



KOLEJKOWO

Valuation Report of Kolejowo SA

As of 2022-01-01

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Company summary

Kolejkowo SA

🏠 Wojska Polskiego 77A/4, 58-500 Jelenia Góra

🌐 Poland

Industry: **Leisure & Recreation**

Business Activity: **Amusement Parks And Zoos**

Kolejkowo to największe w Polsce wystawy makiet kolejowych. Źródłem przychodów są biletowana wystawa, sklep z pamiątkami, kawiarnia oraz warsztaty modelarskie. Znajdują się we Wrocławiu i Gliwicach.

🌐 www.kolejkowo.pl

Founders: **2**

Employees: **40**

Started in: **2011**

Incorporated: **Yes**

Year of incorporation: **2014**

Founders' committed capital:
zł400000



Opportunity

Business model: **B2C**

Scalable Product: **No**

Exit strategy: **Multiple exit opportunities**



Current Operations

Stage of development: **Expansion stage**

Employees (excluding founders, interns and freelancers): **40**

Profitability: **Yes**



Latest operating performance

	01/2021 - 12/2021
Revenues	4,300,000
EBITDA	300,000
Ebitda margin	-
EBIT	190,884
Ebit margin	-
Cash in hand	638,427

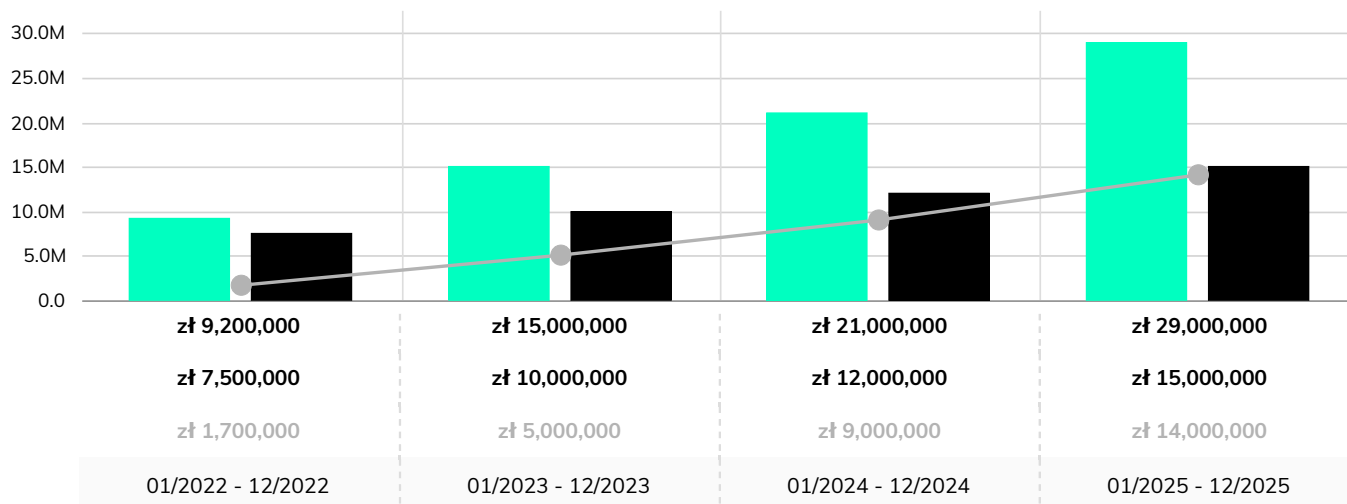
All numbers in zł

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

Forecasts summary

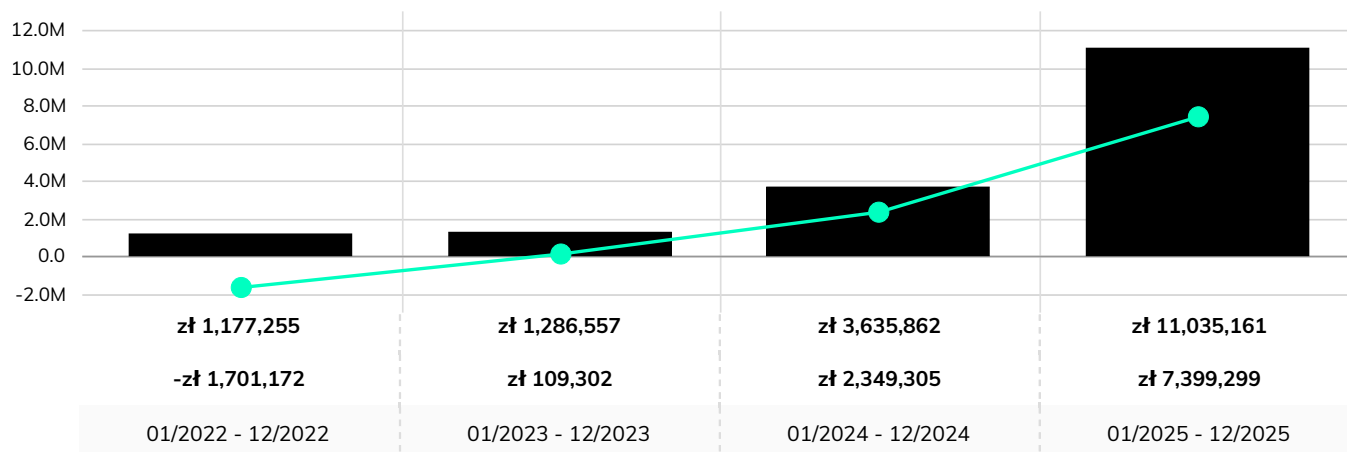
Future profitability

■ Revenues ■ Costs ● EBITDA



Cash forecast

■ Cash in hand ● Free cash flow to equity



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

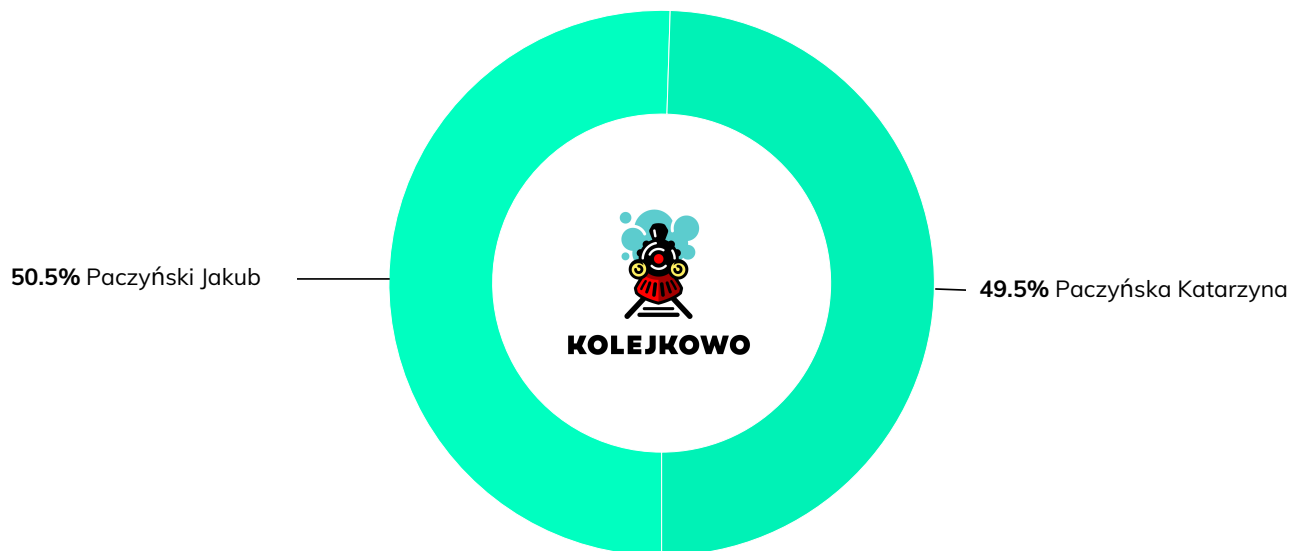
Past funding rounds

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.

