



# UNICORN INC

## BUSINESS PLAN SCANNER + COMPANY PROFILE

### Contacts

Company full name: **Unicorn Inc**  
Contact email: **info@equidam.com**

Valuation set on: **01.01.2018**  
Report date: **11.01.2019**

### The Team



Founders committed full time  
Work experience  
Previously founded other companies  
Most technical skills are outsourced

### Marketing



Informal agreements with key strategic partners

### The idea



Demand validated  
Active globally  
IP protection secured at global level  
Scalable business

### The Company



Legal entity  
Advisory board in place  
Expansion stage

### Finance



Not breakeven yet  
Funded by business angels  
Parties interested in buying the company

### Scan business plan in a glance

The Business Plan Scanner displays the main features of the company project in the form of icons. The color at the top of the icon indicates the impact of that specific feature on the overall quality of the company. Green stands for positive impact while red for negative. The purpose of this page is to give the reader an immediate overview of the company quality and to make different projects comparable with each other based upon the same criteria. The parameters analyzed are those identified as of the highest importance to angel investors according to the researches over historical company investing activity.

# COMPANY PROFILE

## Unicorn Inc

Started in: **2017**

Incorporated: **Yes**

Year of incorporation: **2017**

Country: **The Netherlands**

Scalability: **Yes**

Industry: **Online Services**

Business Activity: **Other Online Services**

## Committed resources

Capital: **€ 20,000**

Founders time commitment: **Full time**

## Stage of development:

Stage of development: **Expansion stage**

Product roll-out: **Already to Market**

Profitability: **Not breakeven yet**

## Investment proposal

Capital needed: **€ 470,000**

Equity offered: **15.0%**

## Core Business

Unicorn Inc produces the best quality single horn for horses. Our mission is to transform the world and make it a better place.

## Team

Founders: **3**

Employees (excluding founders, interns and freelancers): **5**

Founders time commitment: **Full time**

## Skills and Experience

Years of experience in the industry: **5**

Founded other companies before: **Yes**

Business and managerial: **Business background and/or experience**

Technical: **Most technical skills are outsourced**

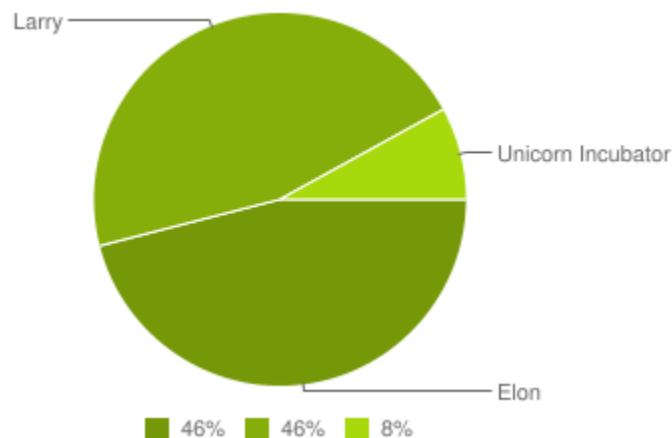
## Competition

Level of competition: **Some small players**

Competitive products are: **On the same level and not comparable solutions**

# COMPANY PROFILE

## Shareholders



## Key figures

### Latest operating performance

Revenues	€ 150,000
Cost of Goods Sold (COGS)	€ 160,000
Salaries	€ 210,000
Operating expenses (SGA)	€ 12,000
EBITDA	€ -232,000
EBIT	€ -242,000
Net profit	€ -242,000

### Ratios

Net profit as % of revenues	-161.3%
COGS as % of revenues	106.7%
EBITDA as % of revenues	-14.7%

### Assets

Cash and Equivalents	€ 100,000
Accounts Receivables	€ 0
Inventory	€ 0
Tangible assets	€ 0
Intangible assets	€ 0
Financial assets	€ 77,000

