

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

*Seattle, Washington (USA)*

*18 - 29 August 2025*

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

Code: FA28 From: 18 - 29 August 2025 City: Seattle, Washington (USA) Fees: 9600 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.

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- 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 pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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

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