

1 Formler

$$P(Q) = a - bQ \quad MC = P(1 - \frac{1}{E})$$

$$\text{Kostnader} - TC = FC + VC \quad VC = MC \cdot Q \quad AC = \frac{TC}{Q}$$

$$\begin{aligned} \text{Inntekter} - TR(Q) &= P(Q) \cdot Q & MR(Q) &= \frac{\partial TR}{\partial Q} \\ NV &= \frac{Bel\ddot{o}p}{(1+IR)} & NNV &= NV + \text{Investering} \\ \beta &= \frac{r - r_f}{r_m - r_f} \end{aligned}$$

Risiko(Investment risks): Teknologisk risiko, Markedsrisiko, Agentrisiko.
For aksjer: Systematisk risiko & Diversifiserbar risiko.

Forretningsplaner:

Full business plan, Operational business plan, Summary business plan.

$$\begin{aligned} \text{Monopol, Duopol, D\ddot{o}dvektstap:} \quad SO &= PO + KO \\ KO &= \int_0^Q P \, dQ - PQ & PO &= PQ - \int_0^Q MC \, dQ \\ Q_1 &= \frac{A - BQ_2 - MC}{2B}, \quad (P = A - BQ) \\ DVT &= SO(Q_1) - SO(Q_2) & MC &= P, \text{ for } Q_1 \text{ (frikonkurranse),} \\ & & MR &= MC, \text{ for } Q_2 \text{ (monopol).} \end{aligned}$$

$$\text{Aktiva/Rentabilitet} - V = E + D \quad V \cdot r_t = E \cdot r_e + D \cdot r_d$$

$$\text{WACC: } CF_r = CF_t(1 - skattesats), \quad WACC \cdot V = D \cdot (1 - T_c) \cdot r_d + E \cdot r_E$$

Investeringer:

Gr\ddot{u}nder, Familie/venner, Business Angels, S\ddot{a}kornfond, Venturekapital, Banker.

$$\text{Gjeld:} \quad \text{Gjeldsandel} = \frac{Gjeld}{totaleaktiva} \quad \text{Gjeldsgrad} = \frac{Gjeld}{Egenkapital}$$

$$\begin{aligned} \text{Likviditet:} \\ \text{grad 1} &= \frac{\text{oml\ddot{o}psmidler}}{\text{kortsiktig gjeld}} (> 2) & \text{grad 2} &= \frac{\text{mest likvide oml\ddot{o}psmidler}}{\text{kortsiktig gjeld}} (> 1) \end{aligned}$$

TYMEK