### Liabilities

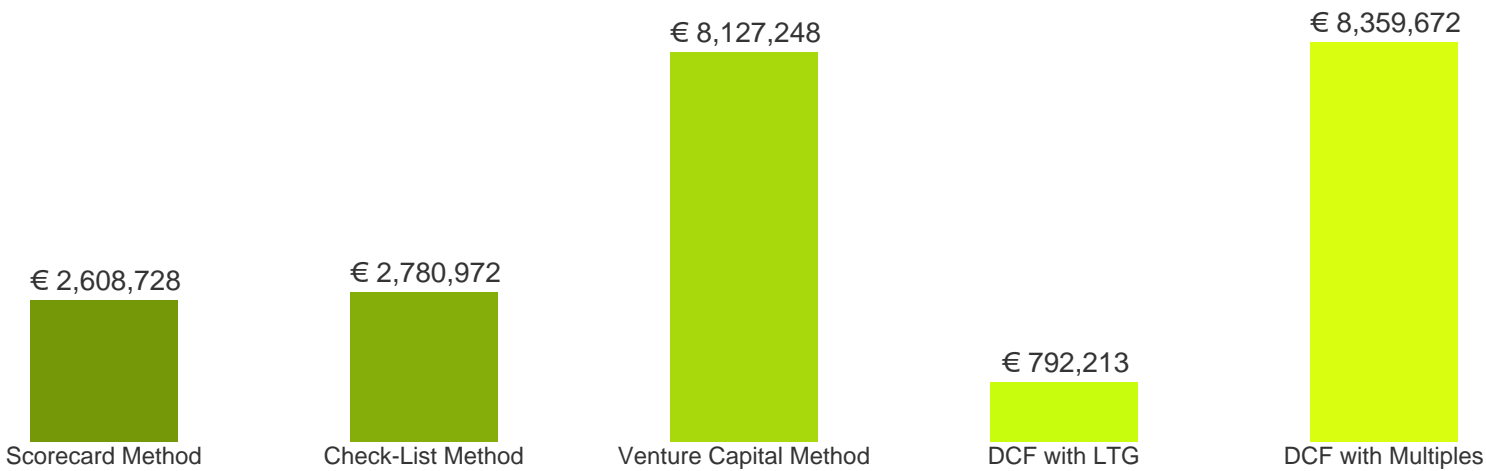
Accounts Payables	€ 0
Other current liabilities	€ 0
Long term liabilities (Debt)	€ 100,000
Equity	€ 102,000

## Elevator pitch

As the world moved to cars, nobody thought about improving the horse. At Unicorn Inc we sell the best single horn for horses and we are headed to the stratosphere.

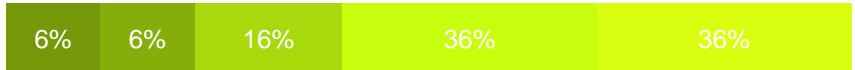
# VALUATION

## The 5 Methods Used



## Valuation Average Weights

### Weights of the 5 methods



**Valuation weights**

The weights displayed in the chart are those used to average the outcomes of the 5 valuation methodologies implemented in this analysis. The weights are set according to the stage of development of the start-up: the later the stage and the higher the influence of analytical models given the higher reliability of the financial projections. Users may however prefer one method over another in determining their valuation estimate.

# VALUATION

The Average Pre-Money valuation is:

