

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

Amman (Jordan)

21 September - 2 October 2025

UK Training

PARTNER

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

Code: FA28 From: 21 September - 2 October 2025 City: Amman (Jordan) Fees: 5600 Pound

introduction

This course provides a comprehensive exploration of techniques and strategies for valuing companies in the Technology and ICT sectors.

Participants will gain expertise in analyzing financial health, applying valuation models, and addressing industry-specific challenges through an interactive blend of theory, case studies, and practical applications.

Course Objectives

- Master core valuation methodologies.
- Analyze the financial health of technology firms.
- Address unique risks and challenges in tech valuation.
- Acquire hands-on experience with real-world case studies.
- Develop skills to value startups, SaaS firms, and other tech-focused businesses.

Course Outlines

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

- Overview of the ICT and Technology Sectors.
- Key Characteristics of Technology Firms growth trends, scalability, R&D investment, etc..
- Interpreting Financial Statements for Technology Companies.
 - Income Statement, Balance Sheet, and Cash Flow Analysis.
- Metrics for Tech Valuation Revenue Growth, EBITDA, ARPU, etc..

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

- Deep Dive into Discounted Cash Flow DCF Analysis.
 - Forecasting Free Cash Flow for Tech 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 Patents, Software, IP.
- Incorporating R&D Investments into Valuations.
- Revenue Models in Tech Firms.
 - Subscription-Based, License-Based, and Usage-Based Models.

UK Training

PARTNER



- Valuing High-Risk and High-Growth Startups.

Day 4: Risk Assessment and Adjustments in Tech Valuation

- Identifying Risks in Technology Valuation.
 - Market, Technology, Competitive, and Regulatory Risks.
- Impact of Industry Trends on Valuation.
- Adjusting Models for High Volatility and Uncertainty.
- Scenario Planning and Sensitivity Analysis.

Day 5: Valuation in Mergers & Acquisitions M&A

- The Role of Valuation in Tech M&A Deals.
- Strategic vs. Financial Buyers in the Tech Sector.
- Deal Structures in M&A Acquisitions, Mergers, IPOs.
- Synergies, Premiums, and Adjustments in Valuations.

Day 6: Advanced Valuation Techniques for Tech Firms

- Real Options Valuation in Technology.
 - Applying Options Pricing Theory.
- Risk-Adjusted Discount Rates for Tech Companies.
- Advanced Adjustments for Uncertain Cash Flows.

Day 7: Industry-Specific Metrics for Valuation

- Key Metrics for SaaS Companies.
 - Customer Acquisition Cost CAC, Churn Rate, Lifetime Value LTV.
- Valuing Cloud-Based Companies and SaaS Models.
- Metrics for Platforms and Digital Ecosystems.
 - User Growth, Engagement, and Monetization.

Day 8: Case Studies and Practical Applications

- Case Study: Valuing a SaaS Company Complete DCF and Comps Analysis.
- Practical Exercise: Forecasting Financials for a SaaS Firm.
- Case Study: High-Growth Tech Startup Valuation.
- Applying Risk Adjustments and Peer Comparisons.

Day 9: Valuation of Tech Companies in the Public Market

- IPOs and Public Market Valuations for Tech Companies.
- Role of Analysts and Investor Perspectives.
- Public vs. Private Valuations.
- IPO Pricing, Under-pricing, and Market Dynamics.

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

- Emerging Trends in Tech Valuation AI, Blockchain, Cybersecurity, etc..

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the board.

UK Training
PARTNER

- Future Challenges in Valuing Tech Firms.
- Course Review and Q&A.
- Final Group Activity: Valuation Challenge and Presentations.

Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

Africa



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)

UK Training
PARTNER

Blackbird Training Cities

Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

