

Venture-Capital Enterprise ValuationSM *Measuring a Promising Enterprise's Full Potential*

The Problem

When, as a Venture Capital firm, you consider supporting and investing in a promising enterprise, you are assessing whether the upside potential of your investment of time and money is sufficient to offset your costs – cash up front, management participation, and potential missed opportunities. A critical factor in your decision is the enterprise's overall value – including both tangible and intangible assets and offsetting liabilities, before and after your decision to invest and before and after each round.

However, by their nature, intangible assets and liabilities in particular are inherently difficult to assess and measure reasonably and consistently, making it difficult for you to make and justify your decision – and, of course, difficult to assess the actual short- and medium-term impact of your cash and management-assistance investment on overall enterprise value following your decision.

Finally, given the inherently difficult problem of evaluating overall enterprise value, it's difficult to determine a fair price (in terms of the percentage of your enterprise equity to receive in return for your time-and-money investment) that demonstrates benefit both to you and to the enterprise's current ownership the mutual benefits of your proposed partnership.

Our Solution

SynOvation Solutions offers its unique Venture-Capital Enterprise ValuationSM service, which uses an innovative and unique process to determine, define, and measure (as a currency value) as needed all tangible and intangible assets and liabilities of your prospective investment – current and in anticipation of your contemplated initial investment, estimated before-and-after each round and (at appropriate times) actual-before and expected-after each round as it happens.

You can use the resulting data to do "what-if" analysis of different investment-amount and equity-received scenarios (in order to find the optimum balance of how much to invest versus how much equity to receive) in order to encourage current ownership to accept your offer as providing maximum mutual benefit. You also can use real-time pre-round remeasurements to confirm that specific-round targets are met both with tangibles and intangibles.

Venture-Capital Enterprise ValuationSM Benefits

Our Venture-Capital Enterprise ValuationSM service provides you these key benefits:

- Your awareness of the true value of the enterprise's full assets and liabilities – before and after each round
- Improved ability to assess progress of your investment over time
- Improved visibility of key intangible assets and liabilities, now and later
- Immediate and ongoing increase in enterprise value, due to classical "measurement-and-management" effect
- Full return on your investment, both your time and ours, in as little as 2 months – whether or not you decide to invest in the enterprise