

Startup Falcon, Inc.

Valuation Report



Contents

Startup Summary

- 03 Startup Overview
- 04 Investment Needs

Valuation Summary

- 07 Valuation in 4 methods
- 08 Industry & Country Statistics
- 09 Step-Up Method
- 11 Risk Mitigation Method
- 13 Checklist Method
- 15 Scorecard Method

Startup Falcon, Inc.

🌐 United States

📍 startupfalcon.com

Startup Pitch

Startup Valuation Calculator

Startup Summary

AI-Powered valuation tool for early-stage startups.

Summary

Founded in
2020

Location of headquarters
United States

Participated in accelerator
No

Startup Stage
Product launched with at least one free user

Contact Person
Eiass Muhanna

Contact Email
eiassmuhanna@gmail.com

Exit Strategy
Merger and acquisition

Business

Primary Customers
Small and medium enterprises/ Businesses
B2B

Revenue Model
Service Subscriptions

Type of Platform
SaaS

Market

Startup Industry
Financial Services

Competition type
Direct competitors

Competitor Size
Medium companies

Market Competition
Perfect competition

Target Market Location
United Arab Emirates, United Kingdom,
United States

Addressable market size
5 billion - 10 billion

Market Growth Rate
8% - 10%

Product

USP
Niche

Product Stage
First product in use with customers on a free
basis only

Customer Feedback
Mostly positive feedback

Partnership status
Under consideration

Partnerships needed for business process
No

Service/Product Type
Customized products/services for each
segment

Legal

Incorporated
United States , Delaware

Incorporation Type
C-Corporation

Intellectual Property
Yes Copyright

Shareholder Agreement
Yes

Special Government Approval
No

Founders

Eiass Muhanna

eiass@startupfalcon.com

Business & Management



Ahmad Shukr

ahmad@startupfalcon.com

IT



Lama Yahya

lama@startupfalcon.com

Marketing



3

Co-Founders

1 to 3

Employees

3 - 6

Advisors

10 - 25 years

Accumulated years of experience

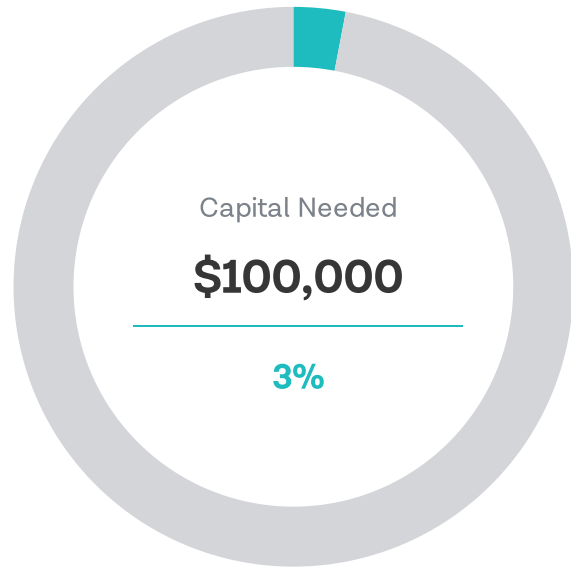
- Experience in startups
Yes, this is the first startup established by the founder/s, but I/we have pitched other startup ideas previously
- Management experience
Experience in mid-level management positions
- Availability of founder/s
Part of the founders have full-time jobs elsewhere

Previous Funding Source
Angel investor

Investment needed for
To expand your operations.

