



# Venture Valuation

Independent Valuation and Monitoring  
of high growth Companies

Jost Renggli, Partner Venture Valuation  
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**

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Sampletec Inc. Phone: +1 (214) 411 2800  
1025 Fossil Creek Blvd. Fax: +1 (214) 473 2222  
London, TX 75041 USA Sampletec@sampletec.com  
www.sampletec.com

**Executive Summary**

**Investment:** The company's market value is low for the development of new products, and it is not clear if the company has the resources to develop new products in the near future.

**Customer:** The total revenue is low, and the company is not clear if it has the resources to develop new products in the near future.

**Product:** The quality of the product is low, and the company is not clear if it has the resources to develop new products in the near future.

**Company:** The company is not clear if it has the resources to develop new products in the near future.

**Market:** There is a high level of competition in the market, and the company is not clear if it has the resources to develop new products in the near future.

**Valuation Radar**

**Valuation Radar Summary**

The chart shows a radar plot with five axes: Revenue, Profit, Market Share, Customer Satisfaction, and Product Quality. The values are: Revenue (0.4), Profit (0.4), Market Share (0.4), Customer Satisfaction (0.4), and Product Quality (0.4). A bar chart to the right shows the same values for each metric.

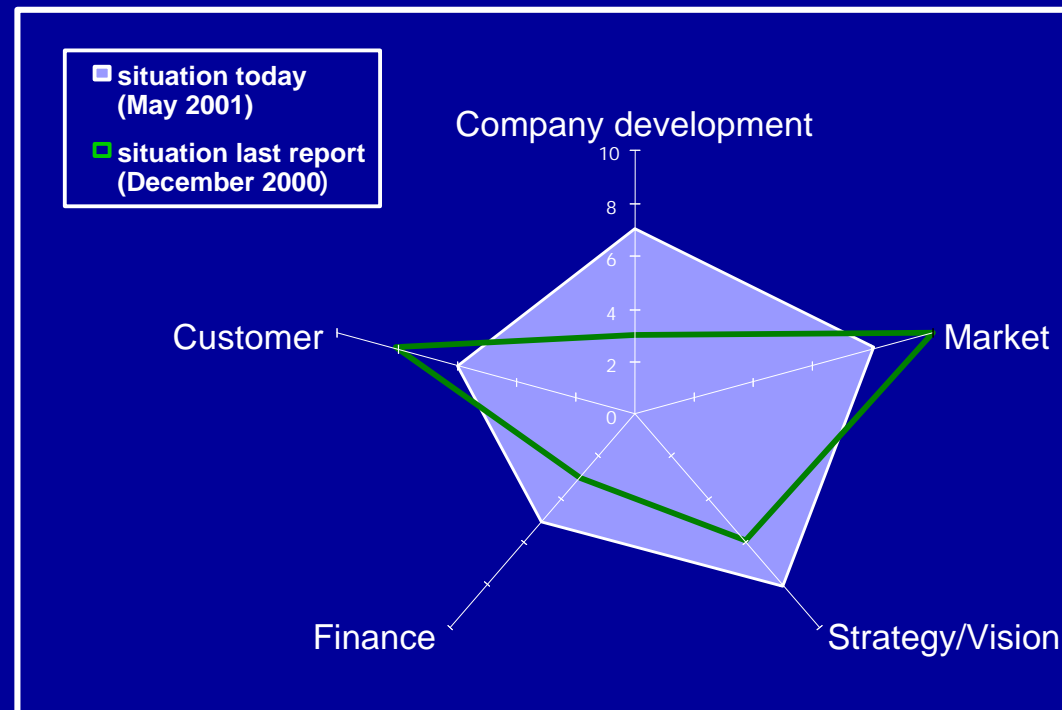


# Valuation



## Valuation Radar

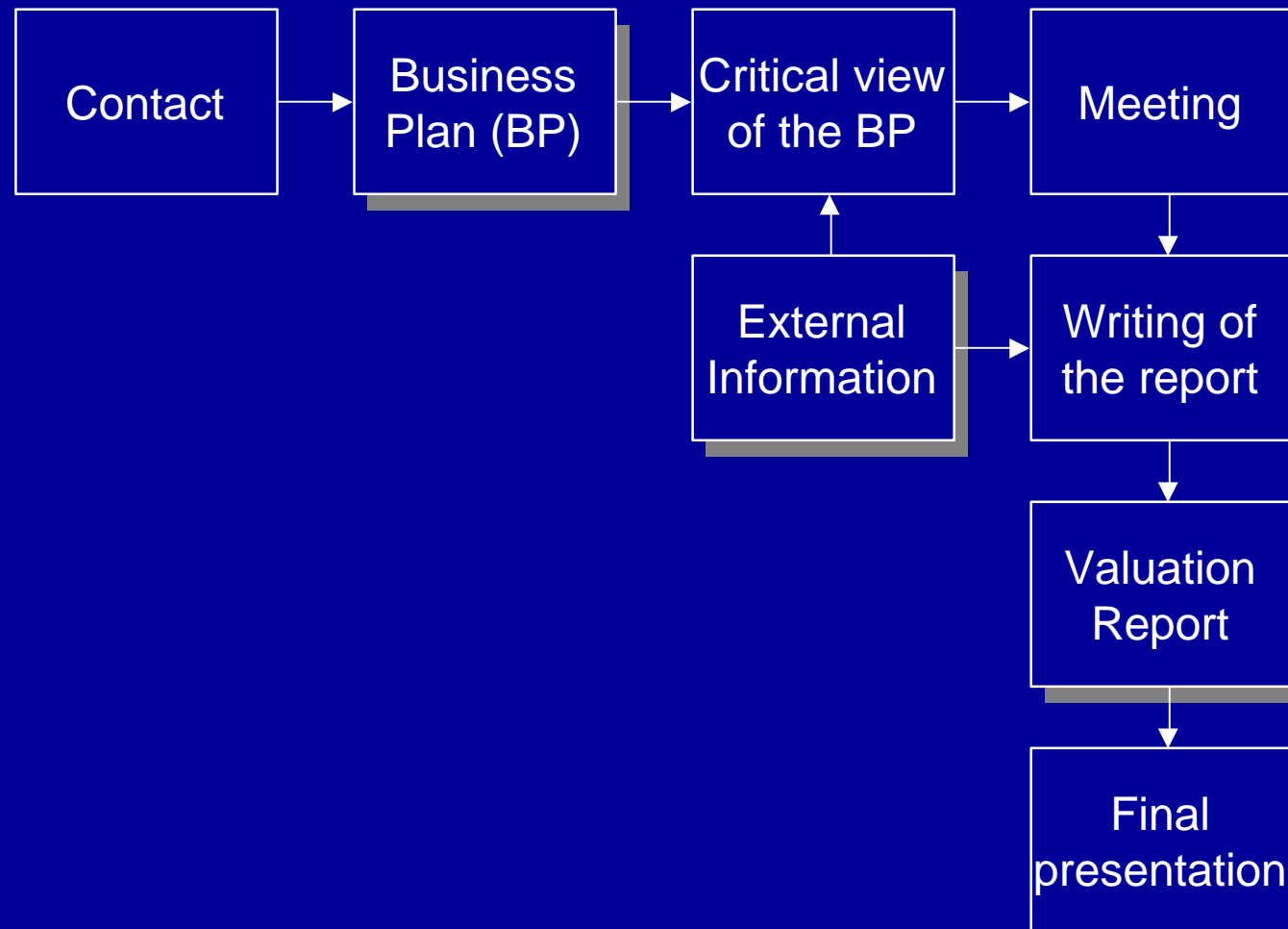
- Based on balanced scorecard-cockpit







# 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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