YOUR  
LOGO

**COMPANY NAME**

STARTUP VALUATION SUMMARY PROPOSAL

Prepared by:

**[Client Name]**

**[Contact information]**

**[Date]**

# Introduction

This document outlines the valuation summary of [Startup Name] as part of our upcoming funding round. The analysis is based on a blend of industry benchmarks, revenue projections, comparable company data, and investor expectations.  
  
This proposal is intended to provide transparency and alignment as we move toward investment discussions.

# Valuation Methodologies Used

We employed a combination of methods to triangulate fair valuation:  
  
- Discounted Cash Flow (DCF) model  
- Comparable company multiples (EV/Revenue, EV/EBITDA)  
- Precedent transactions and industry benchmarks  
- Risk-adjusted expected return analysis

# Summary Valuation Range

Based on the above models and current market conditions, we propose the following valuation:  
  
- Pre-Money Valuation: [$X million]  
- Post-Money Valuation: [$X million, based on [$Y] investment]  
- Equity Offered: [Z%]  
  
Note: Figures reflect conservative forecasting and industry risk adjustments.

# Assumptions & Drivers

Key assumptions influencing valuation include:  
  
- Revenue Forecast: [$X million] ARR by [Year]  
- Gross Margin: [Y%]  
- Customer Growth Rate: [Z% monthly / quarterly]  
- Target Market Size: [$X billion TAM / SAM]  
- Exit Multiples: [X–Yx based on industry comparables]

# Timeline

Proposed funding and valuation confirmation timeline:

|  |  |  |
| --- | --- | --- |
| Phase | Description | Target Date |
| Follow-Up Meeting | Discuss assumptions and feedback | [Date] |
| Due Diligence | Provide financial and legal documents | [Date] |
| Term Sheet Discussion | Negotiate valuation and investment terms | [Date] |
| Funding Close | Finalize documents and wire transfer | [Date] |

# Use of Funds

Proposed allocation of investment proceeds:

|  |  |  |
| --- | --- | --- |
| Category | Description | Allocation |
| Product Development | Hiring engineers and building new features | [Amount / %] |
| Sales & Marketing | Customer acquisition and awareness campaigns | [Amount / %] |
| Operations | Team support, tools, and compliance | [Amount / %] |
| Cash Reserve | Strategic buffer and contingency | [Amount / %] |
| Total |  | [Total Amount] |

# About Us

[Startup Name] is a [brief description: e.g., B2B SaaS platform for logistics automation].  
  
- Founded: [Year] | HQ: [Location]  
- Core Team: [#] team members with experience from [Company 1], [Company 2]  
- Traction: [#] paying clients | [X%] MoM growth | Recognized by [Accelerator / Media]

# Supporting Materials

Attached or available upon request:  
  
- Financial model  
- Cap table  
- Pitch deck  
- Customer case studies

# Terms and Conditions

This summary is for informational purposes only and does not constitute a binding offer or contract. Final valuation and terms are subject to investor due diligence and mutual agreement.

# Acceptance

To proceed with formal due diligence or express intent to invest, please sign or reply confirming interest.  
  
Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Name: [Investor Name]  
Title: [Title]  
Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_