



# STREAMING TELEVISION INC.

## BUSINESS PLAN SCANNER + COMPANY PROFILE

### Contacts

Company full name: **Streaming Television Inc.**  
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Valuation set on: **20.06.2018**  
Report date: **20.06.2018**

### The idea



Demand validated  
Active globally  
IP pending for approval  
Scalable business

### The Team



Founders committed full time  
Top-tier management experience  
Previously founded other companies with successful exit(s)  
All technical skills inhouse

### The Company



Legal entity  
Advisory board in place  
Development stage

### Marketing



Informal agreements with key strategic partners

### Finance



Not breakeven yet  
Funded by business angels  
Some exit opportunities

### Scan business plan in a glance

The Business Plan Scanner displays the main features of the company project in the form of icons. The color at the top of the icon indicates the impact of that specific feature on the overall quality of the company. Green stands for positive impact while red for negative. The purpose of this page is to give the reader an immediate overview of the company quality and to make different projects comparable with each other based upon the same criteria. The parameters analyzed are those identified as of the highest importance to angel investors according to the researches over historical company investing activity.

# COMPANY PROFILE

## Streaming Television Inc.

Started in: **2016**

Incorporated: **Yes**

Year of incorporation: **2016**

Country: **United States**

Scalability: **Yes**

Industry: **Broadcasting**

Business Activity: **Television Broadcasting**

## Committed resources

Capital: **\$ 42,000**

Founders time commitment: **Full time**

## Stage of development:

Product roll-out: **Minimum Viable Product**

Profitability: **Not breakeven yet**

## Investment proposal

Capital needed: **\$ 1,070,000**

Equity offered: **10.0%**

## Core Business

Streaming Television Inc, provides a network of city streaming television channels, for content created by local elected officials, educational, faith-based and community leaders.

## Team

Founders: **1**

Employees (excluding founders, interns and freelancers): **4**

Founders time commitment: **Full time**

## Skills and Experience

Years of experience in the industry: **42**

Founded other companies before: **Yes, and successful exit(s)**

Business and managerial: **Top-tier management experience**

Technical: **Top-tier management experience**

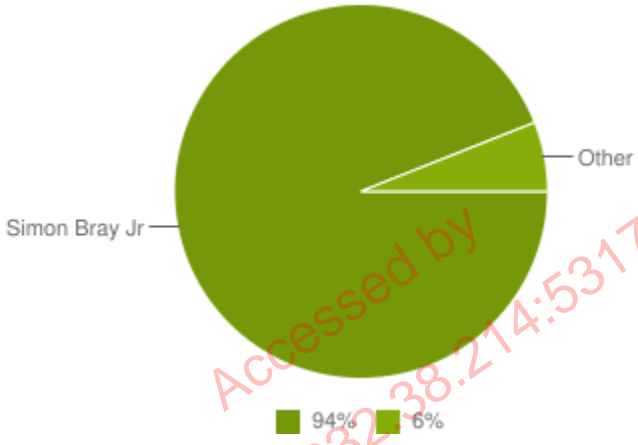
## Competition

Level of competition: **Negligible competition**

Competitive products are: **On the same level and not comparable solutions**

# COMPANY PROFILE

## Shareholders



## Key figures

### Latest operating performance

Revenues	\$ 0
Cost of Goods Sold (COGS)	\$ 0
Salaries	\$ 0
Operating expenses (SGA)	\$ 0
EBITDA	\$ 0
EBIT	\$ 0
Net profit	\$ 0

### Ratios

Net profit as % of revenues	0%
COGS as % of revenues	0%
EBITDA as % of revenues	0%

### Assets

Cash and Equivalents	\$ 0
Accounts Receivables	\$ 0
Inventory	\$ 1
Tangible assets	\$ 0
Intangible assets	\$ 155,736
Financial assets	\$ 330

### Liabilities

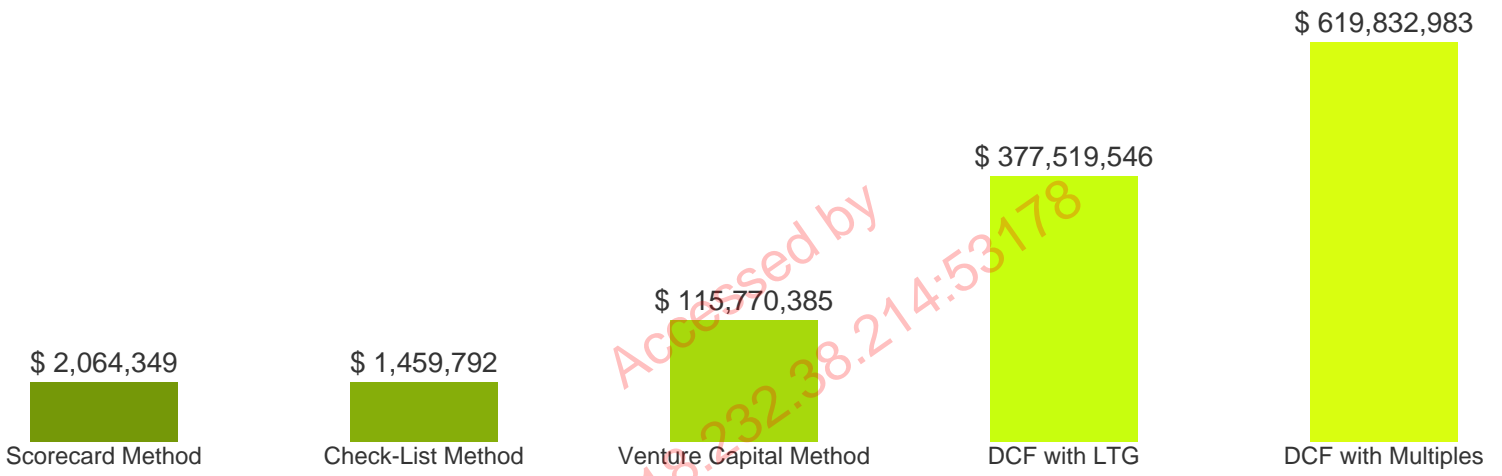
Accounts Payables	\$ 0
Other current liabilities	\$ 73,564
Long term liabilities (Debt)	\$ 0
Equity	\$ 82,507

