



TIME 2 WING

Valuation Report of Time 2 Wing B.V.

As of 2021-01-01

Contacts:

lars van der veen

✉ lars@time2wing.com

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Company summary

Time 2 Wing B.V.

🏠 Roemervisscherplein 5, 2106 AG Heemstede, Netherlands

🌐 The Netherlands

Industry: **Online Services**

Business Activity: **E-commerce & Online Marketplace Services**

Time 2 Wing B.V. is een Nederlands Wing Foil merk. De ambitie is om de #1 webshop in Europa te worden met ondersteuning van tientallen franchise wingfoil scholen.

🌐 <https://time2wing.com>

Founders: **2**

Employees: **0**

Started in: **2021**

Incorporated: **Yes**

Year of incorporation: **2021**

Founders' committed capital: **€10000**



Opportunity

Business model: **B2C**

Scalable Product: **Yes**

Exit strategy: **No exit strategy considered**



Current Operations

Stage of development: **Development stage**

Employees (excluding founders, interns and freelancers): **0**

Profitability: **Not breakeven yet**



Competitors

wingsurfer.nl | <https://wingsurfer.nl>



Latest operating performance

01/2020 - 12/2020

Revenues

-

EBITDA

-

Ebitda margin

-

EBIT

-

Ebit margin

-

Cash in hand

-

All numbers in €

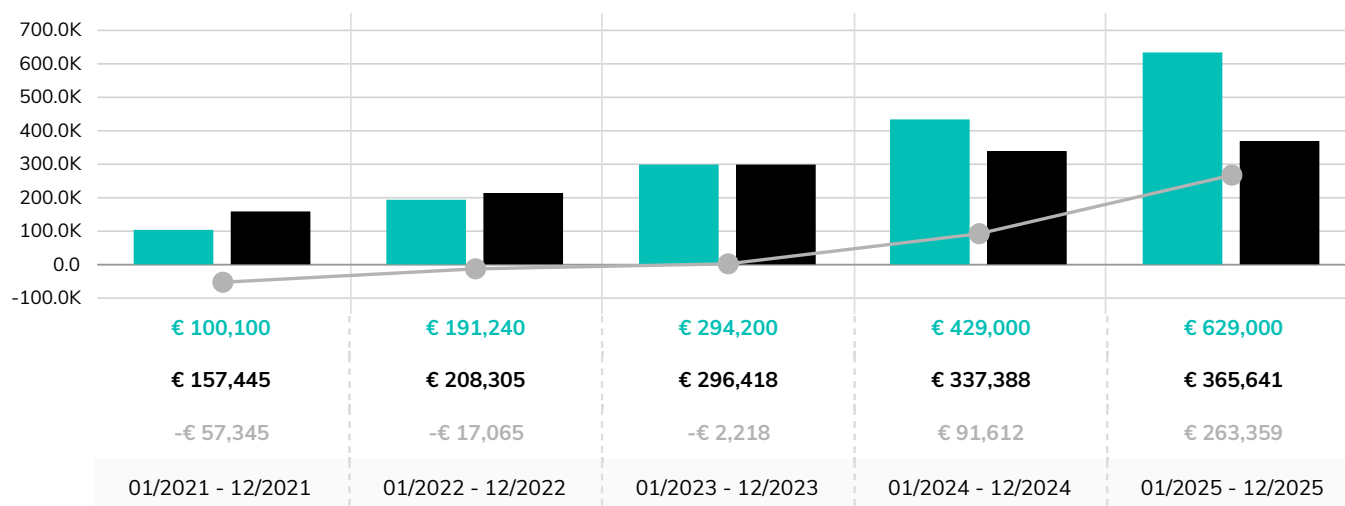
/// More information on the history, milestones, team, etc., (e.g. pitchdeck) can be requested to the company.



