

# **INVESTMENT CASE STUDY**

## **SUBMISSION**

**BY**

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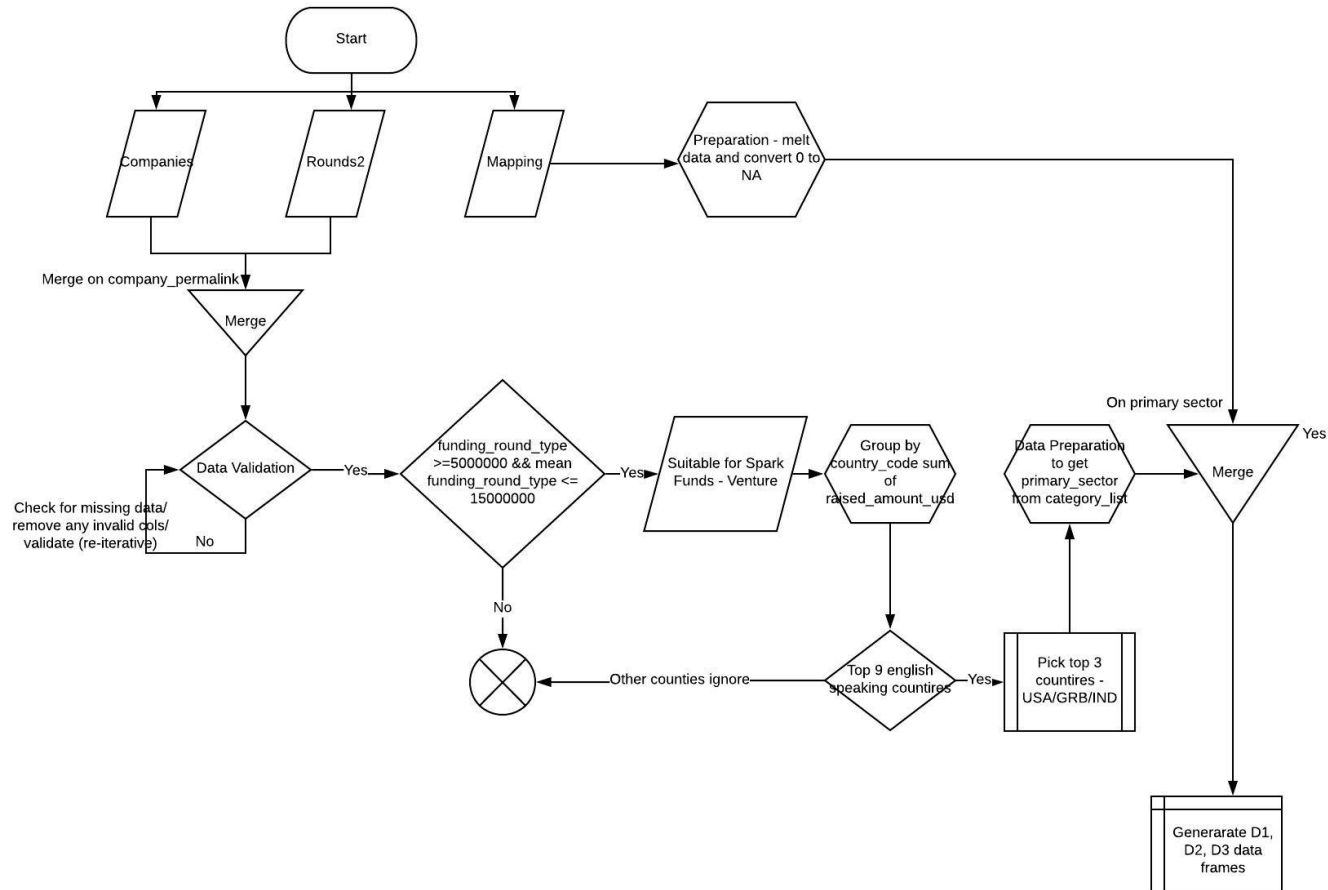
# Spark Funds Investment Case Study

- ▶ This is a presentation to the CEO of Spark Funds on global trends in investments.
- ▶ 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'.

