



# Football Field Presentation



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- ❖ When you have completed your range of valuations using the different methods in this course, you will have a range of values for each method
- ❖ The challenge is now to present these in a clear and stylish manner



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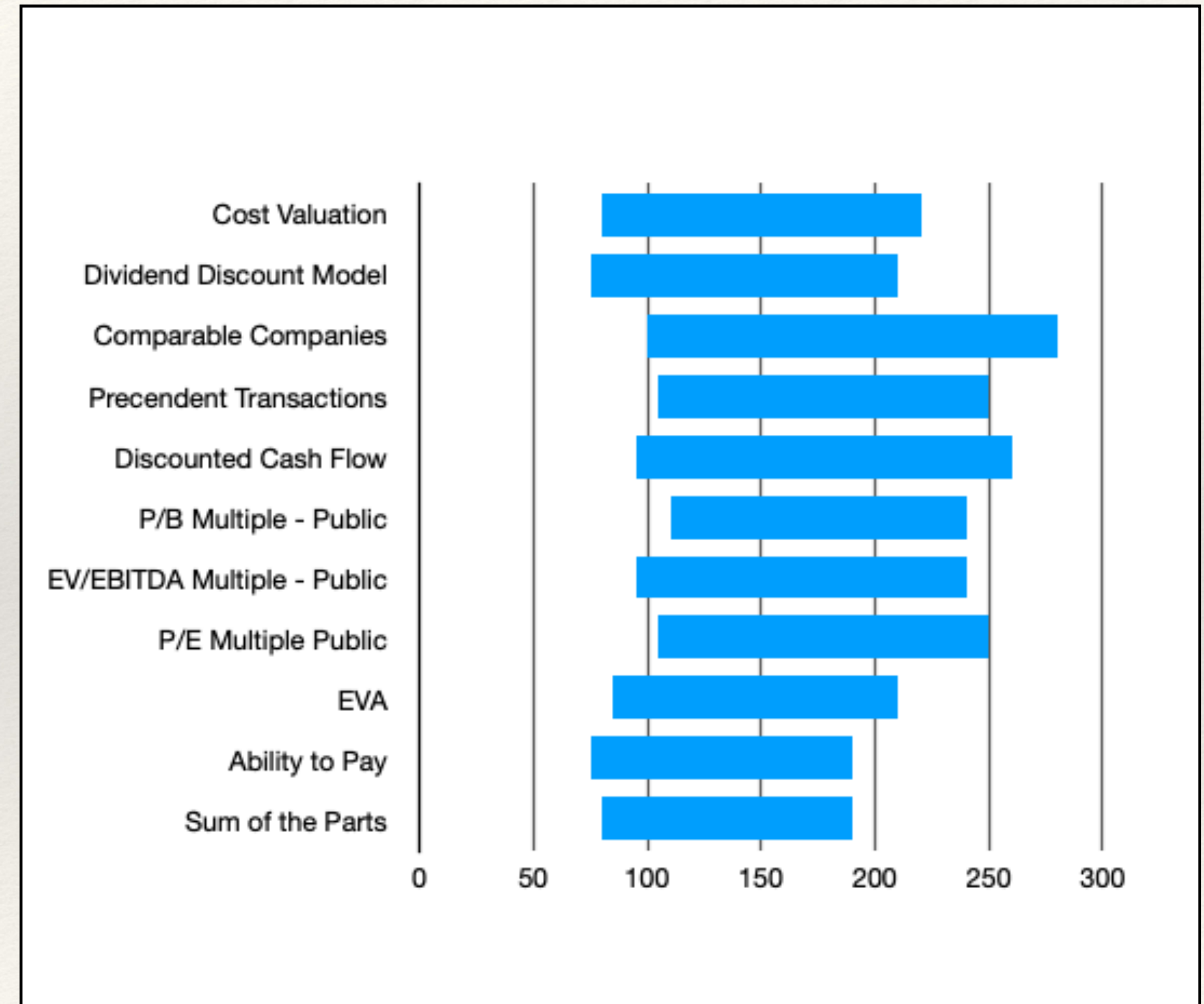
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- ❖ For each method you will have a high and a low range
- ❖ The combination of these different ranges can help you narrow down on a valuation for your company