€ 4,918,421

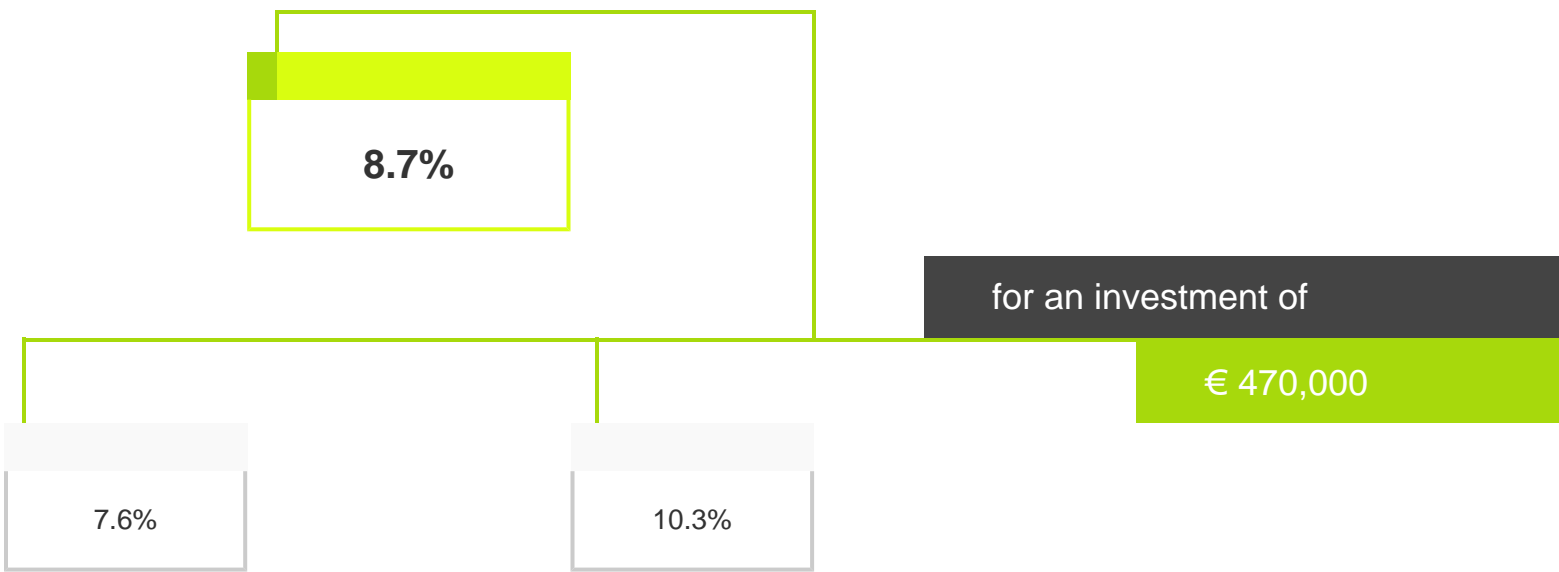
Lower Bound

€ 4,088,000

Higher Bound

€ 5,749,000

This determines a percentage of



# QUALITATIVE METHODS

## SCORECARD METHOD

€ 2,608,728



### CRITERIA



### ASSUMPTIONS

Starting value of this method (Average Company Valuation) € 2,293,388

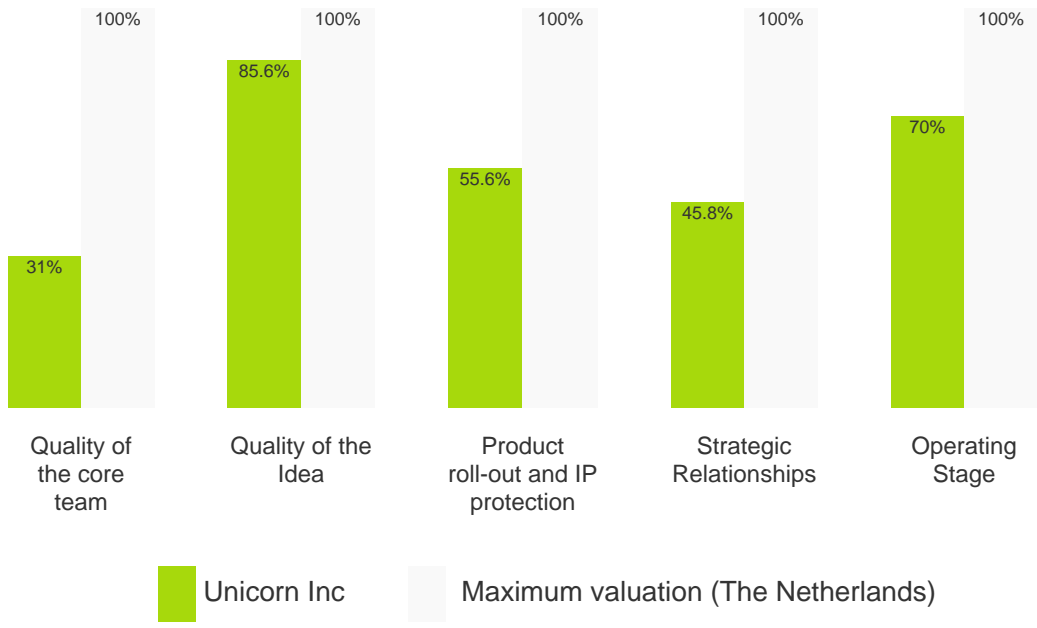
### Comparable transactions are relevant in pricing a company

The main tenet of this method is that comparable transactions are relevant in pricing a company. It considers the average pre-money valuation of companies from the same region as starting point. Then, for each of the 6 criteria, the company is assigned a score that indicates whether it performs better or worse than comparable companies for those criteria. Based on these scores and their weights, the starting valuation will be adjusted upward or downward. Originally developed in 2001 by American business angels, this method was published in 2007 by the Kauffman Foundation and revised in 2011 by Bill Payne from Ohio TechAngels. Equidam reviewed the score system and the information on which the scores are attributed.

