1. Series C (Jan 2025)

Value:

$180M raised; valuation $3.3B

What this means

- ElevenLabs raised **$180 million** from investors
- The company was valued at **$3.3 billion *after* the money went in** (post-money valuation)

Why it matters

- This is a **hard price** that professional investors agreed on
- It sets a **valuation floor** earlier in time

2□. Employee tender (Sep 2025)

Value:

$100M tender at $6.6B valuation

What this means

- Investors bought **$100M worth of shares from employees**
- No new money went into the company (this is *secondary*, not fundraising)
- The implied company value was **$6.6 billion**

Why it matters

- This reflects what **sophisticated buyers were willing to pay recently**
- Tender prices are often **closer to "real market value"** than VC rounds

3□. ARR level

Value:

"Surpassed $200M ARR"; expects >$300M by year end

What ARR means

- **ARR = Annual Recurring Revenue**
- It's the most important metric for SaaS / AI subscription companies
- If you're making $25M/month in recurring revenue → ARR = $300M

Why this matters

- Most AI companies are valued as a **multiple of ARR**
- ARR reflects *predictable future income*

4□. ARR "as of Dec 2025" (working estimate)

Value:

$300M (range $250M–$350M)

What this means

- The company *expects* to cross $300M, but hasn't reported final numbers yet
- Analysts don't assume the best case blindly
- So we use a **range**

Why this is needed

- Valuation = ARR × multiple
- Small changes in ARR → big changes in valuation

5□. EV / ARR multiple range

Value:

18x–26x (wide check: 18x–30x)

What EV/ARR means

- **EV = Enterprise Value** (total value of the company)
- **EV / ARR multiple** = "How many dollars investors pay for $1 of annual revenue"

Example:

- 20x multiple on $300M ARR → $6.0B valuation

Why 18x–26x?

- Late-stage **high-growth AI companies** trade very expensively
- The **$6.6B tender price implies a high multiple**
- But we allow downside in case growth slows or AI hype cools

Reasons for 22x

You buy a shop for **$660,000**

Scenario 1

- Shop makes **$30,000/year**

```
660,000 ÷ 30,000 = 22x
```

Scenario 2

- Shop makes **$25,000/year**

```
660,000 ÷ 25,000 = 26.4x
```

Multiple	What it implies
~18x	Strong AI company, growth slowing
~22x	Elite AI SaaS, fast growth
~26x	Category winner, massive future upside
30x+	Extreme optimism / bubble pricing

6□.Tender-implied EV/ARR multiple

Value:

$6.6B / $300M = 22x
($6.6B / $250M = 26.4x)

What this means
We reverse-engineer the tender:

- If ARR = $300M → investors paid **22× revenue**
- If ARR was only $250M → they paid **26× revenue**

Why this is powerful

- This is not a guess — it's math
- It tells us exactly how aggressive the market pricing is

7□. Discount rate (DCF-style analysis)

Value:

16%–22%

What a discount rate is

- It reflects **risk + time value of money**
- $1 earned 5 years from now is worth less than $1 today
- Higher risk → higher discount rate

Why so high?

- ElevenLabs is:
  - Still private
  - Competing in a fast-moving AI market
  - Facing big platform risk (OpenAI, Google, etc.)

Public stable companies use ~8–10%
High-growth private AI companies use **16–22%**

8□. Terminal revenue multiple (2030)

Value:

8x–12x

What "terminal" means

- In DCF, you don't model forever
- You say: "What would the company be worth in 2030 if it's mature?"

What this assumption says

- By 2030, ElevenLabs is no longer "hype-stage"
- It's a large, stable AI software company
- Such companies trade at **8–12× revenue**, not 25×

Why this matters

- Prevents unrealistic infinite growth
- Forces valuation discipline