\$10,000 - \$25,000

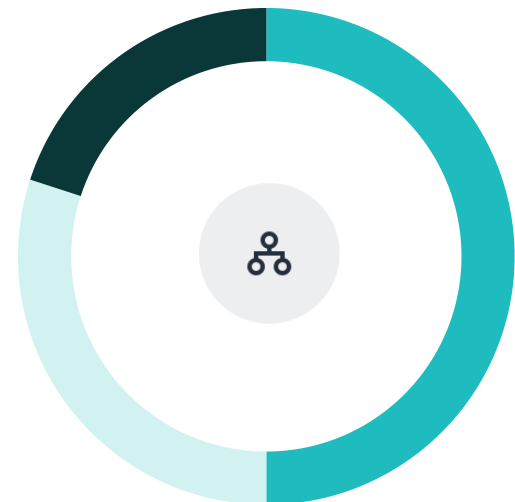
Owner's Investment



Shareholders

🔒 Shareholders are Confidential


Fund Use



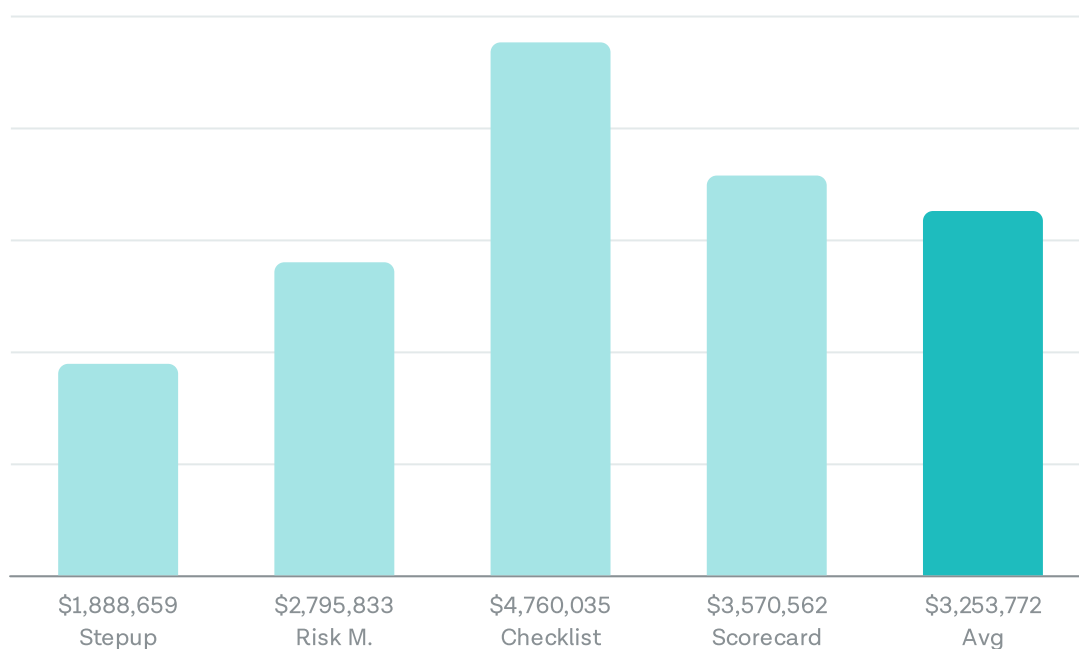
- Product Development \$50,000
- Sales & Marketing \$30,000
- Operations \$20,000
- Others \$0

The Pre-Money-Valuation amount is the average of the valuation amounts of four pre-money valuation methods, which are: Step-Up method, Risk-mitigation method, scorecard method, and checklist method.