# QUALITATIVE METHODS

## CHECK-LIST METHOD

€ 2,780,972



### CRITERIA

- Quality of the core team
- Quality of the Idea
- Product roll-out and IP protection
- Strategic Relationships
- Operating Stage



### ASSUMPTIONS

Maximum value for this method

€ 5,000,000

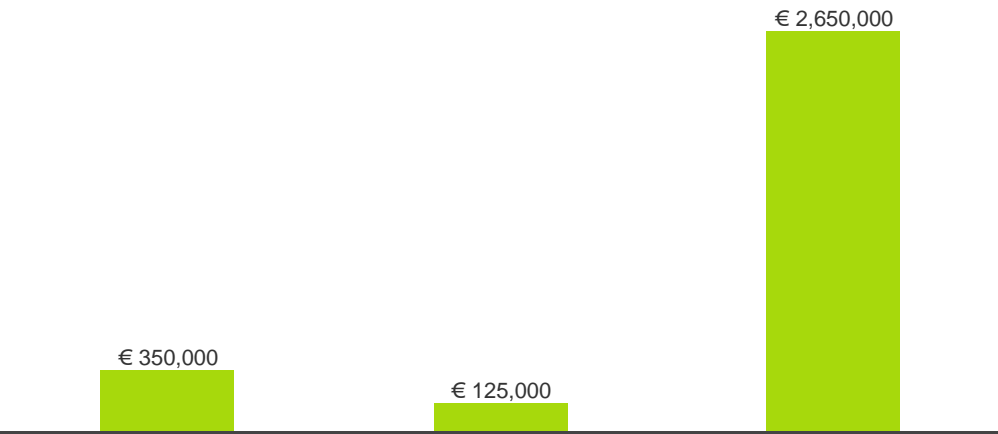
### Valuing intangible assets

The main tenet of this method is that intangible assets of early stage companies are the foundation of their future success, thus valuable - just as tangible assets are for established businesses. It assumes a fixed maximum valuation based on the region and assigns the company a score for each of the 5 criteria. The weighted sum of the score of each criteria determines the pre-money valuation. Business Angel Investor Dave Berkus, who has participated in more than 140 early-stage deals, proposed this method in 1996, and later extended it in 2016. Equidam reviewed the weights system and the information on which the scores are attributed.

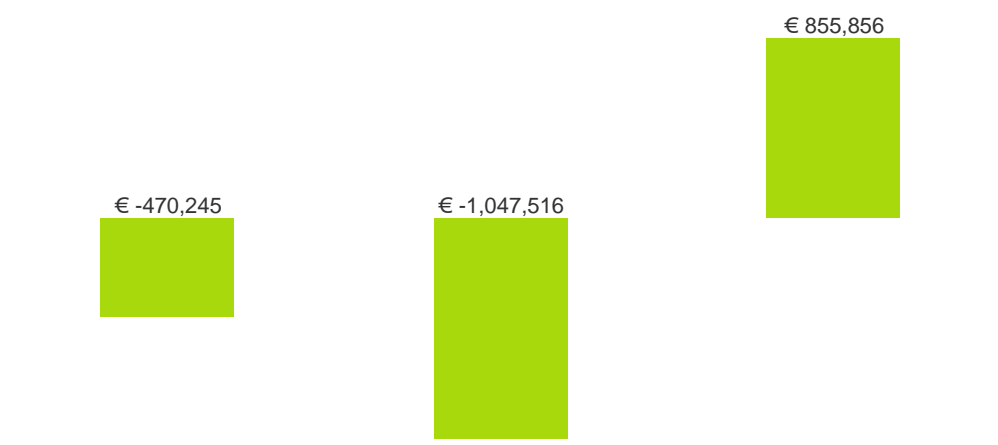
# FINANCIAL FORECASTS

Revenues		
01/2018 - 12/2018	01/2019 - 12/2019	01/2020 - 12/2020

**Average estimate**  
 The stage of development of the company allows for the estimation of expected performance. The risk involved is however very high since there is no track\_record.



## EBIT



### The uncertainty featuring financial projections

The projections about the expected performance of the company are provided by the users and are not, by any means, subject to the previous check by Equidam. The users are required to indicate the projected values regarding revenues and costs (fixed and variables), while other items as Working Capital, Depreciation and Amortization and the interest expenses are estimated by Equidam according to industry-specific databases. The Cash Flows are also estimated by the Equidam algorithm combining users' inputs and the Equidam data. Equidam provides an indication of the level of reliability of the users' projections based upon the stage of development of the business. Another way to check the reliability of the projections is offered by the revenues from contracts in place, displayed in the second page of the Company Profile.



