Valuing a Startup

Accounting & Finance

Valuing a company with no earnings and little history.

Methods used at each stage.

Stage	Method
Idea	Scorecard against comparable rounds
Pre-revenue	Venture capital method from an exit value
Early revenue	Revenue multiples from peer rounds
Scaling	Discounted cash flow with scenarios
Mature	Standard DCF and comparables

The venture capital method works backwards: estimate an exit value, apply a target return, then divide back to today.