



# VALUATION: GAUGING YOUR PRIORS

Session 1

# 1. Art or Science?

- Which of the following statements do you agree with the most?
  - ▣ Valuation is a science
  - ▣ Valuation is an art
  - ▣ Valuation is magic
  - ▣ None of the above

## 2. What do we value?

- You can value young and mature businesses, companies in developed and in emerging markets, during periods of stability and crises. In which of the following scenarios is valuation easiest?
  - a. When the company is mature & money making and the economy is stable
  - b. When the company is mature & money marking and the economy is in crisis
  - c. When the company is young or in transition and the economy is stable
  - d. When the company is young or in transition and the economy is in crisis

In which of the scenarios is valuation most useful?

### 3. Left brain or Right brain?

- Early in life, we discover a stronger side, with some of us more comfortable with numbers and others with stories. If you were asked to categorize yourself as more of a numbers person or a story person, which one would you pick?
  - a. A numbers person
  - b. A stories person