Forecasts summary

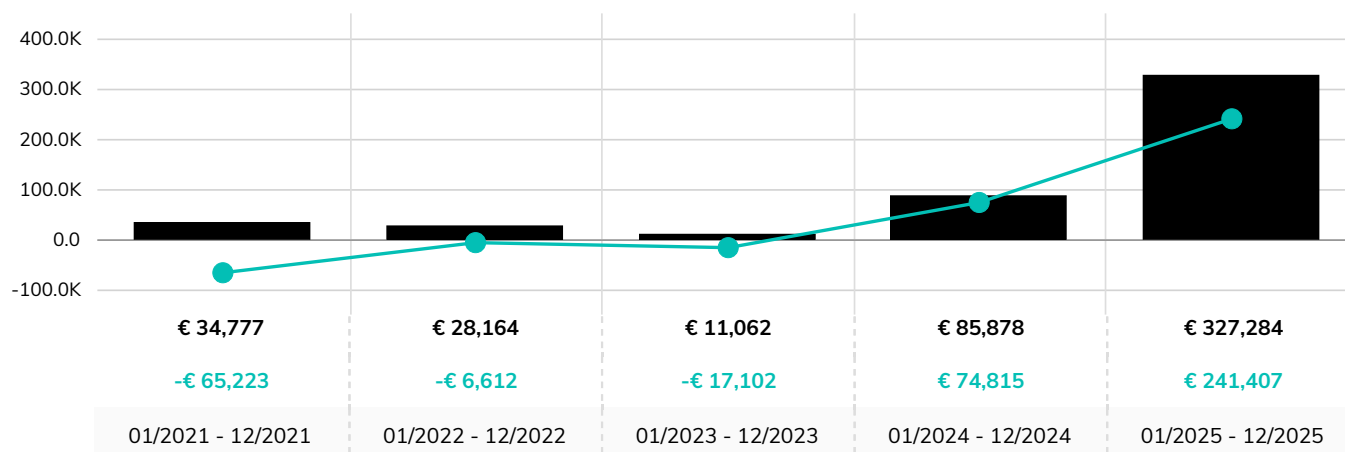
Future profitability

■ Revenues ■ Costs ● EBITDA



Cash forecast

■ Cash in hand ● Free cash flow to equity



/// Full profit and loss and cash flow forecast at page 14.

Past funding rounds

Here is an overview of the past funding rounds and valuations of the company.

No funding rounds to date

Current ownership

Here is an overview of the current shareholders in the company. More information on type of shares, unassigned shares, and in general a detailed cap table can be requested to the company in question.



Valuation

The pre-money valuation displayed below is the result of the weighted average of different methods. The use of several methods is a best practice in company valuation, as looking at the business from different perspectives results in a more comprehensive and reliable view.

These methods are compliant with IPEV (International Private Equity Valuation) Guidelines and each of them will be explained in more detail in the following pages of the report.

More information on the weights can be found in the Appendix.



