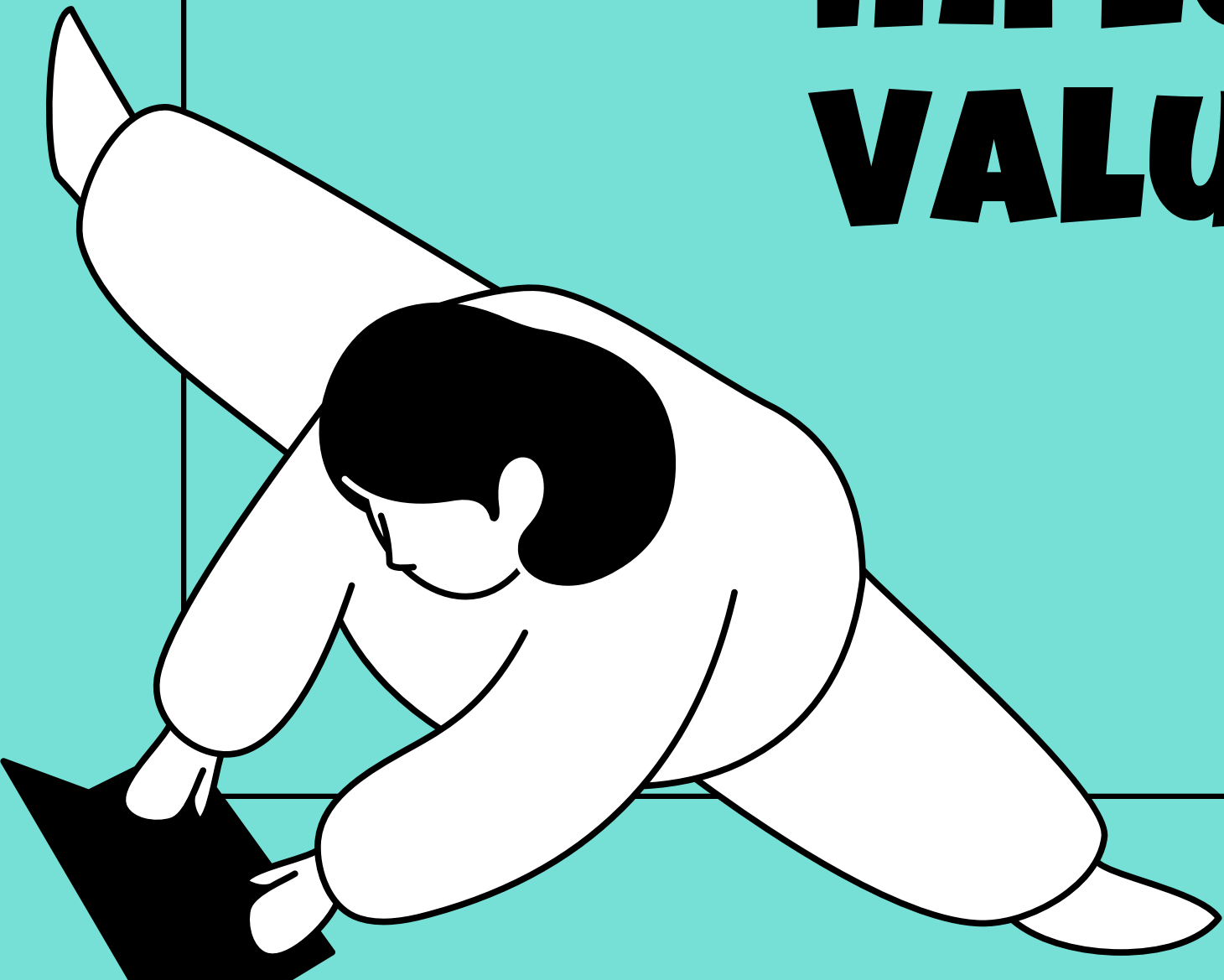
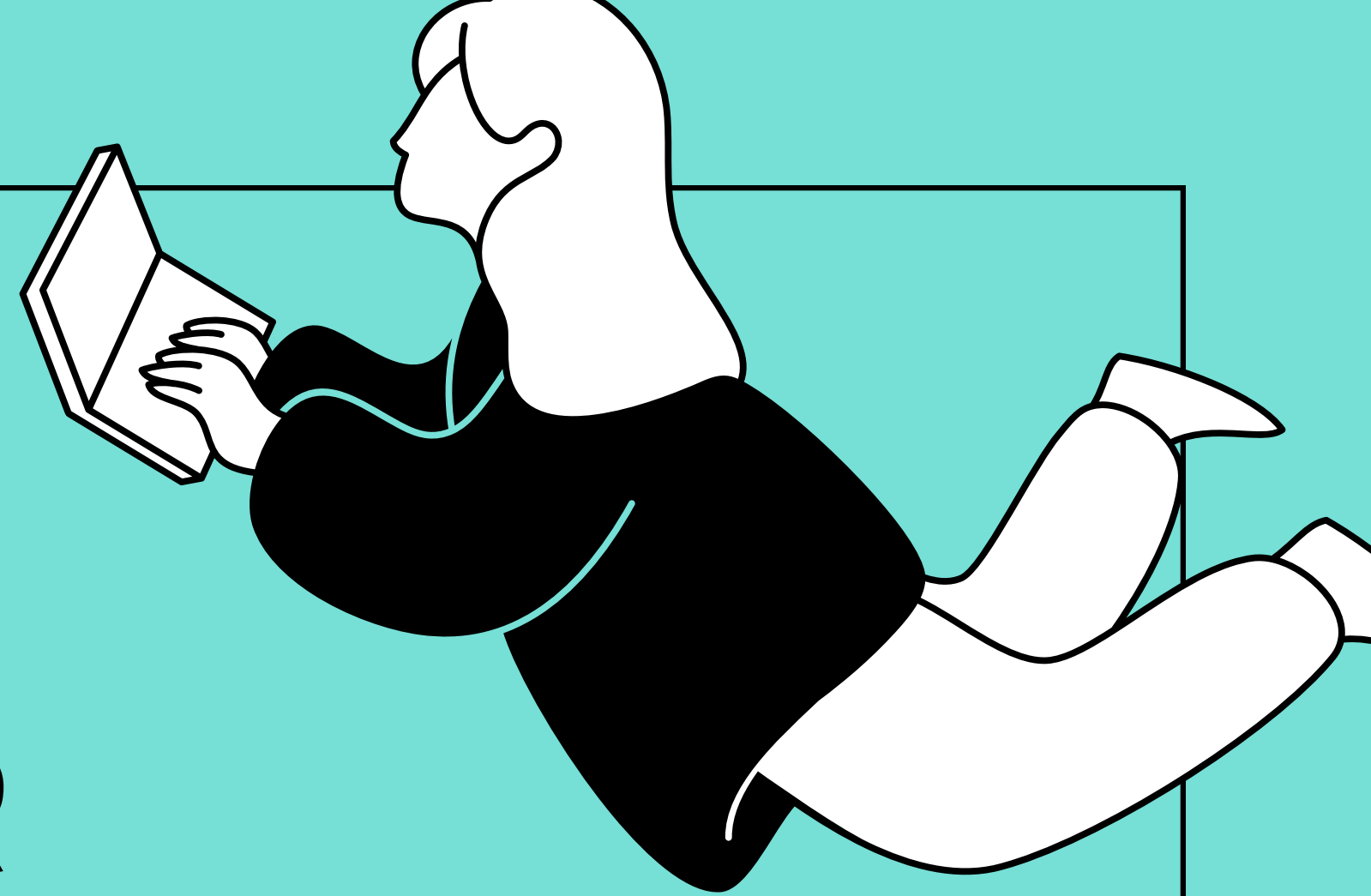
