

Pathways To Business Valuation

A mechanism for valuation that can be applied to any asset, stock, or flow.

What

- What (precisely) do you want to value?
- Business model? Future cash flows? Assets? Patents? Brand? Reputation?
- Give your valuation expert clear direction.

Why

- What is your purpose?
- Sales? Financing? Balance sheet accounting? Insurance?
- All action must be purposeful, including valuation.

Example Pathways

Business type/stage	Start-up, pre-monetization	Growth business, post-monetization	Service business, exit or sale
Valuation Driver	Idea, path to market, founder capabilities	Scalable operational robustness	<ul style="list-style-type: none">• Recurring revenue• Behavioral loyalty• Hassle free operations
Telling the story	<ul style="list-style-type: none">• Intensity of need• Passionate commitment	<ul style="list-style-type: none">• Operations fully mapped• Scalable team and technology	Buyer will enjoy reliable cash flow free of operational problems



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