Low Bound

€ 224,000

Pre-money valuation

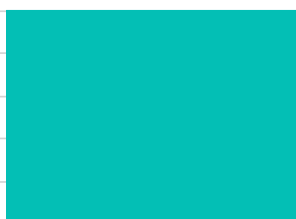
€ 502,134



High Bound

€ 780,000

3 Valuation Methods



€ 2,487,581
Scorecard

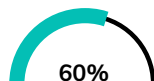


€ 72,218
Venture Capital



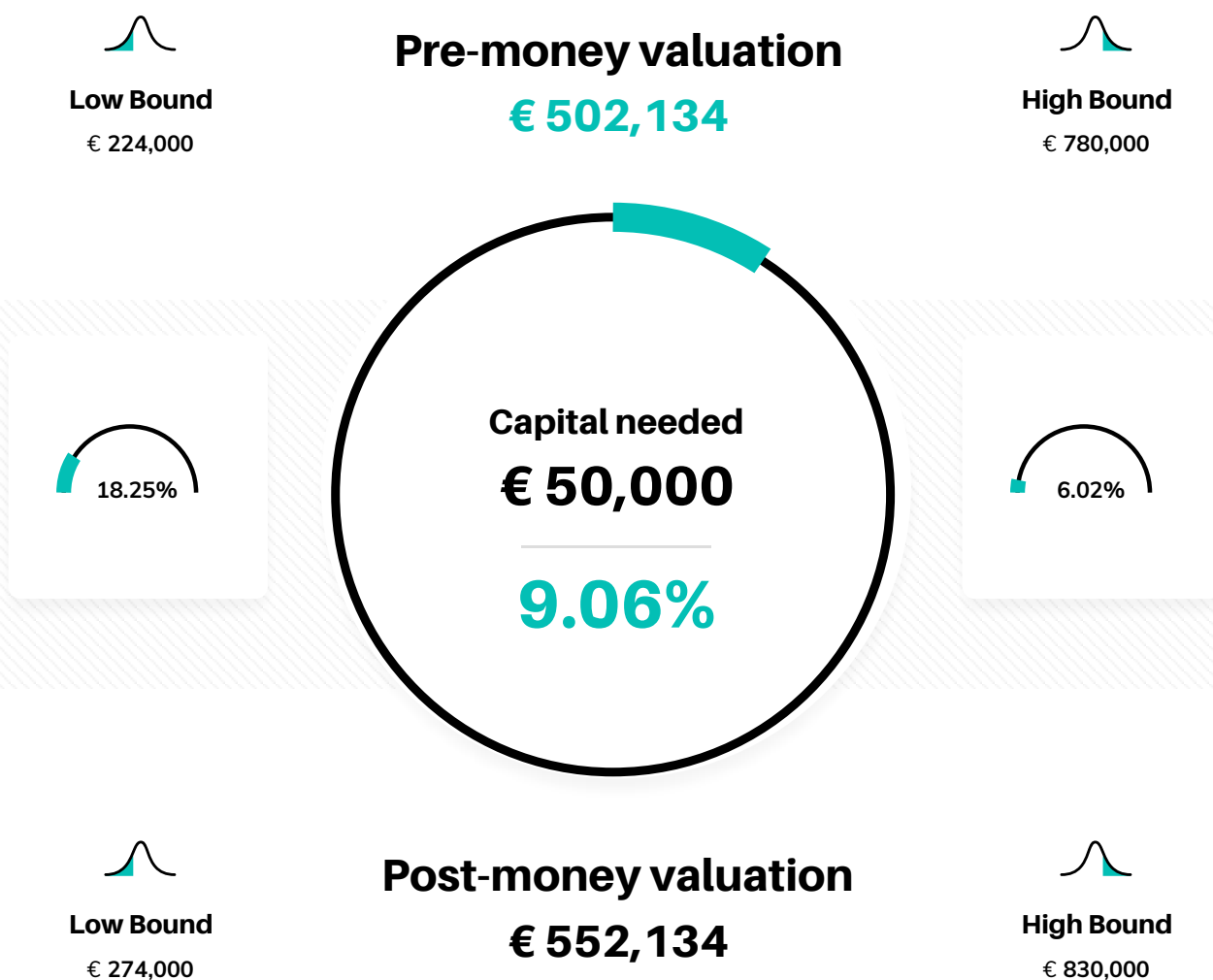
€ 638,514
DCF with LTG

Method weights



Current funding round

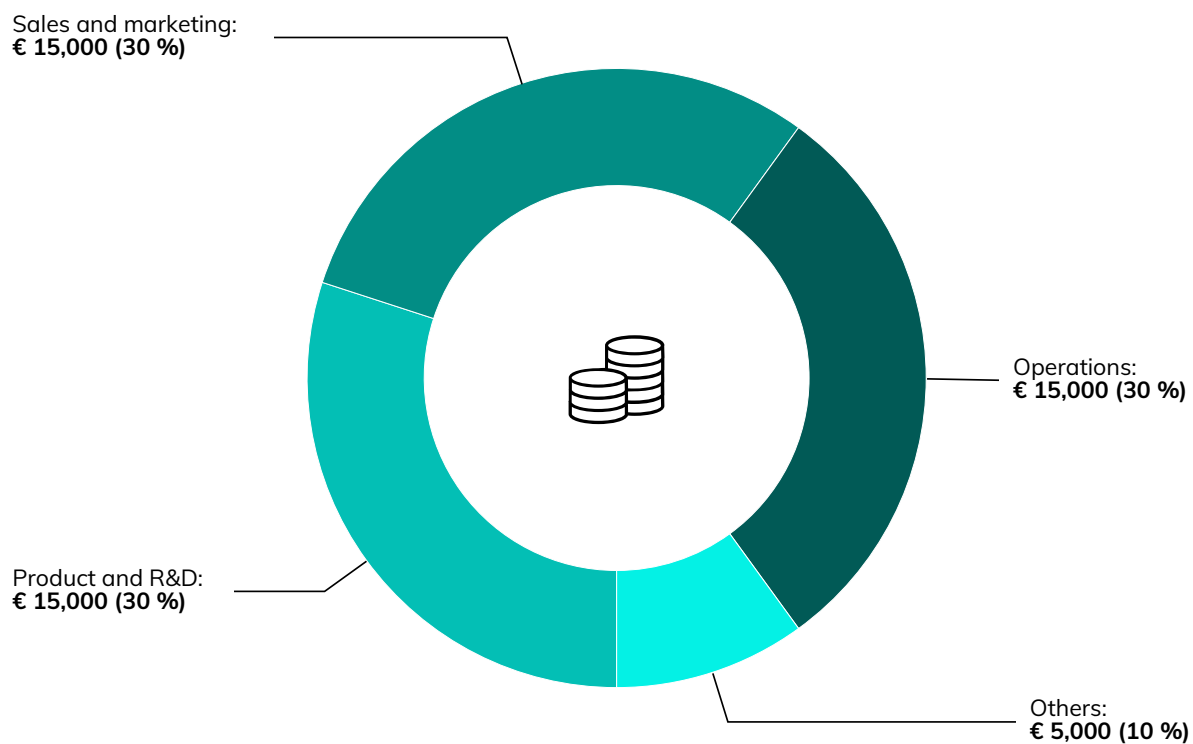
Please find below the amount of capital currently needed and the consequent percentage of equity based on the valuation of previous page as a starting point for the negotiations.



Starting from the post-money valuation of the company, the equity percentage that relates to the investment is calculated as investment/post-money valuation. Keeping the investment amount fixed, the lower the pre-money valuation, the higher the equity stake, and vice versa.

Use of funds

Here is a breakdown on how the company will use the capital raised.