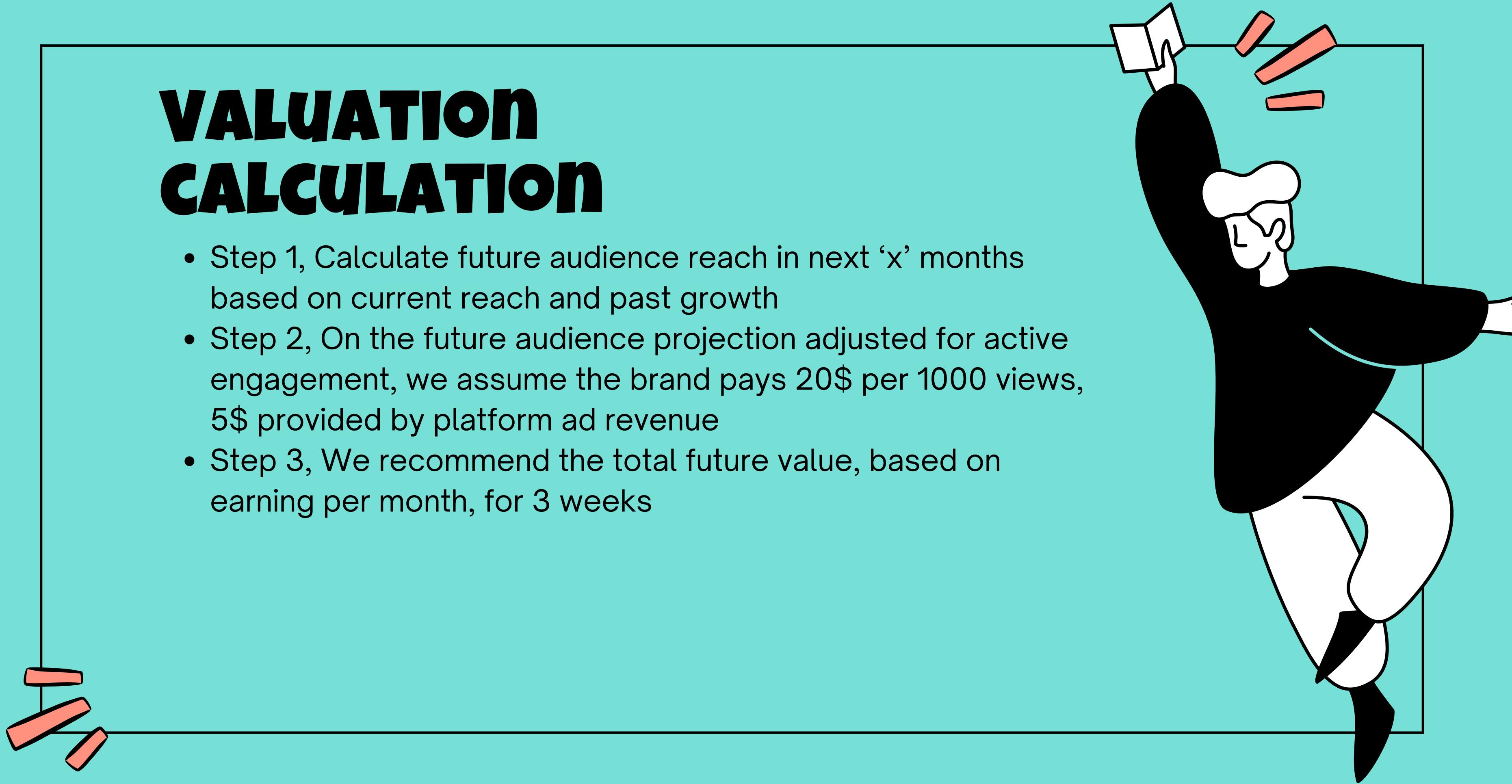


