Your team is a start-up data and analytics company. Your company will be looking to sell algorithms, visualizations, alerts and data to hospitals which are looking to better understand their marketplace. Trends in market share and penetration can be provided to hospital customers by service/specialty, geographic area, hospital type and other dimensions.

Hospitals are seeking this data for a number of reasons including:

* Trends in healthcare towards consumer education, information and selection – consumerization
  + Coverage, price and quality conscious healthcare consumers
  + Increases in elective/cosmetic procedures
  + Destination healthcare for specialized care or treatment
* Government reimbursement metrics based on hospital performance related to key metrics compared to geographical peers
  + maximum reimbursement requires surpassing/exceeding the quality and satisfaction metrics of the majority of peers
  + failing to perform better than peers will result in a reduction of government reimbursement rates, meaning less money for procedures/services already performed

As a start-up, you need to gain funding from investors to start building out your product. While investors will fund the early part of the company, investors will own only 33% of the company equity. You, as founders, will own the rest of the company. To prepare for investor presentations, develop a list of metrics to explain:

* Company valuation – how are you valuing the company now and how will you value the company going forward
* Company performance
  + pre-revenue, how will you assess company performance
  + with revenue, how will you judge performance
* Competitive position – how will you measure the size of the market and your company’s share compared to other providers
* Customer sentiment – how will you determine if your product and company are meeting customer needs
* Product innovation – what metrics will help to determine if your product is evolving quickly enough

Using Excel, PowerPoint or another tool, build dashboard(s) to give investors a view of the company so that they can gauge performance and manage their investment.

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5 must-have metrics for value investors:-

## Price-to-Earnings Ratio :

## Price-to-Book Ratio

1. Debt-to-Equity

## Free Cash Flow

## PEG Ratio