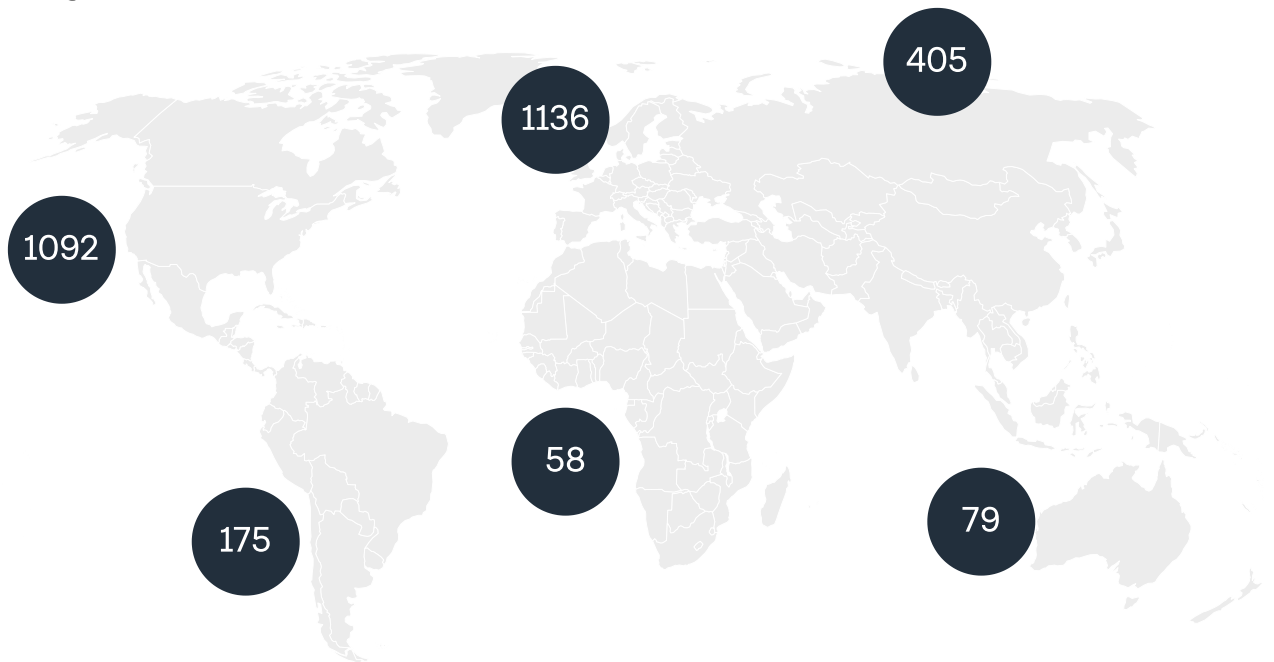
Final Valuation

 **\$3,253,772**

Valuation amount by each method

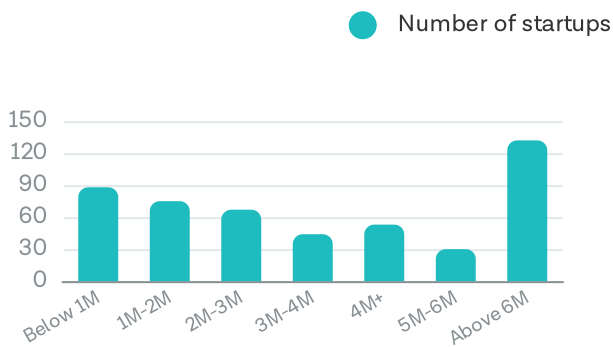


Country Range



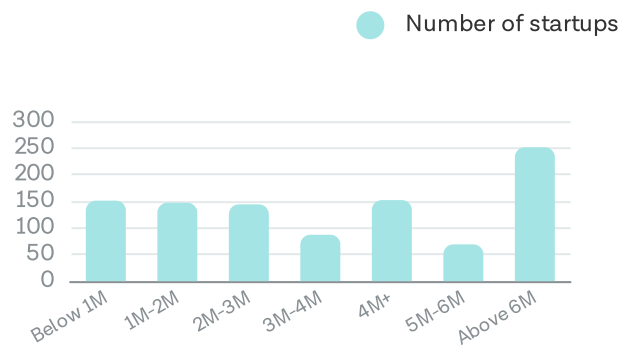
Region	Count	AVG Pre-Money Valuation
Europe	1136	\$4,052,597
North America	1092	\$4,544,414
South America	175	\$2,098,571
Asia	405	\$3,008,642
Australia	79	\$4,104,430
Africa	58	\$2,797,414

Industry Range



Valuations amount ranges in Million of Dollars

Country Range



Valuations amount ranges in Million of Dollars

Step-Up method allows founders to measure their startup's worth based on the following factors:

Total market size.

Business model.

Founder's past experience in startups.

Number of founders and their level of commitment.

Progress on Minimum Viable Product.

Availability of paying customers.

Availability of partnerships that could reduce competition.

Execution roadmap underway.

Availability of Intellectual property.