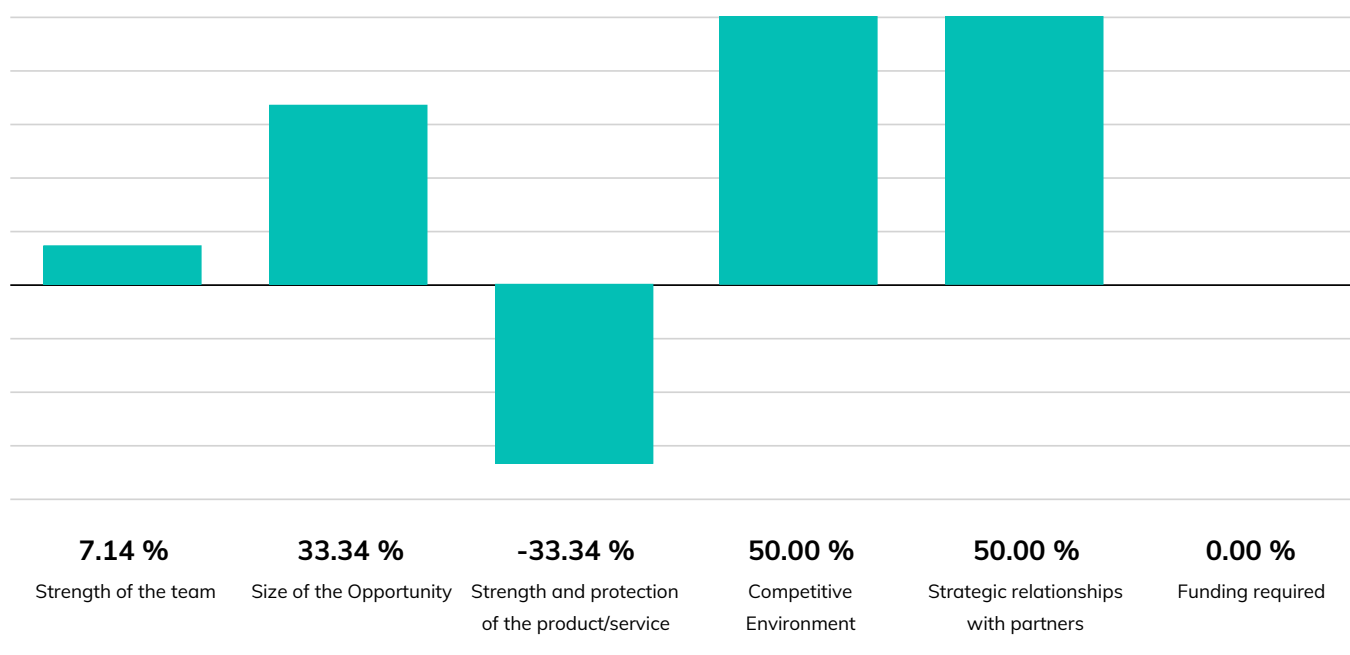
Qualitative methods

Scorecard Method: € 2,487,581

This method was conceived by William H. Payne of Ohio TechAngels group and endorsed by the Ewing Marion Kauffman Foundation. The valuation of the startup depends on how different this is from the assumed average of a set of comparable companies from the same region.

Startups' qualitative traits are divided in 6 criteria, compared with the assumed traits of the average company, and given a score according to whether it over- or under-performs the assumed average company. These scores are multiplied by weights that represent the impact of the criteria on the valuation. The sum of these weighted scores multiplied by the average valuation leads to the company's pre-money valuation.

Normalized scores of the company for each criteria



Parameters

Average valuation (The Netherlands): € 2,139,855

Weights of the criteria

Strength of the team: **30%**

Size of the Opportunity: **25%**

Strength and protection of the product/service: **15%**

Competitive Environment: **10%**

Strategic relationships with partners: **10%**

Funding required: **10%**

/// Please see appendix for data sources, defaults, and breakdown of the traits



Qualitative traits summary

Below a summary of the traits at the basis of the scores for the two qualitative methods. Please see appendix for detailed breakdown of which trait is used in which method.



