

# RAISE + Scheme

# Business Model & Valuation Session *-a case study approach*

7 Sep 2023

# 3 Common Business Models



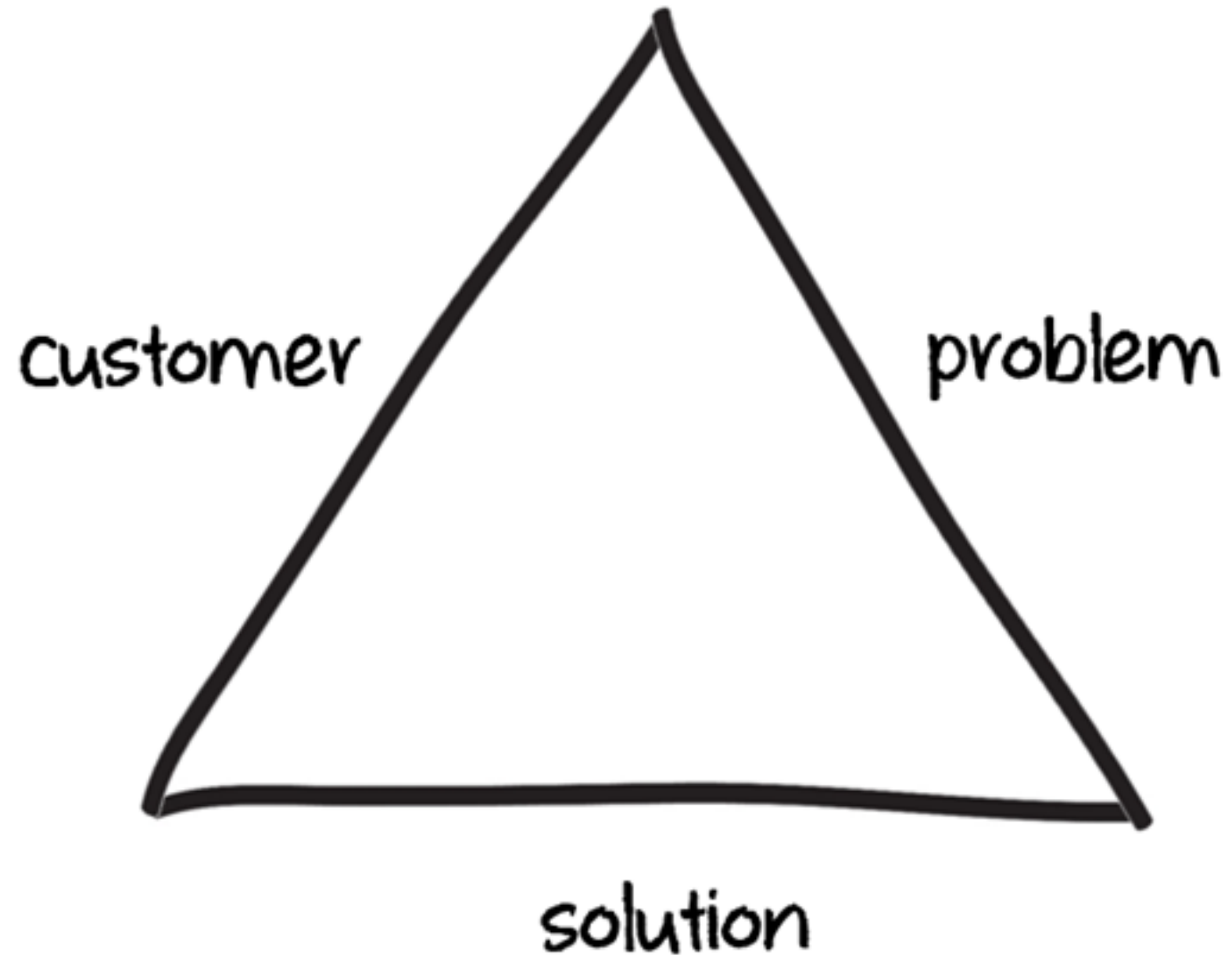