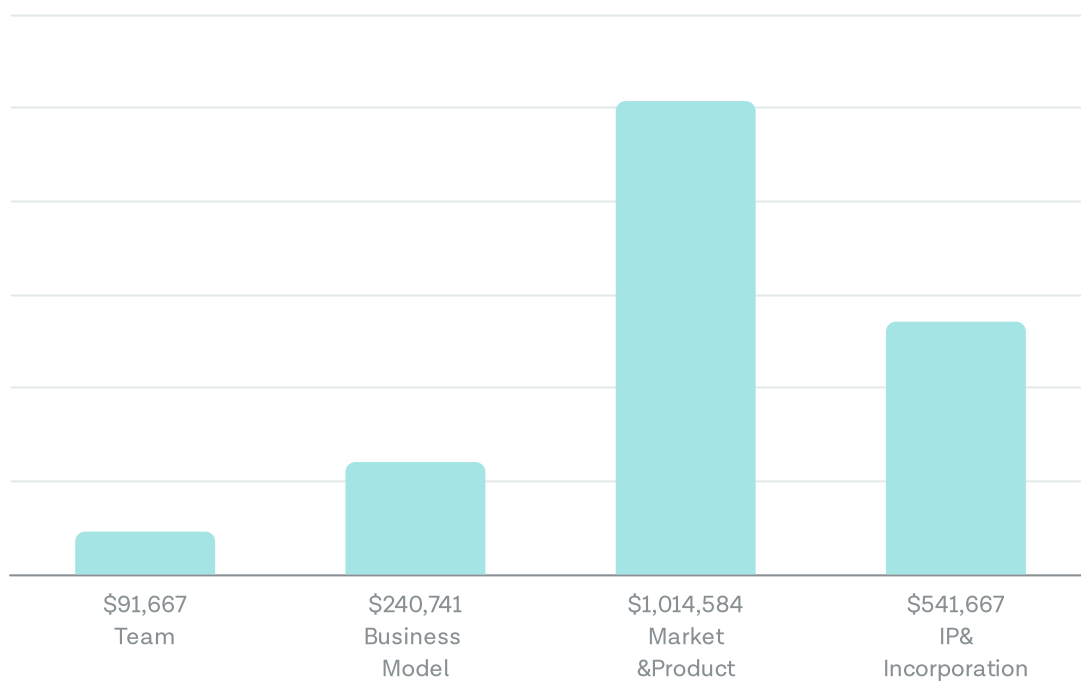
Favorable competitive environment.

Each positive answer adds a specific monetary value to the startup's pre-money valuation. The sum amounts added for each positive answer are grouped to arrive at the Pre-Money-Valuation.

Pre-Money-Valuation
\$1,888,659

using the Step Up Method

Valuation by Step-Up Method



Risk Mitigation Method

The Risk Mitigation Method assigns a specific monetary value to each step the startup takes towards reducing risk. For instance specific tasks such as, filing for a patent— decrease risk and as a result, increase the qualitative valuation.

Risk Mitigation Factors

Technology

Explores whether the product is working properly, if the product can be manufactured at a cost that supports the business model, and how well protected the technology is.

Market

Gauges the need for the startup's product/service, the willingness of customers to pay for such product/service, and it takes market size and competition into consideration.

Capital

Examines whether the founders have invested their personal funds into the startup, whether they understand their funding needs, and if they've created funding, and contingency plans.