## Elevator pitch

We are building a national network of City Streaming Television channels, for local content creators to expand their viewer reach, into the massive user base of Amazon Fire TV, Roku TV and Apple TV.

# VALUATION

## The 5 Methods Used



## Valuation Average Weights

### Weights of the 5 methods



**Valuation weights**

The weights displayed in the chart are those used to average the outcomes of the 5 valuation methodologies implemented in this analysis. The weights are set according to the stage of development of the start-up: the later the stage and the higher the influence of analytical models given the higher reliability of the financial projections. Users may however prefer one method over another in determining their valuation estimate.

# VALUATION

The Average Pre-Money valuation is:

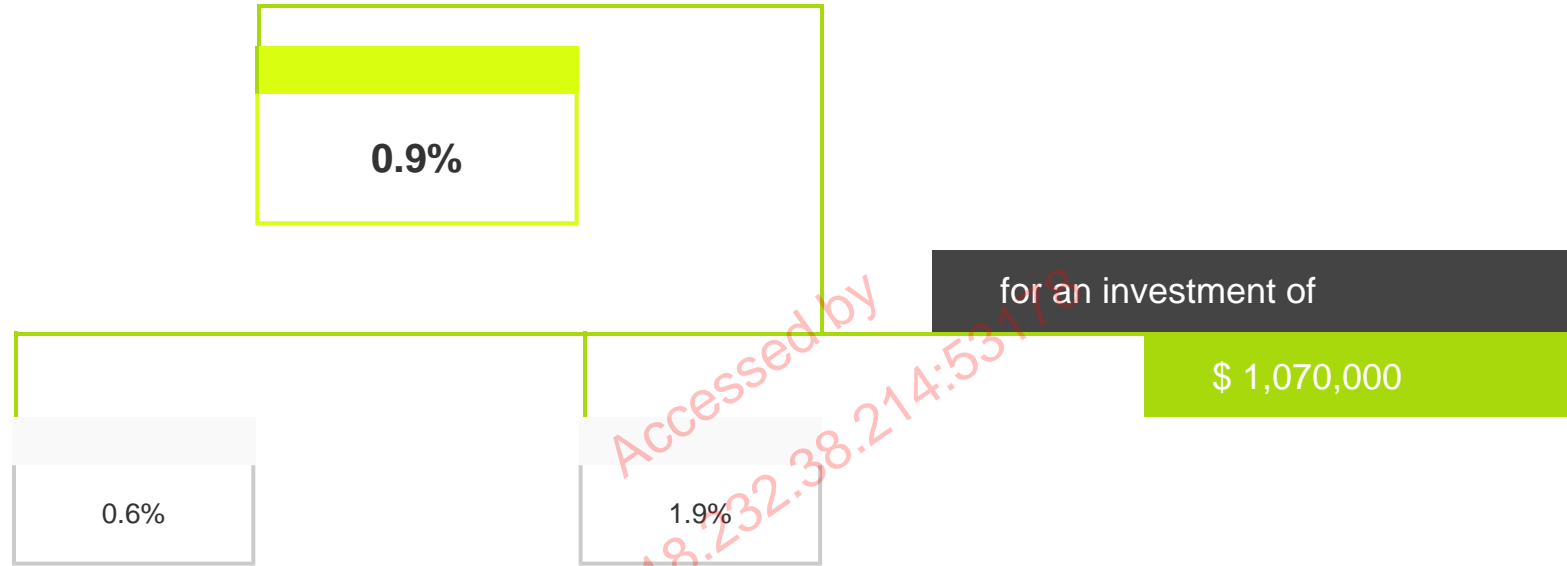
\$ 123,621,085

Lower Bound \$ 54,472,000

Higher Bound

\$ 192,771,000

This determines a percentage of

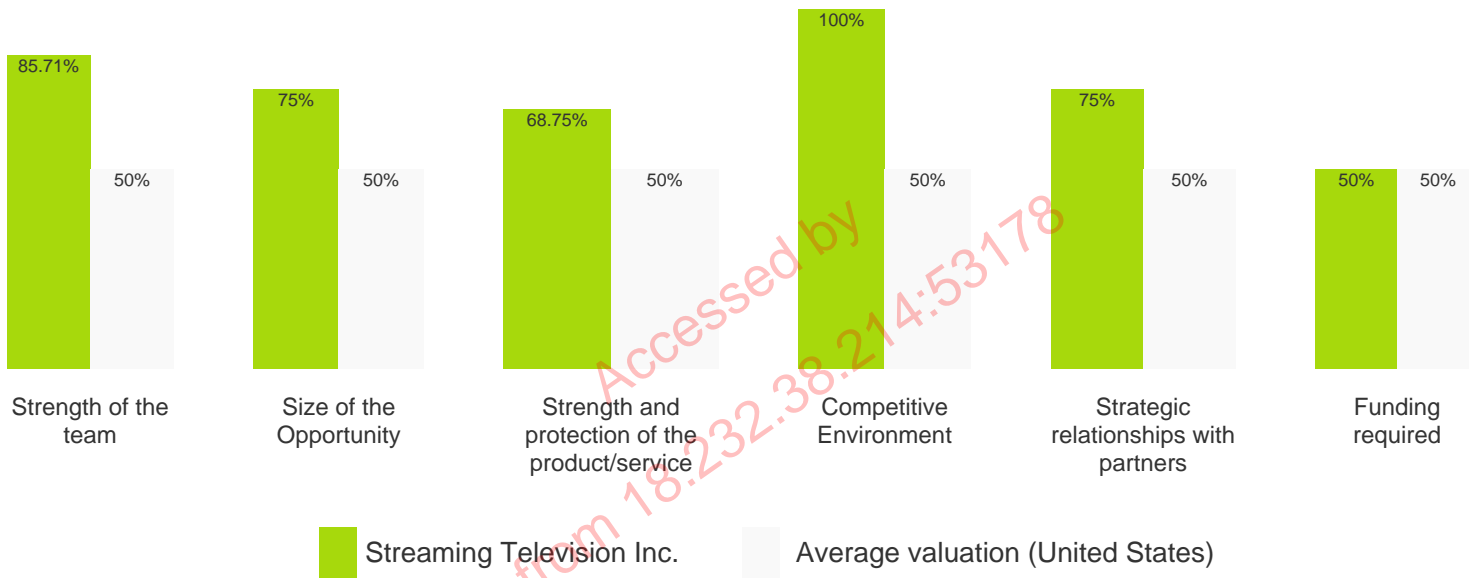