INFLUENCER VALUATION



VALUATION CALCULATION

- Step 1, Calculate future audience reach in next 'x' months based on current reach and past growth
- Step 2, On the future audience projection adjusted for active engagement, we assume the brand pays 20\$ per 1000 views, 5\$ provided by platform ad revenue
- Step 3, We recommend the total future value, based on earning per month, for 3 weeks



APP CODE



```
jupyter app.py 25 minutes ago Logout
File Edit View Language Python

1 from flask import Flask, jsonify, render_template, request
2
3 app = Flask(__name__)
4
5 @app.route('/')
6 def index():
7     return render_template('interface10.html')
8
9 @app.route('/valuation', methods=['POST'])
10 def calculate_valuation():
11     # Get the influencer data from the form
12     reach = int(request.form['reach'])
13     growth_rate = float(request.form['growth_rate'])
14     engagement_rate = float(request.form['engagement_rate'])
15     future_months = int(request.form['future_months'])
16     discount_rate = float(request.form['discount_rate'])
17     valuation_ip_assets = float(request.form['valuation_ip_assets'])
18     num_shares = int(request.form['num_shares'])
19
20     # Calculate future earnings
21     future_audience = (reach * (1 + growth_rate) ** future_months) * (engagement_rate / 100)
22     future_earnings_per_video = (future_audience / 1000) * 20 + future_audience * 5
23     future_earnings = future_earnings_per_video * 12 * 3
24
25     # Calculate total future value
26     total_future_value = future_earnings + valuation_ip_assets
27
28     # Apply discount rate
29     discounted_future_value = total_future_value / (1 + discount_rate)
30
31     # Calculate price per share
```

INTERFACE

Influencer Valuation

Reach (Audience per Video):

Example: 20000 Acceptable range: 1 and above

The reach represents the number of people who view each video. Enter the audience count per video.

Growth Rate (Monthly %):

Example: 10% Acceptable range: 0 and above

The growth rate indicates the monthly percentage increase in the influencer's audience size.

Engagement Rate (%):

Example: 5% Acceptable range: 0 and above

The engagement rate represents the percentage of the audience that actively engages with the influencer's content through likes, comments, and shares.

Future Months:

Example: 6 Acceptable range: 1 and above

The future months indicate the number of months into the future for projecting the influencer's earnings and valuation.

VALUATION Recommendation

Influencer Valuation

Reach (Audience per Video):

Example: 20000 Acceptable range: 1 and above

The reach represents the number of people who view each video. Enter the audience count per video.

Growth Rate (Monthly %):

Example: 10% Acceptable range: 0 and above

The growth rate indicates the monthly percentage increase in the influencer's audience size.

Engagement Rate (%):

Example: 5% Acceptable range: 0 and above

The engagement rate represents the percentage of the audience that actively engages with the influencer's content through likes, comments, and shares.

Future Months:

Example: 6 Acceptable range: 1 and above

The future months indicate the number of months into the future for projecting the influencer's earnings and valuation.

