Clybourne
Valuation Made Simple

# SIMPLIFYING STARTUP FUNDRAISING WITH A DEFENSIBLE VALUATION

How a Canadian HR-Tech SaaS Startup Secured Investor Confidence in Just 48 Hours

## About the **Customer**

A fast-growing, early-revenue SaaS startup in Canada, focused on building innovative HR-tech solutions to streamline employee management and engagement.

## The **Challenge**

As the startup prepared for its first institutional funding round, the founders struggled to determine a defensible company valuation. Traditional valuation firms were costly and slow, while DIY online tools lacked reliability.

## The Clybourne **Solution**

Using Clybourne's self-service valuation platform, the startup entered key business metrics:

- Company details
- Financial performance from the previous year
- A 5-year financial forecast

With market-driven assumptions like WACC and industry multiples, the platform generated a DCF and relative valuation report.

## The **Result**

- Clear Valuation Range to guide investor conversations
- Investor-Ready Reports that built trust during funding
- Time-Saving – Less than 2 days to complete
- Affordable – At a fraction of traditional costs

## About **Clybourne**

Clybourne Insights provides independent financial advisory services based on seasoned experience and strong research. Our services are designed to build, manage, and conserve businesses across the globe through effective understanding of their needs

For more information about Clybourne Insights service offerings, please visit us at ***www.clybourneinsights.com***

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