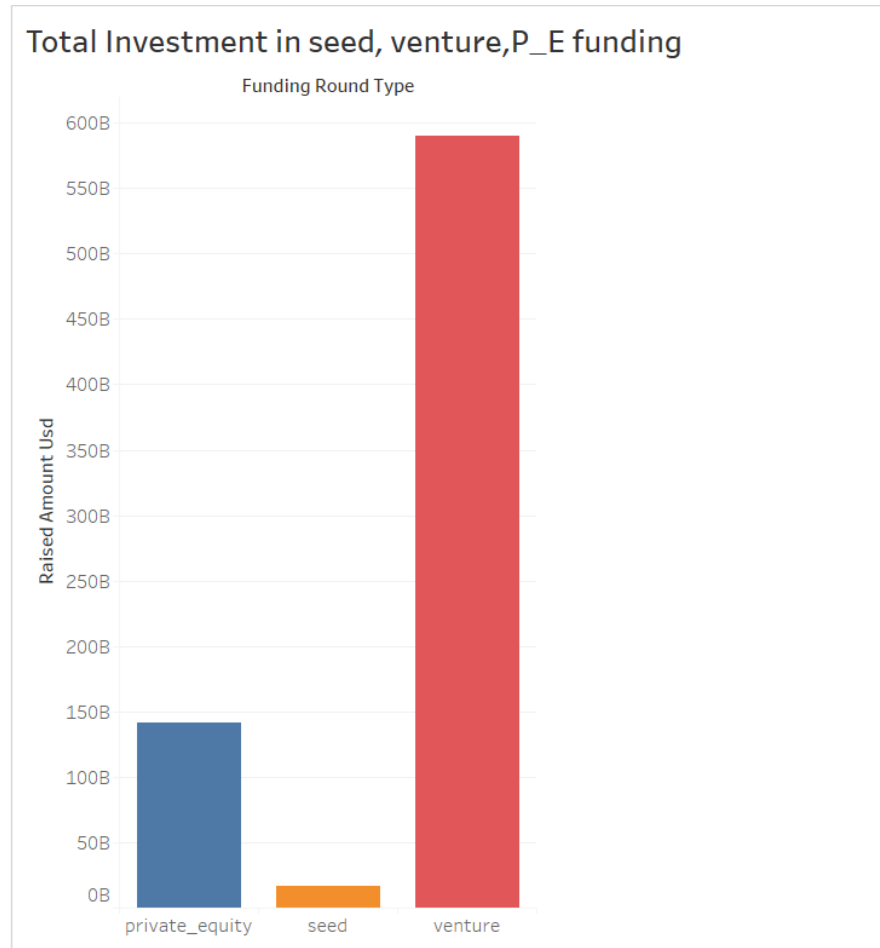
**Spark Funds has two minor constraints for investments:**

- a. It wants to invest between 5 to 15 million USD per round of investment
- b. It wants to invest only in English-speaking countries because of the ease of communication with the companies it would invest in

