

The background of the slide is a photograph of a man with dark hair and a beard, wearing a blue blazer over a white shirt. He is standing in a warehouse with his arms crossed, smiling at the camera. In the background, there are stacks of cardboard boxes and industrial shelving.

TIAS

SCHOOL FOR
BUSINESS AND SOCIETY

Valuing Private Companies

Kick-off session VPC 1

Ilse Massart

June 2025

Joy van der Veer

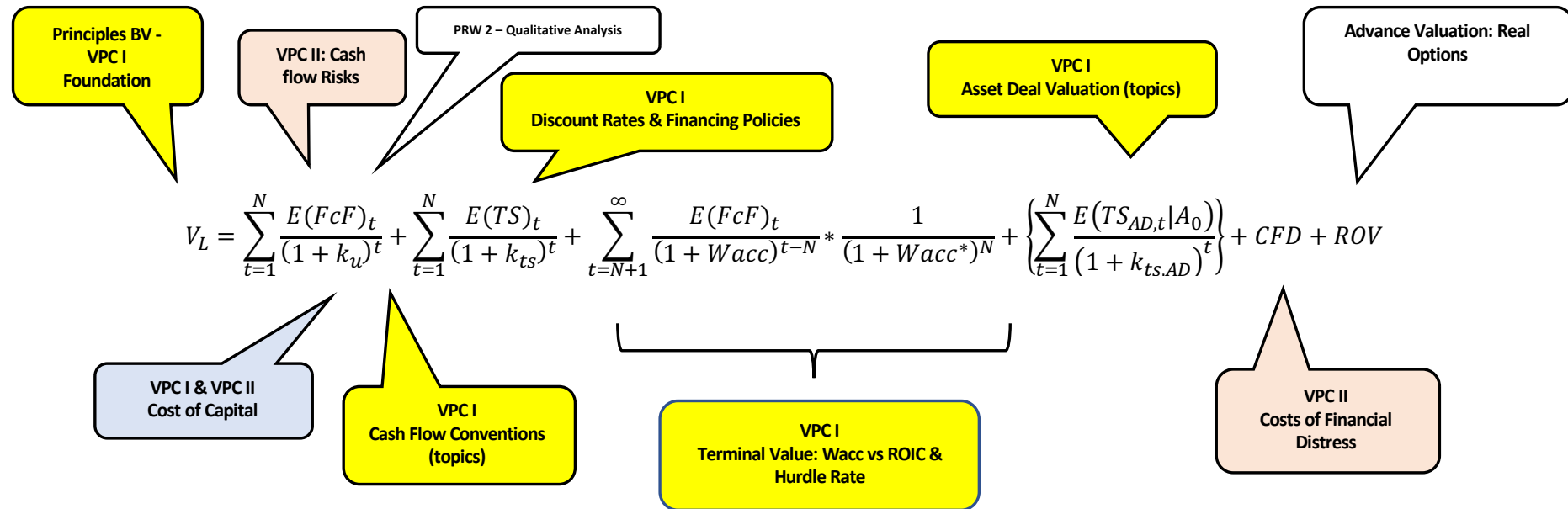
Introduction

In this session we will give you information regarding the Valuing Private Companies courses, especially, VPC 1.

Table of contents

- ▶ How to prepare for VPC 1?



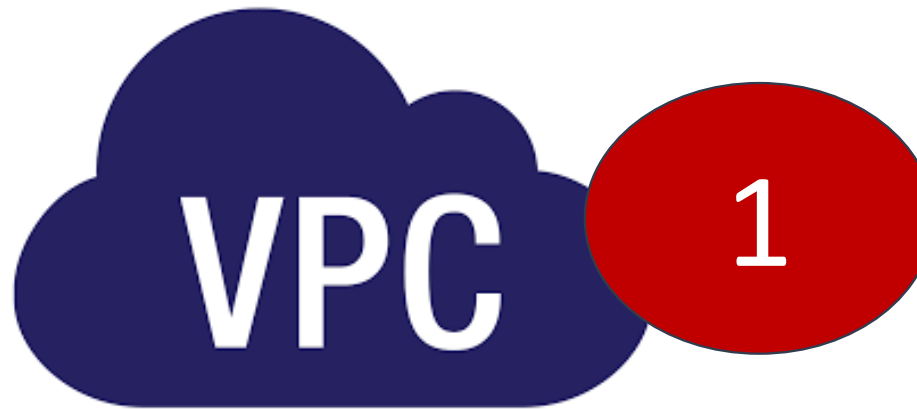


OVERVIEW





Course	Lecturer	Topics	Month
Fiscal & Private Law	Steven Martin	M&A NIRV side-track	June
<i>Private Law</i> <i>Fiscal Law</i>			
Valuing Private Companies I (VPC I)	Joy	BV non-listed: Foundations ESG and Business Valuation CoC Part I: Foundations Discount rates & Financing policy Terminal Value Asset Deal Valuation	July
Valuing Private Companies II (VPC II)	Ilse	Basic Valuation Approaches Valuation report & common mistakes Practice-Based Examples	October
Peer Review Workshops: Valuation Report	Ilse (Joy)	Part I: Valuation Context Part II: Qualitative Analysis (Eric Dooms) Part III: Quantitative Analysis	
<i>discussions among participants, moderated by Ilse and Joy</i>			