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# HIGH-LEVEL VALUATION

## SCORECARD METHOD

\$ 2,064,349



### CRITERIA



### ASSUMPTIONS

Starting value of this method (Average Company Valuation) \$ 1,194,560

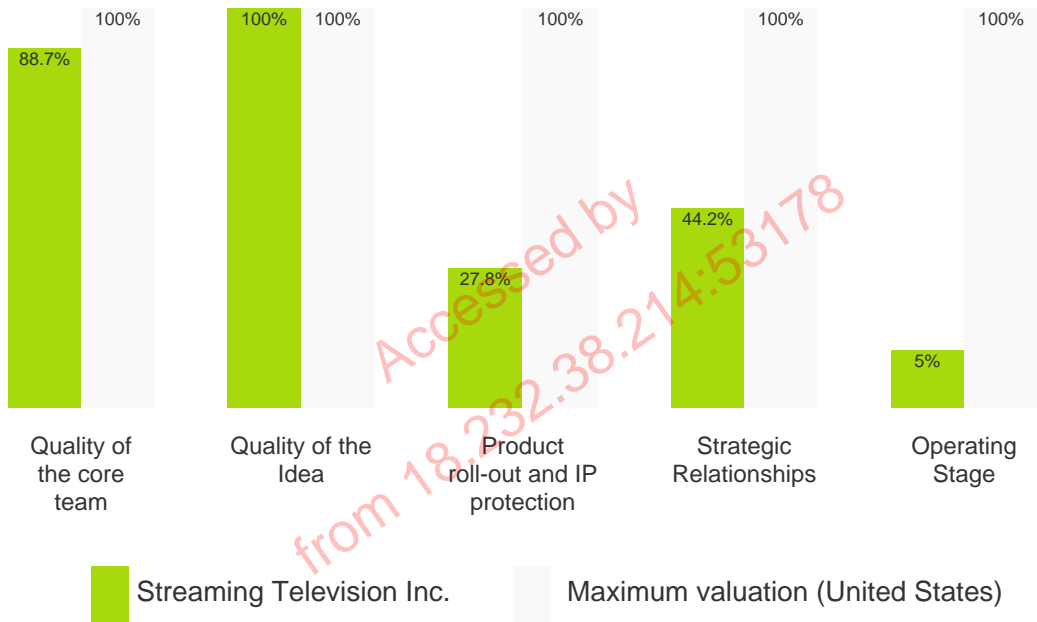
### Comparable transactions are relevant in pricing a company

The main tenet of this method is that comparable transactions are relevant in pricing a company. It considers the average pre-money valuation of companies from the same region as starting point. Then, for each of the 6 criteria, the company is assigned a score that indicates whether it performs better or worse than comparable companies for those criteria. Based on these scores and their weights, the starting valuation will be adjusted upward or downward. Originally developed in 2001 by American business angels, this method was published in 2007 by the Kauffman Foundation and revised in 2011 by Bill Payne from Ohio TechAngels. Equidam reviewed the score system and the information on which the scores are attributed.