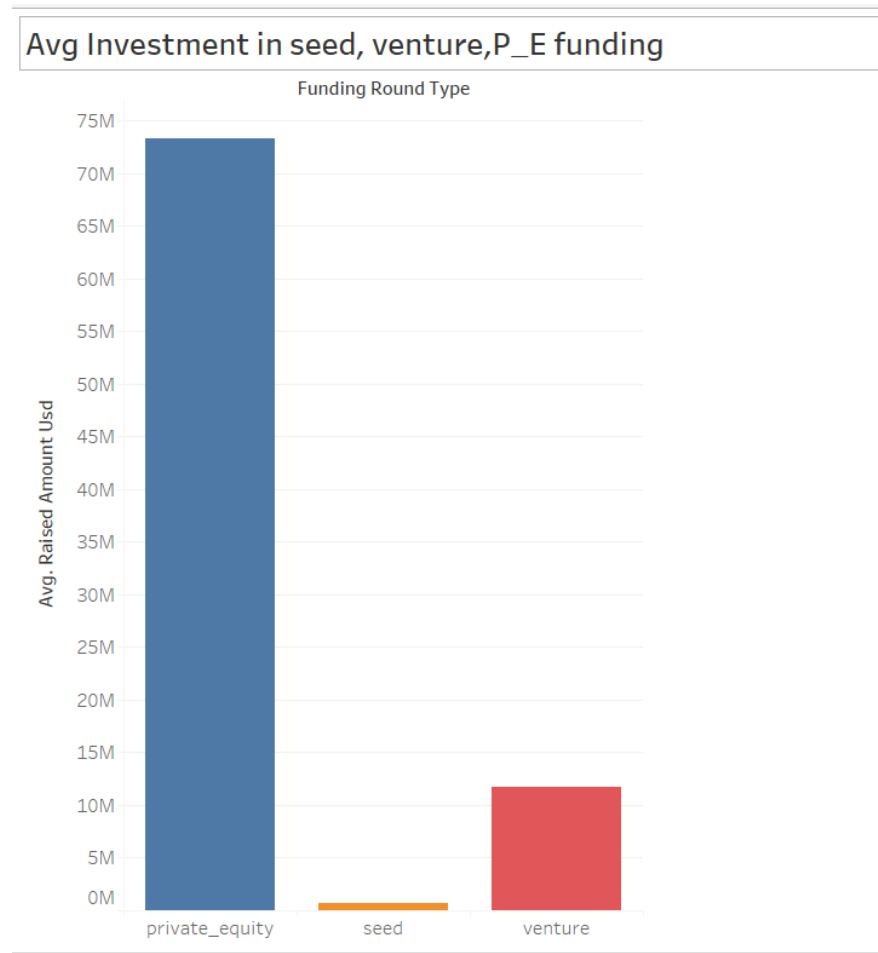
# Spark Fund Investment – Flowchart



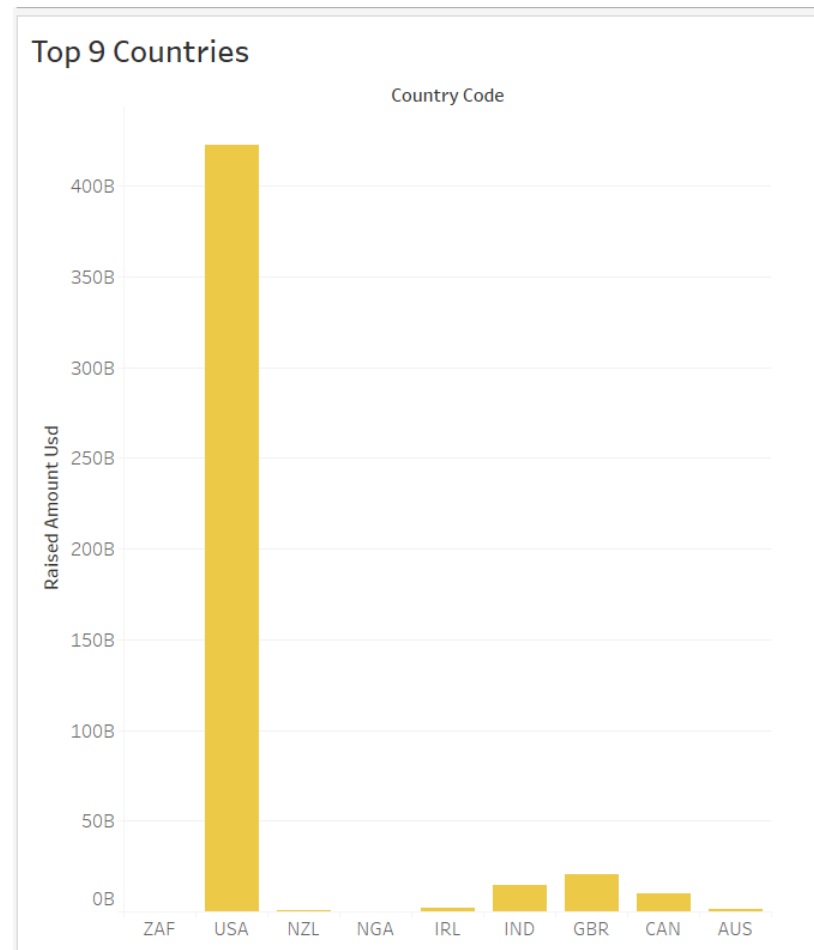
# Total Investment in Seed, Venture, P-E funding type



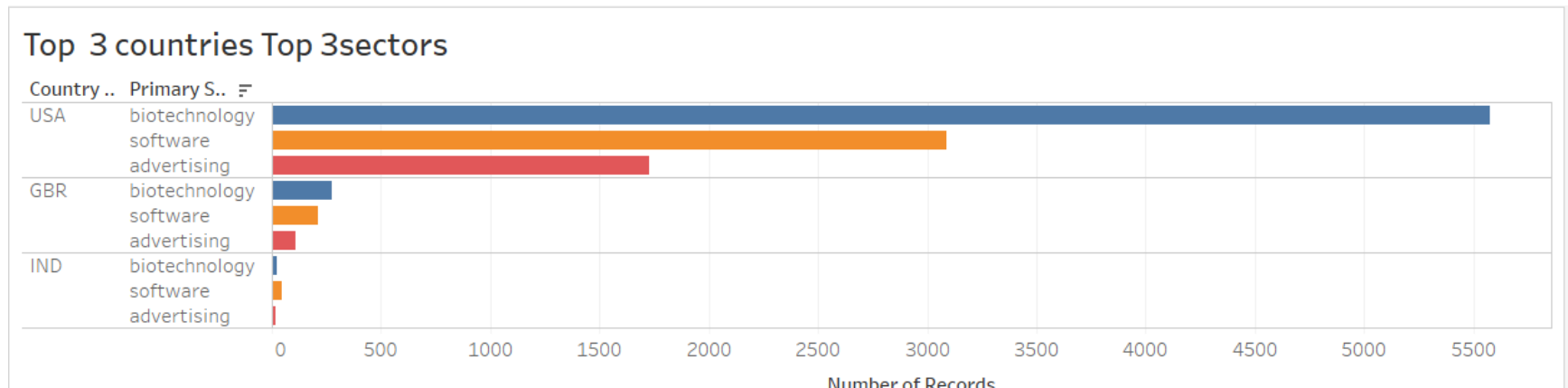
# Average Investment in Seed, Venture, P-E funding type



# Top 9 countries investment



# Top 3 countries Top 3 Sectors



# Conclusion

- ▶ Based on our analysis it is clear that USA is the right country to make investment, based on the figures and the volume of investment. Investments can be made on the below companies
    - Virtustream
    - Electric Cloud
    - FirstCry.com
  - ▶ Next investment can be made in GBR and IND respectively on the below companies
    - ElectriSST Inc. (Formerly ShotSpotter)
    - Celltick Technologies
    - Manthan Systemsc-cloud
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