

## Business dollars and sense!



### Your valuation expert

There are a lot of misconceptions about economic valuation, especially relative to social media and business initiatives. Demystify valuation and take out the guess work so you can accelerate executive acceptance of your initiative and get to Go.

### VALUATION (ROI) SERVICES :

- ✓ CASH FLOW ANALYSIS OF GAINS VS COSTS.
- ✓ TIME-VALUE OF CASH FLOWS.
- ✓ RETURN ON INVESTMENT.



**Get in contact now!**

[www.kathyherrmann.com](http://www.kathyherrmann.com)

Phone: 571-236-7929

# Transform your business

SHOW EXECUTIVES THE MONEY!

Look at your valuation from a holistic company perspective — and get to Go on your initiative.

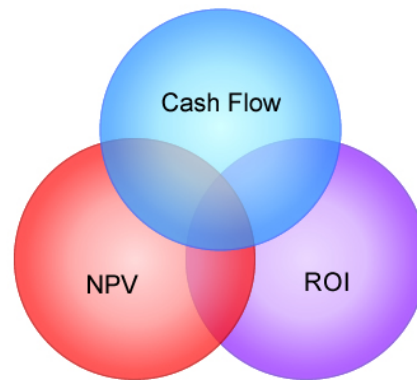
*Social business valuation  
is a specialty.*

**Get in contact today!**

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**For Companies—Fast track your corporate initiatives.** It's not enough to have good business ideas. They have also have to increase revenues or profitability. Show executives the monetary potential (a.k.a., the ROI) for your initiative, with a holistic corporate perspective, and get your Go.



**For Vendors—Extend your solution's functionality with ROI performance results.** Business leaders clamoring for economic insights into their social business and other activities. Show them with ROI performance results built into your solution.



#### **CASH FLOW ANALYSIS**

Determination of gains versus costs. You'll know what you can afford and when, and when your initiative will achieve a payout.



#### **NET PRESENT VALUE**

Corporate initiative take time to gain traction. Know the time-value of your initiative.



#### **RETURN ON INVESTMENT**

Compare Gains versus Costs. Combine with NPV and you'll know how valuable your initiative is.



#### **PRODUCT DEVELOPMENT**

Consulting designed for technology vendors wanting to include ROI performance results in their solutions.



**HURDLE BARRIERS HOLDING YOU BACK FROM SUCCESS.**

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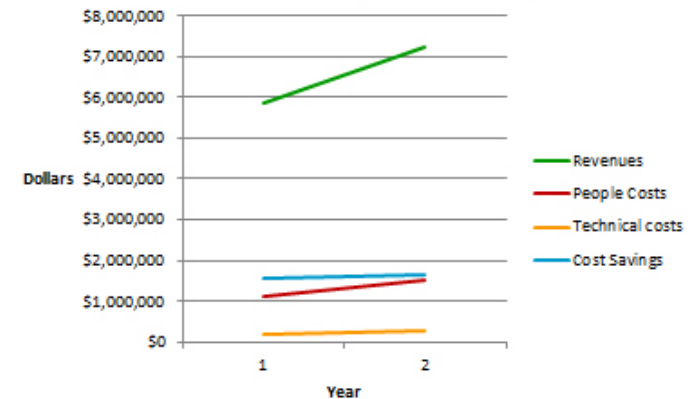
## Summary of Gains versus Costs

Discount rate

10%

	Year 1	Year 2	Net Present Value
<b>Gains</b>			
Revenues			
Expanded social influence revenues	\$5,375,000	\$6,692,000	
Better or Targeted Insight revenues	\$500,000	\$560,000	
<b>Subtotal Revenues</b>	<b>\$5,875,000</b>	<b>\$7,252,000</b>	<b>\$11,334,298</b>
Cost Savings			
Call Center savings	\$1,034,226	\$1,033,571	
Consumer Insight savings	\$360,000	\$396,000	
Brand Protection savings	\$68,943	\$76,990	
Lead Generation savings	\$105,000	\$125,000	
<b>Subtotal Cost Savings</b>	<b>\$1,568,169</b>	<b>\$1,631,561</b>	<b>\$2,774,006</b>
<b>Total Gains</b>	<b>\$7,443,169</b>	<b>\$8,883,561</b>	<b>\$14,108,304</b>
<b>Costs</b>			
People Costs			
Employees	\$333,868	\$686,495	
Third-party Consultants	\$775,000	\$837,750	
<b>Total People Costs</b>	<b>\$1,108,868</b>	<b>\$1,524,245</b>	<b>\$2,267,768</b>
Technical costs			
Solutions and Services	\$200,000	\$260,000	
Process (incl implementation)	\$0	\$0	
<b>Total Social Monitoring Solution C</b>	<b>\$200,000</b>	<b>\$260,000</b>	<b>\$396,694</b>
<b>Total Costs</b>	<b>\$1,308,868</b>	<b>\$1,784,245</b>	<b>\$2,664,462</b>
<b>Net Results</b>	<b>\$6,134,302</b>	<b>\$7,099,316</b>	<b>\$11,443,842</b>
<b>Return on Investment</b>			<b>429%</b>

## Gains versus Costs (Undiscounted)



## Summary of Gains (Undiscounted) by Category