Business Valuation: Foundation



Cost of Capital Part I: Foundation & Equity-based Models

Cost of Capital Part II: Discount Rates & Financing Policies

Capita Selecta Business Valuation



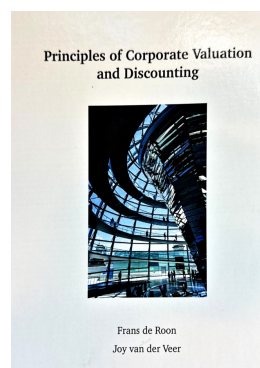
Terminal Value



1

Business Valuation non-listed: Foundation VPC 1

A	introduction	in-class	
B	Foundation of the professional valuation practice	video	
C	Public versus Private Capital Markets	in-class	briefly
D	Valuation context	in-class	Chapters 1 & 2
E	Value versus Price	video	
F	Purpose of Value	video	
G	Valuation Technical issues	video	
H	Valuation approaches	video	
I	Decay & Fade approaches	in-class/video	Chapter 4
J	ESG and Business Valuation	in-class	



Cost of Capital Part 1: Foundation & Equity Based approaches VPC 1

1A	Introduction	in-class	
2A	CoC foundation	video	
3A	Explanatory models	in-class	Chapter 5
	- CAPM / Fama French 3-factor model		
	- Size		
	- Models for fully committed investors		
4B	Risk Free Rate & Market Risk Premium	in-class	Chapter 6
5B	Market Betas	in-class/video	Chapters 7&8

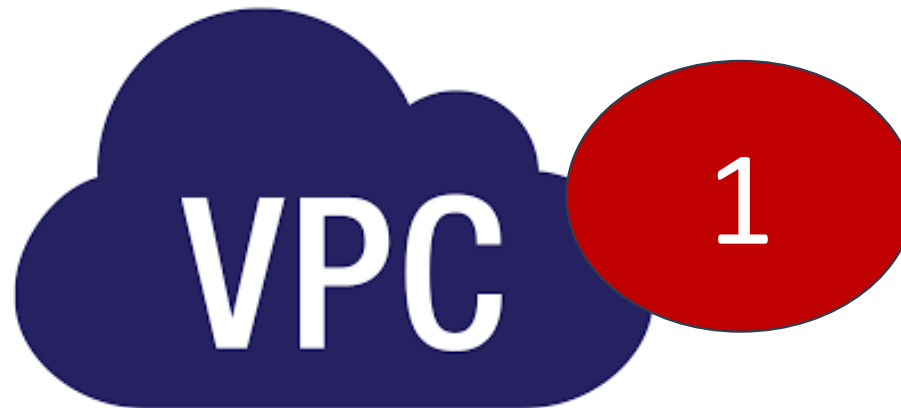
Plus chapter 11.
(pdf)

Cost of Capital Part 2: Discount Rates & Financing Policies VPC 1

Part 1	Discount Rates and Financing Policies	video (1)	Chapter 3 & 4
Part 2	Discount Rates and Financing Policies	video (2)	Chapter 3 & 4

Capita Selecta Business Valuation VPC 1

A	Asset Deal Valuation	During the course-days
B	Cash Flow Conventions	During the course-days
C	Terminal Value Estimation (Decay/Fade)	video



- Basic Valuation Approaches (practical based);
- Valuation report & Common mistakes;
- Practice-Based Examples



Important for writing your **VALUATION REPORT** and participating the Peer Review Workshops successfully!!

Benefits of Using ChatGPT in Valuing Businesses



1. Idea Generation & Frameworks

ChatGPT helps structure valuation approaches (DCF, comparables, precedent transactions, etc.) and can tailor them to private company contexts.

2. Assumption Testing

It can simulate different scenarios, challenge assumptions (e.g., growth rates, discount rates), and offer sensitivity analysis templates.

3. Industry & Market Insights

ChatGPT can summarize sector trends, risk factors, and competitive dynamics—especially helpful when private company data is scarce.

4. Benchmarking & Proxy Identification

It aids in finding relevant public comparables or estimating inputs (like beta or WACC) using industry benchmarks.

5. Drafting & Communication

It assists in writing clear and professional valuation reports, memos, or executive summaries—especially useful for non-native speakers.

