

Valuation Report of  
**Google Inc.**

Generated 15 May, 2015

## Table of Contents

• Table of Contents	1
• Objective	2
• Summary	3
• Risk Profile	5
• Key Figures	6
• Ratios & Balance Sheet	8

## Purpose of the Valuation

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## Investors in People

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## Disclaimer

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## Google Inc.

1600 Amphitheatre Parkway  
Mountain View  
CA 94043  
United States of America

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## History and Nature of Business

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Founded: **2014**  
Legal Entity: **Yes**  
Country: **The Netherlands**  
Committed Capital: **€ 200.000**  
Committed Time: **13 Months**



## Management Team

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Founders: **3**  
FTE Employees: **Yes**  
Years of Industry Experience: **5**  
Previous Companies: **Yes**

### Experience

Technical: **Experience + Background**  
Business: **No experience + No background**



## Product and service

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Scalable Product: **Yes**  
Demand Validated: **Yes, by competitors**  
IP Protection: **Patented**

## Current Operations

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Stage of Development: **Expansion Stage**

Product Roll-out: **Solid consumer base**

Profitability: **Post revenues but negative profits**

## Customers

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Selling Approach: **B2B**

Marketing Approach: **Online Channels**

Partners Contacted: **Yes**

Distribution Channels: **Active**

Systematic Marketing Started: **No**

## Suppliers

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## Strategy

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Target Market: **Competitive**

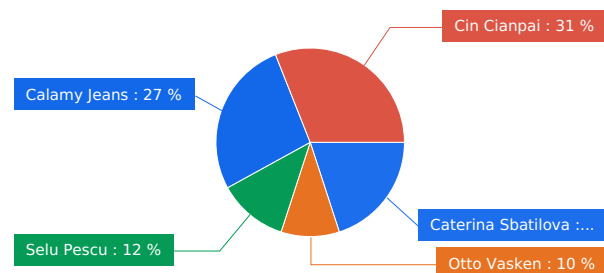
Level of Competition: **Many small players**

Competitive Products: **Still not comparable**

internationalization: **Local Business**

## Ownership

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# Risk Profile



## Industry and Market

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## Competition

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## Company Specific Risk

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## Company Expectation

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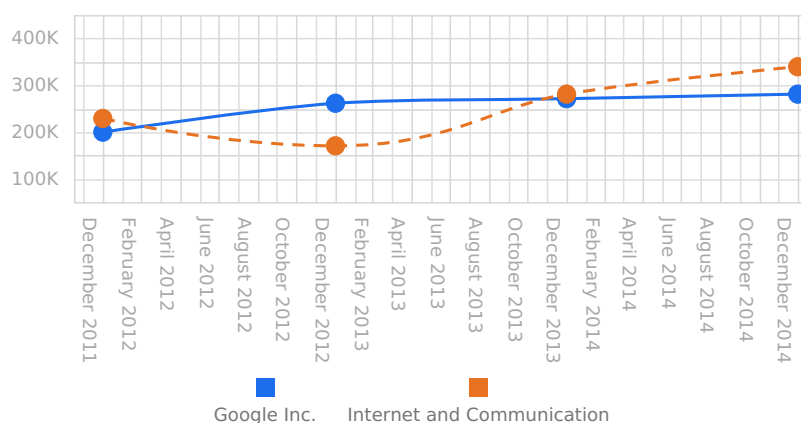


## Other Risk aspects

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## Google Inc. Key Figures

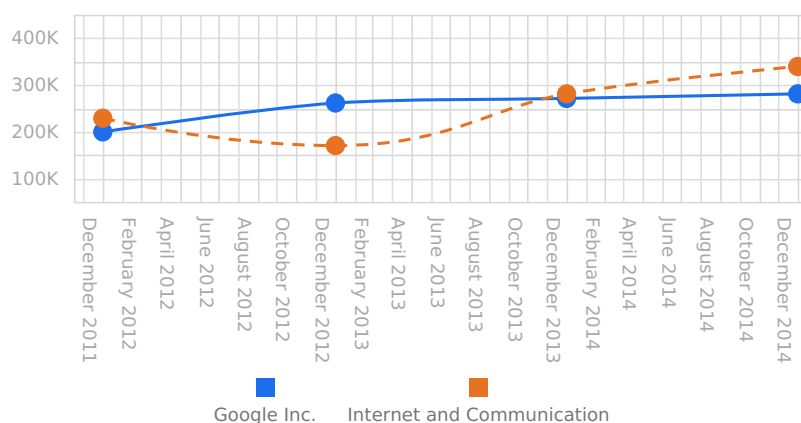
Revenues : 280,111.00 €



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	2012	2013	2014	2015
Google Inc.	€ 200,000.00	€ 263,000.00 ↑+29.32	€ 270,430.00 ↑+23.31	€ 281,111.00 ↑+11.12
Internet and Communication	€ 230,000.00	€ 280,000.00 ↑+41.21	€ 179,280.00 ↓-70.21	€ 348,789.00 ↑+99.93

