



Private Equity and  
Venture Capital

Business Proposal

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JANZEN CONSULTING

Strategy & Digital Advisory

# Unique Value Proposition

My expertise lies in working with technology firms at various stages of development, ranging from series A, B, C up to well-established companies. Leveraging my 12 years of experience in one of the oldest and largest technology corporations and technology consulting, I apply a rigorous assessment approach and industry best practices to help my clients achieve their goals.

When investing in technology firms, three key pillars are crucial: **innovation, team, and the ability to scale quickly**. Despite the drop in valuation due to the pandemic, technology firms continue to have the highest EBITDA multiples across all industries. Emerging technologies such as AI and ML also offer numerous growth opportunities.

To provide comprehensive commercial due diligence, I utilize qualitative valuations and market risk assessments.

# Scope

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Commercial due diligence of a target company in the equity acquisition process



Market analysis: CAGR, market segmentation, competitor landscape



Conduct Primary Research with the target company



Investment Portfolio synergies analysis and recommendations



Enterprise Value calculations: valuations review through DCF, ratios: EV/Sales, Price/Sale, Market Cap



Secondary research using databases Prequin, Magnitt, Capital IQ, Crunchbase, Thomson one, Bloomberg



Consultation with industry experts



Results validation and comparison to market



Presentation of the DD report with research and recommendations to fund General Manager