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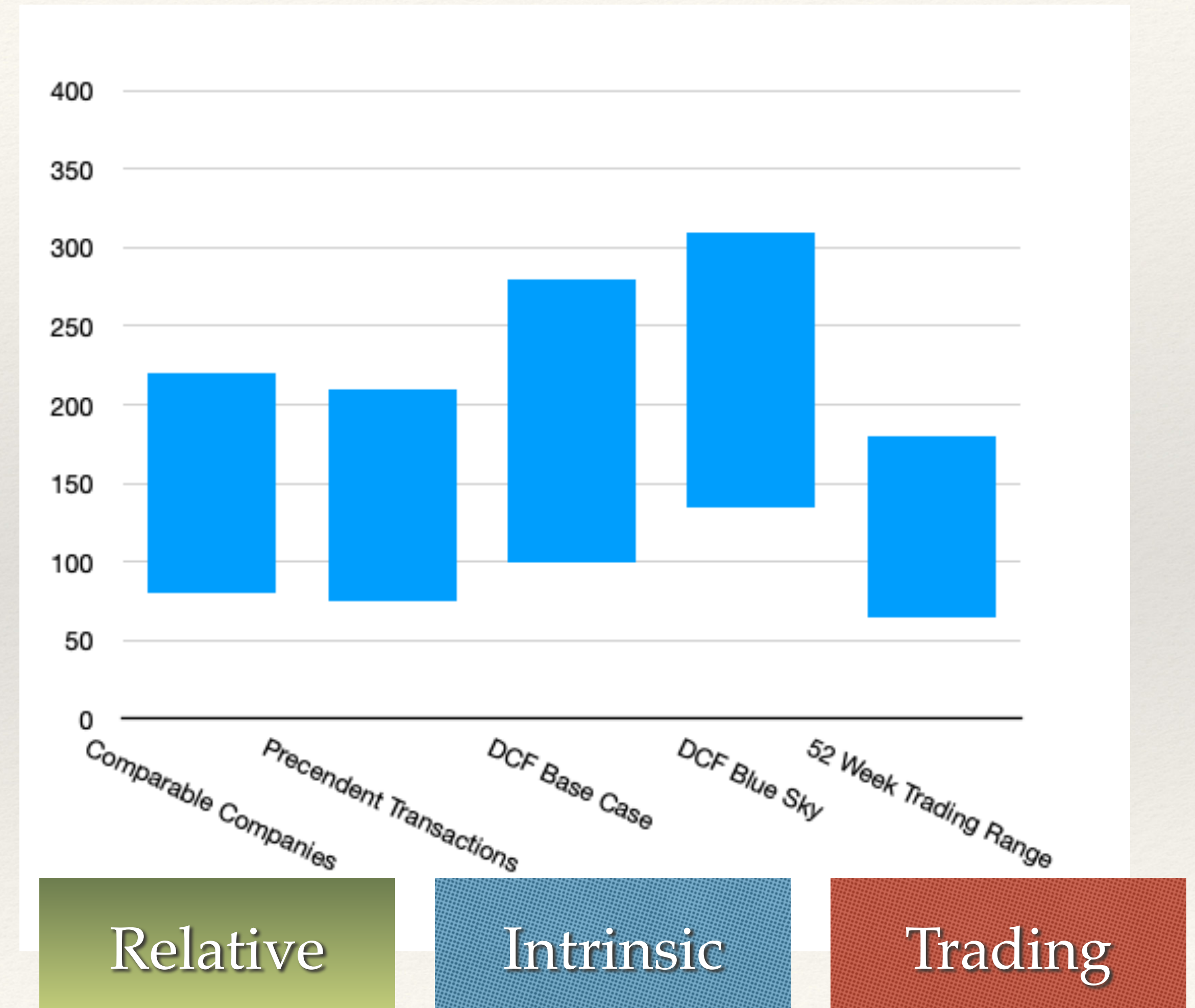
- ❖ This is the Football Field style of presentation
- ❖ So called because it looks like it is presented on the grid iron lines of an American Football field





