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



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Introduction

Valuation of Technology and ICT Companies: Methods, Models, and Market Insights Training Course addresses the difficulty of pricing businesses whose value sits in code, data, subscribers, and growth potential rather than physical assets. Technology firms often report losses while commanding high valuations, and standard multiples rarely capture that reality. This programme connects valuation theory to the operating metrics that actually drive technology value: recurring revenue, churn, customer acquisition cost, and platform economics. Furthermore, participants examine how venture capital methods, real options, and market comparables apply to software, cloud, telecom, and digital platform businesses. In addition, the course covers the judgement calls that separate a defensible number from an optimistic one. As a result, attendees can value technology companies with structured reasoning.

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

- Apply discounted cash flow, market multiple, and venture capital valuation methods to technology companies.
- Analyse recurring revenue quality using ARR, MRR, churn, and net revenue retention.
- Evaluate unit economics through customer acquisition cost, lifetime value, and payback period.
- Model SaaS businesses using Rule of 40, magic number, and cohort analysis.
- Value loss-making companies using revenue multiples and forward-looking metrics.
- Apply real options analysis to R&D pipelines, patents, and platform expansion.
- Adjust discount rates for technology-specific risk, including obsolescence and execution risk.
- Account for intangible assets, capitalised development costs, and R&D treatment under IFRS.

- Assess telecom and ICT infrastructure valuation using EV/EBITDA and regulatory considerations.
- Present a full valuation report with sensitivity analysis and clear assumptions.

Course Methodology

- Hands-on Excel modelling of DCF, revenue multiple, and venture capital scenarios.
- Case studies on listed technology firms and private software companies.
- Cohort and unit economics exercises using real subscription data.
- Group work on assumption challenge and valuation defence.
- Structured review of market transactions in software, cloud, and telecom.

Who Should Take This Course

- Investment analysts and portfolio managers.
- Corporate development and M&A professionals.
- Venture capital and private equity investors.
- CFOs and finance managers in technology companies.
- Telecom and ICT strategy and finance staff.
- Valuation consultants and transaction advisors.
- Founders and entrepreneurs preparing for fundraising.

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

Day 1: Value Drivers in Technology and ICT Businesses

- Why traditional valuation struggles with technology companies.

- Intangible assets: software, data, patents, and brand.
- Recurring revenue models and revenue quality assessment.
- ARR, MRR, and revenue recognition under IFRS 15 for software.
- Platform economics, network effects, and two-sided markets.
- Growth stage differences: start-up, scale-up, and mature.
- Workshop: mapping value drivers for a software company.

Day 2: Discounted Cash Flow for Technology Companies

- Forecasting revenue growth with cohort and retention logic.
- Cost structure: R&D, sales and marketing, and infrastructure.
- Free cash flow conversion in software and cloud businesses.
- Terminal value approaches for technology firms.
- Discount rate estimation and technology risk premiums.
- Handling capitalised development costs and R&D under IFRS.
- Exercise: building a DCF model for a SaaS company.

Day 3: Multiples, Unit Economics, and SaaS Metrics

- Revenue multiples and ARR multiples in practice.
- EBITDA and EV/EBITDA for telecom and ICT infrastructure.
- Rule of 40, magic number, and CAC payback period.
- Customer lifetime value and net revenue retention analysis.
- Comparable company selection for technology and telecom.
- Precedent transaction analysis and control premiums.
- Workshop: benchmarking a technology company against peers.

Day 4: Venture Capital Methods and Real Options

- Venture capital method and target return multiples.
- Pre-money and post-money valuation and dilution mechanics.
- Convertible notes, SAFEs, and liquidation preferences.
- Real options analysis for R&D and platform expansion.
- Scenario and probability-weighted valuation.
- Down-round and distressed technology valuations.
- Case study: valuing a growth-stage technology business.

Day 5: Market Insights, Reporting, and Presentation

- Technology market cycles, funding conditions, and sentiment.
- Regulatory considerations for telecom and digital platforms.
- Impairment testing for capitalised intangibles under IAS 36.
- Sensitivity analysis and assumption transparency.
- Structuring a valuation report and defending assumptions.
- Communicating valuation to boards and investors.
- Capstone: presenting a full technology valuation with recommendations.

Conclusion

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By successfully completing Valuation of Technology and ICT Companies: Methods, Models, and Market Insights Training Course, participants will gain a rigorous command of valuation approaches suited to technology and ICT businesses. They will acquire the ability to model cash flows, apply SaaS and unit economics metrics, use venture capital methods, and justify discount rate assumptions. As a result, they can produce valuation conclusions that stand up in investment and transaction discussions. Gentex Training Center delivers this programme with a strong focus on applied models and real market cases.

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

Q1 What is the "Valuation of Technology and ICT Companies: Methods, Models, and Market Insights" course about?

It explains how to value software, cloud, telecom, and digital platform businesses by combining discounted cash flow, market multiple, and venture capital methods with the operating metrics that drive technology value.

Q2 What are the key benefits of the "Valuation of Technology and ICT Companies: Methods, Models, and Market Insights" course?

Participants produce valuations that account for recurring revenue quality and unit economics, defend discount rate and growth assumptions with evidence, and price growth-stage businesses using methods suited to their stage. This improves investment and transaction decisions.

Q3 What skills will I gain from the "Valuation of Technology and ICT Companies: Methods, Models, and Market Insights" course?

Technology company valuation using discounted cash flow, revenue multiples, and venture capital methods; recurring revenue and SaaS metric analysis including ARR, churn, and net revenue retention; unit economics assessment using customer acquisition cost, lifetime value, and payback period; and real options and probability-weighted valuation for R&D and platform investments.

Q4 What tools, methods, or standards are covered in the "Valuation of Technology and ICT Companies: Methods, Models, and Market Insights" course?

The course covers discounted cash flow valuation, revenue and ARR multiples, EV/EBITDA, comparable company and precedent transaction analysis, the venture capital method, convertible notes and SAFEs, Rule of 40, magic number, CAC payback, cohort analysis, real options analysis, IFRS 15 revenue recognition for software, IFRS treatment of capitalised development costs, and IAS 36 impairment testing.

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Q5 How is the "Valuation of Technology and ICT Companies: Methods, Models, and Market Insights" course applied in real-world practice?

Participants map value drivers for a software company, build a SaaS discounted cash flow model, benchmark a technology company against listed peers, value a growth-stage business using venture capital methods, and present a full valuation with sensitivity analysis work that mirrors analyst, investor, and corporate development roles.