6. Teaching & Learning Companion

For students, it acts as a real-time tutor to clarify concepts, walk through calculations, or explain valuation logic step-by-step.



Course outline

VALUING PRIVATE COMPANIES (VPC I & II)

pre-reading, reading list and Valuing Private Companies course structure (June 2025)





SUCCESS NEEDS
PREPARATION



The following reading instructions are ***important*** regarding the preparation of the VPC courses:

Advisable:

- It is wise to read the indicated chapters as preparation.

Pre-readings:

- Read the abstract, introduction and closing thoughts or conclusion as preparation (reading the whole paper in depth is always better but not a necessity).

Recommended:

- If the participant wants to read more on the subject.

RECORDED VIDEOS:

The following videos are available in preparation for the VPC courses:

- **CoC intro – introduction Cost of Capital** (Dutch): VPC I
- **Market Betas** (English): VPC I
- **Terminal Value and Fade Rate** (English): VPC I
- **Discount Rates and Financing Policies PART 1** (English): VPC I
- **Discount Rates and Financing Policies PART 2** (English): VPC I
- **The Philosophical Foundation of the Professional Valuation Practice** (English): VPC I

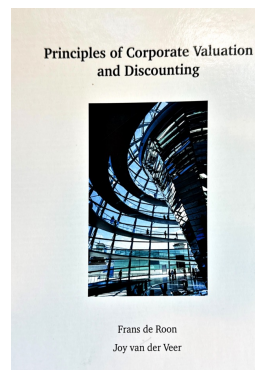
UPCOMING

Corporate Valuation and Discounting: Equity, Revenue and Utility Based Approaches

Frans de Roon & Joy van der Veer



Principles of Corporate Valuation and Discounting





0. Principles of Corporate Valuation and Discounting;

1. Watch the video's;
2. Read the Hitchner chapters 4,5 and 20 (high over);
3. Read the assignment preparation exercises CASE 1 – 5 (Ilse);
4. Self-Test Assignment.

This Book can not be delivered on time, don't worry, is not that critical for VPC1 (reference book)...

If you have more time to spend....

Read the papers noted as “advisable” and “Pre-readings”

Assignment preparatory exercises CASE 1 - 5

Prepare the questions in the various cases as well as possible. During the lecture you will be given the opportunity to discuss the solutions in the whole group. The assignment (questions) can be found in the documents below.

- **CASE 4: Valuation examples : prepare well!**
- CASE 1: T shirt company: read through it globally
- CASE 2: APV-WACC-FTE: optional – read carefully – try to prepare as well as possible
- CASE 3: HTSM optional – read carefully
- CASE 5 Litigation calculation - read carefully



Going to be
Updated !!

VPC 1 TOPICS Self-Test ASSIGNMENT

(not Mandatory)

From : Joy van der Veer

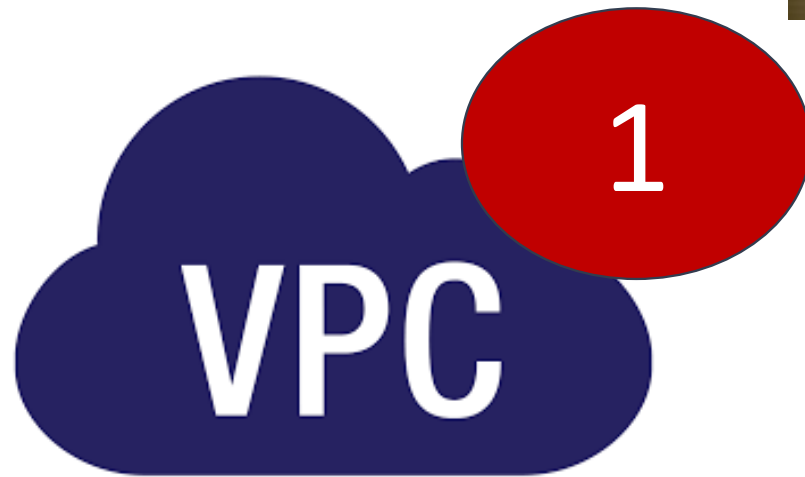
To : Participants MBV-course VPC 1



Test yourself

1. Introduction

This assignment covers all essential topics of the course VPC 1 (Valuing Private Companies). It can be seen as a test regarding understanding these topics. It is not mandatory, so it is up to the participant to execute this assignment or not. Besides the assignment-file, the solution-file will be available as well. The participant can check if his/her solution is in line with the case solution.



Assignment

30%



Assignment

70%

ONE

GRADE



Enjoy your journey into valuing private companies.....



TIAS

SCHOOL FOR
BUSINESS AND SOCIETY

NEVER STOP ASKING

WWW.TIAS.EDU

How can you inspire your network with your TIAS experience?

- ▶ Share your newly gained insights!



Share your thoughts

