identifying best sectors

Problem Solving Methodology



Investment Type Analysis

- Nearly 60% of all global investments have been in Venture investment type and making it popular amongst investors
- Venture attracted the highest amount of all investment types from global investors across all sectors
- Average amount raised by venture is within Spark Funds investment range of 5 to 15 Million USD
- Private Equity raised the highest average amount of 73 Million but it is not within Spark Funds investment range of 5 to 15 Million USD
- Venture investment type had 50,228 investments and making it the highest number of investments from investors across the globe
- **Venture investment is best suited for Spark Funds**

Country Analysis

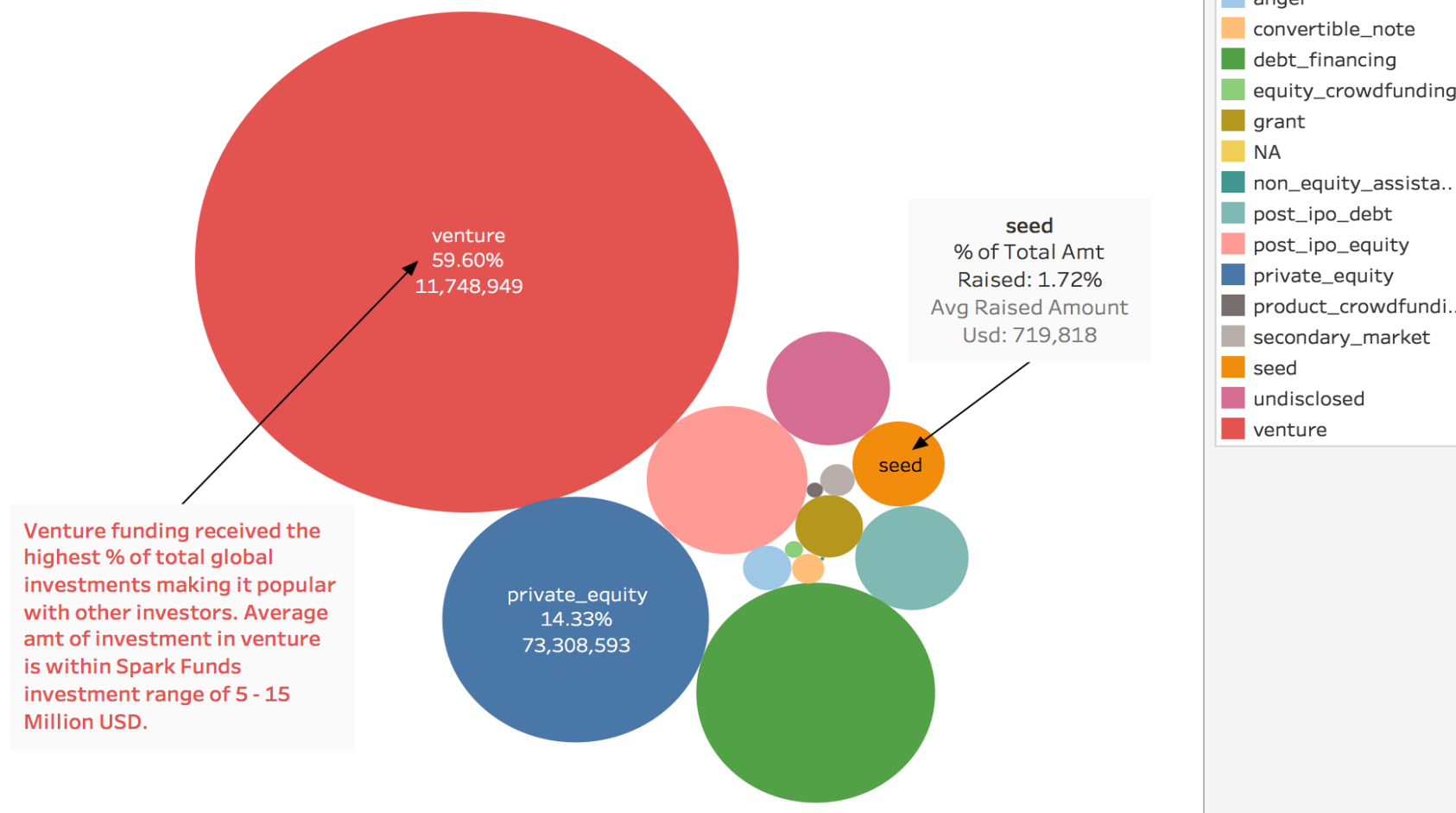
- USA raised the most amount of investments across all sectors for venture investment type
- China was actually second best in terms of raising most amount of investments. But, it is not an English speaking country and hence not suitable for investment
- Great Britain becomes the second best English speaking country that raised most amount of investments
- India is the third best English speaking country for investments
- Canada raised lower than India but is also an English speaking country
- **Top 3 investment friendly countries are USA, GBR and IND**