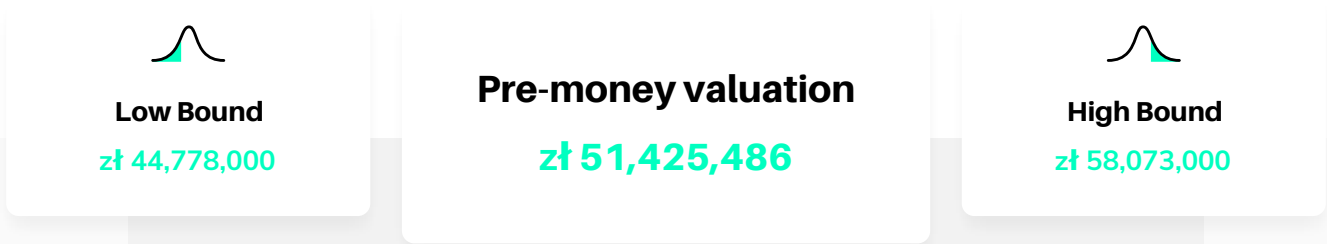


Valuation

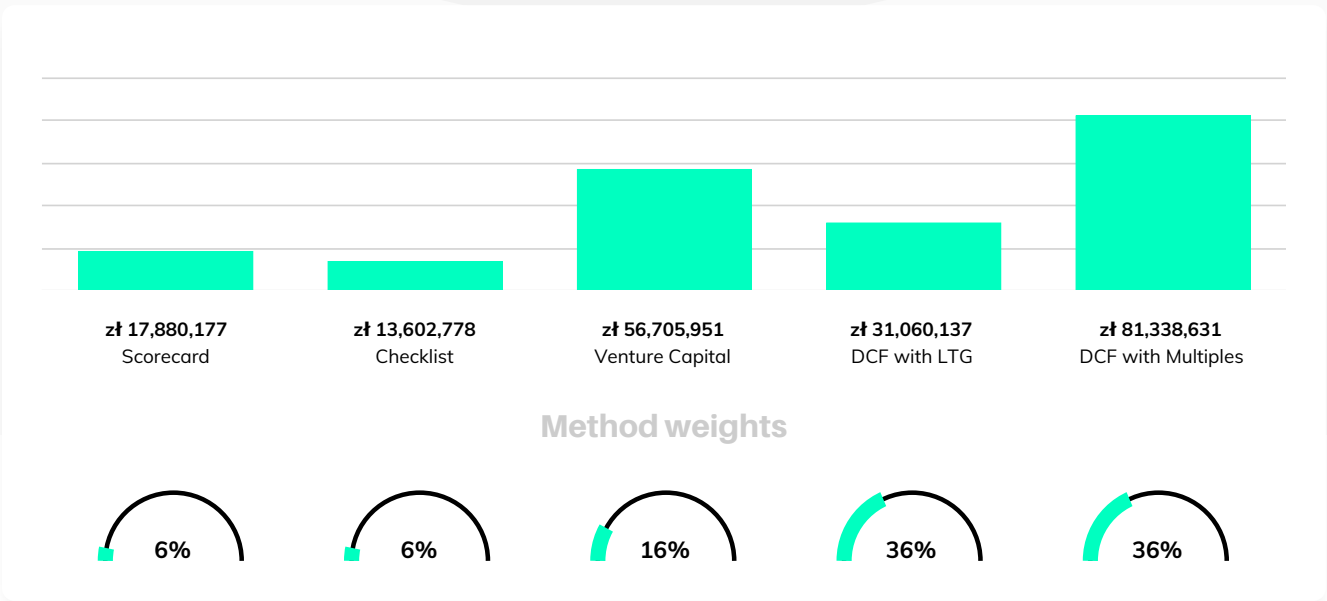
The pre-money valuation displayed below is the result of the weighted average of different methods. The use of several methods is a best practice in company valuation, as looking at the business from different perspectives results in a more comprehensive and reliable view.

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.

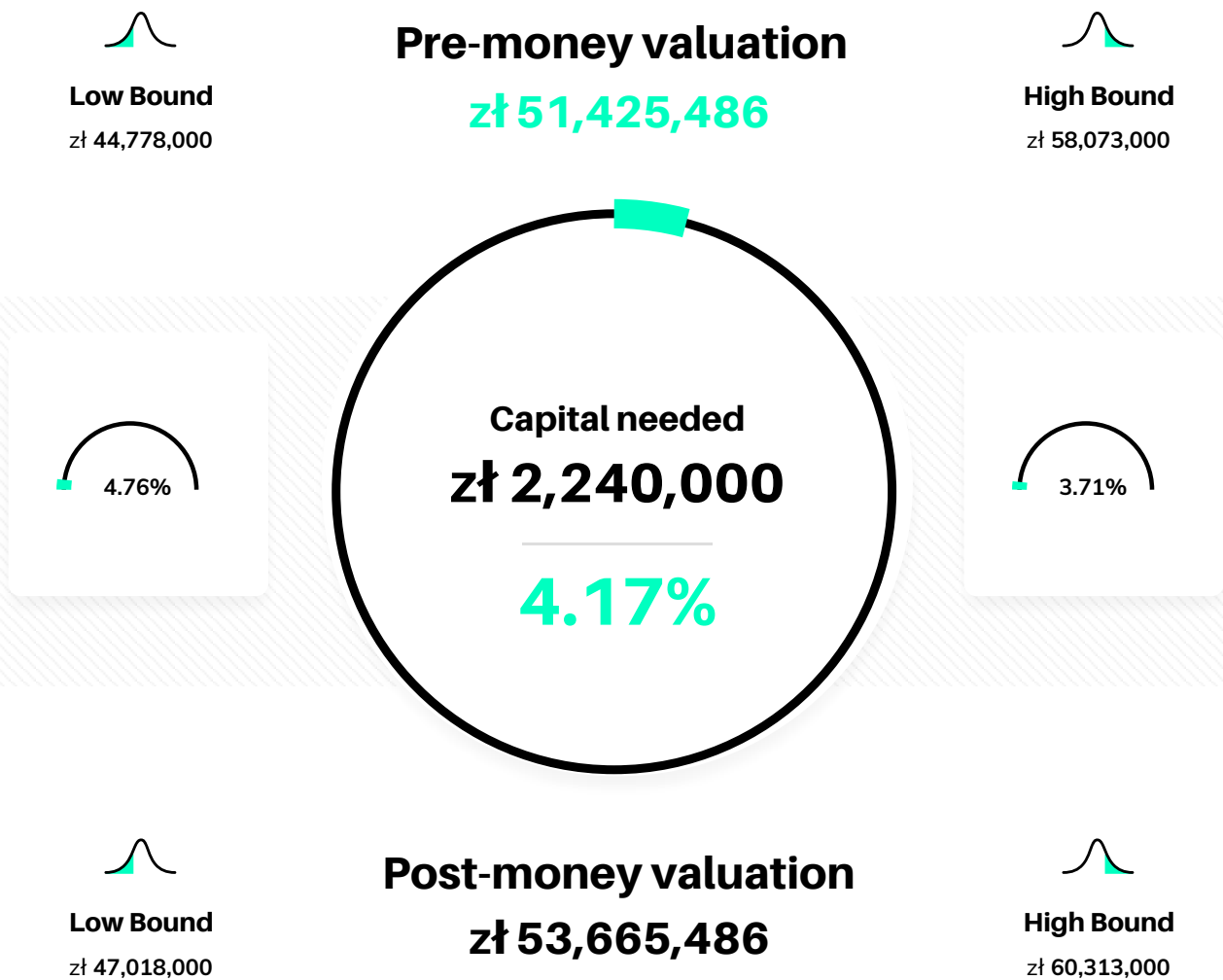


5 Valuation Methods



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.

