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COURSE BROCHURE

Software and Platform Company Valuation Training Course

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Amman

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Ref: 2798_107187 **Date:** 10 – 14 January 2027 **Location:** Amman **Fees:** 3300 GBP

Software and Platform Company Valuation is a 1-week training course for investment analysts, corporate development staff and technology coverage bankers, built around a technology company valuation memo for one software or platform business. Investors now pay for recurring revenue, retention and network effects rather than current profit, so the gap between a defensible value and a hopeful one has widened. Jupiter Prime Training runs this course in software and platform company valuation.

Why Software and Platform Company Valuation Matters Now

Three forces reshape how technology businesses are priced. Higher interest rates have lowered the present value of distant profits, so long cash flow ramps face harder questions. Investors and lenders now separate efficient growth from growth bought with heavy sales spend, reading churn, payback and gross margin closely. Founders, boards and acquirers also bring very different value expectations to the same funding round or sale. An analyst who links each multiple and forecast to measurable customer economics can defend a price; one who borrows a peer multiple without adjustment risks overpaying or losing a sound deal.

Who Gains Most from Software and Platform Company Valuation

- Investment analysts who build forecasts and price targets for listed technology companies
- Corporate development staff who value software acquisition targets and minority stakes
- Bankers who advise technology clients on funding rounds, listings and sales
- Credit analysts who lend against recurring revenue rather than assets
- Portfolio staff who mark private technology holdings between funding rounds

A deal team whose analysts, modellers and coverage bankers attend together gains most.

Software and Platform Company Valuation Capabilities

Participants learn to turn subscription, usage and marketplace metrics into a value range an investment committee can challenge.

- Calculate annual recurring revenue, net revenue retention and churn from customer cohorts — forecast base
- Assess customer acquisition cost, lifetime value and payback by channel — growth efficiency
- Build a discounted cash flow with a long ramp to steady-state margins — fair value
- Adjust revenue and growth multiples for retention, margin and scale — peer comparison
- Weigh bull, base and bear scenarios into a probability-weighted range — pricing decision

- Communicate valuation drivers and risks in a concise memo — investment committee

Key Software and Platform Company Valuation Terms

- Annual recurring revenue — the yearly value of contracted subscription revenue, excluding one-off fees.
- Net revenue retention — revenue kept from an existing customer cohort after upgrades, downgrades and losses.
- Customer acquisition cost — sales and marketing spend divided by the number of new customers won.
- Payback period — the months of gross profit needed to recover the cost of acquiring a customer.
- Take rate — the share of gross transaction value a marketplace keeps as revenue.
- Terminal value — the value of cash flows beyond the explicit forecast, usually most of a growth company's value.

Software and Platform Company Valuation Day by Day

Day 1: Technology Business Models and Value Drivers

- Subscription, Usage and Marketplace Models — How Each Earns Revenue
- Gross Margin Structures — Hosting, Support and Payment Costs
- Network Effects and Switching Costs — Durability of Customer Relationships
- Funding Stage Map — Seed to Listed Company Value Expectations
- Interest Rate Sensitivity — Why Distant Profits Lose Value

Day 2: Recurring Revenue and Unit Economics

- Recurring Revenue Bridge — New, Expansion, Contraction and Churned Revenue
- Cohort Retention Curves — Testing Customer Durability Over Time
- Acquisition Cost and Lifetime Value — Judging Sales Efficiency
- Payback and Burn Multiple — How Much Cash Growth Consumes
- Marketplace Metrics — Gross Transaction Value, Take Rate and Liquidity

Day 3: Cash Flow Valuation With Long Ramps

- Forecast Architecture — Driving Revenue From Customers and Pricing
- Margin Ramp Assumptions — Path to Steady-State Operating Margin
- Discount Rate Choice — Cost of Equity for Loss-Making Firms
- Terminal Value Tests — Exit Growth Versus Exit Multiple Cross-Check
- Share-Based Pay and Dilution — Adjusting Value per Share

Day 4: Multiples, Scenarios and Deal Terms

- Peer Set Selection — Matching Growth, Margin and Business Model
- Growth-Adjusted Revenue Multiples — Regression of Value Against Growth
- Scenario Trees — Probability-Weighted Bull, Base and Bear Values
- Funding Round Terms — Liquidation Preferences and Their Effect on Value
- Acquirer Synergies — Separating Standalone and Strategic Value

Day 5: Practising the Technology Company Valuation Memo

- Case Company Metric Pack — Applying Retention and Unit Economics
- Cash Flow Model Build — Applying the Ramp and Terminal Tests
- Multiple Triangulation — Reconciling Peer and Cash Flow Values
- Committee Challenge Session — Defending Assumptions Under Questioning
- Technology Company Valuation Memo — Value Range and Recommendation

Applying Software and Platform Company Valuation After the Course

- Rebuild the recurring revenue bridge and cohort retention curves for one covered company.
- Re-run one existing valuation with probability-weighted scenarios and a dilution adjustment.

Software and Platform Company Valuation Questions FAQ

What is software and platform company valuation and why does it matter now?

It is the pricing of subscription, usage and marketplace businesses from customer economics, cash flow forecasts and adjusted multiples. It matters now because higher rates and investor focus on efficient growth punish valuations built on peer multiples alone.

Which roles gain most from software and platform company valuation?

Investment analysts, corporate development staff and technology coverage bankers gain most. Credit analysts lending against recurring revenue and portfolio staff marking private holdings also benefit.

How does a course on software and platform company valuation differ from a general company valuation course?

It centres on metrics that general valuation courses treat briefly, such as retention, acquisition cost, take rate and long margin ramps. A general course values mature firms from historical earnings; this one values firms whose profits lie mostly in the future.

What do you bring back from software and platform company valuation training?

You bring back a technology company valuation memo for one case business. It sets out the metric pack, cash flow model, multiple cross-check, scenario range and recommendation.

Software and Platform Company Valuation: The Way Forward

The technology company valuation memo informs the first pricing decision an investment committee takes: bid, hold or pass, and at what range. Analysts update it each quarter and bankers use it to frame client expectations. After its first use, revisit the retention assumptions, because small changes in customer durability move a growth company's value more than any multiple.