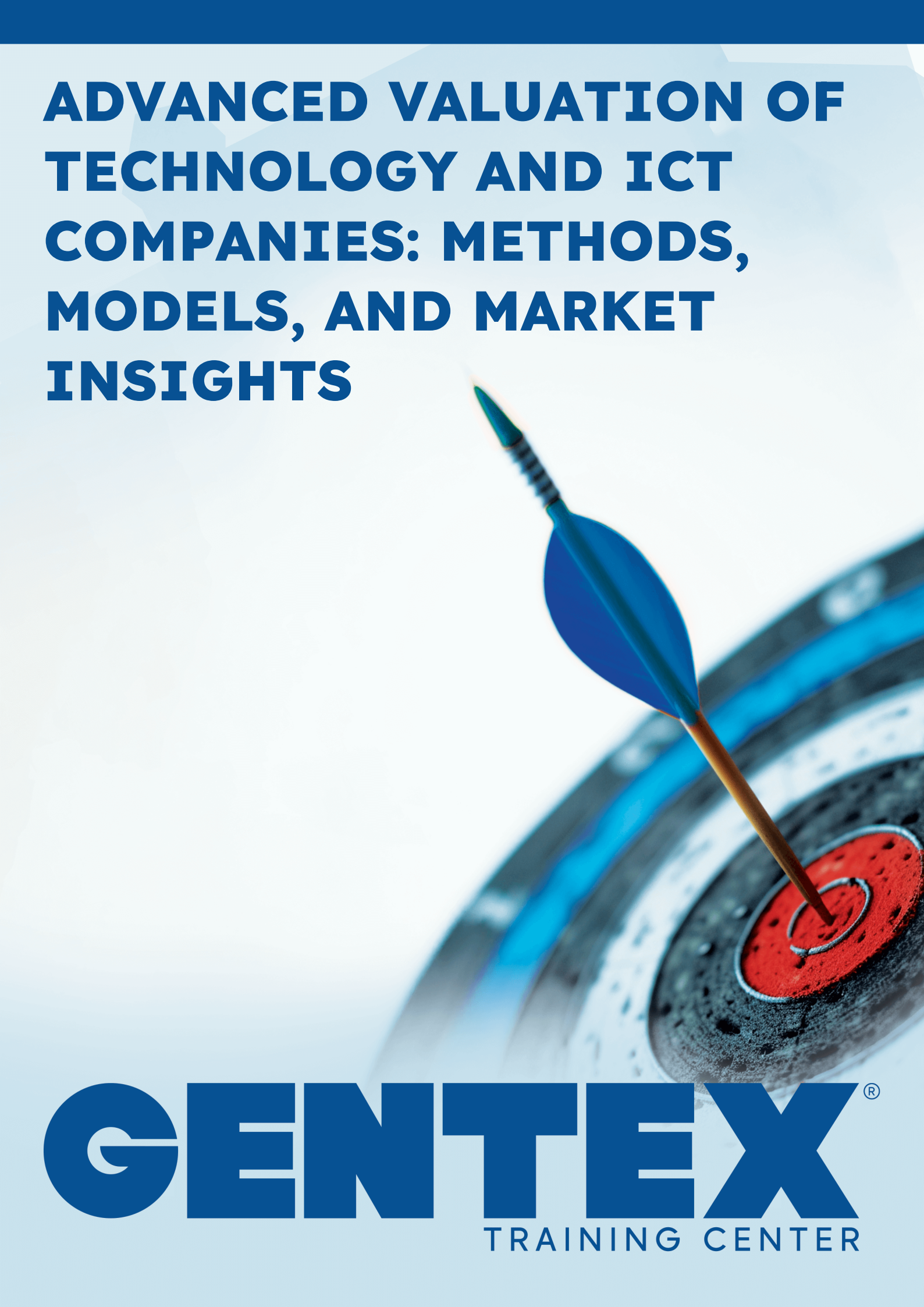
ADVANCED VALUATION OF TECHNOLOGY AND ICT COMPANIES: METHODS, MODELS, AND MARKET INSIGHTS



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Info@gentextraining.com

Introduction

Advanced Valuation of Technology and ICT Companies: Methods, Models, and Market Insights Training Course addresses the valuation challenges that technology businesses create for analysts and investors. These companies often carry little physical asset value, heavy intangible investment, recurring revenue models, and growth assumptions that drive most of the outcome. Standard valuation templates handle them poorly. This course builds the specific approach they require. It covers revenue quality, unit economics, and growth modelling. Furthermore, it applies DCF, multiples, venture capital methods, and real options. In addition, it covers intangible asset valuation, market benchmarks, and deal pricing. As a result, participants value technology companies with defensible reasoning.

Advanced Valuation of Technology and ICT Companies: Methods, Models, and Market Insights Course Objectives

- Explain why technology and ICT companies resist standard valuation approaches.
- Analyse revenue quality, recurrence, retention, and concentration.
- Apply SaaS metrics including ARR, MRR, churn, and LTV to CAC.
- Model unit economics, cohort behaviour, and gross margin dynamics.
- Build growth-driven DCF models with defensible terminal assumptions.
- Apply technology sector multiples including EV/ARR and EV/EBITDA.
- Apply venture capital methods including the VC method and first Chicago.
- Value intangible assets including software, IP, and customer relationships.
- Apply real options to platform, R&D, and staged technology investments.
- Interpret market benchmarks and deal pricing in technology transactions.

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Course Methodology

- Interactive lectures with real technology valuation and deal cases.
- Unit economics and cohort analysis workshops.
- DCF, multiples, and venture capital method modelling exercises.
- Intangible asset and real options valuation practice.
- Structured peer review with facilitator feedback on valuation conclusions.