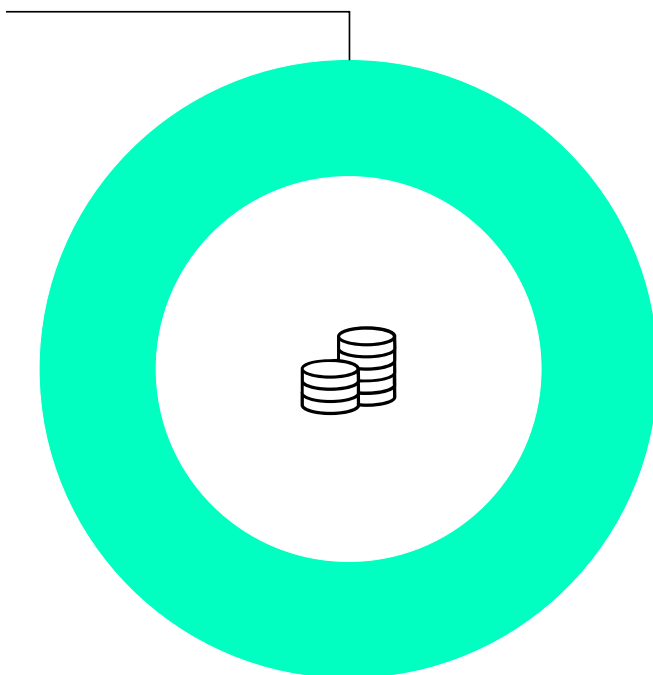


Starting from the post-money valuation of the company, the equity percentage that relates to the investment is calculated as investment/post-money valuation. Keeping the investment amount fixed, the lower the pre-money valuation, the higher the equity stake, and vice versa.

Use of funds

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

Capital expenditures:
zł 2,240,000 (100 %)



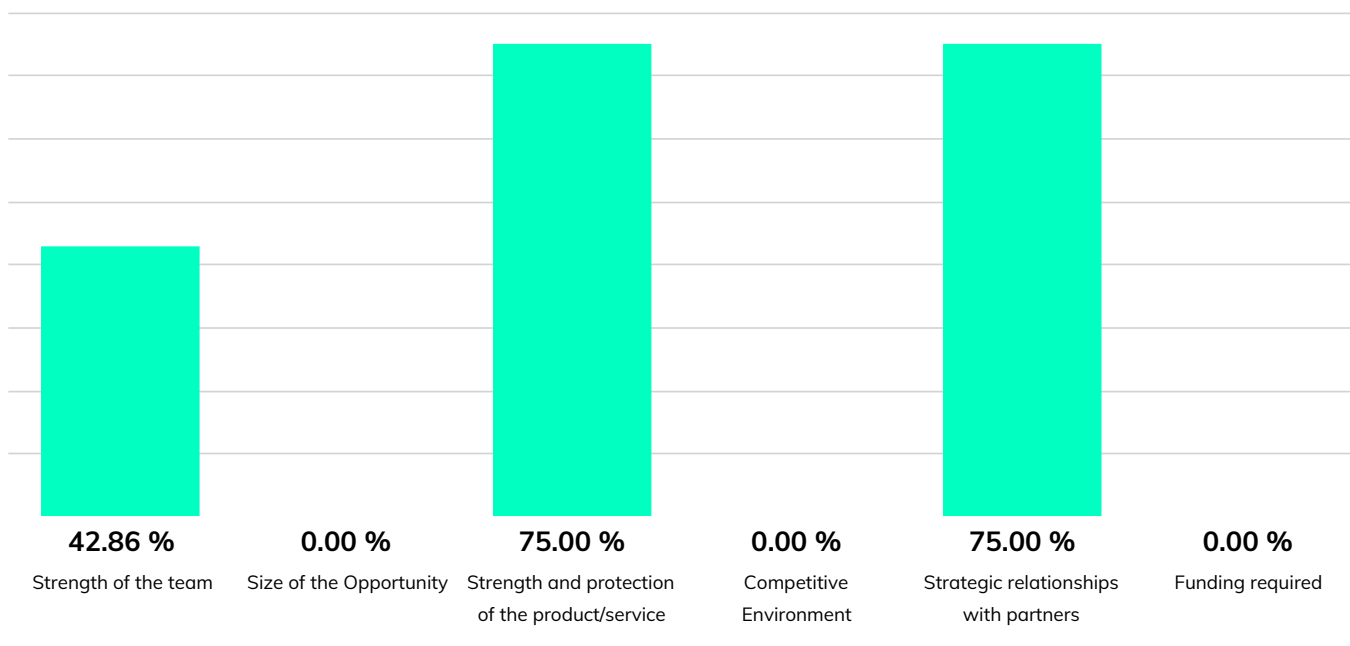
Qualitative methods

Scorecard Method: **zł 17,880,177**

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 (Poland): **zł 12,492,700**