Sector Analysis

- Top 3 sectors for investment in **USA** are “Others”, ”Cleantech...Semiconductors” and “Social..Finance..Analytics..Advertising”
- Top 3 sectors for investment in **GBR** are “Others”, ”Cleantech...Semiconductors” and “Social..Finance..Analytics..Advertising”
- Top 3 sectors for investment in **IND** are “Others”, “News..Search.and.Messaging” and “Social..Finance..Analytics..Advertising” or “Entertainment”
- Sectors “Social..Finance..Analytics..Advertising” and “Entertainment” in IND raised the same number of investments (32)
- Sector “**Others**” is the most popular in **all the 3 countries USA, GBR and IND** and has attracted most amount of investments

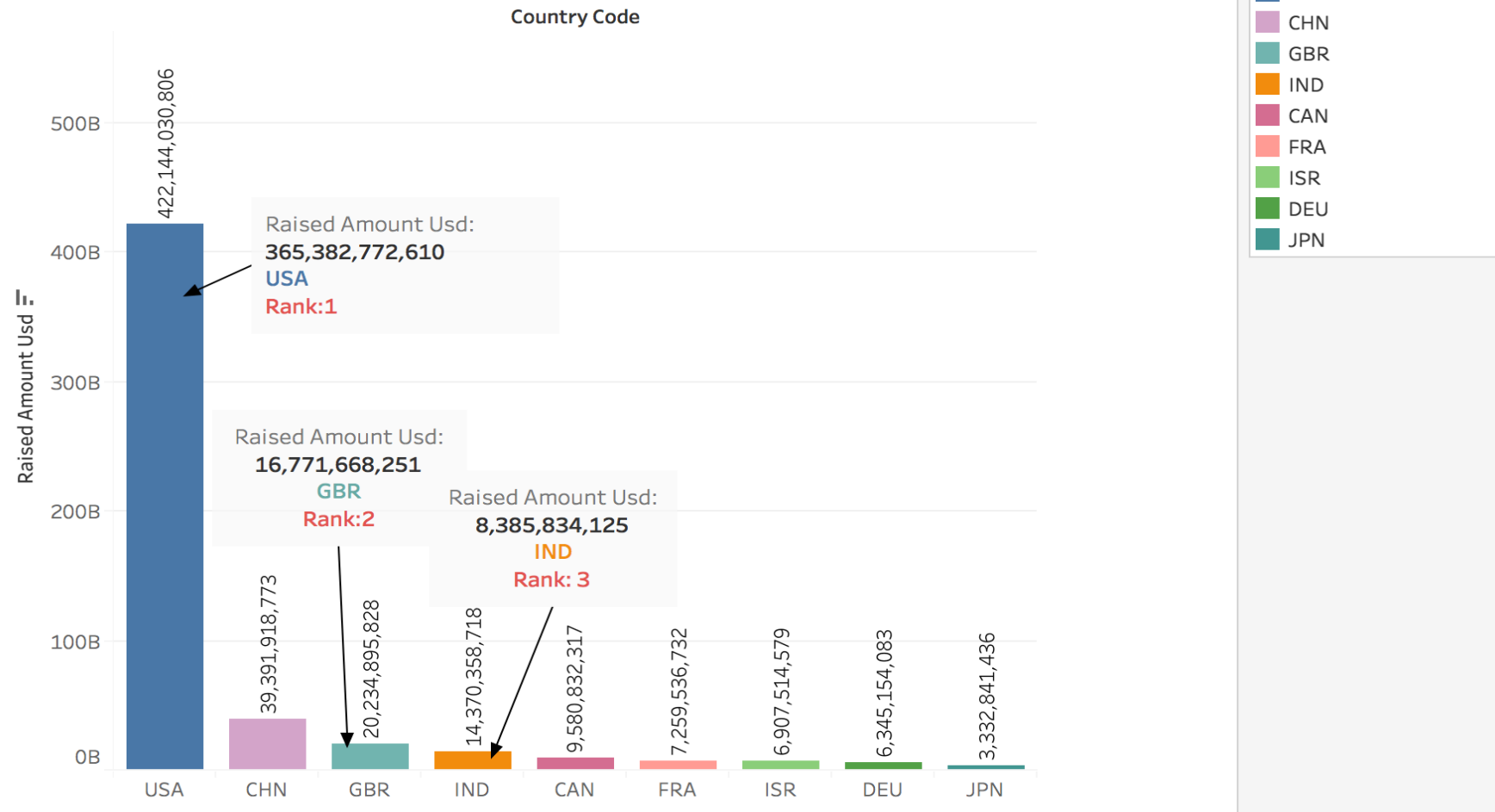
Funding Type Results

Why Venture Funding Type is best suited for Spark Funds?