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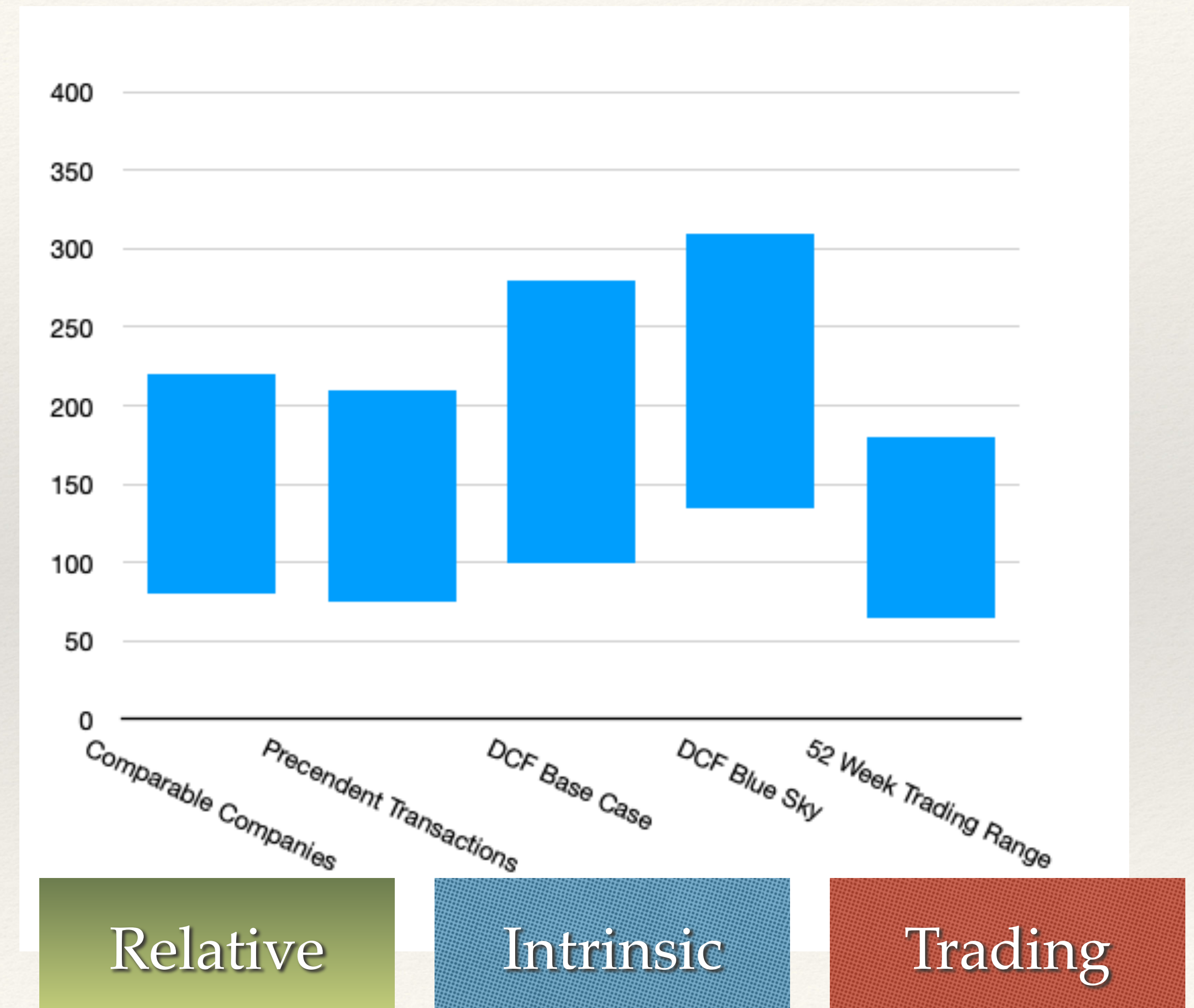
- ❖ If you wish you can present your results vertically as shown here.
- ❖ Note the Relative Valuation techniques are grouped on the left and the Intrinsic Valuation techniques are next to them, with the 52 week trading range on the high





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- ❖ The Excel model used to create this graph can be downloaded with this lecture.





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- ❖ In the next lecture, I will take you step by step through the simple process of creating a Football Field graph from scratch





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