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%**

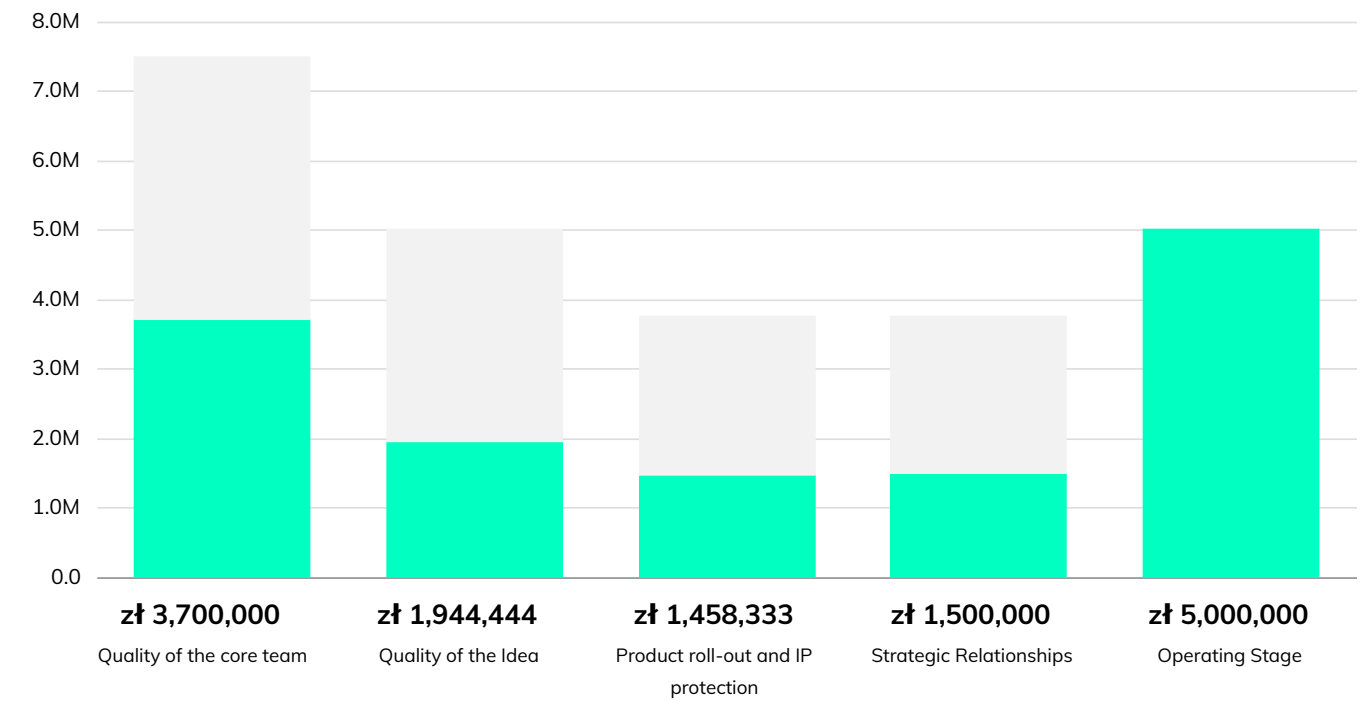
/// Please see appendix for data sources, defaults, and breakdown of the traits

Checklist Method: **zł 13,602,778**

The creator of the method is Dave Berkus, one of the most prominent Californian angel investors. The valuation of the startup consists of intangible building blocks that sum up to the assumed maximum pre-money valuation.

The maximum pre-money valuation is split in 5 criteria according to their weight. The startup obtains portions of these maximum criteria valuations according to how close its qualitative traits are to the most desirable ones. Their sum is the startup pre-money valuation.

■ Criteria valuations ■ Max valuations



Parameters

Maximum valuation (Poland): **zł 25,000,000**

Criteria maximum valuations

Quality of the core team: **zł 7,500,000 (30%)**

Strategic Relationships: **zł 3,750,000 (15%)**

Quality of the Idea: **zł 5,000,000 (20%)**

Operating Stage: **zł 5,000,000 (20%)**

Product roll-out and IP protection: **zł 3,750,000 (15%)**

/// 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: **Part time**

Average age: **Between 35 and 45**

Founded other companies before: **Yes**

Core team skills and expertise

Working together for: **More than 5 years**

Years of experience in the industry: **16**

Business and managerial background: **Work experience**

Technical skills: **All technical skills inhouse**



Network

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

Legal consultants: **Yes**

Current shareholders: **Friends and Family**



Market

Total Addressable Market (TAM): **zł 270,000,000**

Annual growth rate of the market: **5.00 %**

Demand validated: **Yes**

Internationalization: **Local focus now, opportunity for international expansion**



Product

Product roll-out: **Already to Market**

Feedback received: **Mainly positive**

Loyalty to the product/service: **High retention**

Partners: **Contracts with key strategic partners signed**



Competition

Level of competition: **Many small players**

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

Differentiation from current solutions: **We innovate in terms of marketing proposition/USP**