Who Should Take This Course

- Investment analysts and equity research professionals.
- Corporate development and M&A professionals.
- Venture capital and private equity analysts.
- CFOs and finance leaders in technology companies.
- Valuation specialists and transaction advisors.
- Founders and executives preparing for fundraising or exit.

Advanced Valuation of Technology and ICT Companies: Methods, Models, and Market Insights Course Outlines

Day 1: Technology Business Models and Valuation Context

- Why technology companies resist standard valuation methods.
- Business model types: SaaS, platform, marketplace, licensing.

- Asset-light structures and intangible intensity.
- Revenue quality: recurrence, visibility, and concentration.
- Market sentiment, funding cycles, and valuation volatility.
- Differences across subsectors: software, ICT services, hardware.
- Case study: reviewing a technology company valuation report.

Day 2: Unit Economics and SaaS Metrics

- Annual and monthly recurring revenue measurement.
- Churn, retention, and net revenue retention analysis.
- Customer acquisition cost and lifetime value calculation.
- LTV to CAC ratio and payback period.
- Cohort analysis and revenue expansion patterns.
- Gross margin dynamics and cost to serve.
- Workshop: building a unit economics model for a SaaS business.

Day 3: DCF and Growth Modelling

- Revenue build-up from users, pricing, and expansion.
- Growth assumptions and total addressable market sizing.
- Operating leverage and margin progression modelling.
- Research and development capitalisation considerations.
- Cost of capital for technology companies.
- Terminal value using exit multiple and perpetuity approaches.
- Workshop: constructing a growth-driven DCF valuation.

Day 4: Multiples and Venture Capital Methods

- Technology sector multiples: EV/Revenue, EV/ARR, EV/EBITDA.
- Rule of 40 and growth-adjusted multiples.
- Selecting comparable listed and transaction sets.
- The venture capital method and target return calculation.
- First Chicago method with scenario weighting.
- Pre-money and post-money valuation and dilution analysis.
- Workshop: valuing a start-up using VC and First Chicago methods.

Day 5: Intangibles, Real Options, and Market Insights

- Intangible asset valuation: software, IP, brand, customer base.
- Relief from royalty and excess earnings approaches.
- Real options for platform and staged R&D investments.
- Benchmarking against market and transaction data.
- Deal pricing, term sheets, and earn-out structuring.
- Communicating valuation conclusions and caveats.
- Course review, assessment, and action planning.

Conclusion

By successfully completing Advanced Valuation of Technology and ICT Companies: Methods, Models, and Market Insights, participants will gain a thorough understanding of technology business models, unit economics and SaaS metrics, growth-driven DCF modelling, valuation multiples, venture capital methods, intangible asset valuation, real options, and market benchmarking. They will also acquire practical skills in technology business model and unit economics analysis, growth-driven DCF and multiples valuation, venture capital and scenario-based valuation methods, and intangible asset and real options valuation. In addition, the course prepares them to value technology companies with defensible reasoning and clear market context. Gentex Training Center delivers this programme with a strong focus on applied valuation technique and evidence-based conclusions.

FAQs for Advanced Valuation of Technology and ICT Companies: Methods, Models, and Market Insights course

Q1 What is the "Advanced Valuation of Technology and ICT Companies" course about?

It is a five-day programme on valuing technology and ICT businesses. It covers revenue quality and SaaS metrics, unit economics and cohort analysis, growth-driven DCF modelling, technology sector multiples, venture capital methods, intangible asset valuation, real options, and market and deal benchmarking.

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Q2 What are the key benefits of the "Advanced Valuation of Technology and ICT Companies" course?

Participants value technology businesses without forcing them into off-the-shelf templates. The course improves revenue quality and retention analysis, sharpens unit economics and cohort work, strengthens growth and terminal value assumptions, improves multiple selection, adds venture capital and real options techniques, and raises the quality of deal pricing and negotiation support.

Q3 What skills will I gain from the "Advanced Valuation of Technology and ICT Companies" course?

Participants gain technology business model and unit economics analysis, growth-driven DCF and multiples valuation, venture capital and scenario-based valuation methods, and intangible asset and real options valuation. These four skills cover the practical core of technology company valuation.

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Q4 What tools, methods, or standards are covered in the "Advanced Valuation of Technology and ICT Companies" course?

The course covers SaaS, platform, marketplace and licensing business models, asset-light structure analysis, revenue quality and concentration assessment, ARR and MRR measurement, churn and net revenue retention analysis, customer acquisition cost and lifetime value calculation, the LTV to CAC ratio and payback period, cohort analysis, gross margin and cost to serve analysis, revenue build-up from users, pricing and expansion, total addressable market sizing, operating leverage and margin progression modelling, R&D capitalisation considerations, cost of capital estimation for technology companies, terminal value using exit multiples and perpetuity methods, EV/Revenue, EV/ARR and EV/EBITDA multiples, the Rule of 40, growth-adjusted multiples, comparable listed and transaction set selection, the venture capital method, the First Chicago method with scenario weighting, pre-money and post-money valuation, dilution analysis, intangible asset valuation using relief from royalty and excess earnings approaches, real options for platform and staged R&D investment, market and transaction benchmarking, and term sheet and earn-out structuring.

Q5 How is the "Advanced Valuation of Technology and ICT Companies" course applied in real-world practice?

Participants apply the methods to real and simulated companies. They analyse revenue quality and retention, build unit economics and cohort models, construct growth-driven DCF valuations, select and apply sector multiples, run venture capital and scenario-weighted valuations, value software and customer intangibles, assess real option value in staged investments, benchmark against market transactions, and prepare valuation conclusions with clear caveats. Many leave with a unit economics model, a technology DCF template, and a multiples benchmarking sheet ready to use.

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