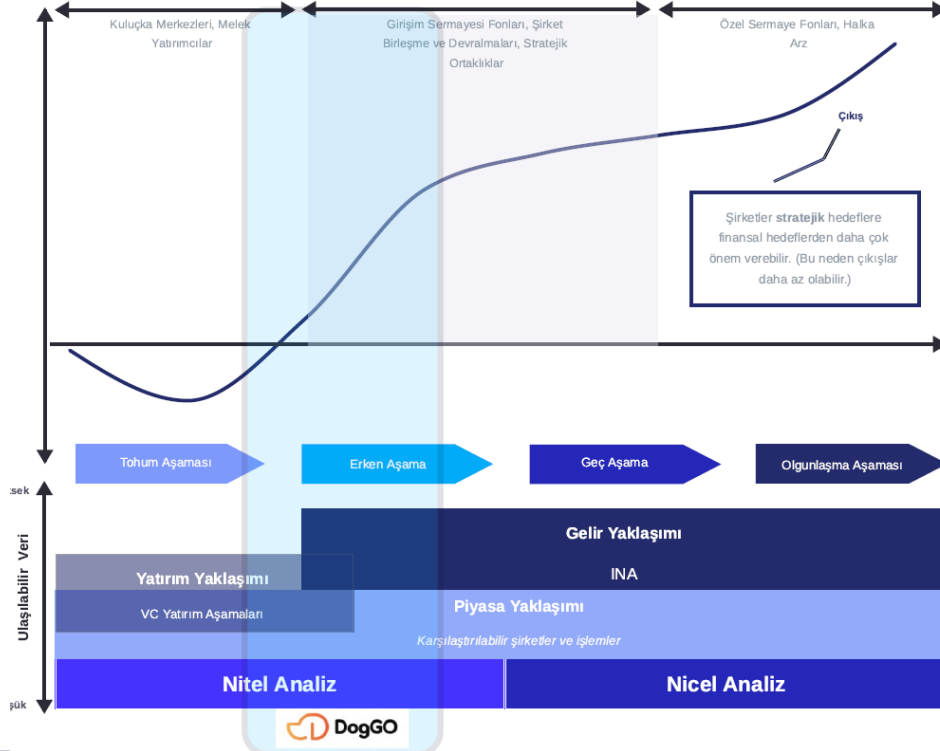


Yatırıma Hazırlık Stüdyosu

DogGO TEKNOLOJİ ARACILIK VE TİCARET ANONİM ŞİRKETİ

DogGO'nin 31.12.2023 İtibarı İle
Toplam Şirket Değerine İlişkin
Değerleme Raporu

Start-up Yaşam Döngüsü ve Değerleme Yaklaşımları



Start-up

Yaşam Döngüsü



Girişimlerin başarılı olma oranları, yaşam döngüsü aşamasına ve sektöre bağlıdır.

Yaşam döngüsünün ilk aşamalarında olan girişimlerin başarısız olma ihtimali sonraki aşamalara göre daha yüksektir.

Değerleme Yaklaşımları



Ulaşılabilir veri miktarının sınırlı olduğu ilk aşamalarda girişim sermayesi fonlarının yatırımları ve nitel analizler kullanmak anlamlı olabilir. Girişim kuruluşunu tamamladıktan ve olgunlaşmaya başladıktan sonra INA yaklaşımı gibi daha nicel analizler kullanılabilir.

BASEHUB GİRİŞİM YÖNETİM DANIŞMANLIĞI
Yerli Köy Mah. 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