

FINANCIAL POISE WEBINARS SERIES SUMMARY **VALUATION 2018**

ABOUT THIS SERIES

What's it worth? Whether you are engaged in the sale of an asset or attempting to recover damages in litigation, valuations are often necessary for convincing the other side that your price is right.

In transactions, valuations assist parties in determining the price they are willing to pay or receive in the sale of a security, business, or asset.

In litigation, valuations play a critical role in setting a baseline for damages awards. Expert assistance is required to accurately value many assets, whether it is a business, a security, an intangible asset such as intellectual property or a brand, or lost profits in a litigation context. Choosing the appropriate valuation expert can make or break your transaction or your case, given the extensive battles between valuation experts that arise in contested matters.

This series provides an overview of valuation in its many contexts, from business valuations in transactions to battles between valuation experts in all aspects of litigation.

As with every Financial Poise Webinar, each episode is delivered in Plain English understandable to investors, business owners, and executives without much background in these areas, yet is also valuable to attorneys, accountants, and other seasoned professionals. And, as with every Financial Poise Webinar, each episode brings you into engaging, sometimes humorous, conversations designed to entertain as it teaches. Each episode in the series is designed to be viewed independently of the other episodes so that participants will enhance their knowledge of this area whether they attend one, some, or all episodes.

About Episode #1

What's it Worth? Valuing a Business for Sale

August 16, 2018 at 10:00 AM CST



Before going to market to sell your business, you or your executive team may want to obtain an independent appraisal. Likewise, prospective buyers may wish to obtain expert services to value an acquisition target or discrete portions of a target. This webinar provides a look into how valuation experts place a value on a going concern.

This webinar is delivered in Plain English, understandable to you even if you do not have a background in the subject. It brings you into an engaging, even sometimes humorous, conversation designed to entertain as it teaches. And, it is specifically designed to be viewed as a stand-alone webinar, meaning that you do not have to view the other webinars in the series to get a lot out of it.

About Episode #2

Valuing Lost Profits for Litigation Purposes

September 13, 2018 at 10:00 AM CST

When a competitor, contractor or other third party damages your business, you lose profits. When you engage in litigation to recover those lost profits, how do you measure them? How do you prove those lost profits with certainty to a judge or jury? How far back in the past or how long into the future can you project those lost profits? All these questions and more are addressed in this webinar, along with an overview of the various methods to measure lost profits and strategies to present and prove your damages in court.

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About Episode #3

Selecting the Right Valuation Expert

October 11, 2018 at 10:00 AM CST

You have a business interest, an asset, or a potential liability that you need to value. When do you need a valuation expert? While some negotiations or transactions may require an independent third party for appraisals, nearly all litigation on these topics will require an expert. How do you evaluate the credentials of an expert? What type of experience will you need your expert to possess? The process of selecting the appropriate expert starts with identifying the issues in dispute. This webinar explores the key factors you should consider in choosing your valuation expert.



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About Episode #4

Minority and Illiquidity Discounts

November 15, 2018 at 10:00 AM CST

Like the sale of goods, sometimes the share of ownership in a company must be discounted due to difficulty in finding a buyer. Liquidation costs of equity in private businesses may be substantial, and the equity's value is discounted for that potential illiquidity. Likewise, partial ownership of a private firm may be worth less than proportional share of the total business. This webinar delves into these types of discounts and how they may impact the valuation of your asset.

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About Episode #5

Valuing Your Brand and Other "Soft" Assets

December 13, 2018 at 10:00 AM CST

Intellectual property (IP) rights are an increasingly important component of a business's value. Although a company's name, logo, and other intangible assets have no intrinsic value, companies with extensive IP portfolios may have most of their worth tied up in such "soft" assets. Other critical soft assets include trademarks, copyrights, and trade secrets. This webinar explores how experts place value on these critical, intangible assets.

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