



# VALIFY

Upload. Scrutinize. Conclude.



A number without explanation  
has no meaning.

**At Valify, we tell you  
the valuation **story**  
... at your fingertips!**

# Who needs valuations?



## The Investor

**For busy, agile investors, time is money. The effort & wait for reliable valuations should not hinder portfolio growth.**

- Don't pay a fortune just to see the price-tag!
- Don't grow old waiting for traditional valuations!
- Optimize portfolio by screening 10x more targets with same time & money!

## The Shareholder

**Corporate group boards have better agenda than to attend 20 valuation meetings on each shareholder exit.**

- Determine a reliable exit price without bothering the board
- Significantly reduce transaction cost
- Bias-free conclusion!

## The Businessman

**Entrepreneurs should never lose a negotiation opportunity due to lack of a swift business valuation. You focus on the business; we focus on your worth.**

- Swift valuations in 72 hours – get the intel before the ship sails off!
- Bias-free conclusions – no third-party between you & your number.

## The Start-ups

**Young startups should now their worth, with or without fundraise, and stay one ahead of the VCs!**

- Never cut a deal short due to exorbitant price of pre-valuations
- Do your own homework, without the shark's influence!

# 1 Upload.

- ❖ Answer a few questions
- ❖ Upload financial data

# 2 Scrutinize.

- ❖ Approve the peer companies that we identify
- ❖ Address red flags detected by Valify

# 3 Conclude.

- ❖ **Take your valuation report!**
  - ✓ Management Valuation: with market-verified sense checks
  - ✓ Valify Valuation - sensitized based on market analysis & our professional opinion
  - ✓ Intelligent Insights – Essential financial analysis & market corroboration of key metrics & multiples
  - ✓ Output in line with international standards & current market movements