# VC METHOD

# DCF WITH LTG

# DCF WITH MULTIPLES

Free Cash Flow to Equity for the next three years



## CRITERIA

Exit value in year 3

€ 26,668,276

## ASSUMPTIONS

Annual discount rate applied

48.6%

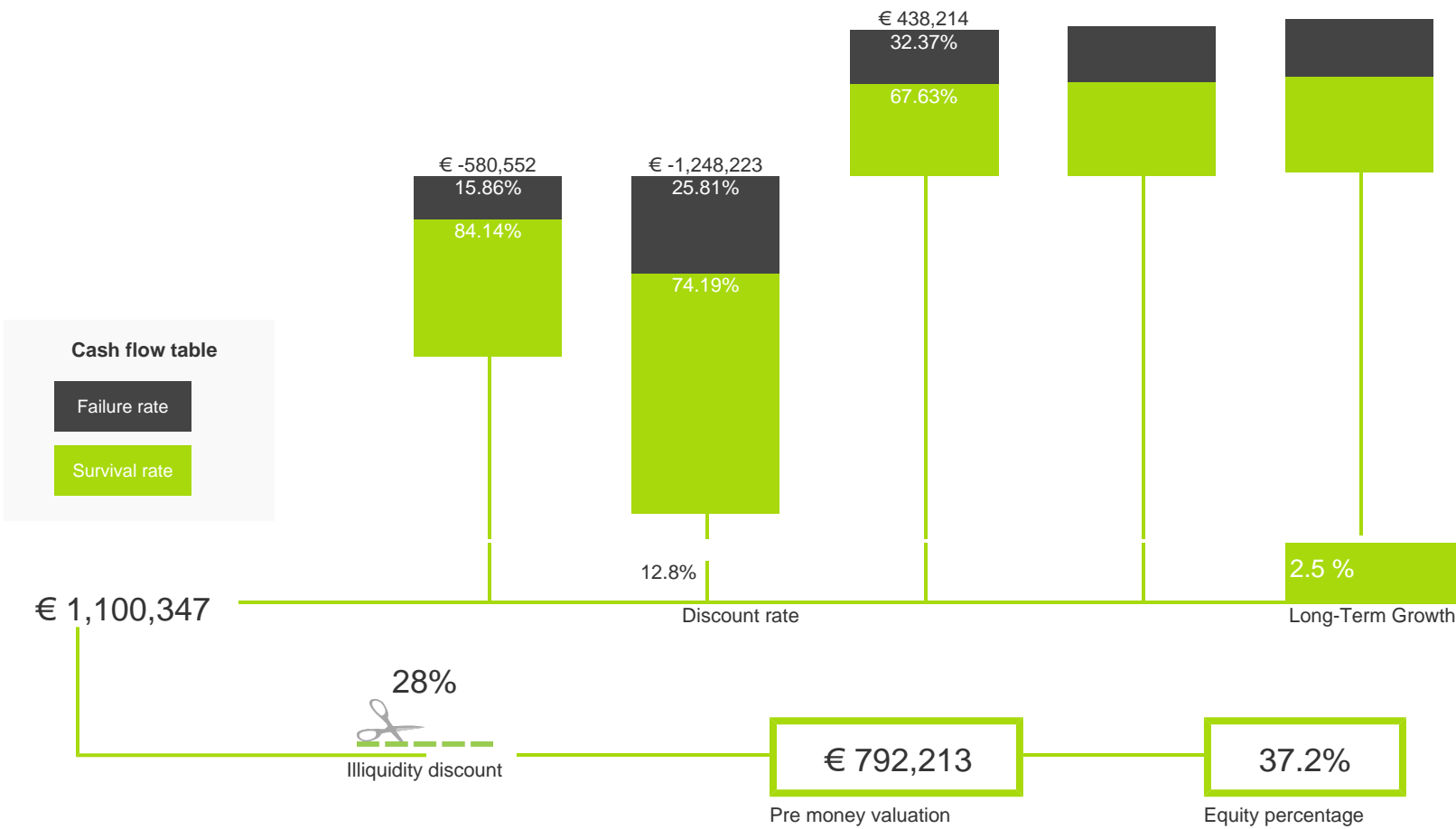
### The quick approach used by Venture Capital Funds

The venture capital method is a quick approach to the valuation of companies. It comprises in estimating the exit value of the company at the end of the forecast horizon and ignoring the intermediate cash flows. The exit value is calculated by taking the final financial result of the company and applying the EBITDA multiple. This value is then discounted at a high rate to get the present value. The discount rate is determined according to the stage of development and is reported in the table above. Given its simplistic approach, this model does not apply illiquidity or survival discount as the following to methods do. The annual discount rate applied already accounts for these issues.

