

Valuation Report of
Google Inc.

Generated 15 May, 2015

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Purpose of the Valuation

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Investors in People

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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**

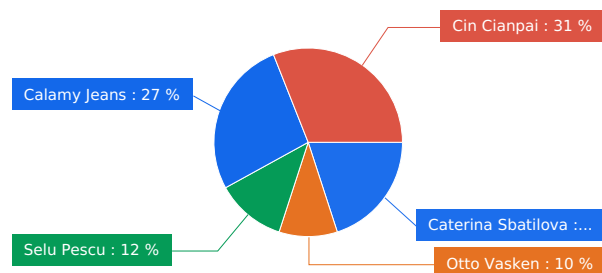
Level of Competition: **Many small players**

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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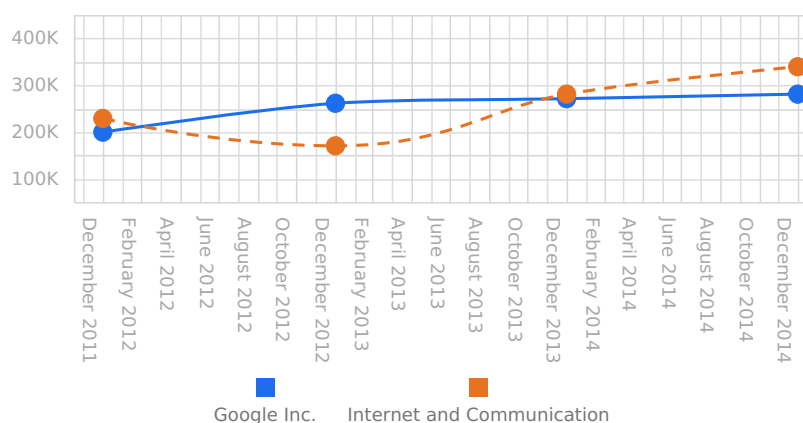


Other Risk aspects

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Google Inc. Key Figures

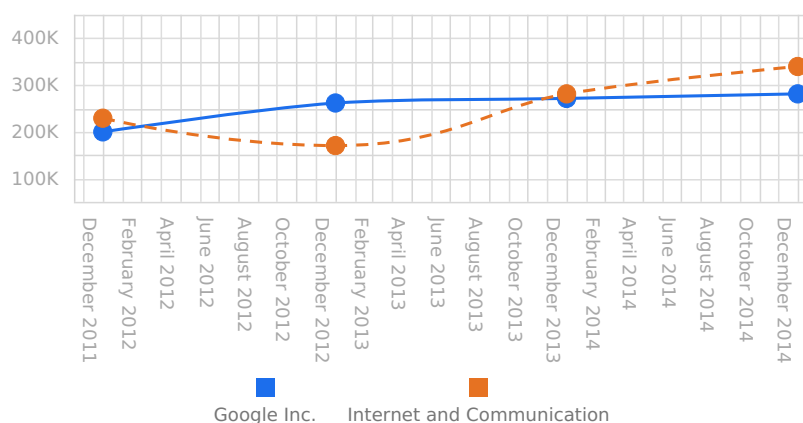
Revenues : 280,111.00 €



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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

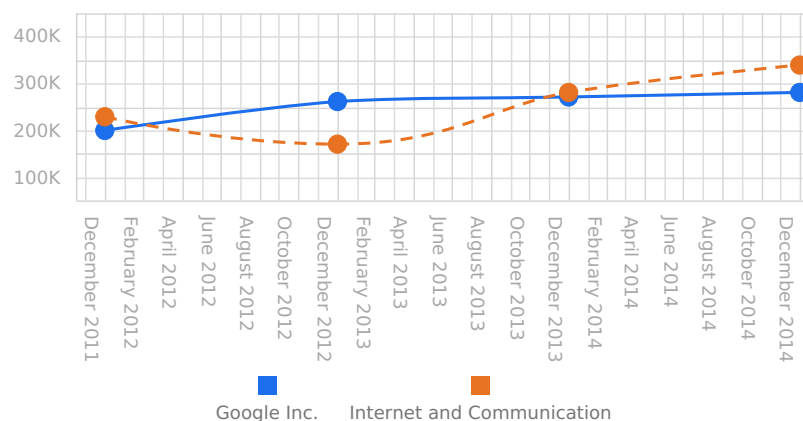
Costs : 140,000.00 €



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Profits : 140,000.00 €



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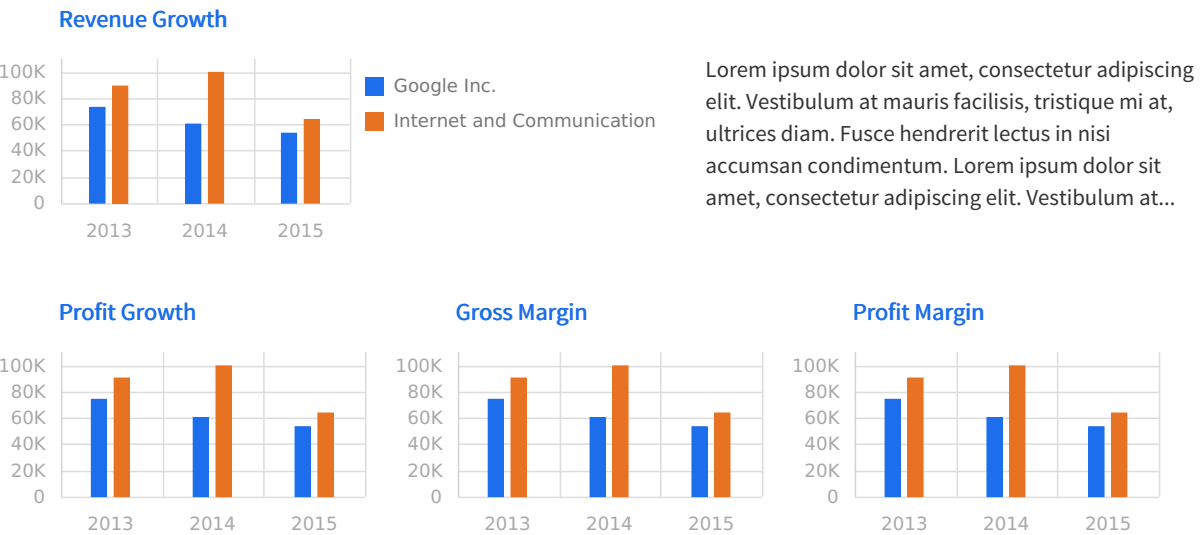
Income Statement

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