

Business Name							
		Business Value		BASELINE RANGE (for 2B)			
BASELINE VALUE		COLUMN A	COLUMN B	EBITDA \$		EBITDA Mult.	
1.	Revenue				< \$1M	1	
2.	EBITDA				\$1M - \$3M	2.5	
					\$5M - \$10M	5	
					\$10M+	5	
VALUE ADDERS		COLUMN A	COLUMN B				
3.	Revenue Growth %			0 - 0-30%	1- 30 - 100%	2 - 100%+	
4.	Yrly Revenue Retention %			0 - < 80%	2 - > 80%		
5.	EBITDA Margin			0 - (< 30%)	.5 - (30% +)		
6.	LTV:CAC Ratio			0 - (< 10)	.5 - (>10)		
7.	TOTAL	3B + 4B + 5B + 6B -->					
VALUE SUBTRACTORS		COLUMN A	COLUMN B				
8.	Key Man Risk (Y/N)			Risk (3)	No Risk (0)		
9.	Key Client Risk (Y/N)			Risk (2)	No Risk (0)		
10.	Single Channel Risk (Y/N)			Risk (1)	No Risk (0)		
11.	Market Risk (Y/N)			Risk (1)	No Risk (0)		
12.	Data (Y/N)			Risk (1)	No Risk (0)		
13.	TOTAL	8B + 9B + 10B + 11B + 12B ->					
VALUATION				Equation			
14.	STEP 3: Adjusted Valuation Multiple			2B + 7B - 13B			
15.	STEP 4: Current Enterprise Value			2A * 14B			

VALUATION IMPROVEMENT ACTIVITY					NOTES
EBITDA 1 (COPY 2A FROM SCORECARD)	X	MULTIPLE 1 (COPY 14B FROM SCORECARD)	=	Valuation 1 (COPY 15B FROM SCORECARD)	
EBITDA 2 (EBITDA 1 X 1.4)	X	MULTIPLE 1 (COPY ABOVE)	=	Valuation 2 (EBITDA 2 x MULTIPLE 1)	
EBITDA 2 (COPY ABOVE)	X	MULTIPLE 2 Multiple 1 + 3	=	Valuation 3 (EBITDA 2 x MULTIPLE 2)	
EBITDA 3 (EBITDA 1 X 1.8)	X	MULTIPLE 2 (COPY ABOVE)	=	Final Valuation (EBITDA 3 x MULTIPLE 2)	
			-	Valuation 1 (COPY FROM TOP BOX)	
IMPROVEMENT IN VALUE					
(FINAL VALUATION - VALUATION 1)					

CAC

Advertise	Engage	Qualify	Close
Ad Creative	Website CRO	Show Up	Scripting
Ad Messaging	Follow UP	Reminders & Incentives	Training Schedule
Targeting	Scheduling	Offer %	Training Style
Right Place		1- Step or	Team Incentives
Right Customer		2- Step	Customer Incentives
Platforms			Front End Cash
Offer			
Lead Magnets			

COMPARE DATA AND BRING TO ROUNDTABLES

LTV

Product	Onboard	Activate	Upsells	Retain/Re-Sell
Faster	Expectations	TTV	Features	Offer Volume
Easier	24hr Walkthru	30 Day Value	Pay Plans	Loyalty Prog.
Better	CS Handshake	Less Friction	Quantity	Comm. Prog.
Pricing	Personalization	Review	Quality	Cust. Rescue
Lower Risk	Next Steps	Testimonial	Missing Links	Continuity
	OB Survey	Activ. Survey		Check-Ins
				Prod. Updates
				Win-backs

COMPARE DATA AND BRING TO ROUNDTABLES