

VALUATION CANVAS

Company:..... Created By:..... Date:.....

Current Revenue Multiplier

Annual recurring rev (ARR): _____

a) Multiply by 6 to 8: _____

Annual non-SaaS rev (AR): _____

b) Multiple by 1 to 2: _____

= Valuation (a+b): _____

Applies to revenue generating businesses.

Valuation by Stage:

a) Stage: _____

b) Country multiplier: _____

=Valuation (a*b): _____

Stage: Idea \$500k-\$1m, MVP \$1m-\$2.5m, Live & Rev \$2m-\$5m, Growing rev \$5m-\$10m, High Rev \$10+

Country: US*HK*2, Australia*1, Germany*1.5, UK*1.5, Singapore*1.5

Future Valuation Method:

a) How much could the company be worth in 5 years? _____

b) Your likely dilution %: _____

c) (a*(1-b)): _____

= Valuation (c/10): _____

The aim is to get a 10 times return on your money.

Berkus Method:

Sound idea: _____+\$500,000

Prototype: _____+\$500,000

Management team: _____+\$500,000

Strategic relationships: _____+\$500,000

Initial Sales: _____+\$500,000

= Valuation: _____

Applies to pre-revenue businesses. For higher sales multiply by 2.

Notes:

Totals:

Average Valuation: _____

Max Valuation: _____

Min Valuation: _____