# QUALITATIVE METHODS

## CHECK-LIST METHOD

\$ 1,459,792



### CRITERIA

Quality of the core team

89%

Quality of the Idea

100%

Product roll-out and IP protection

28%

Strategic Relationships

44%

Operating Stage

5%

### ASSUMPTIONS

Maximum value for this method

\$ 2,500,000

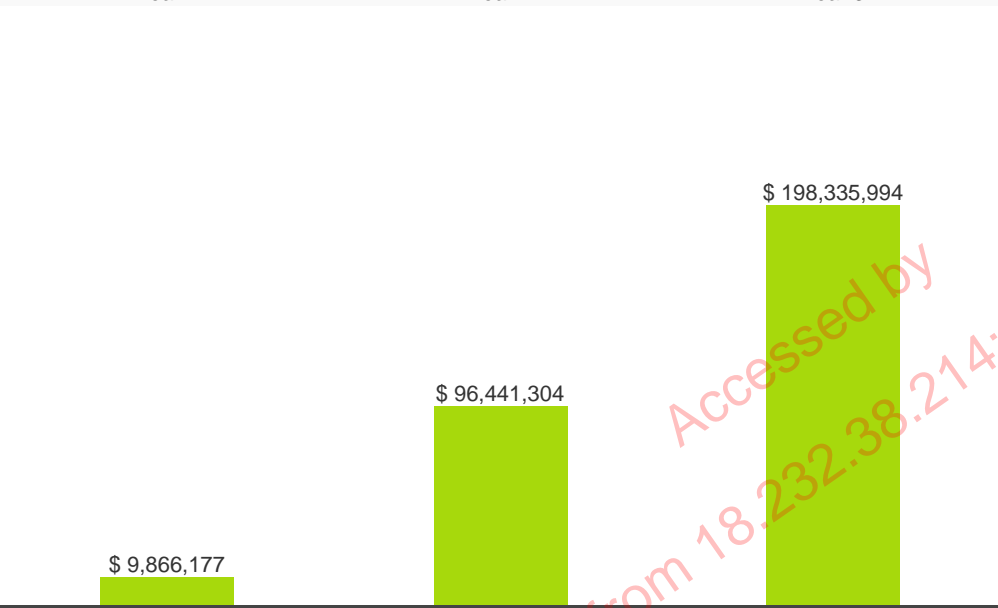
### Valuing intangible assets

The main tenet of this method is that intangible assets of early stage companies are the foundation of their future success, thus valuable - just as tangible assets are for established businesses. It assumes a fixed maximum valuation based on the region and assigns the company a score for each of the 5 criteria. The weighted sum of the score of each criteria determines the pre-money valuation. Business Angel Investor Dave Berkus, who has participated in more than 140 early-stage deals, proposed this method in 1996, and later extended it in 2016. Equidam reviewed the weights system and the information on which the scores are attributed.

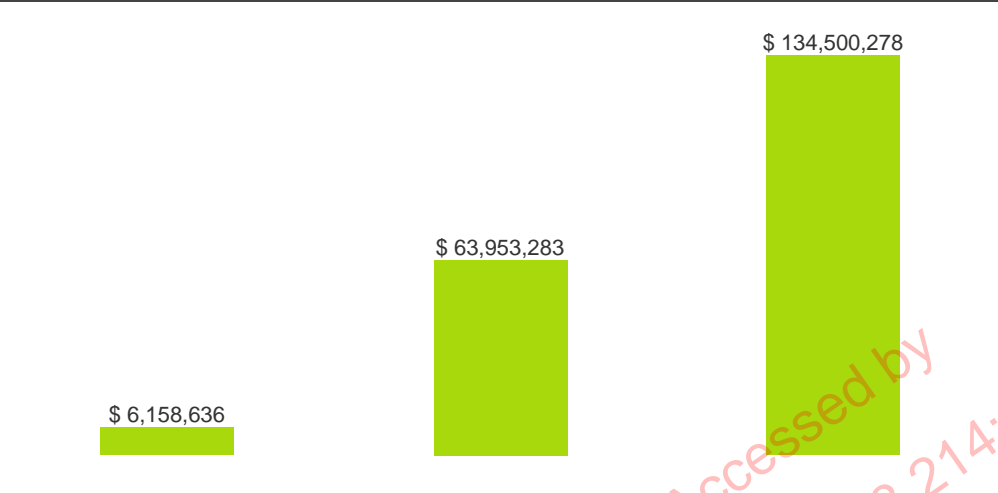
# FINANCIAL FORECASTS

Revenues		
Year 1	Year 2	Year 3

**Too Early-Stage**  
The stage development of the company does not allow for reliable forecast of the expected performance. The risk involved cannot be accurately estimated and remains uncertain.