Team

Founders

Time commitment: **Full time**

Average age: **Between 35 and 45**

Founded other companies before: **Yes, with successful exit(s)**

Core team skills and expertise

Working together for: **Less than 1 year**

Years of experience in the industry: **30**

Business and managerial background: **Top-tier management experience**

Technical skills: **All technical skills inhouse**



Network

Board of advisors: **Advisors not organized in a board**

Legal consultants: **Yes**



Market

Total Addressable Market (TAM): **€ 1,000,000,000**

Annual growth rate of the market: **500.00 %**

Demand validated: **Demand still under testing**

Internationalization: **Local focus now, international expansion planned**



Product

Product roll-out: **Minimum Viable Product**

Feedback received: **Mainly positive**

Loyalty to the product/service: **Still to be tested or under testing**

Partners: **Informal agreements with key strategic partners**



Competition

Level of competition: **Negligible competition**

Competitive products are: **On the same level**

Differentiation from current solutions: **We innovate in terms of execution**

International competition: **Growing, but not yet as developed as locally**



Protection

Barriers to entry of the market: **Modest**

Applicable IP: **Trademark and/or domain names**

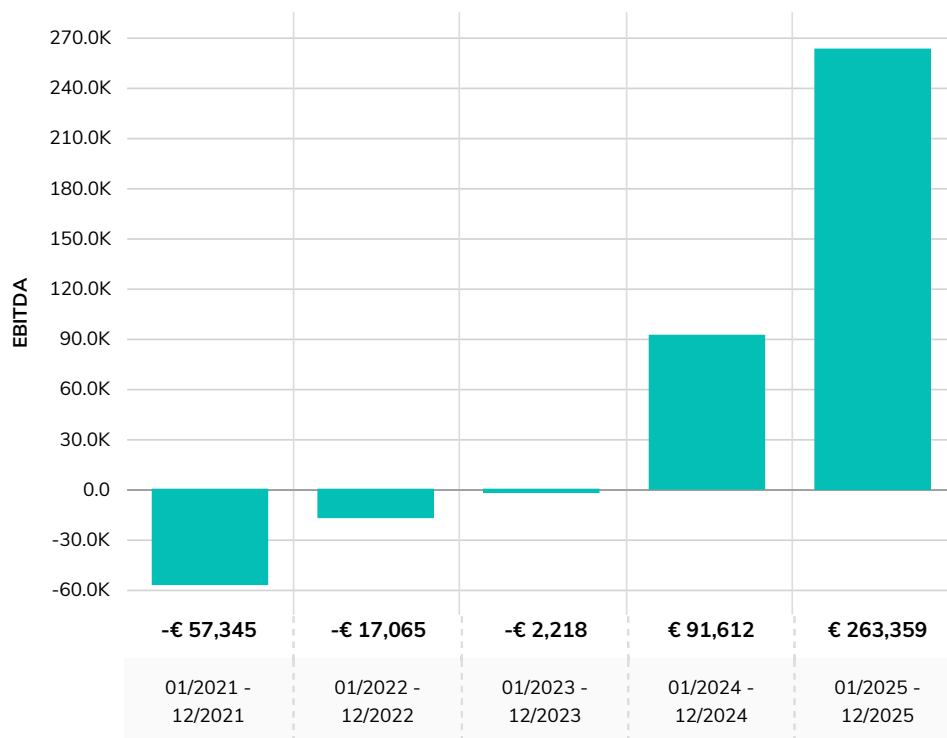


VC Method

Premoney Valuation: € 72,218

The VC (Venture Capital) method is one of most common approaches among financial practitioners in the private company market. The startup is given the valuation that will grant investors a predetermined return at the exit.

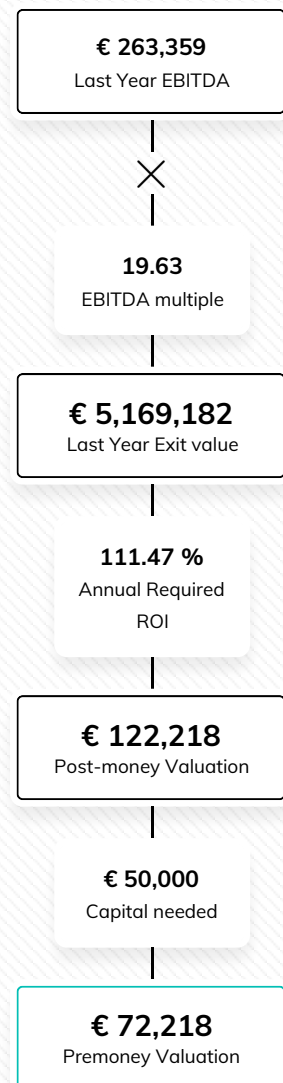
The potential exit value of the company is computed with an industry-based EBITDA multiple. The valuation is equal to this value discounted by a required ROI (Return On Investment). This depends on the startup's stage of development, higher for early stage riskier companies, lower for more mature ones. It is the minimum rate that will allow investors to have positive returns from portfolios where most companies fail and gains come from a selected few.



