



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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Costs : 140,000.00 €

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Profits : 140,000.00 €

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Income Statement

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Ratios & Balance Sheet

Operating Ratio

Revenue Growth

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Profit Growth

Gross Margin

Profit Margin

Leverage Ratio