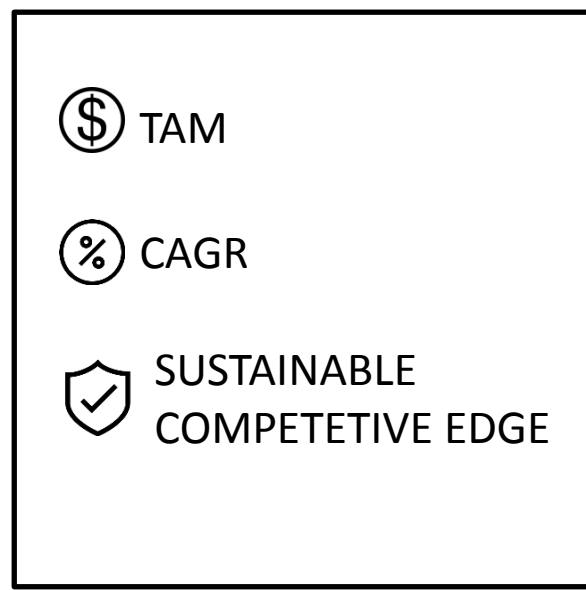In the early stages

valuation does not show the true value of the company

It shows how much of the company investor gets for his investment

VC FUND
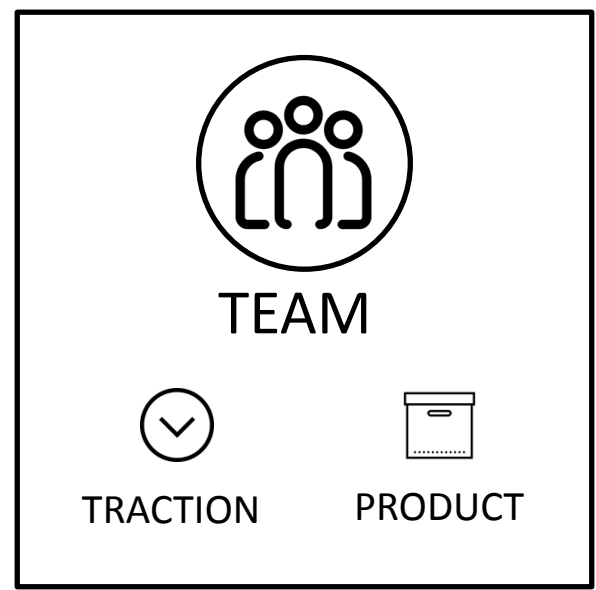
BIG ANGEL

ANGEL

FFF+TNUFA

	FFF+TNUFA	ANGEL	BIG ANGEL	VC FUND
STAGE	PRESEED	SEED	ROUND A	A+
FUNDS	20K-100K	200K-2M	1M-10M	5M-50M
DILUTION	0%-20%	10%-20%	15%-30%	20%-30%
VALUATION	200K-1M	500K-10M	6M-30M	15M-150M

①

②

③

Stage: PreSeed

Product: X (MOCKUP)

Edge: X

Team : 4 Inexperienced*

Market: Social Networks

Valuation: $500K

Stage: Seed

Product: V (Pre Launch)

Edge: X

Team : 4 Inexperienced

Market: Real Estate

Valuation: $5M

Stage: PreSeed

Product: X (Theoretical POC)

Edge: V

Team : 4 - 8

Market: Autonomous Vehicle

Valuation: $16M

R&D + BIZ. DEV.	NEXT ROUND
📅 12-18 MONTHS	3-6 MONTHS

TARGO CONSULTING

BENCHMARK & MULTIPLES

TRACTION BASED VALUATION

① Find similar companies

② Find out their sales/user base & value

③ Multiplier = $\dfrac{\text{Enterprise value}}{\text{Users / Sales}}$

Value = Multiplier X Sales/Users (Traction)

PROJECTIONS BASED VALUATION

① Estimate your steady state year

② Estimate your projected sales/user base

③ Estimate your Multiplier

Discount projected value

DISCOUNT RATE

Pre seed > 90%

Seed stage >70%

Late seed > 60%

_____

Series A > 50%

Series B > 40%

Series C > 30%

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