## EBIT

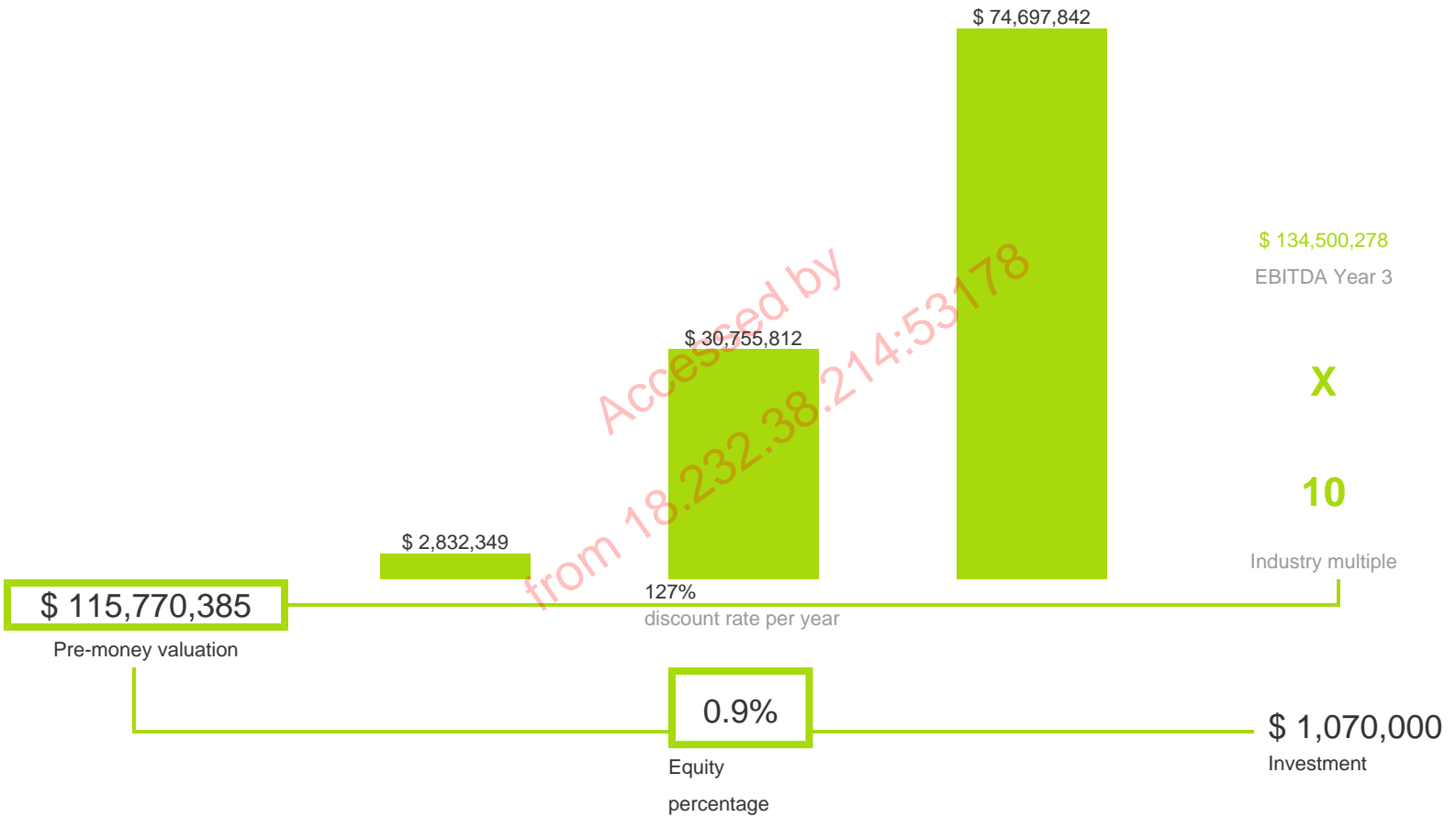


### The uncertainty featuring financial projections

The projections about the expected performance of the company are provided by the users and are not, by any means, subject to the previous check by Equidam. The users are required to indicate the projected values regarding revenues and costs (fixed and variables), while other items as Working Capital, Depreciation and Amortization and the interest expenses are estimated by Equidam according to industry-specific databases. The Cash Flows are also estimated by the Equidam algorithm combining users' inputs and the Equidam data. Equidam provides an indication of the level of reliability of the users' projections based upon the stage of development of the business. Another way to check the reliability of the projections is offered by the revenues from contracts in place, displayed in the second page of the Company Profile.