Professional Services



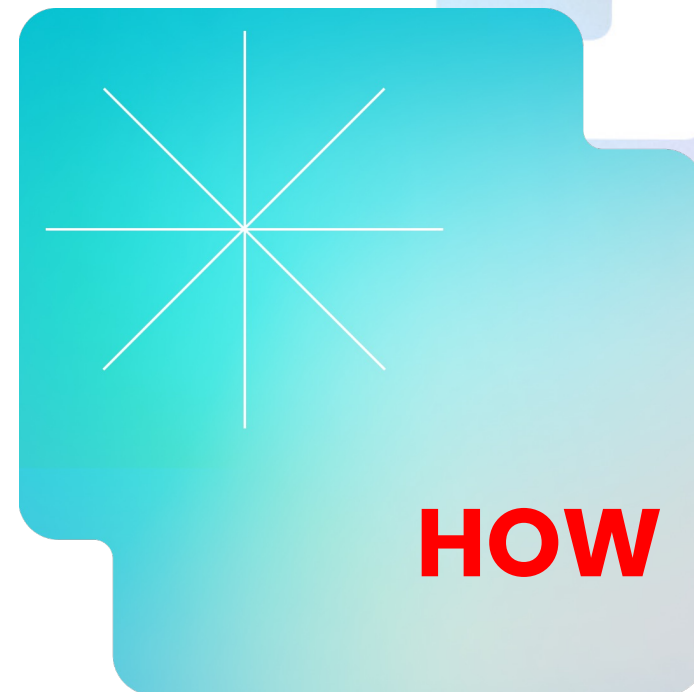
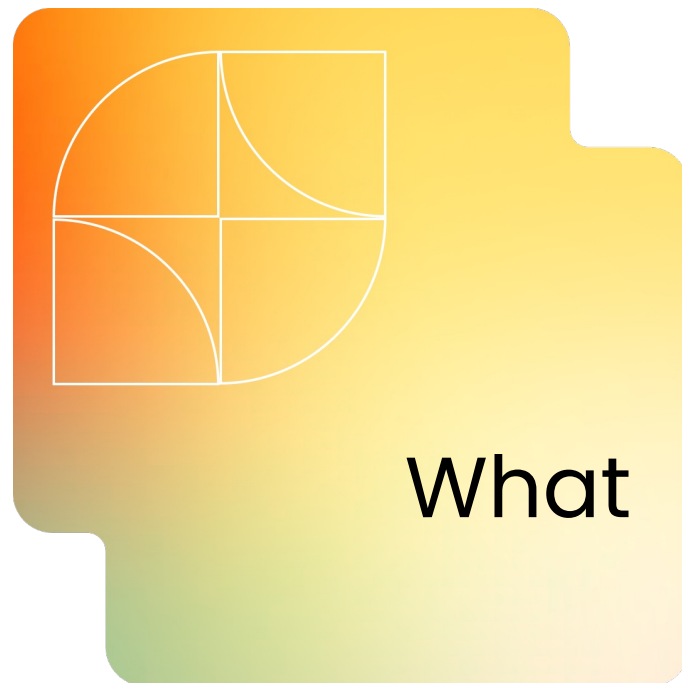
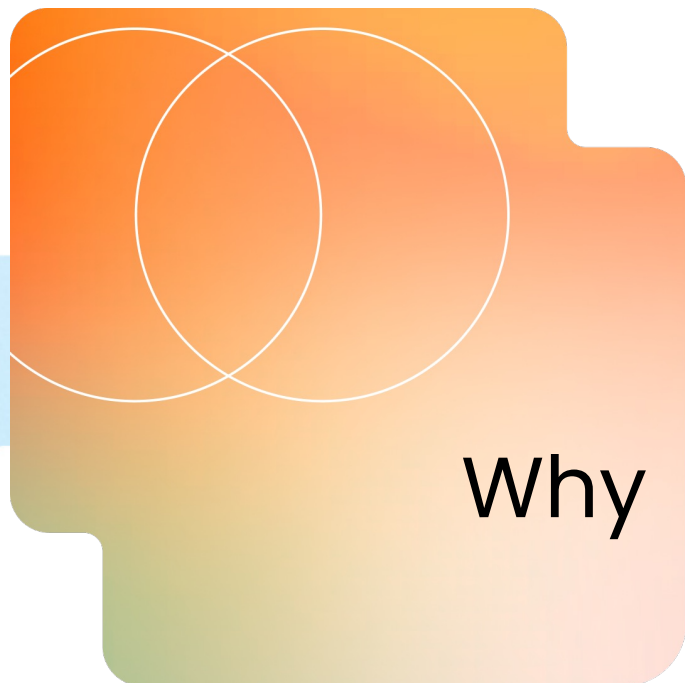
Value Adding



