

Note on Valuation for Venture Capital

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Mission and Analytics

10.5%

What is the difference between the two?

Measuring effectiveness

Analytics for Decision Making

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WHICH WAY TO GO?

Promotion

Profit

EQUITY

Equity can be defined as the difference between the value of the company and the amount of debt. It is the ownership stake in the company.

The value of the equity is determined by the market value of the company.

Equity is the ownership stake in the company.

CUSTOMER FOCUS

Service with a smile

Customer Focus

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Strategic Plan

1. Vision Statement

2. Mission Statement

3. Core Values

4. Key Objectives

5. Action Plan

January 2025

metrics

Customer Satisfaction, user retention, churn rate, etc.

Key Performance Indicators (KPIs)



Mckinsey Global Institute (2011)

PLANNED PEOPLE

Profit



Data

Information

Brand Positioning

Good activity (4) p.40

850

1900

1950

2000

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Metrics and Analytics

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WHICH WAY TO GO?

One of equity can be defined from different perspectives and for different purposes. (Miller, 2002). To illustrate, we offer definitions on its definition (Mehrotra, 2002).

EQUITY

The value of the business can be attributed to the shareholders (Mehrotra, 2002).

Equity is defined as the ownership interest in a corporation (Mehrotra, 2002).

One definition suggests that equity refers to the ownership interest in a corporation. In this context, it is the right to hold for a share in the company (Mehrotra and Chugh, 2002).

Also see list of Contents

Promotion

Public Good

CUSTOMER FOCUS

Service with a smile

Customer Focus

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metrics

Customer satisfaction is a key performance indicator (KPI) for businesses. It is a measure of how well a company's products and services meet the needs and expectations of its customers. Customer satisfaction is a key driver of business success, as it leads to repeat business, positive word-of-mouth, and higher customer loyalty.

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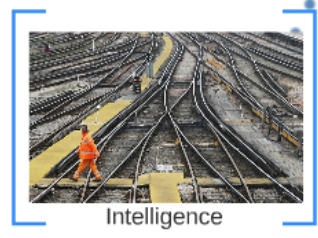
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Mckinsey Global Institute (2011)

PEOPLE PLANT PROFIT

PROFIT



Data

Information

Brand Positioning

Homework

Good activity (4) p.40

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Metrics and Analytics



What is the difference between the two?

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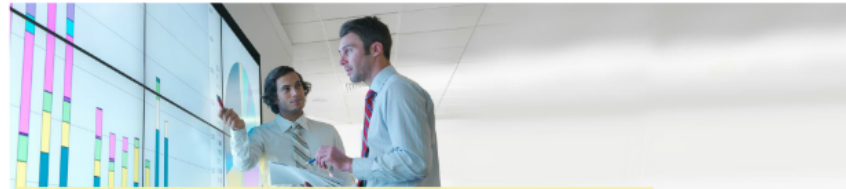


Metrics and Analytics



What is the difference between the two?

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**Analytics for
Decision Making**

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What is the difference between the

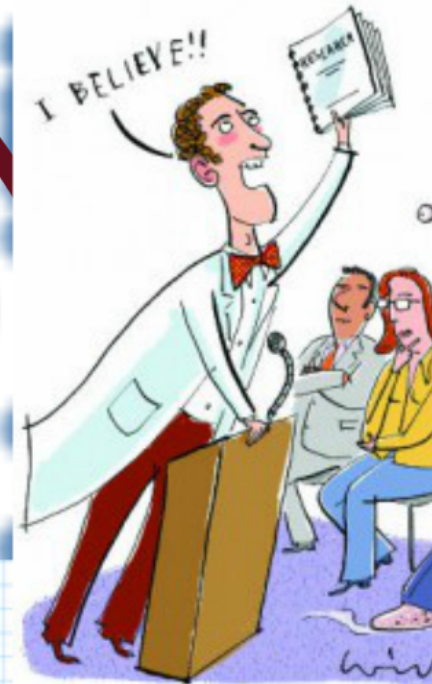
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Measuring Effectiveness