## VC METHOD

## DCF WITH LTG

## DCF WITH MULTIPLES



### CRITERIA

EBITDA Year 3	€ 1,100,000
Long Term Growth Winsorized*	2.5%
Value of the company in the last Year (Terminal Value)	€ 2,949,071

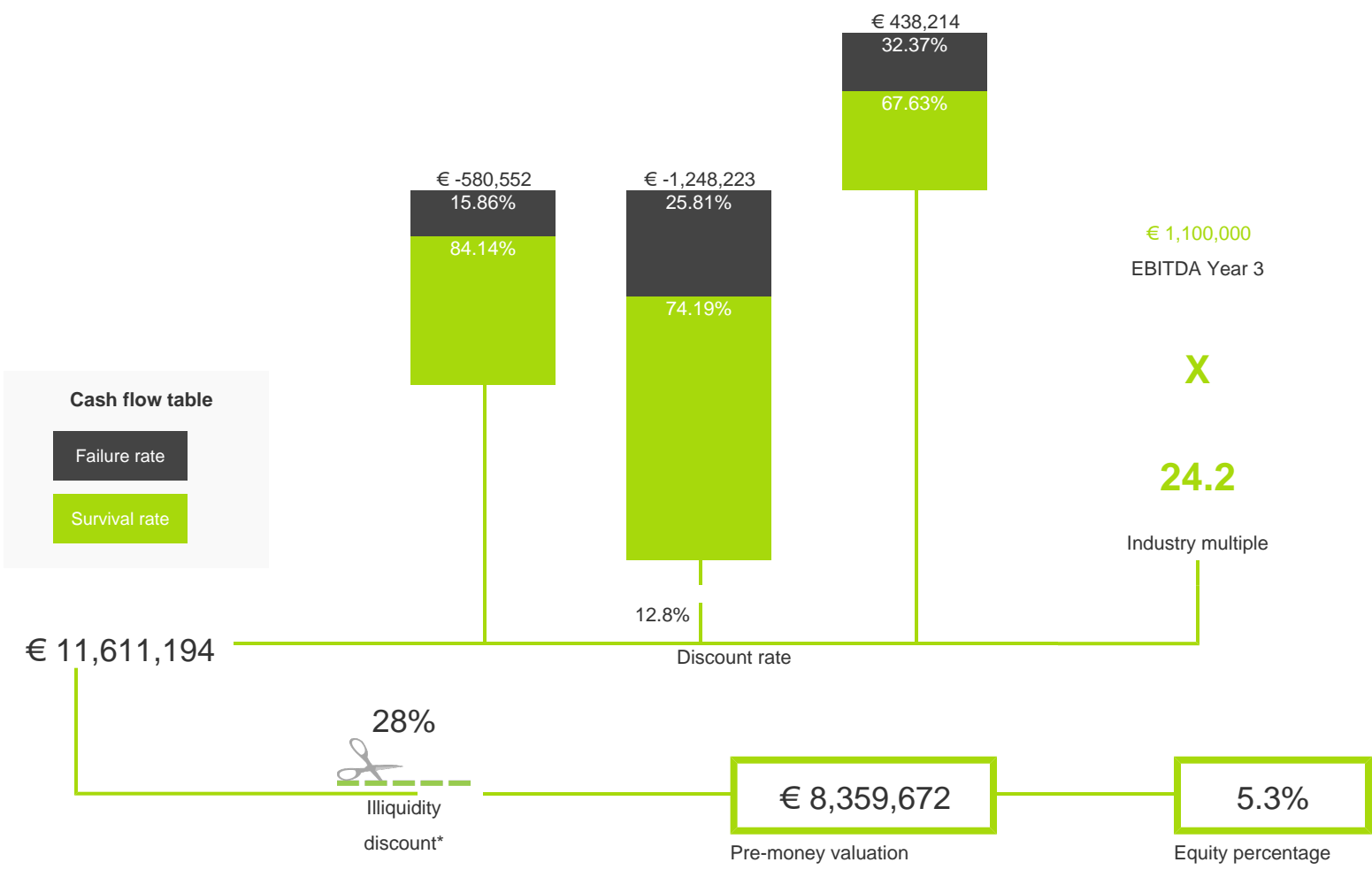
\*Winsorization is a statistic approach that eliminates the outliers from a dataset by applying a lower and higher bound. In this case is necessary since some of the industries in the Equidam database have a negative historical growth.