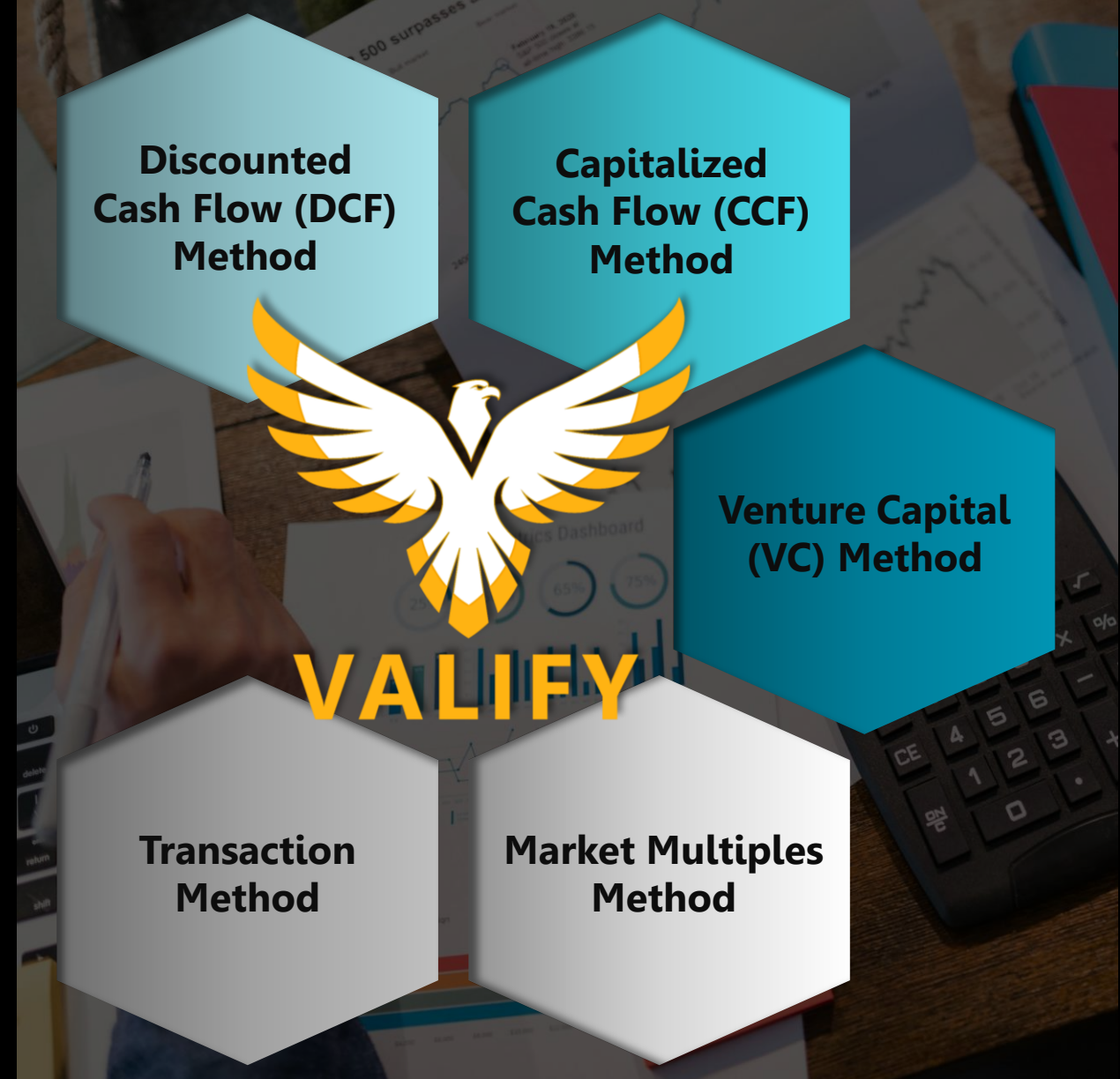
**Valify makes it "3-step simple"!**



*We cannot judge a fish by its ability to climb a tree.*

We understand that the worth of every business does not lie in the same place. Hence, at Valify, we tailor our valuation methodologies to align with the specific business model giving a blend of income and market approaches.

# Valuation Approach



*“No forecasts? No problem!”*





## Our Impact

*Valify helps you take control of valuation opinions, overcome red tape and have a swift bird's eye view on the investment landscape, without comprising quality. We want you to move like an eagle – sharp, and agile.*



### Be efficient

80%-90% lower fees than average consultants



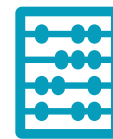
### Be swift

3-day timeline, from the comfort of your couch!



### Be lean

Goodbye long meetings & procedures!



### Be error-free

Goodbye human errors!



### Be independent

Avoid consultant bias and flexible methodologies!

There are some online tools that compute, but none that **read between the lines** for you!

## Why choose us?

- At Valify, we believe that valuation is more than just numbers – Valuation is a story, and we at Valify read it for you!
- We check your numbers, line by line, against the market and industry standards and tell you exactly where you need to look.
- Our intelligent insights and market-validated flags give you an essential edge to crack your negotiations!



**VALIFY**

# The Minds Behind...



Valify conclusions are in accordance with International Valuation Standards issued by the International Valuation Standards Council ("IVSC").



## Samina Burhani, CFA, AFM

Founder,  
Advanced Financial Modeler & Transaction Advisory Consultant

Business Valuations

Investment Appraisal

Cash Flow Analysis

Samina is a seasoned finance and M&A specialist risen by firms like Grant Thornton UAE, Protiviti Middle East and Marriott International. She has managed valuations ranging from \$10 Mn to \$2 Bn, across a spectrum of sectors including Infrastructure, Real Estate, Education, Consumer Retail, Pharma, Hospitality & E-commerce among others.

She has worked with reputed names like the HH Sheikh Mohammed Bin Sultan Bin Khalifa Al Nayhan (President of the UAE), members of UAE's Maktoum royal family, Saudi Aramco, Mubadala Investment Company, Ethmar Investment Holding (EIH), Aldar Group, etc.

Samina enjoys hosting financial modeling trainings and mentorships for her university and workplace. She has represented UAE in CFA Institute's 3rd MENA Research Challenge in Amman, and was a decorated graduate (topper & Dean's list) in her university days.



## Alifiya Burhani

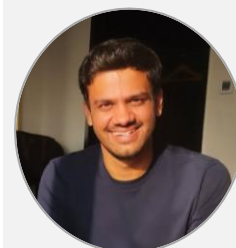
Double Masters in Finance (NIMMS) & International Political Economics (Kings College London)

Business Optimization

Financial Economics

Investment Analysis

With a dual Masters in International Political Economy and Applied Finance, Alifiya is a proactive and determined professional with 6 years of experience working across several business functions at Hazel Lighting. Now focused on business transformation, she is experienced in managing the overall functionality of the business with a proven record in optimizing operational efficiency, reducing costs, and enhancing overall productivity.



## CA. Raaj Macwan

Product Development Manager,  
Public Equity Research Analyst (Indian Markets)

Deep Equity Analysis

Compliance Reviews

Investor Relations

Raaj, a CA and pursuant of the CFA charter, is an experienced player in the Indian public equities field with a passion for scrutiny of micro-cap companies and infrastructure business. Having studied 600+ companies over last 7 years, Raaj has a deepened understanding of business operations & nuances under various business models.



# Our Roadmap


## Phase 1: Idea Validation & Model Build

### Market Research

- Networking list & preliminary surveys for testing market sentiment

### Model Build

- Model template
- Questionnaire
- CapitalIQ linkage
- Report template

 Q2 2024

## Phase 2: Development

### Software Build

### Website Build

### Social Awareness

### Certifications

IVSC, CVA, FMI, FMVA

 Q3 2024

## Phase 3: BD & Marketing

### Business relationships

### Conferences

### Cold networking

 Continuous

## Phase 4: Growth

### Long-term Relationships

- Critical clients
- Repeat business

 Continuous



# Thank You!



## VALIFY



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