**Project report**

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**Overview:**

This project presents a Discounted Cash Flow (DCF) and some dashboards valuation of CrowdStrike Holdings, Inc. (NASDAQ: CRWD) using two methods:

1. Exit Multiple Method
2. Perpetuity Growth Method

As well as some dashboards showing key financial metrics.

The goal is to assess the company’s intrinsic value by forecasting future unlevered free cash flows and discounting them using an appropriate WACC.

**Key Insights:**

* WACC: 9.69% — consistent with CrowdStrike’s SaaS sector peers and adjusted for current interest rates and equity risk premiums.
* Exit Multiple (12× EBITDA): Selected conservatively based on current and historical software comps. We used a different exit multiple than the one given by the comps model because companies like CRWD have a very high EV/LTM EBITDA because enterprise value is measured against a base of relatively low, GAAP-reported EBITDA, a product of high-growth investments and significant non-cash expenses. As recurring revenues continue to grow and expense growth moderates, this multiple is expected to decline, aligning more closely with mature industry peers.
* Perpetuity Growth (3%): Chosen at LT GDP expectations to stay realistic in long-term assumptions.
* Valuation Range:
  + Exit Multiple Method: $592.71/share
  + Perpetuity Growth Method: $551.81/share

These valuations indicate a significant potential upside relative to current market prices.

**Bell-Curve Logic in Assumptions:**

Our projections are built on a bell-curve-like trajectory for growth rates and margins:

* In the short- to mid-term (2025–2029), we project aggressive yet realistic growth. This reflects CrowdStrike’s expanding Total Addressable Market (TAM), increasing enterprise demand for AI-driven security, and its leadership in endpoint protection.
* We expect peak efficiency and valuation uplift during the late 2020s as adoption of AI security accelerates.
* From 2030 onward, we assume a stabilization phase — growth rates normalize, margins mature, and valuation multiples compress.

This modeling reflects both optimism for innovation and discipline in long-term expectations.

**Disclaimer**

This analysis is for educational purposes only and should not be considered as investment advice. All data and conclusions are based on publicly available information and personal analysis.