

# Greanwold Interactive Inc.

## Value of the Greanwold IP.

Price and Company have established a pre-money valuation of \$2.6M on the Greanwold IP. This is based not only on the following calculations but the investment commitment to date by the founders (\$950,000), 6 years of un-charged for labor and the fact the IP is ready to go into full production with most design and development work completed. Additionally, the founders have tested the market and have found positive feedback having sold 1,400 Greanwold paperback books and 800 music CDs to date.

The company has gained exposure with the first Greanwold book for sale on most online books stores (Amazon, Google) as well as animation and music videos on YouTube, an experienced management team, an excellent advisory group, an international production and marketing team in place and most importantly, a growing market.

### Calculating Pre-Revenue Start-Up

#### Pre-Money Valuation (Per Angel List)

Average University Waterloo Tech Start-up	5,000,000
Value of the Average Mobile Games Start-up	<b>3,800,000</b>

	Average Mobile Games Co			GREANWOLD INTERACTIVE INC				All assumptions made are in comparison to the "NORM"
	Max Value %	Weighted Value \$	Norm	% of Norm	Weighted %	Factor	\$ Valuation	
Strength of the Management Team	30%	1,140,000	100%	90%	27%	0.27	1,026,000	Experienced Management Team and Advisory Board
Size of the Opportunity	25%	950,000	100%	90%	23%	0.23	855,000	The market is there and it is growing
Product/Technology	15%	570,000	100%	20%	3%	0.03	114,000	The product is nailed down. Production ready
Competitive Environment	10%	380,000	100%	30%	3%	0.03	114,000	Competition definitely exists. Company model could be disruptive
Marketing/Sales Channels/Partnerships	10%	380,000	100%	40%	4%	0.04	152,000	No Sales Yet. Marketing plan and support team in place
Need for Additional Investment	5%	190,000	100%	100%	5%	0.05	190,000	Need dollars to take into production. Founders cash: \$950,000
Other (Market Validation, Strong Brand)	5%	190,000	100%	80%	4%	0.04	152,000	Tested the market, have positive feedback.
	100%	<b>3,800,000</b>			69%	0.69	<b>2,603,000</b>	<b>Pre money valuation</b>