International competition: **Established**



Protection

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

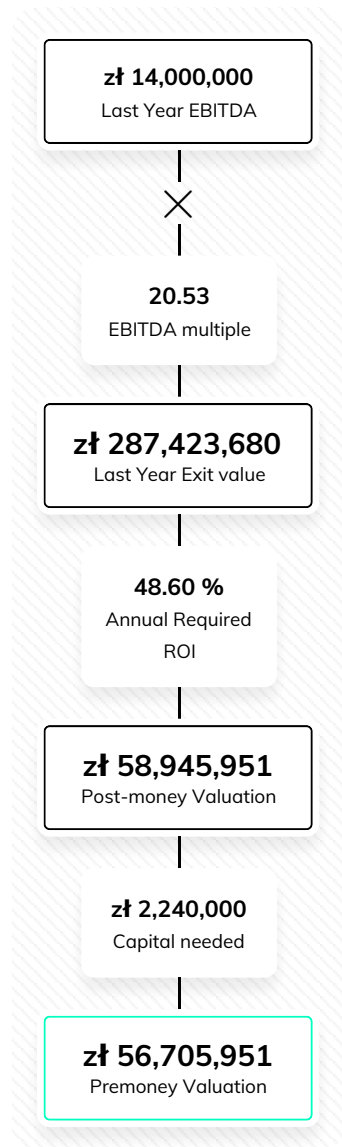
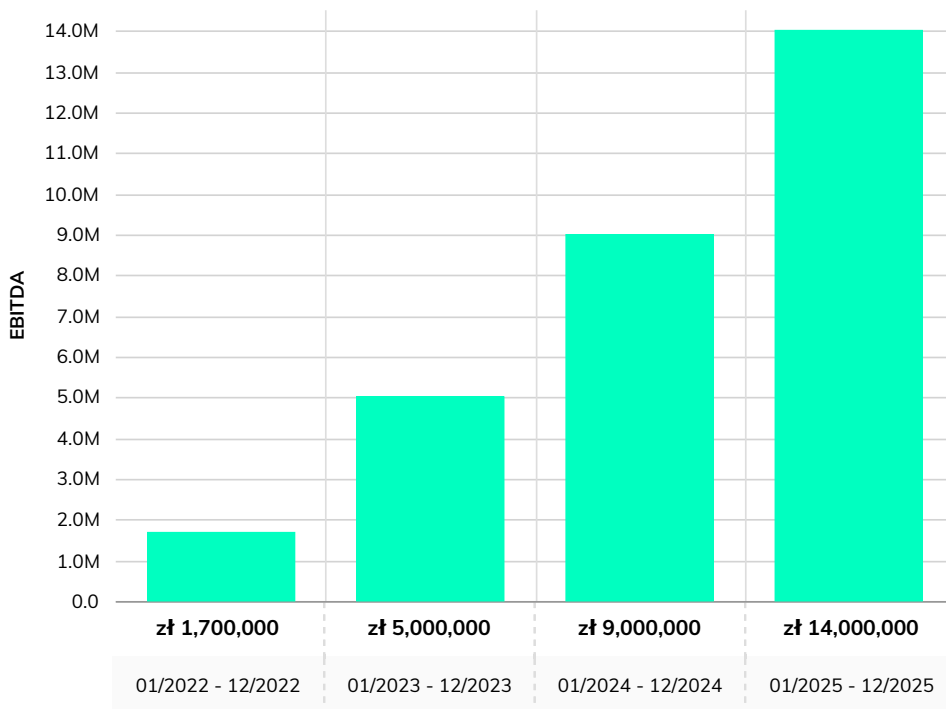
Applicable IP: **Copyright**

VC Method

Premoney Valuation: **zł 56,705,951**

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: **20.53**

Annual Required ROI: **48.60 %**

/// Please see appendix for data sources and defaults

DCF Methods

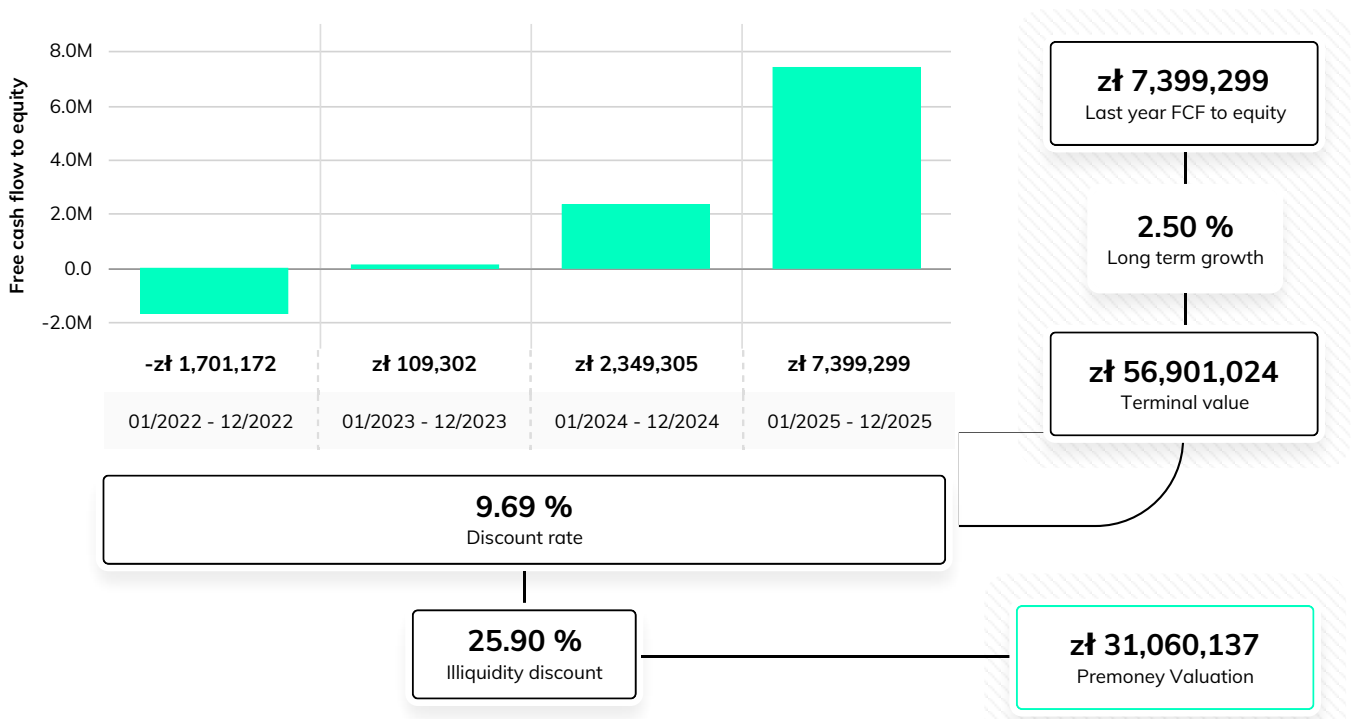
The DCF (Discounted Cash Flow) methods represent the most renowned approach to company valuation, recommended by academics and a daily tool for financial analysts. The valuation is the present value of all the free cash flows to equity the startup is going to generate in the future, discounted by its 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: **zł 31,060,137**