Free Cash Flow to Equity for the next three years



**CRITERIA**

Exit value in year 3

\$ 1,350,480,224

**ASSUMPTIONS**

Annual discount rate applied

126.79%

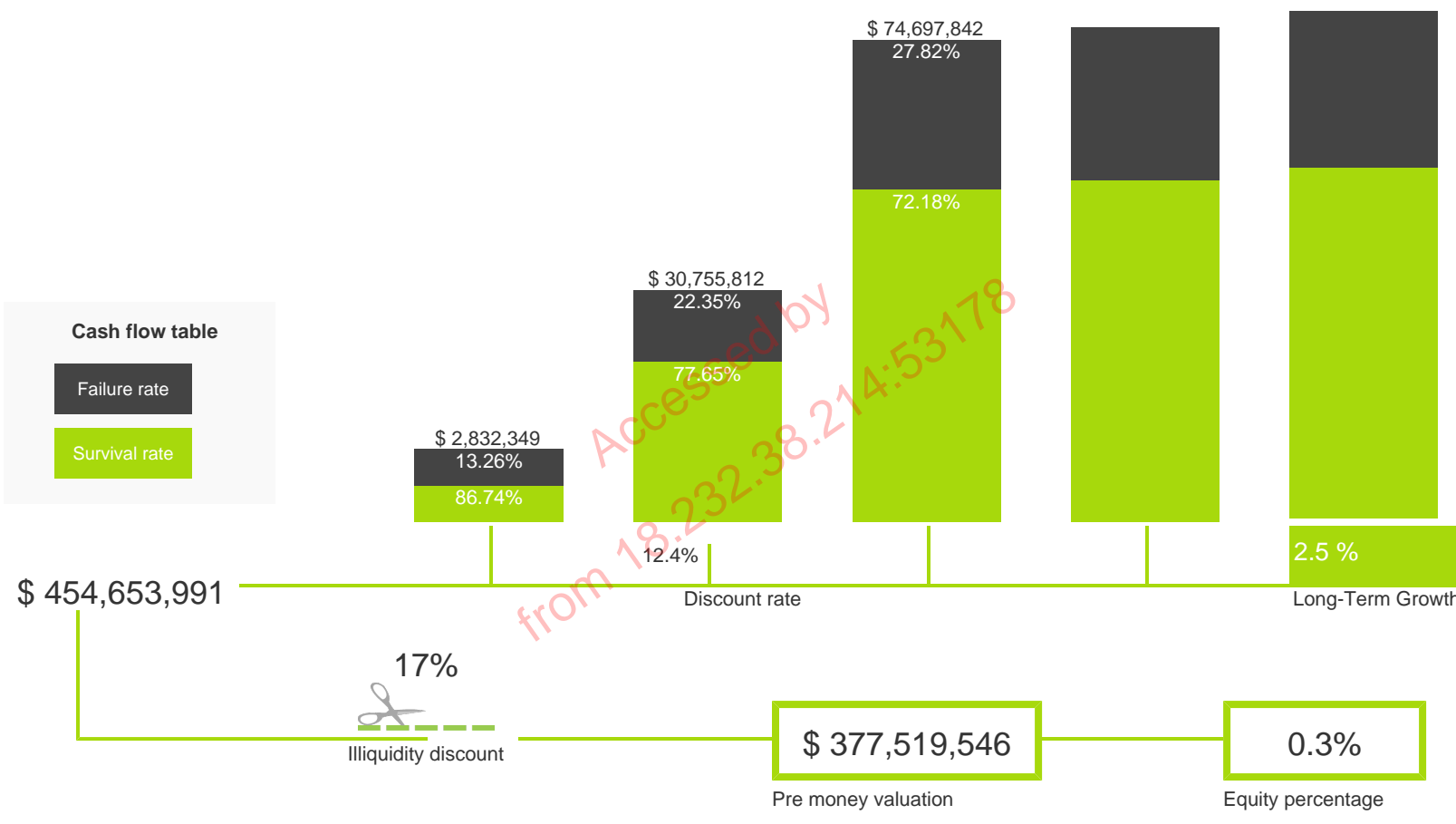
**The quick approach used by Venture Capital Funds**

The venture capital method is a quick approach to the valuation of companies. It comprises in estimating the exit value of the company at the end of the forecast horizon and ignoring the intermediate cash flows. The exit value is calculated by taking the final financial result of the company and applying the EBITDA multiple. This value is then discounted at a high rate to get the present value. The discount rate is determined according to the stage of development and is reported in the table above. Given its simplistic approach, this model does not apply illiquidity or survival discount as the following to methods do. The annual discount rate applied already accounts for these issues.

VC METHOD

DCF WITH LTG

DCF WITH MULTIPLES



**CRITERIA**

EBITDA Year 3	\$ 134,500,278
Long Term Growth Winsorized*	2.5%
Value of the company in the last Year (Terminal Value)	\$ 560,952,179

