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

5 – 16 April 2027
Malaga (Spain)

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Introduction

Valuing companies in the Technology and ICT sectors requires a deep understanding of industry-specific metrics, valuation methods, and financial analysis. Given the unique nature of technology firms—such as high growth potential, intangible asset valuation, and scalability—traditional business valuation methods must be adapted to meet these challenges.

This course provides an in-depth exploration of technology valuation methods, offering participants the expertise to analyze ICT companies, assess financial health, and apply valuation multiples effectively. Through real-world case studies, interactive discussions, and practical applications, participants will develop the necessary skills to navigate the complexities of technology valuation.

Course Objectives

By the end of this course, participants will be able to:

- Understand what is an ICT company, its structure, and financial drivers.
- Apply valuation methods tailored to technology firms, including Discounted Cash Flow DCF analysis and Comparable Company Analysis Comps.
- Analyze technology valuation multiples and how they differ from traditional industries.
- Assess notional valuation and ethical considerations in tech valuation.
- Develop expertise in property valuation assessment for technology assets such as software, patents, and IP.
- Explore the impact of M&A, IPOs, and investor sentiment on business valuation.

Course Outlines

Day 1: Introduction to Valuation & Financial Fundamentals for Tech Companies

- ICT companies: Understanding ICT company definition and industry structure.
- What is an ICT company? Identifying key players and biggest ICT companies.
- Interpreting financial statements for tech firms: Income statement, balance sheet, and cash flow analysis.
- Technology valuation multiples: Revenue growth, EBITDA, ARPU, and user monetization.

Day 2: Core Valuation Methods - DCF and Comparable Company Analysis

- Deep dive into Discounted Cash Flow DCF analysis.
- How to calculate valuation: Forecasting free cash flow for ICT firms.
- Terminal value calculations and sensitivity analysis.
- Comparable company analysis Comps: Selecting peer groups and conducting comparisons.
- Strengths and limitations of Comps.

Day 3: Specialized Valuation for Tech Companies

- Valuing intangible assets software, patents, intellectual property.
- Incorporating R&D investments into valuations.
- Revenue models in technology firms: Subscription-based, license-based, and usage-based.
- Valuing high-risk, high-growth startups and venture-backed tech firms.

Day 4: Risk Assessment and Adjustments in Tech Valuation

- Identifying risks in technology valuation: Market, competitive, regulatory, and technology-specific risks.
- Adjusting valuation models for volatility and uncertainty.
- Scenario planning and risk-adjusted discount rates for tech companies.
- Ethical valuation considerations in the ICT sector.

Day 5: Valuation in Mergers & Acquisitions M&A

- The role of valuation in tech M&A deals.
- Strategic vs. financial buyers in the ICT sector.
- Deal structures in M&A: Acquisitions, mergers, IPOs, and SPACs.
- Synergies, premiums, and adjustments in technology company valuations.

Day 6: Advanced Valuation Techniques for Tech Firms

- Real options valuation in technology.
- Applying options pricing theory to uncertain technology investments.
- Valuation technology trends: AI-driven valuation models and big data analytics.
- Advent Technologies valuation case study.

Day 7: Industry-Specific Metrics for Valuation

- Key metrics for SaaS and cloud-based companies.
- Customer Acquisition Cost CAC, Churn Rate, and Lifetime Value LTV.
- Valuation of digital platforms and ecosystem-based businesses.
- How technology valuation differs across software, AI, and fintech companies.

Day 8: Case Studies and Practical Applications

- Palantir Technologies valuation analysis: Examining a real-world public tech firm.
- Hands-on forecasting exercise for a SaaS firm.
- Case study: Valuing a high-growth tech startup.
- Applying risk adjustments and peer comparisons in real-world scenarios.

Day 9: Valuation of Tech Companies in the Public Market

- IPOs and public market valuations for tech companies.
- The role of analysts and investor sentiment in pricing technology firms.
- Public vs. private valuations: How they impact deal structuring.
- IPO pricing strategies, under-pricing, and post-IPO market dynamics.

Day 10: Future Trends, Wrap-Up, and Final Assessment

- Emerging trends in technology valuation: AI, blockchain, cybersecurity.
- Future challenges in ICT company valuation.
- Course review and open discussion.
- Final valuation challenge: Team-based valuation presentations.

Why Attend this Course: Wins & Losses!

- Gain expertise in certified valuation analysis for ICT and tech firms.
- Master key technology valuation methods used in investment banking and venture capital.
- Understand the impact of IPOs, M&A, and investor sentiment on tech company valuation.
- Acquire practical knowledge on how to calculate valuation for different business models.
- Develop skills to assess notional valuation and risk-adjusted financial projections.

Conclusion

Valuing technology and ICT companies requires a blend of financial expertise, industry knowledge, and strategic insight. By mastering valuation meaning, methods, and applications, participants will be equipped to assess tech firms, SaaS businesses, and digital platforms effectively.

This course provides a structured approach to business valuation, from DCF modeling to M&A strategies and IPO pricing. By applying technology valuation multiples and case study-driven insights, participants will gain hands-on expertise in how to calculate valuation and assess ICT sector risks and opportunities.

Enroll today to become a certified expert in technology and ICT company valuation!