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.



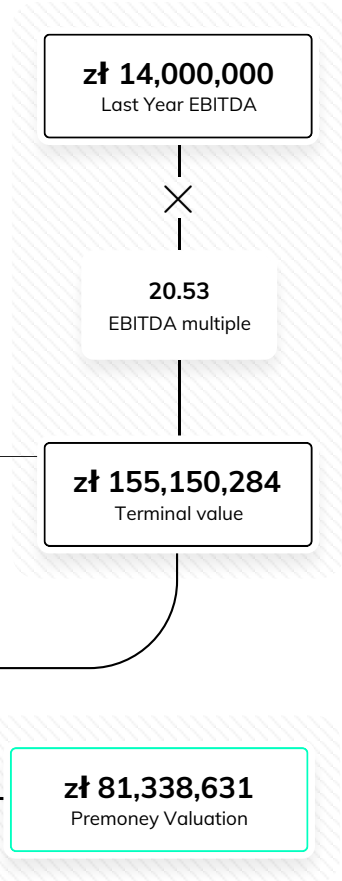
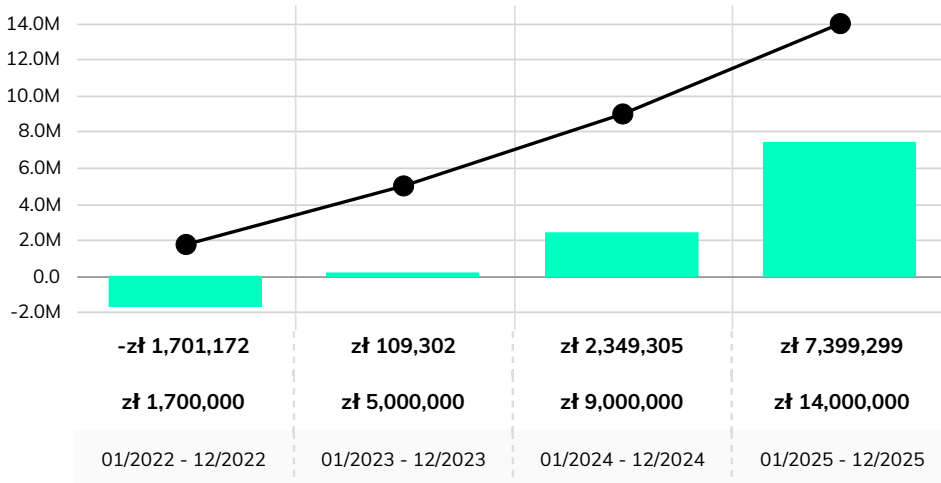
Parameters		Discount rate	Survival rates
Long term growth:	2.50 %	Risk free rate:	2.31 %
Illiquidity discount:	25.90 %	Beta:	1.45
		Market Risk Premium:	5.09 %
		Year 1:	86.11 %
		Year 2:	74.08 %
		Year 3:	63.47 %
		Year 4:	53.98 %

/// Please see appendix for data sources and defaults

DCF with Multiples: **zł 81,338,631**

The DCF with Multiple assumes the TV (Terminal Value) is equal to the exit value of the company computed with an industry-based EBITDA multiple.

■ Free cash flow to equity ● EBITDA



Parameters

EBITDA multiple: **20.53**
Illiquidity discount: **25.90 %**

Discount rate
Risk free rate: **2.31 %**
Beta: **1.45**
Market Risk Premium: **5.09 %**

Survival rates
Year 4: **53.98 %**
Year 1: **86.11 %**
Year 2: **74.08 %**
Year 3: **63.47 %**

/// 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.