Parameters

Industry Multiple: **19.63**

Annual Required ROI: **111.47 %**



/// Please see appendix for data sources and defaults



DCF Methods

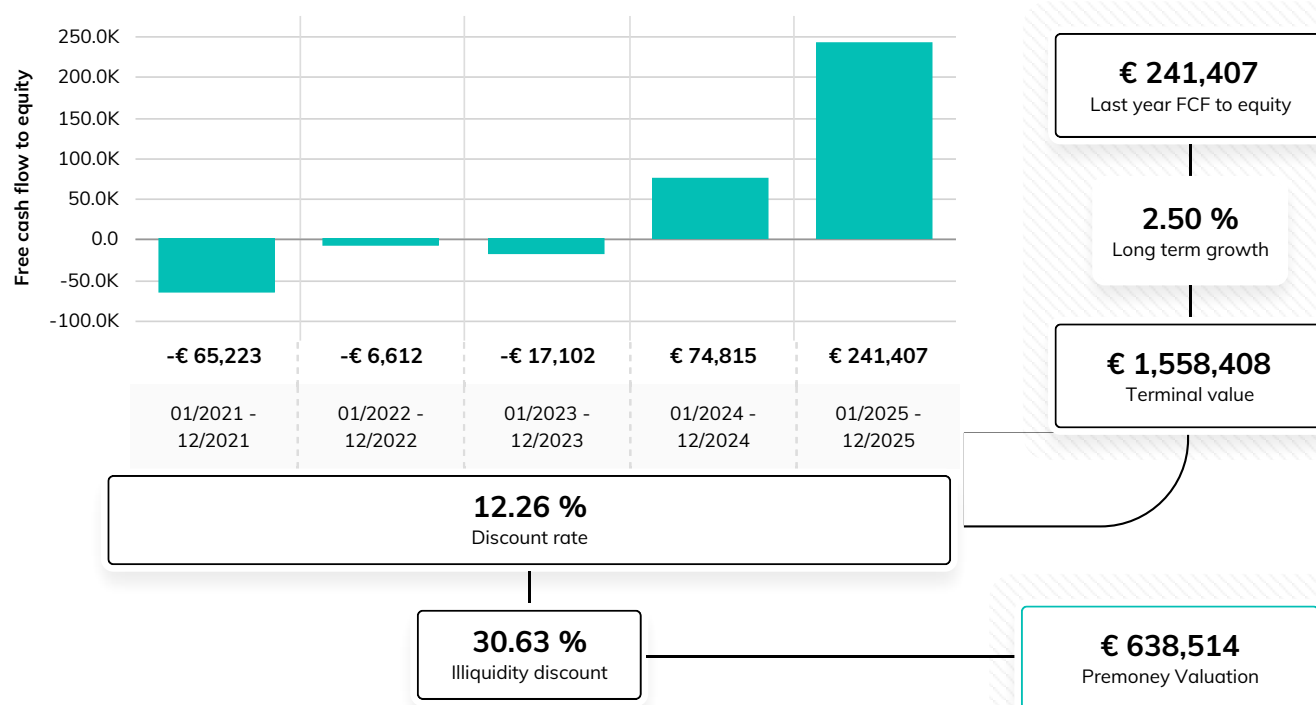
The DCF (Discounted Cash Flow) methods represent the most renowned approach to company valuation, recommended by academics and a daily tool for financial analysts. The valuation is the present value of all the free cash flows to equity the startup is going to generate in the future, discounted by its risk.

These methods weight the projected free cash flow to equity by the probability the startup will survive. Then, the flows are discounted to present by a rate that represents risks related to industry, size, development stage and profitability. Lastly, an illiquidity discount is applied to the sum of the discounted cash flows to compute the valuation.

The value of cash flows beyond the projected ones is represented by the TV (Terminal Value) and the way it is calculated is the difference between the following two methods.

DCF with LTG: € 638,514

The DCF with LTG (Long Term Growth) assumes the cash flows beyond the projected ones will grow forever at a constant rate based on the industry and computes the TV accordingly.



Parameters	Long term growth: 2.50 %	Discount rate	Survival rates
	Illiquidity discount: 30.63 %	Risk free rate: -0.13 % Beta: 2.38 Market Risk Premium: 5.20 %	Year 1: 94.80 % Year 2: 82.04 % Year 3: 71.37 % Year 4: 66.16 % Year 5: 61.47 %

/// Please see appendix for data sources and defaults

Financial Projections

Profit & Loss

The profit & loss projections are displayed below. Data about revenues and operating costs are provided by the company. Depreciation and amortization, interest, and taxes are either provided by the company or estimated by Equidam. Please consult our methodology document for more details.

	01-2020 - 12-2020	01-2021 - 12-2021	01-2022 - 12-2022	01-2023 - 12-2023
Revenues	-	100,100	191,240 +91%	294,200 +54%
Cost of Goods Sold	-	13,200	24,448 +85%	28,640 +17%
Salaries	-	80,600	111,520 +38%	187,513 +68%
Operating Expenses	-	63,645	72,337 +14%	80,265 +11%
<hr/>				
EBITDA	-	-57,345	-17,065 +70%	-2,218 +87%
Ebitda margin	-	-	-	-
D&A	-	16,335	31,207 +91%	48,008 +54%
<hr/>				
EBIT	-	-73,680	-48,272 +34%	-50,226 -4%
Ebit margin	-	-	-	-
Interest	-	-	2,374	1,781 -25%
<hr/>				
EBT	-	-73,680	-50,646 +31%	-52,007 -3%
Taxes	-	-	-	-
Nominal tax rate	-	25 %	25 %	25 %
Effective tax payable	-	-18,420	-12,662	-13,002
Deferred tax assets	-	18,420	31,082	44,083
<hr/>				
Net profit	-	-73,680	-50,646 +31%	-52,006 -3%
Net profit margin	-	-	-	-

