



# Venture Valuation

Independent Valuation and Monitoring  
of high growth Companies

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VC Leman Club, 3. October 2001

[www.venturevaluation.com](http://www.venturevaluation.com)



# Overview

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- Valuation
- Process
- Company



# Valuation

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## Fundamentals of the Valuation

- Value = future earnings potential
- Key elements:
  - Management
  - Market
  - Product and Technology
  - Financing stage
- Valuation methods:
  - Discounted Cash Flow
  - Market Comparable
  - Venture Capital
  - Option Pricing



# Valuation

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## Reasons for a Valuation

- Basis for negotiations and decisions
- Plans for Investment
- Periodical valuation of portfolio
- Communication between fund management and fund investors
- Buy or sale (acquisition)
- Merger
- Extraction of key value players



# Valuation

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Our valuation services:

Third party valuation and monitoring of high growth companies

- Valuation Report
- Valuation Radar



# Valuation

## Valuation Report

An analysis including specifications of:

- The company's business model as well as its environment
- Implications for the further strategic alignment
- Value drivers
- Recommendations on how the company value can be increased (value based management)
- The calculation of a value range





# Valuation

## Valuation Radar

- Short Report
- Standardized
- Periodical
- Development and changes
- Valuation update
- Comparison with last period

**Sampletec Inc.**

**Valuation Radar**

Nov 2011

Sampletec Inc. Phone: +1 (510) 441 2800  
100 Fremont Blvd. Fax: +1 (510) 441 2200  
Livermore, CA 94551 USA Sampletec@sampletec.com  
www.sampletec.com

**Executive Summary**

**Investment:** The company's market value for development has been stable, with a focus on the development of the product line. The company is in a strong position to continue its growth.

**Customer:** The total revenue growth is impressive with the addition of new products. The company's strong performance will help it to continue its growth.

**Product:** The quality of the product is high and the company is in a strong position to continue its growth. The company's strong performance will help it to continue its growth.

**Company:** Sampletec Inc. has a strong track record of growth and is in a strong position to continue its growth. The company's strong performance will help it to continue its growth.

**Market:** There is still a very high growth potential in the market and the company is in a strong position to continue its growth. The company's strong performance will help it to continue its growth.

**Valuation Radar**

**Valuation Radar**

Sampletec Inc. (Current Period) vs. Sampletec Inc. (Previous Period)