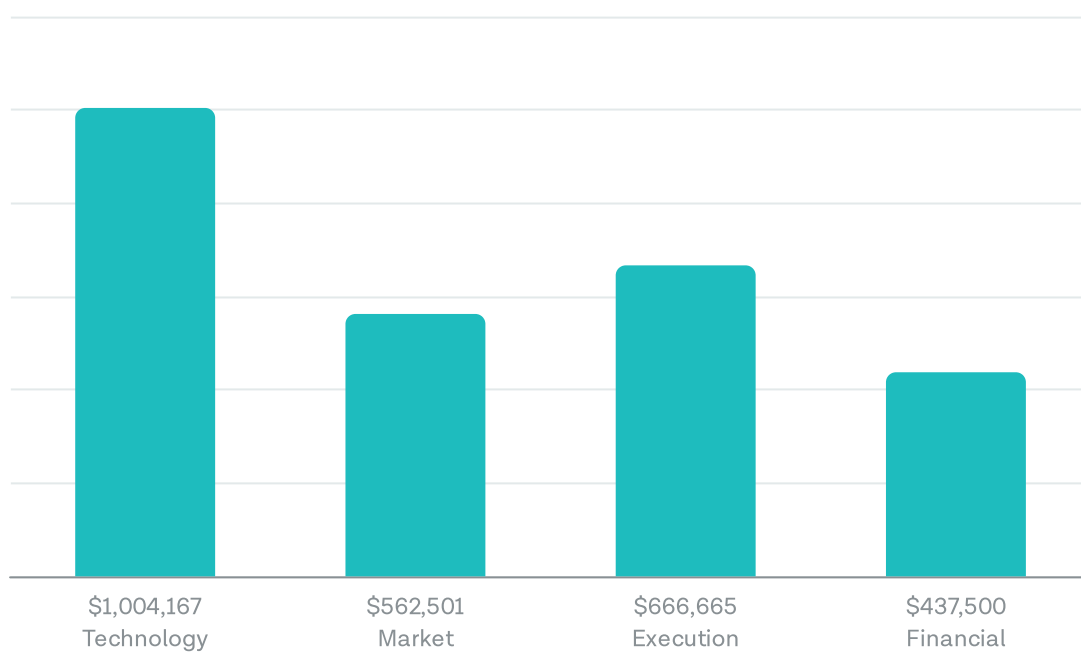
Execution

Investigates the founders' levels of experience, their ability to execute plans as set forth, and their ability to attract qualified employees.

Pre-Money-Valuation
\$2,795,833

using the Risk Mitigation Method

Valuation by Risk Mitigation Method



Checklist method allows founders to measure their startup's worth based on the following factors:

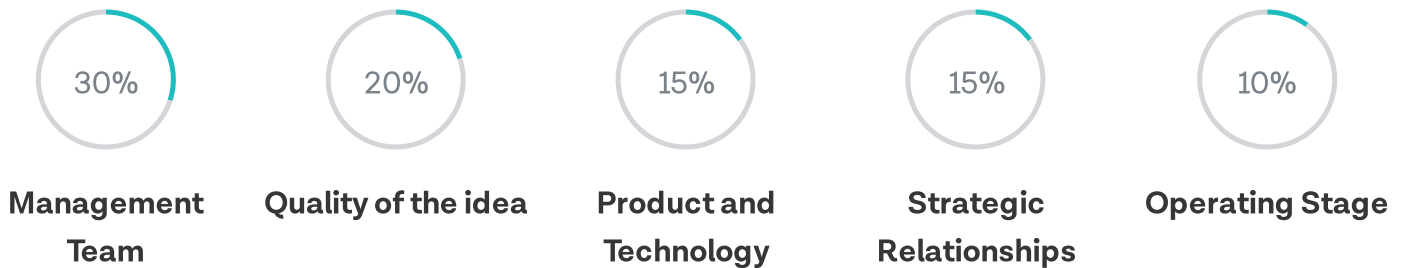
An idea with potential—including basic value and an acceptable level of risk.

Plans to reduce execution risks (by way of a quality management team or by other means).

A prototype that lowers technological risks.

Strategic partnerships that reduce competition.

Adequate product rollout and sales plans.



Each positive answer adds a specific monetary value to the startup's pre-money valuation. There is a maximum value for each checklist item, and the startup is benchmarked against this maximum value to reach the pre-money valuation amount