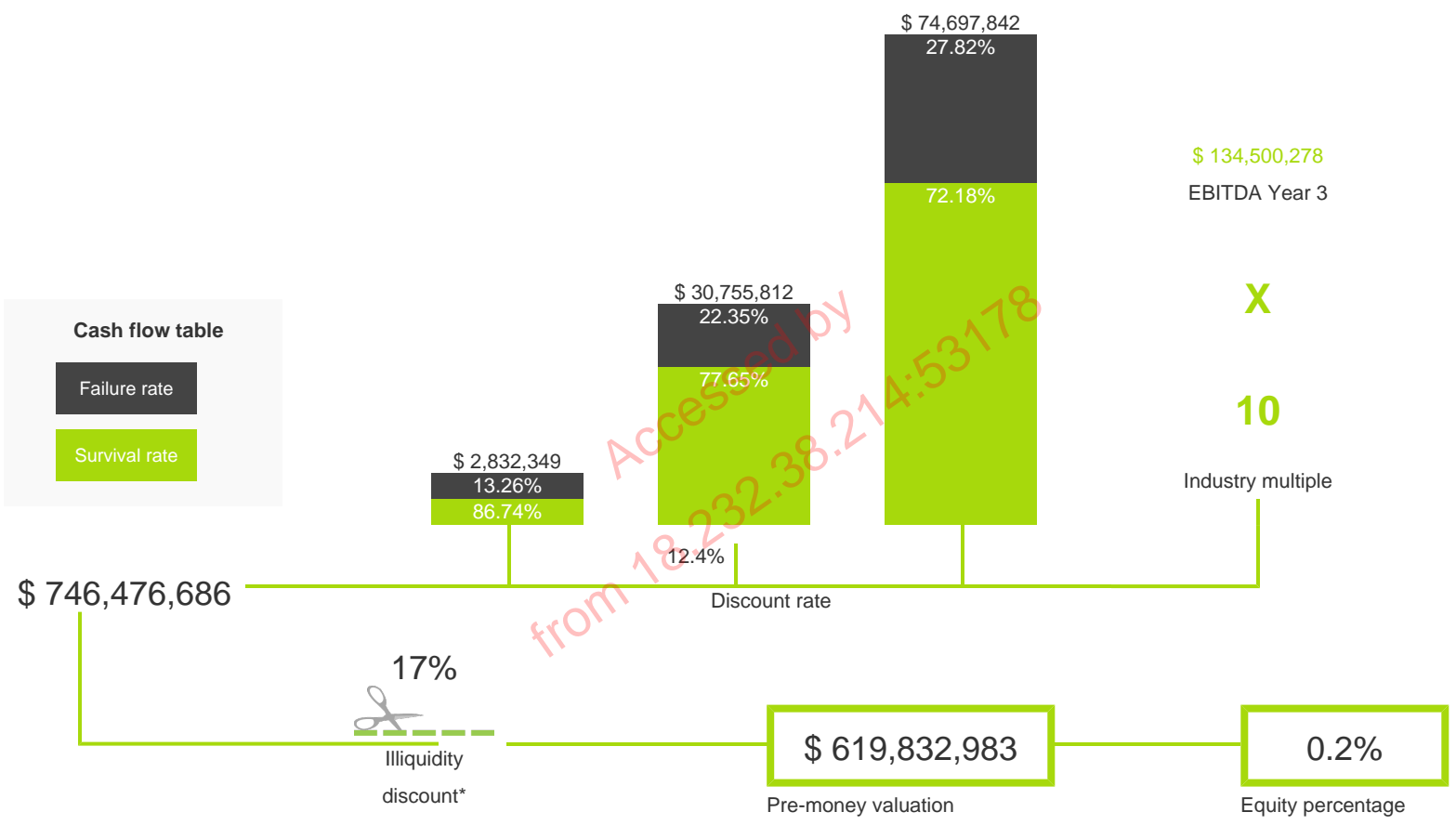
\*Winsorization is a statistic approach that eliminates the outliers from a dataset by applying a lower and higher bound. In this case is necessary since some of the industries in the Equidam database have a negative historical growth.

**ASSUMPTIONS**

Beta	1.86
Market Risk Premium	5.1%
Weighted Average Cost of Capital	12.35%

**The innovative approach to Discounted Cash Flows (DCF)**

The DCF with terminal growth model is one of the most used models to value public companies. This method assumes that the company is going to survive at a steady and constant growth rate. The growth rate applied is based on the industry of belonging. The Equidam methodology however applies two important additional features: 1. The annual cash flows are estimated by the Equidam algorithm and are weighted according to the country-specific survival rate for companies. 2. The calculated present value is further discounted by applying an illiquidity discount to account for the fact that the sale of the equity stake is likely to happen on the private market. As a consequence, investors need a higher return. The illiquidity discount is estimated according to the work of academic researches.



**CRITERIA**

EBITDA Year 3	\$ 134,500,278
EBITDA multiple Year 3	10.04
Value of the company in the last Year (Terminal Value)	\$ 974,824,860
Implied Annual Return if sale value realized (ROI)	16.23%

**ASSUMPTIONS**









Beta	1.86
Market Risk Premium	5.1%
Weighted Average Cost of Capital	12.35%

**Industry peers' comparison**

The DCF with exit multiple is the other most used valuation approach. It is based on the assumption that the exit value of the company is determined by the average of industry peers. The most commonly used multiple is the EBITDA multiple since the generated estimate is less susceptible to differences in the operating margin among industry peers. The Equidam methodology also applies: 1. The annual cash flows are estimated by the Equidam algorithm and are weighted according to the country-specific survival rate for companies. 2. The calculated present value is further discounted by applying an illiquidity discount to account for the fact that the sale of the equity stake is likely to happen on the private market. As a consequence, investors need a higher return. The illiquidity discount is estimated according to the work of academic researches