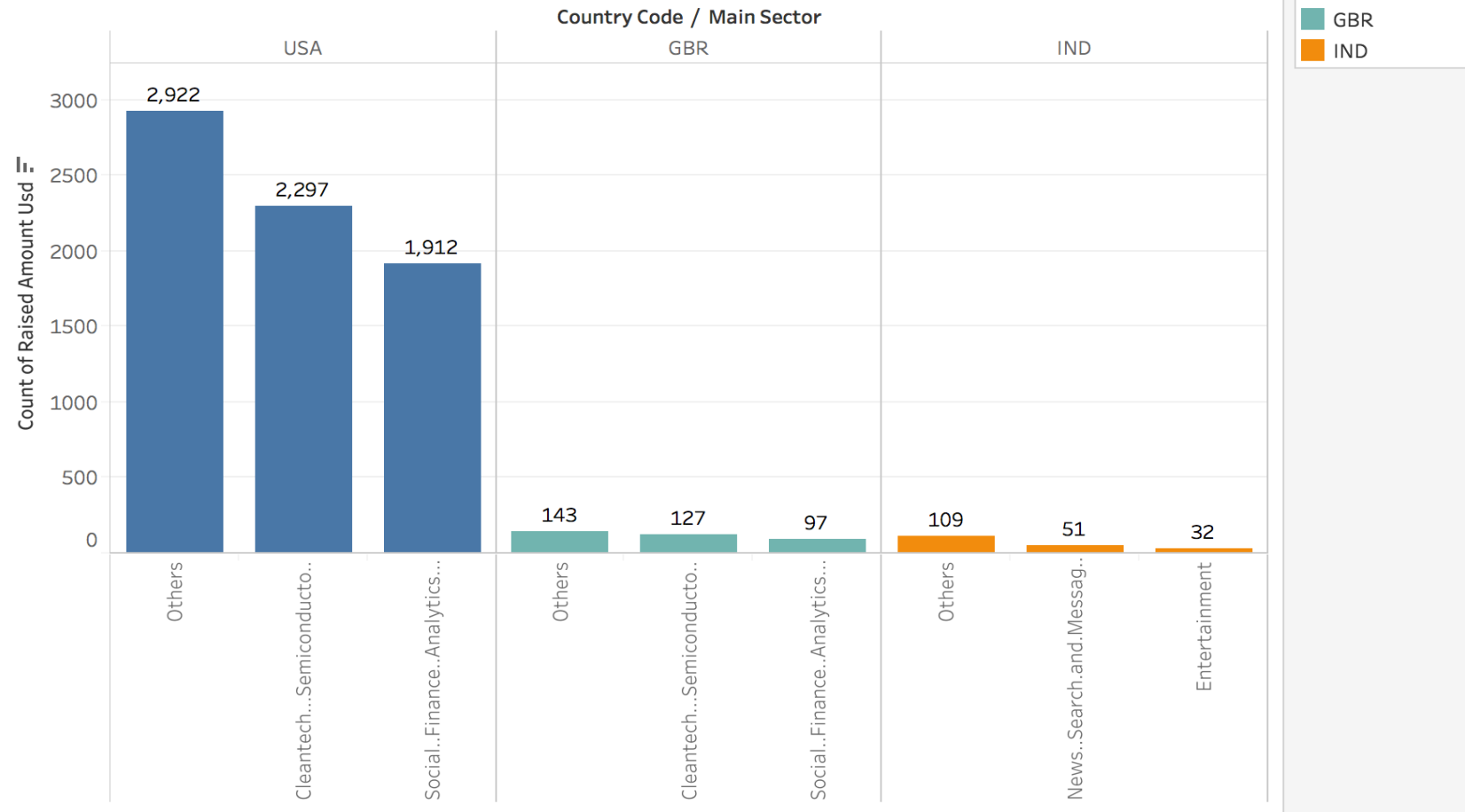
Country Results

Top 3 English speaking countries where Sparks Funds should invest in venture?



Sector Analysis

Number of investments in the top 3 sectors of top 3 countries for venture type



Conclusions

Global trends in investment has been understood by carrying out in-depth analysis of various investment types, countries that received the highest funding and the sectors that attracted most investments.

Following conclusions have been reached,

- **Venture** investment type is best suited for Spark Funds
- Top 3 investment friendly English speaking countries are **USA, GBR and IND**
- “**Others**” sector is best suited in USA, GBR and IND

Recommended Investment Strategy

Invest in Venture companies in USA/GBR/IND dealing in Others sector for maximum returns