### ASSUMPTIONS

Beta	2.39
Market Risk Premium	5.1%
Weighted Average Cost of Capital	12.8%

### The innovative approach to Discounted Cash Flows (DCF)

The DCF with terminal growth model is one of the most used models to value public companies. This method assumes that the company is going to survive at a steady and constant growth rate. The growth rate applied is based on the industry of belonging. The Equidam methodology however applies two important additional features: 1. The annual cash flows are estimated by the Equidam algorithm and are weighted according to the country-specific survival rate for companies. 2. The calculated present value is further discounted by applying an illiquidity discount to account for the fact that the sale of the equity stake is likely to happen on the private market. As a consequence, investors need a higher return. The illiquidity discount is estimated according to the work of academic researches.



**CRITERIA**

EBITDA Year 3	€ 1,100,000
EBITDA multiple Year 3	24.24
Value of the company in the last Year (Terminal Value)	€ 18,034,791
Implied Annual Return if sale value realized (ROI)	26.88%

**ASSUMPTIONS**









Beta	2.39
Market Risk Premium	5.1%
Weighted Average Cost of Capital	12.8%

**Industry peers' comparison**

The DCF with exit multiple is the other most used valuation approach. It is based on the assumption that the exit value of the company is determined by the average of industry peers. The most commonly used multiple is the EBITDA multiple since the generated estimate is less susceptible to differences in the operating margin among industry peers. The Equidam methodology also applies: 1. The annual cash flows are estimated by the Equidam algorithm and are weighted according to the country-specific survival rate for companies. 2. The calculated present value is further discounted by applying an illiquidity discount to account for the fact that the sale of the equity stake is likely to happen on the private market. As a consequence, investors need a higher return. The illiquidity discount is estimated according to the work of academic researches

## PROFIT AND LOSS

## CASH FLOW








	01/2018 - 12/2018	01/2019 - 12/2019	01/2020 - 12/2020
 Revenues	€ 350,000	€ 125,000	€ 2,650,000
 Cost of goods sold	€ 200,000	€ 250,000	€ 325,000
Gross margin	42.9%	-100%	87.7%
 Salaries	€ 450,000	€ 700,000	€ 980,000
 Selling, General and Administrative	€ 138,000	€ 211,000	€ 245,000
<b>EBITDA</b>	<b>€ -438,000</b>	<b>€ -1,036,000</b>	<b>€ 1,100,000</b>
 Depreciation and Amortization	€ 32,245	€ 11,516	€ 244,144
as % of revenues	9.2%	9.2%	9.2%
<b>EBIT</b>	<b>€ -470,245</b>	<b>€ -1,047,516</b>	<b>€ 855,856</b>
 Financial Gain-Loss	€ -15,180	€ -19,819	€ -124,316
Debt interest payment	€ 15,180	€ 19,819	€ 124,316
Interest rate on debt	12.65%	12.65%	12.65%
Cash interest gain	€ 0	€ 0	€ 0
 Taxes	€ 0	€ 0	€ 0
Nominal tax rate	25%	25%	25%
Effective tax payable	€ -121,356	€ -266,834	€ 182,885
Deferred tax assets	€ 121,356	€ 388,190	€ 205,305
 Net profit	€ -485,425	€ -1,067,335	€ 731,540

### Good understanding of numbers is good understanding of business

Revenues, Cost of Goods Sold and Selling, General and Administrative are provided by the user, while the D&A and Financial expenses are estimated by Equidam. The former is based upon the average D&A as % of Revenues of the industry peers and the latter upon the COVERAGE RATIO (EBIT/INTEREST PAID) and then adding the related risk premium to the country-specific risk free rate. The risk premia related to the COVERAGE RATIO are fixed as determined by academic researches. The tax outlays are determined by applying the country-specific tax rate for companies, as reported in the Equidam databases.