## PROFIT AND LOSS

## CASH FLOW








	06/2018 - 05/2019	06/2019 - 05/2020	06/2020 - 05/2021
 Revenues	\$ 9,866,177	\$ 96,441,304	\$ 198,335,994
 Cost of goods sold	\$ 521,559	\$ 5,015,158	\$ 12,000,464
Gross margin	94.7%	94.8%	93.9%
 Salaries	\$ 0	\$ 0	\$ 0
 Selling, General and Administrative	\$ 3,185,982	\$ 27,472,863	\$ 51,835,252
<b>EBITDA</b>	<b>\$ 6,158,636</b>	<b>\$ 63,953,283</b>	<b>\$ 134,500,278</b>
 Depreciation and Amortization	\$ 0	\$ 0	\$ 0
as % of revenues	0%	0%	0%
<b>EBIT</b>	<b>\$ 6,158,636</b>	<b>\$ 63,953,283</b>	<b>\$ 134,500,278</b>
 Financial Gain-Loss	\$ 0	\$ 0	\$ 0
Debt interest payment	\$ 0	\$ 0	\$ 0
Interest rate on debt	0%	0%	0%
Cash interest gain	\$ 0	\$ 0	\$ 0
 Taxes	\$ 2,093,936	\$ 22,383,649	\$ 47,075,097
Effective tax payable	\$ 1,293,314	\$ 13,430,189	\$ 28,245,058
Deferred tax assets	\$ 800,622	\$ 9,754,082	\$ 28,584,121
 Net profit	\$ 4,064,700	\$ 41,569,634	\$ 87,425,181

### Good understanding of numbers is good understanding of business

Revenues, Cost of Goods Sold and Selling, General and Administrative are provided by the user, while the D&A and Financial expenses are estimated by Equidam. The former is based upon the average D&A as % of Revenues of the industry peers and the latter upon the COVERAGE RATIO (EBIT/INTEREST PAID) and then adding the related risk premium to the country-specific risk free rate. The risk premia related to the COVERAGE RATIO are fixed as determined by academic researches. The tax outlays are determined by applying the country-specific tax rate for companies, as reported in the Equidam databases.

## PROFIT AND LOSS

## CASH FLOW

	06/2018 - 05/2019	06/2019 - 05/2020	06/2020 - 05/2021
 Net profit	\$ 4,064,700	\$ 41,569,634	\$ 87,425,181
 Change in Working Capital	\$ 1,232,351	\$ 10,813,822	\$ 12,727,339
Account payables	\$ 413,391	\$ 4,040,869	\$ 8,310,234
Account receivables	\$ 1,645,743	\$ 16,087,043	\$ 33,083,747
Inventory	\$ 0	\$ 0	\$ 0
 Depreciation and Amortization	\$ 0	\$ 0	\$ 0
 Investments	\$ 0	\$ 0	\$ 0
 Change in outstanding debt	\$ 0	\$ 0	\$ 0
Debt at the end of the year	\$ 0	\$ 0	\$ 0
<b>FREE CASH FLOW TO EQUITY</b>	<b>\$ 2,832,349</b>	<b>\$ 30,755,812</b>	<b>\$ 74,697,842</b>
 Raise or repayment of equity	\$ 0	\$ 0	\$ 0
 Free cash flow	\$ 2,832,349	\$ 30,755,812	\$ 74,697,842
Beginning of the year cash	\$ 1,070,000	\$ 3,902,349	\$ 34,658,161
End of the year cash	\$ 3,902,349	\$ 34,658,161	\$ 109,356,003

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### Cash is the king

The cash flows are estimated by Equidam starting from the user's data. This is to provide the reader with a more reliable estimation based upon industry peers benchmarks rather than leaving the user the freedom to guess the estimates.

Both Depreciation and Amortization and Working Capital are based on the Equidam industry databases, while the change in Debt and in Equity and the investment outlays are based upon the user's projections.

## DESCRIPTION CRITERIA SCORECARD METHOD

### Strength of the team analyzes:

- Time commitment of the founders
- Number of employees
- Team spirit and comradeship
- Years of industry experience of the core team
- Business and managerial background of the core team
- Technical skills of the core team

### Size the opportunity analyzes:

- Estimated revenues in the third year according to the stage of the development
- Estimated size of the market in three years
- Geographical scope of the business

### Strength and protection of the product/service analyzes:

- Stage of the product/service roll-out
- Degree of loyalty of customers
- Type of IP protection applicable
- IP protection in place (if any)

### Competitive environment analyzes:

- Level of competition in the market
- Quality of competitive products/services
- Competitive advantage over other products/services
- Barriers to entry to the market
- Threat of international competition

### Strategic relationships with partners analyzes:

- Strength of the relationships with key strategic partners

### Funding required includes:

- Capital required according to the stage of development

## DESCRIPTION CRITERIA CHECK-LIST METHOD

### Quality of the core team analyzes:

- Average age of the founders
- Presence in the team of serial, successful entrepreneurs
- Time commitment of the founders
- Team spirit and comradeship
- Years of industry experience of the core team
- Business and managerial background of the core team
- Technical skills of the core team

### Quality of the idea analyzes:

- Validation of the demand for the product/service
- Feedback received by early adopters/industry experts
- Level of competition in the market
- Competitive advantage over other products/services
- Geographical scope of the business
- Threat of international competition
- Degree of loyalty of customers

### Product roll-out and IP protection analyzes:

- Stage of the product/service roll-out
- Type of IP protection applicable
- IP protection in place (if any)

### Strategic relationships analyzes:

- Presence of an advisory board and number of advisors
- Presence and type of current shareholders
- Relationship with legal counselors
- Strength of the relationships with key strategic partners

### Operating stage

- Stage of development
- Current profitability



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