

Evaluate opportunities

Assess projects

Value assets & companies

PEP

is a proven and pragmatic assessment tool to evaluate opportunities, projects and companies. The underlying principle is the quantification of a structured common sense analysis.

Key Evaluation Categories

PEP evaluates over 8 key-categories with 50 criteria to allow a 361° view on innovations, projects or companies to be evaluated.

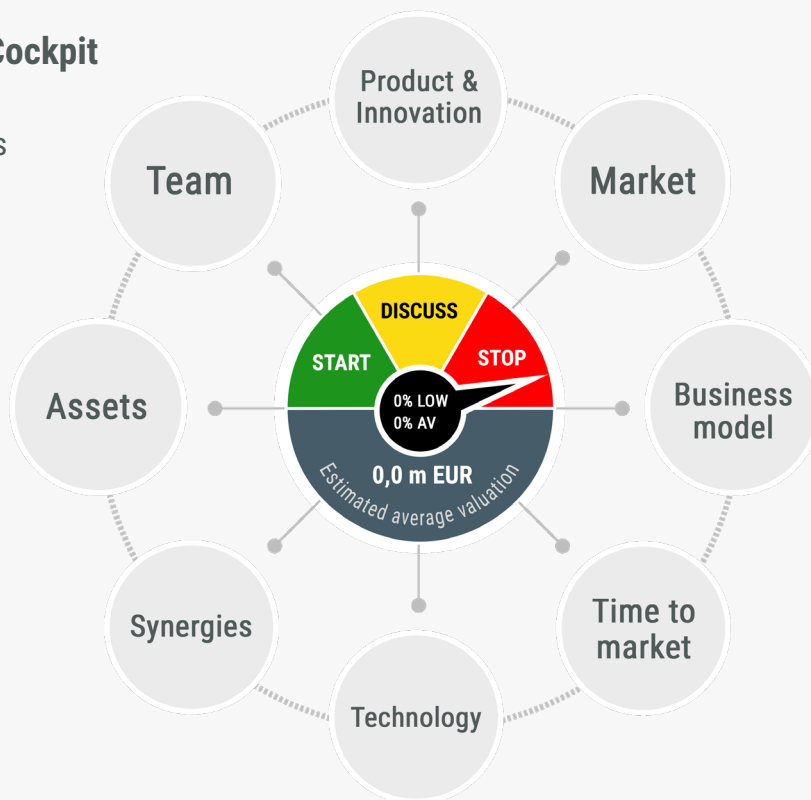
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|--------------------------|--------------------|------------|
| (1) Product & Innovation | (4) Time to market | (7) Assets |
| (2) Market | (5) Technology | (8) Team |
| (3) Business model | (6) Synergies | (9) ... |

Top-Management Decision Cockpit and Recommendations

Analysis with over 8 key-categories and 50 criteria.

The integrated **STANFORD VALUATION MODULE** allows the valuation of start-ups based on the five most relevant and industry-accepted valuation methods for young businesses in pre- and early revenue stages.

- Berkus
- Risk factor
- Scorecard
- Precedent transaction analysis or comparable company
- Estimate of intangible value spin off from parent company



References that proofed and tested evaluation scheme with 360+ evaluations