All numbers in €



Profit & Loss





	01-2024 - 12-2024	01-2025 - 12-2025
Revenues	429,000 +46%	629,000 +47%
Cost of Goods Sold	36,000 +26%	44,000 +22%
Salaries	203,337 +8%	209,090 +3%
Operating Expenses	98,051 +22%	112,551 +15%
<hr/>		
EBITDA	91,612 -	263,359 +3X
Ebitda margin	21 %	41 %
D&A	70,005 +46%	102,641 +47%
<hr/>		
EBIT	21,607 -	160,718 +7X
Ebit margin	5 %	25 %
Interest	1,187 -33%	14 -99%
<hr/>		
EBT	20,420 -	160,704 +8X
Taxes	-	1,198
Nominal tax rate	25 %	25 %
Effective tax payable	5,105	40,176
Deferred tax assets	38,978	-
<hr/>		
Net profit	20,419 -	159,506 +8X
Net profit margin	4 %	25 %

All numbers in €



Cash Flow

The cash flow projections are displayed below. Capital expenditure, debt at the end of the year, and equity fundraising are provided by the company. Account payables, account receivables, inventory and D&A are either provided by the company or estimated by Equidam based on the average percentage of revenues for public companies in the company's industry.

	01/2020 - 12/2020	01/2021 - 12/2021	01/2022 - 12/2022	01/2023 - 12/2023
 Net profit	-	-73,680	-50,646 +31%	-52,006 -3%
Change in Working Capital	-	7,878	7,173	8,103
Working capital	-	7,878	15,052 +91%	23,155 +54%
Account Payables	-	7,878	15,052	23,156
Account Receivables	-	11,900	22,735	34,976
Inventory	-	3,856	7,368	11,335
D&A	-	16,335	31,207 +91%	48,008 +54%
Capital expenditures	-	-	-	-
Change in outstanding debt	-	-	-	-5,000
Debt at the end of the year	-	-	20,000	15,000 -25%
<hr/>				
 Free cash flow to equity	-	-65,223	-6,612 +90%	-17,102 -159%
Equity fundraising	-	50,000	-	-
 Free cash flow	-	-15,223	-6,612 +57%	-17,102 -159%
<hr/>				
Beginning of the year cash	-	50,000	34,777 -30%	28,164 -19%
<hr/>				
 End of the year cash	-	34,777	28,164	11,062

All numbers in €



Cash Flow

	01/2024 - 12/2024	01/2025 - 12/2025
Net profit	20,419 -	159,506 +8X
Change in Working Capital	10,609	15,741
Working capital	33,764 +46%	49,505 +47%
Account Payables	33,766	49,508
Account Receivables	51,001	74,778
Inventory	16,529	24,234
D&A	70,005 +46%	102,641 +47%
Capital expenditures	-	-
Change in outstanding debt	-5,000	-5,000
Debt at the end of the year	10,000 -33%	5,000 -50%
<hr/>		
Free cash flow to equity	74,815 -	241,407 +3X
Equity fundraising	-	-
Free cash flow	74,815 -	241,407 +3X
<hr/>		
Beginning of the year cash	11,062 -61%	85,878 +8X
<hr/>		
End of the year cash	85,878	327,284

All numbers in €



Conclusion

Legal Notes

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Appendix

Weights of the methods

The default weight of each method is determined by Equidam based on the stage of development, and they are shown below. They can be manually adjusted by the company.

Default weights of the 5 methods

Stage of development	Checklist Method	Scorecard Method	VC Method	DCF with LTG	DCF with Multiples
Idea stage	38%	38%	16%	4%	4%
▶ Development stage	30%	30%	16%	12%	12%
Startup stage	15%	15%	16%	27%	27%
Expansion stage	6%	6%	16%	36%	36%

Time 2 Wing B.V. stage of development: **Development stage**

These are determined according to the following principles:

- Qualitative information is more important in early stage companies, where performance uncertainty is extremely high, so qualitative methods are weighted in more
 - The investors' view is equally important across all stages, so the weight of the VC method does not change
 - Quantitative information is more reliable in later stages, when a company already has a proven financial track record.
- Therefore, it is possible to use the DCF methods more extensively as projected results get founded in past performance

Qualitative methods

Default average and maximum valuations data sources

Dataset: Pre-money market valuations from transactions in the last 30 months of company in all industries, all countries, and at seed funding stage

Datasource: Crunchbase

Usage: Computation of average and maximum (net of outliers) pre-money valuations in given geographic areas for the qualitative methods (Scorecard and Checklist respectively)

Update: Biannual

Average valuation (Scorecard Method) in The Netherlands: € 2,139,855

Maximum valuation (Checklist Method) in The Netherlands: € 6,000,000

Scorecard Method

Default weights of the criteria and breakdown in their traits

Strength of the team 30% Time commitment of the founders Number of employees Team spirit and comradeship Years of industry experience of the core team Business and managerial background of the core team	Size of the Opportunity 25% Estimated revenues in the third year according to the stage of the development Estimated size of the market in three years Geographical scope of the business
Competitive Environment 10% Stage of the product/service roll-out Degree of loyalty of customers Type of IP protection applicable IP protection in place (if any)	Strength and protection of the product/service 15% Level of competition in the market Quality of competitive products/services Competitive advantage over other products/services Barriers to entry of the market Threat of international competition
Strategic relationships with partners 10% Strength of the relationships with key strategic partners	Funding required 10% Capital required according to the stage of development



