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2.	Record Nr.	UNINA9910483407903321
	Autore	Moro Visconti Roberto
	Titolo	Startup Valuation : From Strategic Business Planning to Digital Networking / / by Roberto Moro-Visconti
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Chapter 1: Introduction -- PART 1: VALUATION -- Chapter 2: From business models to business planning -- Chapter 3: Profitability, Intangible Value creation, and scalability patterns -- Chapter 4: Boosting sustainable growth with innovative intangibles -- Chapter 5: Cherry Picking Intermediaries: from Venture Capital to Private Equity Funds -- Chapter 6: Early-stage and debt-free startups -- Chapter 7: Leveraging development with debt -- Chapter 8: A comprehensive Valuation Metrics -- Chapter 9: Startup Valuation -- PART 2: INDUSTRY APPLICATIONS -- Chapter 10: FinTech Valuation -- Chapter 11: From Informal Financial Intermediaries to MicroFinTech Valuation -- Chapter 12: Digital Platforms and Network Catalyzers -- Chapter 13: From Netflix to Youtube: Over-the-Top and Video-on-Demand Platform Valuation -- Chapter 14: E-Health and Telemedicine Startup Valuation -- Chapter 15: FoodTech and AgriTech Startup Valuation.

Sommario/riassunto

This book offers a primer on the valuation of startups. Innovative startups are characterized by high growth potential that usually absorbs liquidity. This is unattractive for traditional banks, replaced by other specialized intermediaries such as venture capital or private equity funds, which diversify their portfolio basing their strategies on a multi-year exit. Startups coexist in an evolving ecosystem with established firms, to which they transfer innovativeness, technology, flexibility, and time-to-market speed, contributing to reinvent the business models and receiving from mature firms feedback on the current market features, the existing clients, and their unsatisfied needs. The valuation paradigms represent a central issue for any start-upper seeking external finance, either from family and friends or through a wider professional placement. This book, complemented by practical cases (concerning, for instance, FinTechs, digital platforms, and e-Health applications) offers a guide to practitioners, students, and academics about the trendy valuation patterns of the startups based on their strategic business planning. Roberto Moro-Visconti is Professor of Corporate Finance at the Catholic University of the Sacred Heart, Milan, Italy, and is the director of studio Moro-Visconti – chartered accountants and financial consultants. Dr. Moro-Visconti manages a consolidated financial boutique (www.morovisconti.com) that derives from a deep-rooted tradition of professional consultants in Milan.