**Platform**



# How To Tell The Story






# 3 Most Attractive Models



Recurring Revenue



High Retention



**Network Effect**

# 3 Least Attractive Models



## Service & Consulting

- Scale with Cost
- Non-recurring



## Affiliation

- Far from Actual TRX
- Risk from Platform Change

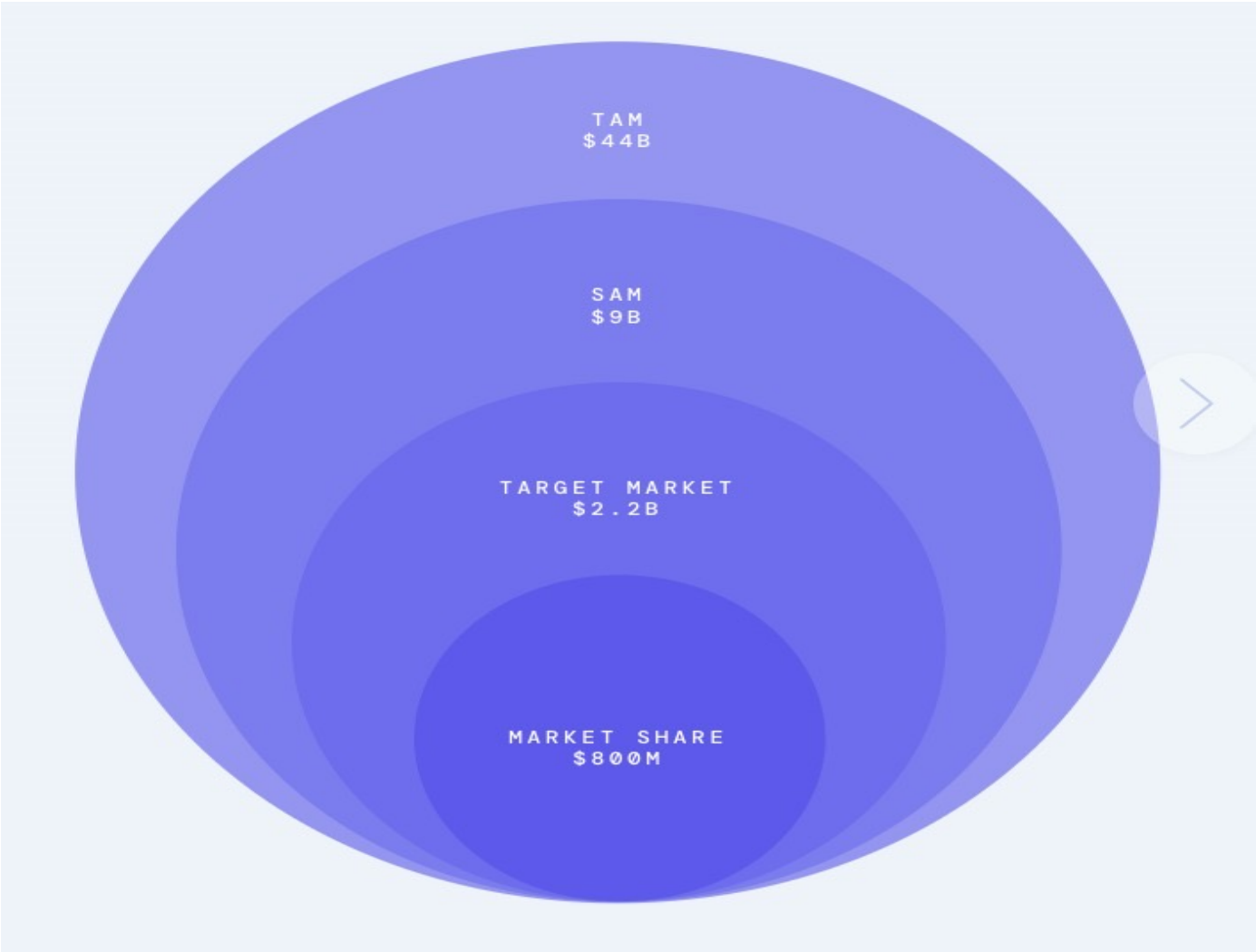


## Hardware

- High Capital Input
- Usually Low Margins

# FUTURE Market Size in "XXX"

US\$ **44** Billion  
in 5 years



**Price = Cost + Profit Margin?**



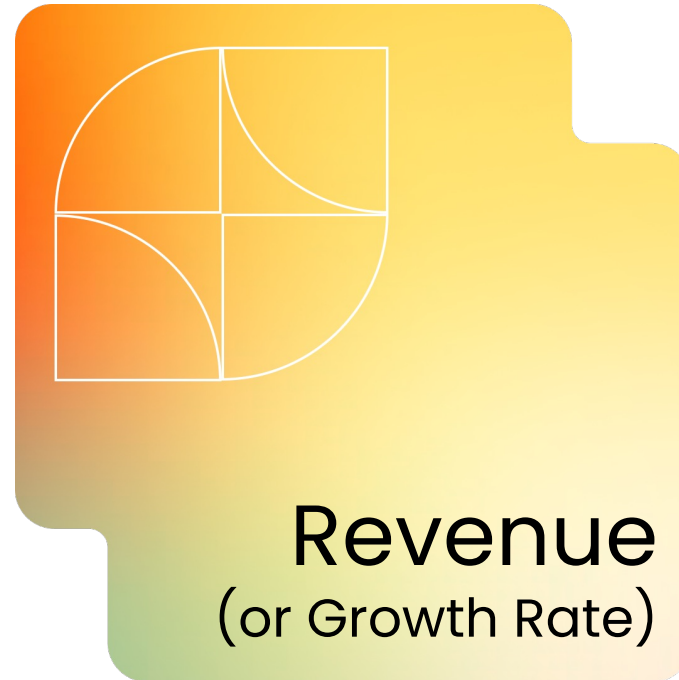
**Price = Value for Customer**

- Business Models
- **Valuations**
- Open Discussion

# Valuation Models



- EARLY STAGE



- MID STAGE



- LATE STAGE

# Funding Agreement

An orange-to-yellow gradient rounded square containing a white Venn diagram with two overlapping circles.

**Convertible  
Note**

A teal-to-blue gradient rounded square containing a white starburst icon with eight rays.

**SAFE**  
Simple Agreement for  
Future Equity



# Terminology



# Right or Restriction to Watch Out (Term Sheet)



Liquation  
Preference



Founder  
Vesting



**ONE-VOTE  
Veto**

# **B-Y-O-E** **Bring Your Own Expert**





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