VC method

Below the sources of the valuation parameters used in the VC Method: EBITDA Multiple and Annual Required ROI, and their default values provided by Equidam

EBITDA multiple

Description: Enterprise value on EBITDA multiples computed over a dataset of global, publicly listed firms organized by industry

Datasource: Prof. A. Damodaran, NYU Stern School of Business

Update: Annual

Notes: We favor the use of EBITDA multiple, as we believe revenue multiples fail to capture the ability of startups to generate cash flow, i.e. the ultimate determinant of value.

Time 2 Wing B.V. industry: **E-Commerce & Online Marketplace Services**

E-Commerce & Online Marketplace Services EBITDA multiple: **19.63**

Annual Required ROI

The default annual required ROI rates are determined by Equidam based on the returns investors require for companies at different stage of development, and are shown below. They can be manually adjusted by the company.

Time 2 Wing B.V. stage of development: **Development stage**



DCF Methods

Below the sources of the valuation parameters used in the DCF Methods: Discount Rate, Survival Rates and Illiquidity Discounts, and their default values provided by Equidam.

Discount rate

Risk Free Rate

Description: 10Y government rates

Datasource: Trading Economics (tradingeconomics.com), various public databases

Update: Bi-annual (but more frequent if macroeconomic conditions are more volatile)

Notes: For the Eurozone we apply the German 10Y Bond rate

Time 2 Wing B.V. country: **The Netherlands**

The Netherlands risk free rate: **-0.13%**

Industry betas

Description: Industry beta computed over industry specific portfolios of global, public listed companies (same as in EBITDA multiple)

Datasource: Prof. A. Damodaran, NYU Stern School of Business

Update: Annual

Time 2 Wing B.V. industry: **E-Commerce & Online Marketplace Services**

E-Commerce & Online Marketplace Services default beta: **2.38**

Market Risk Premium

Description: Country based total equity risk premium as implied in the previous 12 trailing months.

Datasource: Prof. A. Damodaran, NYU Stern School of Business

Update: Biannual

Time 2 Wing B.V. country: **The Netherlands**

The Netherlands default market risk premium: **5.20%**

Survival Rate

Dataset: Country-level survival probabilities of the latest cohort of companies with three years of data available.

Datasource: European Office of Statistics (<http://ec.europa.eu/eurostat>), U.S. Bureau of Labor Statistics (<https://www.bls.gov/>), specific academic research and public offices of statistics for different countries.

Update: Annual

Time 2 Wing B.V. year of incorporation: **2021**

Default survival rate Year 1: **94.80%**

Default survival rate Year 2: **82.04%**

Default survival rate Year 3: **71.37%**

Default survival rate Year 4: **66.16%**

Default survival rate Year 5: **61.47%**

Default survival rate Year 6: **57.64%**

Default survival rate Year 7: **54.40%**

Default survival rate Year 8: **51.59%**

Default survival rate Year 9: **49.12%**

Default survival rate Year 10: **46.90%**

Illiquidity discount

The default illiquidity discount is assigned based on current profitability and projected revenues, according to the approach suggested by William L. Silber.

Time 2 Wing B.V. illiquidity discount: **30.63%**



DCF with LTG

Long term growth

Dataset: Global, publicly listed companies organized by industry (same as in EBITDA multiple)

Datasource: Prof. A. Damodaran, NYU Stern School of Business

Update: Annual

Notes: The value is winsorized over a 0% - 2.5% range. We do not want the long term growth to be above world GDP growth expectations, as it would mean the company is going to overgrow world economy at some point in time

Time 2 Wing B.V. industry: **E-Commerce & Online Marketplace Services**

E-Commerce & Online Marketplace Services default long term growth: **2.50**

DCF with Multiples

EBITDA multiple

Dataset: Global, publicly listed companies organized by industry

Datasource: Prof. A. Damodaran, NYU Stern School of Business

Update: Annual

Notes: We favor the use of EBITDA multiple, as we believe revenue multiples fail to capture the ability of startups to generate cash flow, the ultimate determinant of value.

Time 2 Wing B.V. industry: **E-Commerce & Online Marketplace Services**

E-Commerce & Online Marketplace Services default EBITDA multiple: **19.63**



Last Available Balance Sheet

Below the simplified, last available balance sheet of the company.

	01/2020 - 12/2020
Cash and equivalents	-
Tangible assets	-
Intangible assets	-
Financial assets	-
Deferred tax assets	-
<hr/>	
Total Assets	-
Debts due within one year time	-
Debt due beyond one year time	-
Equity	-
<hr/>	
Total Liabilities and Shareholder's Equity	-

All numbers in €

