

1. Record Nr.	UNIORUON00279291
Titolo	Bibliographikon Deltion Neoellenikes Philologias / Epimeleia G.Th. Zoras, Ph.K. Mpoumpoulidou
Pubbl/distr/stampa	Athena, : Panepistemio Athenon, 1961-1964
Descrizione fisica	Posseduti volumi 2,3,5 ; 25 cm.
Soggetti	FILOLOGIA GRECA - Bibliografia
Lingua di pubblicazione	Greco Moderno
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910483407903321
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Titolo	Startup Valuation : From Strategic Business Planning to Digital Networking / / by Roberto Moro-Visconti
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2021
ISBN	9783030716080 3030716082
Edizione	[1st ed. 2021.]
Descrizione fisica	1 online resource (408 pages)
Disciplina	658.15224
Soggetti	Business enterprises - Finance New business enterprises - Finance New business enterprises Venture capital Corporate Finance Entrepreneurial Finance Start-Ups and Venture Capital
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia

Nota di contenuto

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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 startupper 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.