	01-2021 - 12-2021	01-2022 - 12-2022	01-2023 - 12-2023	01-2024 - 12-2024
Revenues	4,300,000	9,200,000 +2X	15,000,000 0%	21,000,000 0%
Cost of Goods Sold	1,900,000	4,065,116 +2X	6,293,023 0%	8,322,642 0%
Salaries	-	-	-	-
Operating Expenses	2,100,000	3,434,884 0%	3,706,977 0%	3,677,358 0%
EBITDA	300,000	1,700,000 +5X	5,000,000 +2X	9,000,000 0%
<i>Ebitda margin</i>	-	-	-	-
D&A	109,116	312,116 +2X	312,116 0%	312,116 0%
EBIT	190,884	1,387,884 +7X	4,687,884 +3X	8,687,884 0%
<i>Ebit margin</i>	-	-	-	-
Interest	-	-	-	-
EBT	-	1,387,884	4,687,884 +3X	8,687,884 0%
Taxes	-	72,346	890,698 +12X	1,650,698 0%
<i>Nominal tax rate</i>	-	-	-	-
Effective tax payable	-	263,697	890,697	1,650,697
Deferred tax assets	-	-191,351	-191,351	-191,351
Net profit	190,884	1,315,538 +6X	3,797,186 +2X	7,037,186 0%
<i>Net profit margin</i>	-	-	-	-

All numbers in zł

Profit & Loss

	01-2025 - 12-2025	
Revenues	29,000,000	0%
Cost of Goods Sold	10,792,899	0%
Salaries	-	
Operating Expenses	4,207,101	0%
<hr/>		
EBITDA	14,000,000	0%
<i>Ebitda margin</i>		-
D&A	312,119	0%
<hr/>		
EBIT	13,687,881	0%
<i>Ebit margin</i>		-
Interest	-	
<hr/>		
EBT	13,687,881	0%
Taxes	2,600,698	0%
<i>Nominal tax rate</i>		-
Effective tax payable	2,600,697	
Deferred tax assets	-191,351	
<hr/>		
Net profit	11,087,183	0%
<i>Net profit margin</i>		-

All numbers in zł

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.

	01/2021 - 12/2021	01/2022 - 12/2022	01/2023 - 12/2023	01/2024 - 12/2024
Net profit	190,884	1,315,538 +6X	3,797,186 +2X	7,037,186 0%
Change in Working Capital	-	-634,639	-	-3
Working capital	-	-312,947	-312,947 0%	-312,950 0%
Account Payables	346,315	346,315	346,315	346,322
Account Receivables	634,639	-	-	-
Inventory	33,368	33,368	33,368	33,372
D&A	109,116	312,116 +2X	312,116 0%	312,116 0%
Capital expenditures	-	3,620,000	4,000,000 0%	4,000,000 0%
Change in outstanding debt	-	-343,465	-	-
Debt at the end of the year	1,343,465	1,000,000 0%	1,000,000 0%	-
<hr/>				
Free cash flow to equity	-	-1,701,172	109,302 -	2,349,305 +21X
Equity fundraising	-	-	-	-
Free cash flow	-	-1,701,172	109,302 -	2,349,305 +21X
<hr/>				
Beginning of the year cash	-	2,878,427	1,177,255 0%	1,286,557 0%
<hr/>				
End of the year cash	-	1,177,255	1,286,557	3,635,862

All numbers in zł

Cash Flow

01/2025 - 12/2025

Net profit	11,087,183	0%
Change in Working Capital	3	
Working capital	-312,947	0%
Account Payables	346,315	
Account Receivables	-	
Inventory	33,368	
D&A	312,119	0%
Capital expenditures	4,000,000	0%
Change in outstanding debt	-	
Debt at the end of the year	-	
<hr/>		
Free cash flow to equity	7,399,299	+3X
Equity fundraising	-	
Free cash flow	7,399,299	+3X
Beginning of the year cash	3,635,862	+2X
<hr/>		
End of the year cash	11,035,161	

All numbers in zł

Conclusion

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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 Poland: **zł 12,492,700**

Maximum valuation (Checklist Method) in Poland: **zł 25,000,000**

Scorecard Method

Default weights of the criteria and breakdown in their traits

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

Checklist Method

Default weights of the criteria and breakdown in their traits

Quality of the core team analyzes:

30%

- Average age of the founders
 - Presence in the team of serial, successful entrepreneurs
 - Time commitment of the founders
 - Team spirit and comradeship
 - Years of industry experience of the core team
 - Business and managerial background of the core team
 - Technical skills of the core team
-

Quality of the idea analyzes:

20%

- Validation of the demand for the product/service
 - Feedback received by early adopters/industry experts
 - Level of competition in the market
 - Competitive advantage over other products/services
 - Geographical scope of the business
 - Threat of international competition
 - Degree of loyalty of customers
-

Product roll-out and IP protection analyzes:

15%

- Stage of the product/service roll-out
 - Type of IP protection applicable
 - IP protection in place (if any)
-

Strategic relationships analyzes:

15%

- Presence of an advisory board and number of advisors
 - Presence and type of current shareholders
 - Relationship with legal counselors
 - Strength of the relationships with key strategic partners
-

Operating stage

20%

- Stage of development
 - Current profitability
-