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EVERY day is CUSTOMER day

100%

CUSTOMER FOCUS

100%

TIMELY RESPONSE

Service with a

The customer is ALWAYS right


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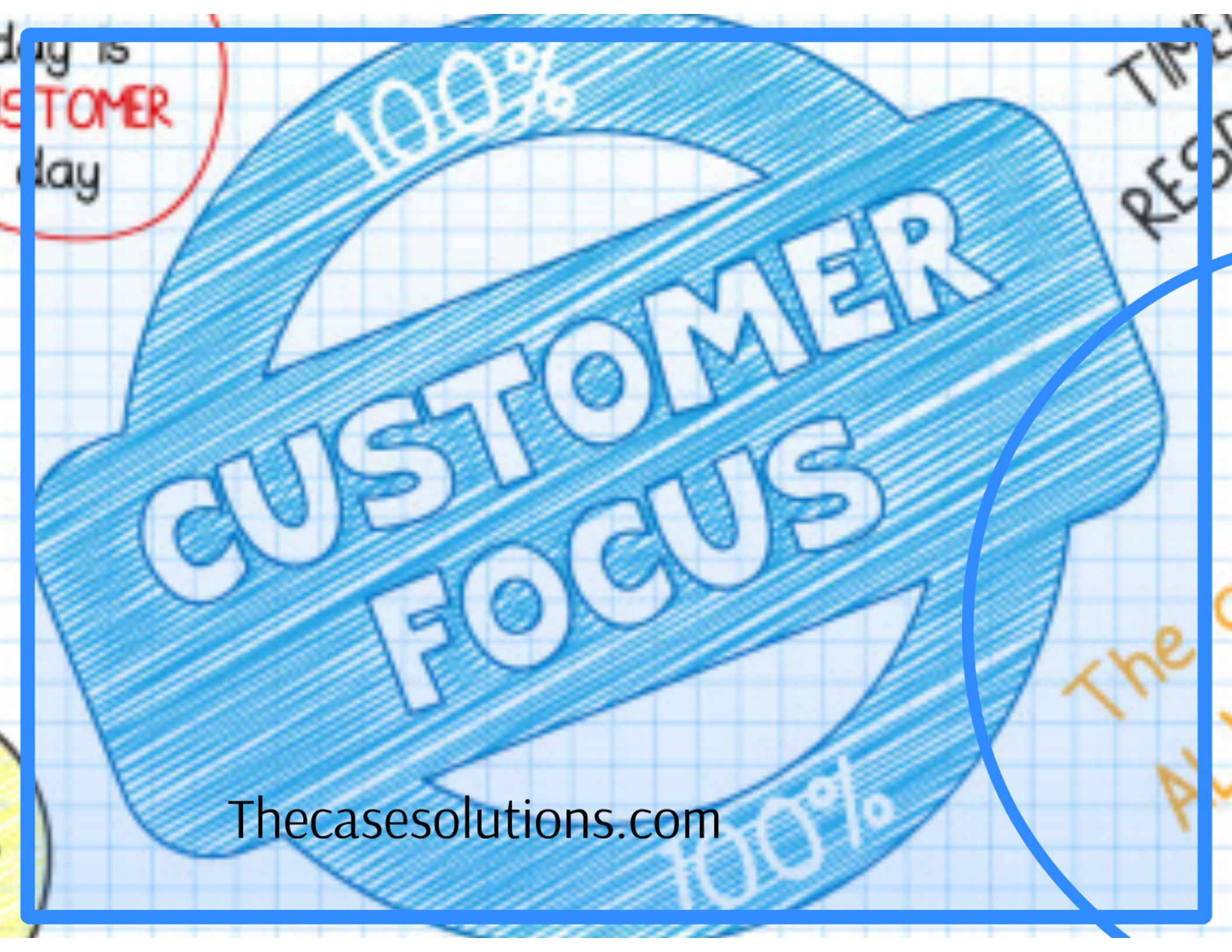


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