## PROFIT AND LOSS

## CASH FLOW

	01/2018 - 12/2018	01/2019 - 12/2019	01/2020 - 12/2020
 Net profit	€ -485,425	€ -1,067,335	€ 731,540
 Change in Working Capital	€ 27,372	€ -17,596	€ 197,470
Account payables	€ 23,095	€ 8,248	€ 174,859
Account receivables	€ 47,505	€ 16,966	€ 359,680
Inventory	€ 2,962	€ 1,058	€ 22,425
 Depreciation and Amortization	€ 32,245	€ 11,516	€ 244,144
 Capital Expenditures	€ 120,000	€ 240,000	€ 370,000
 Change in outstanding debt	€ 20,000	€ 30,000	€ 30,000
Debt at the end of the year	€ 120,000	€ 150,000	€ 180,000
<b>FREE CASH FLOW TO EQUITY</b>	<b>€ -580,552</b>	<b>€ -1,248,223</b>	<b>€ 438,214</b>
 Raise or repayment of equity	€ 0	€ 0	€ 0
 Free cash flow	€ -580,552	€ -1,248,223	€ 438,214
Beginning of the year cash	€ 570,000	€ -10,552	€ -1,258,775
End of the year cash	€ -10,552	€ -1,258,775	€ -820,561

### Cash is the king

The cash flows are estimated by Equidam starting from the user's data. This is to provide the reader with a more reliable estimation based upon industry peers benchmarks rather than leaving the user the freedom to guess the estimates.

Both Depreciation and Amortization and Working Capital are based on the Equidam industry databases, while the change in Debt and in Equity and the investment outlays are based upon the user's projections.

## SCORECARD METHOD CRITERIA DESCRIPTION

### Strength of the team analyzes:

- Time commitment of the founders
- Number of employees
- Team spirit and comradeship
- Years of industry experience of the core team
- Business and managerial background of the core team
- Technical skills of the core team

### Size the opportunity analyzes:

- Estimated revenues in the third year according to the stage of the development
- Estimated size of the market in three years
- Geographical scope of the business

### Strength and protection of the product/service analyzes:

- Stage of the product/service roll-out
- Degree of loyalty of customers
- Type of IP protection applicable
- IP protection in place (if any)

### Competitive environment analyzes:

- Level of competition in the market
- Quality of competitive products/services
- Competitive advantage over other products/services
- Barriers to entry to the market
- Threat of international competition

### Strategic relationships with partners analyzes:

- Strength of the relationships with key strategic partners

### Funding required includes:

- Capital required according to the stage of development

## CHECK-LIST METHOD CRITERIA DESCRIPTION

### Quality of the core team analyzes:

- Average age of the founders
- Presence in the team of serial, successful entrepreneurs
- Time commitment of the founders
- Team spirit and comradeship
- Years of industry experience of the core team
- Business and managerial background of the core team
- Technical skills of the core team

### Quality of the idea analyzes:

- Validation of the demand for the product/service
- Feedback received by early adopters/industry experts
- Level of competition in the market
- Competitive advantage over other products/services
- Geographical scope of the business
- Threat of international competition
- Degree of loyalty of customers

### Product roll-out and IP protection analyzes:

- Stage of the product/service roll-out
- Type of IP protection applicable
- IP protection in place (if any)

### Strategic relationships analyzes:

- Presence of an advisory board and number of advisors
- Presence and type of current shareholders
- Relationship with legal counselors
- Strength of the relationships with key strategic partners

### Operating stage

- Stage of development
- Current profitability



## About this report

This report was generated automatically using the Equidam Valuation Platform.

Equidam is the easy way to compute and generate valuation reports.

To get a similar report for your company or other companies please visit

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

## Important legal notes

Equidam BV does not represent or endorse the accuracy or reliability of any advice, opinion, statement or any other information displayed or distributed through this report or its website. The estimates and the data contained herein are made using the information provided by the user, publicly available information and data for different industries. Equidam BV has not audited or attempted to confirm this information for accuracy or completeness. Under no circumstances the present report is to be used or considered as an offer, solicitation, or recommendation to sell, or a solicitation of any offer to buy any security. Equidam BV excludes any warranties and responsibilities concerning the results to be obtained from the present report nor their use and shall not be liable for any claims, losses or damages arising from or occasioned by any inaccuracy, error, delay, or omission, or from use of the report or actions taken in reliance on the information contained in it. The use of this report and the information provided herein is subject to Equidam BV online Terms of Use and Privacy Policy.