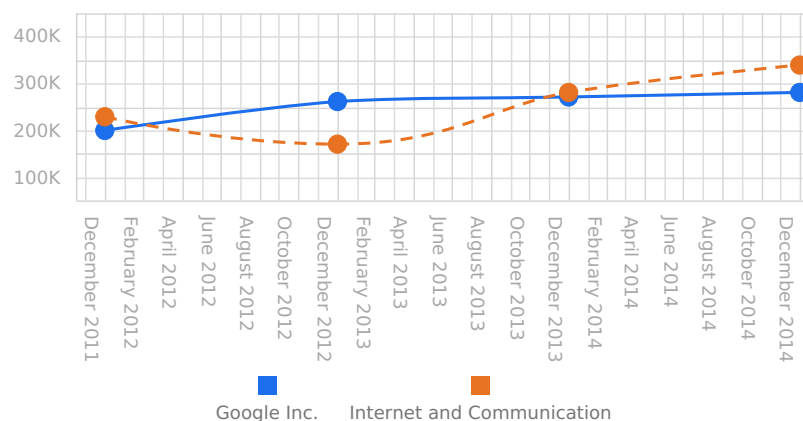
Costs : 140,000.00 €



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## Profits : 140,000.00 €



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## Income Statement

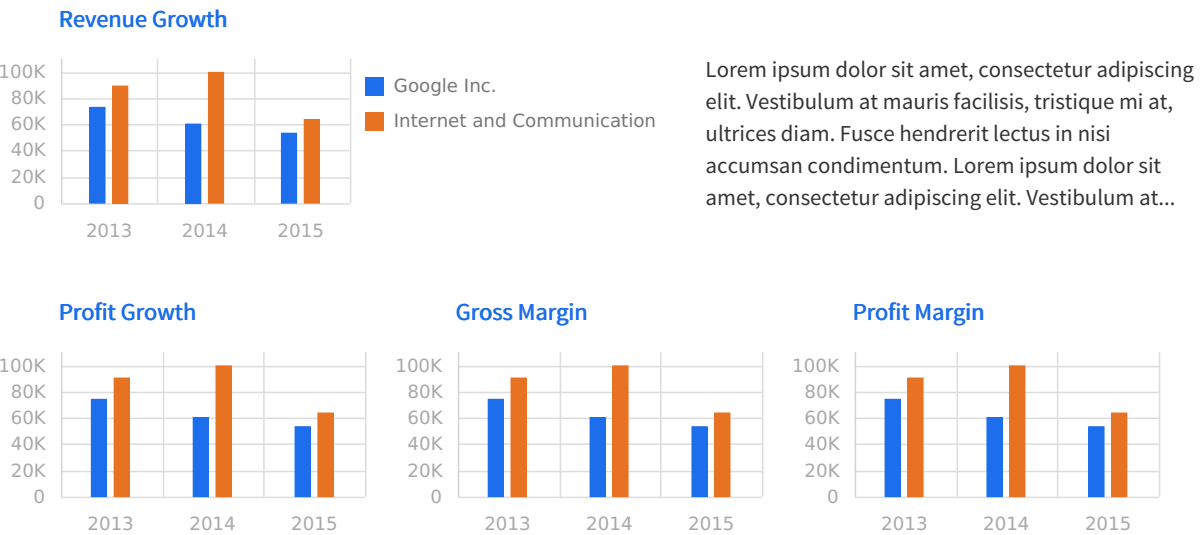
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	2012	2013	2014	2015
<b>Revenues</b>	€ 200,000.00	€ 263,000.00 ↑+29.32	€ 270,430.00 ↓-23.31	€ 281,111.00 ↑+11.12
<b>Cost Of Goods Sold</b>	€ 200,000.00	€ 263,000.00 ↑+29.32	€ 270,430.00 ↑+23.31	€ 281,111.00 ↓-11.12
<b>Operating Expenses</b>	€ 200,000.00	€ 263,000.00 ↓-29.32	€ 270,430.00 ↓-23.31	€ 281,111.00 ↑+11.12
<b>EBITDA</b>	€ 200,000.00	€ 263,000.00 ↑+29.32	€ 270,430.00 ↑+23.31	€ 281,111.00 ↑+11.12
<b>EBIT</b>	€ 200,000.00	€ 263,000.00 ↑+29.32	€ 270,430.00 ↓-23.31	€ 281,111.00 ↑+11.12
<b>Net Profit</b>	€ 200,000.00	€ 263,000.00 ↑+29.32	€ 270,430.00 ↑+23.31	€ 281,111.00 ↑+11.12



# Ratios & Balance Sheet

## Operating Ratio



## Leverage Ratio