Revenue: 1.0, Profit: 0.8, Market: 0.6, Product: 0.4, Customer: 0.2

Revenue: 0.8, Profit: 0.6, Market: 0.4, Product: 0.2, Customer: 0.1

Revenue: 0.6, Profit: 0.4, Market: 0.3, Product: 0.1, Customer: 0.05

Revenue: 0.4, Profit: 0.2, Market: 0.2, Product: 0.05, Customer: 0.02

Revenue: 0.2, Profit: 0.1, Market: 0.1, Product: 0.02, Customer: 0.01

Revenue: 0.1, Profit: 0.05, Market: 0.05, Product: 0.01, Customer: 0.005

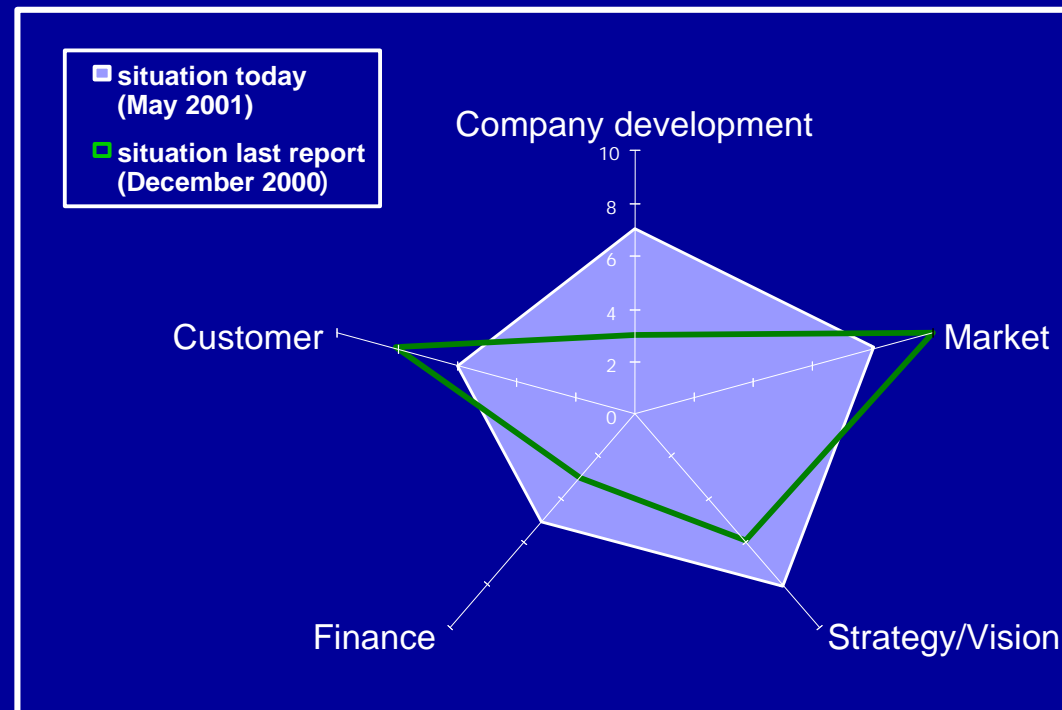


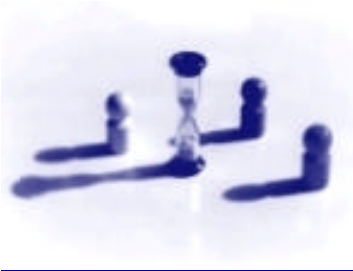
# Valuation



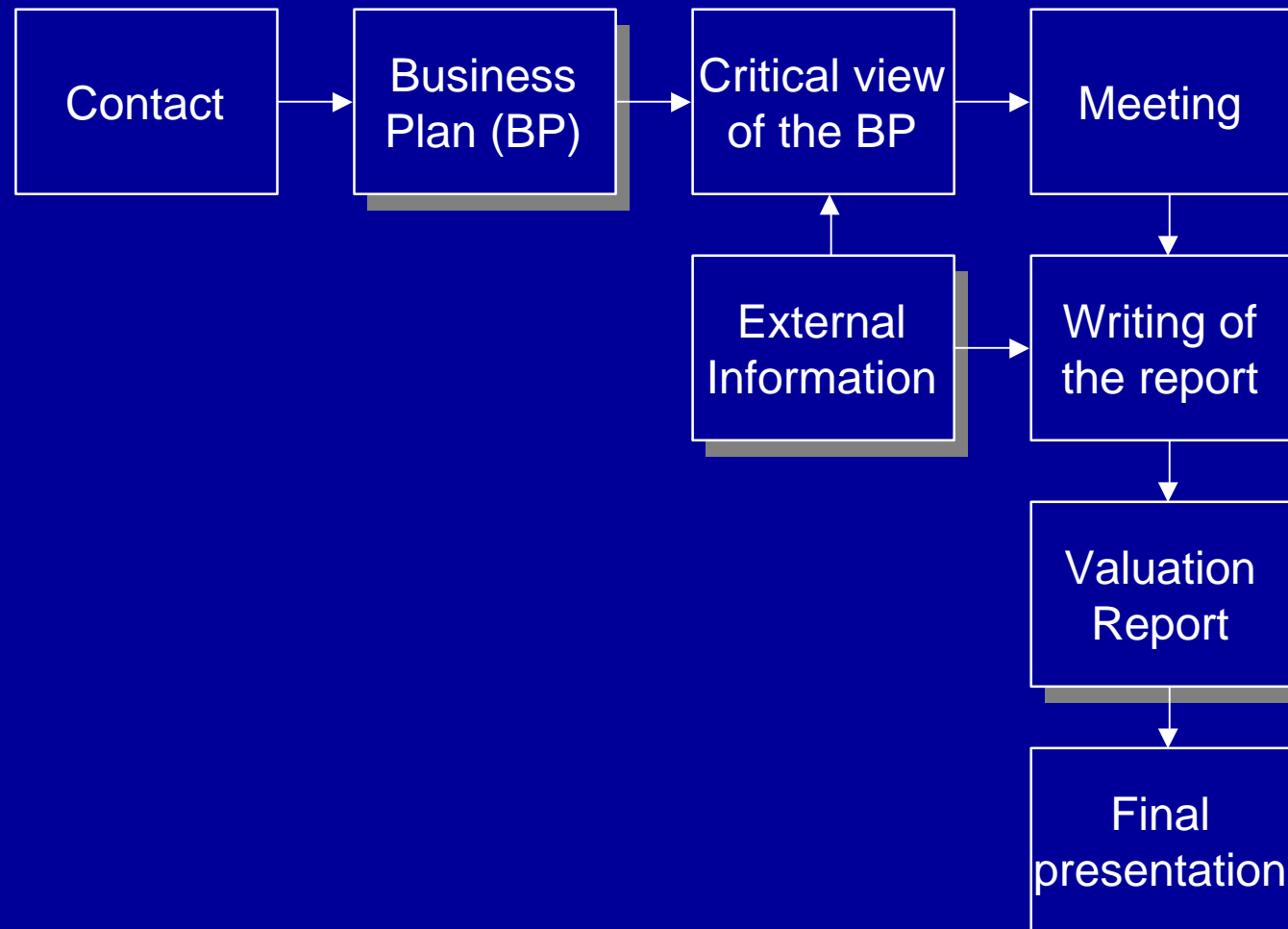
## Valuation Radar

- Based on balanced scorecard-cockpit





# Process





# Company

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- Specialized in valuation and investment assessments
- Founded in spring 1999
- based on research work by the founder and CEO, Patrik Frei
- Offices in Zurich, Toronto/Canada and Munich/Germany
- Track record of over 50 valuated companies
- Clients are investors as well as companies



# Thank you

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