Pre-Money-Valuation
\$4,760,035

using the Checklist Method

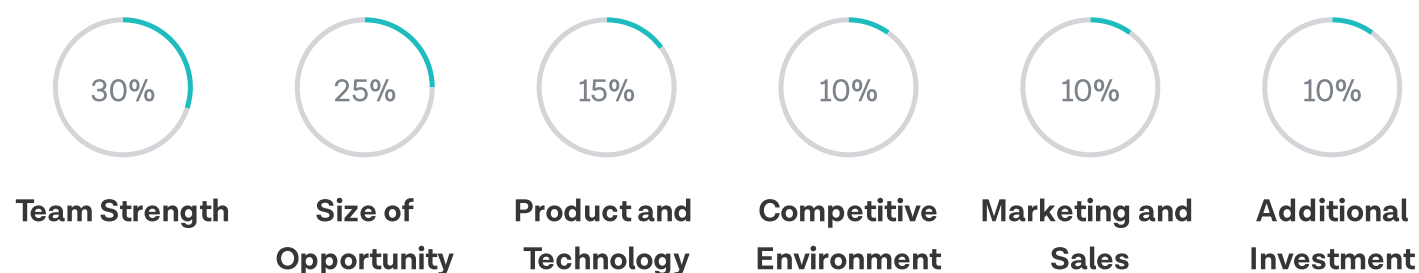
Valuation by Checklist Method

- Your Valuation
- Max valuation for similar startups



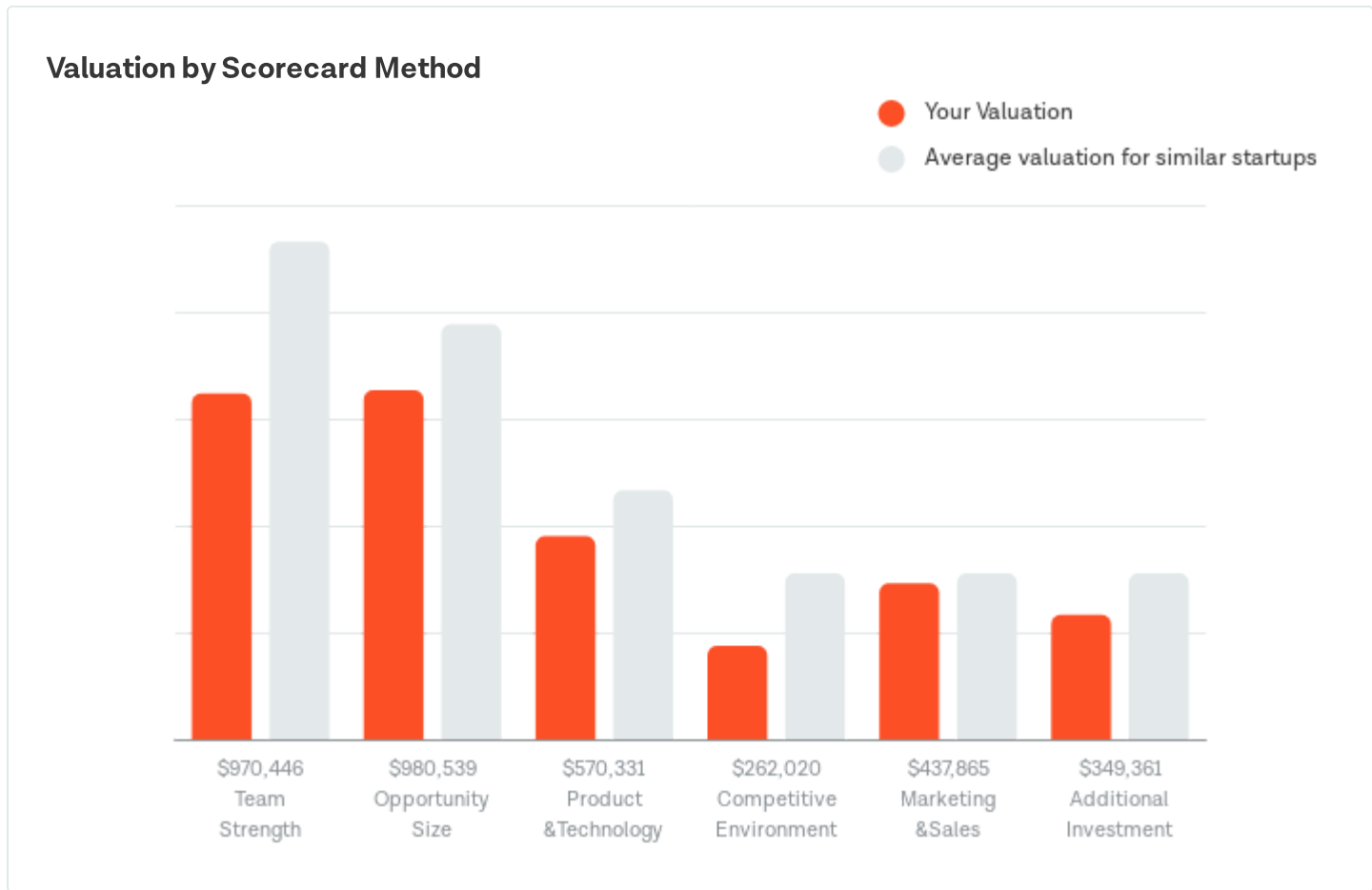
This valuation method benchmarks the startup against similar companies—meaning those with a similar team, market segment, and location. In other words, it compares the startup in question to similar already-funded ventures. Factors affecting Scorecard valuation:

- Management team strength.
- Opportunity size.
- Product and/or technology.
- Competitive environment.
- Marketing, sales channels, and partnerships.
- Need for further investment.
- Miscellaneous.



Pre-Money-Valuation
\$3,570,562

using the Scorecard Method



Thank You.

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