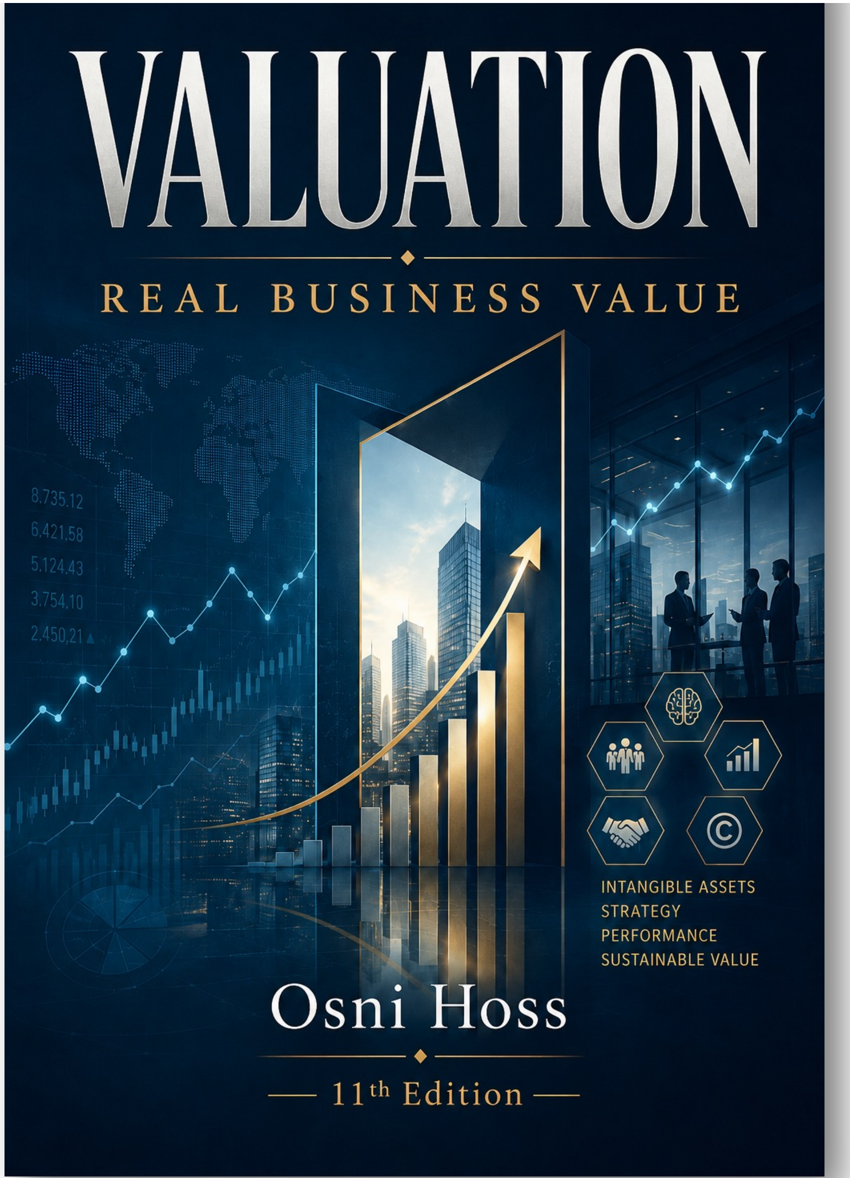
VALUATION OF KNOWLEDGE-BASED COMPANIES

THE IMPORTANCE OF EVALUATING MODERN COMPANIES

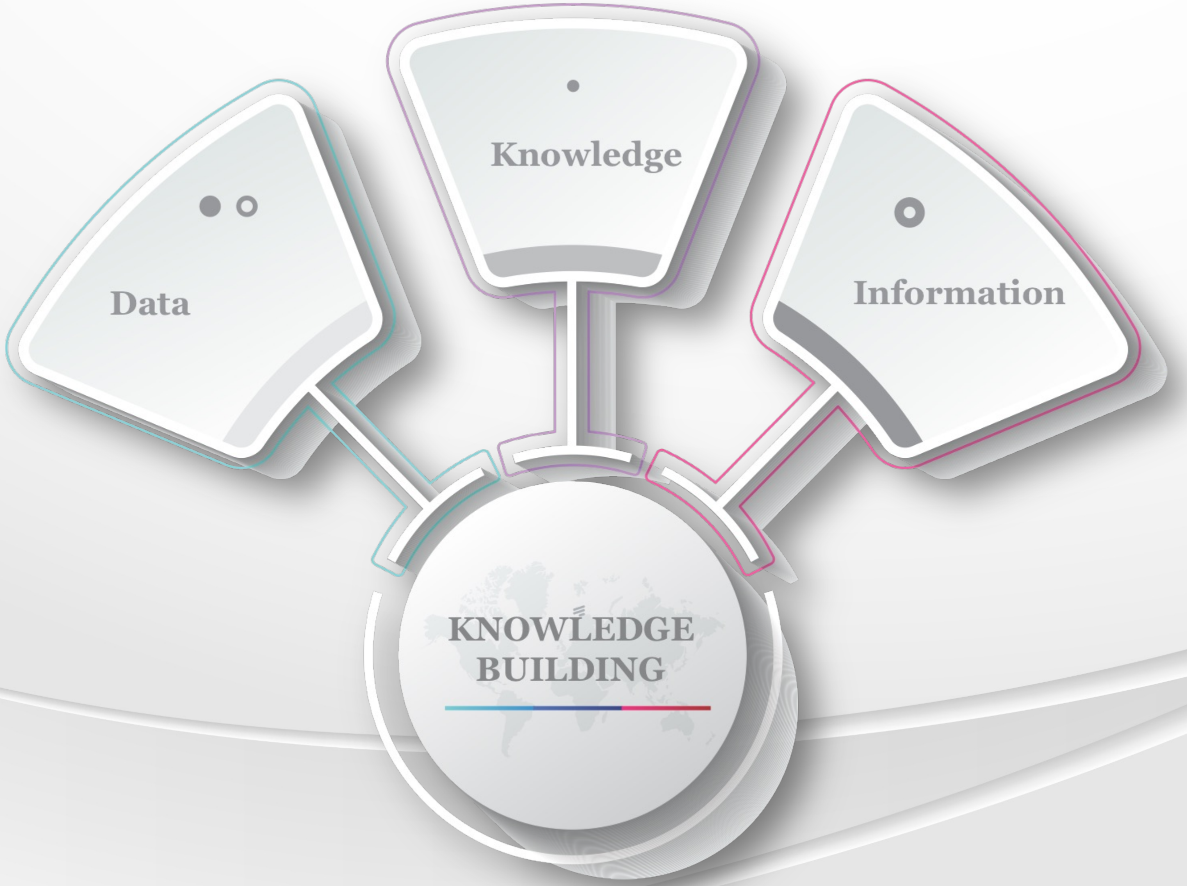


IMPORTANCE TO KNOWLEDGE ASSETS
DISTINCT PRODUCTION FACTOR AND VALUE AGGREGATOR

Mental work can add value, generating wealth and creating wealth.

Therefore, it is essential that companies seek to systematize their knowledge to produce new knowledge and create opportunities in this competitive and globalized market

KNOWLEDGE CONSTRUCTION



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Knowledge

The strategic value of information is the necessary fuel for companies to leverage competitive advantages

Information systems transform information and channel it, helping employees or managers to make decisions

Knowledge Society

The automation of work
The reduction in the size of large companies
Increase in women's participation
Substantial demographic changes
Replacement of the geographic center of the economy

Companies and Knowledge Workers

The professionals of these organizations are highly qualified, and their job is mainly to transform information into knowledge

Knowledge Creation and Management

For companies, structured and systematized knowledge is a way to generate and add value.

By organizing, documenting and systematizing knowledge, companies can guarantee its preservation and sharing, increasing the efficiency of processes, and improving their capacity for innovation

Valuation

Quantitative expression of intangible assets

It considers the strategies, the knowledge of the organizations and establishes an evolutionary and flexible implementation process

Creating Business Value is Essential for Sustainable Growth and Success

Key Premises

- value is created when the return on investment is greater than the cost of capital
- Investing for returns that exceed the cost of capital leads to capital growth
- Choices that maximize the present value of projected cash flows or economic profit carry to value creation

Creating Business Value is Essential for Sustainable Growth and Success

Key Variables

- Cash flow
- Projection period
- Perpetuity or residual value
- Financial debt conditions.
- Discount rate

Knowledge-Based Assets Are Highly Valued by

Measure to understand value creation in companies

To understand what wealth is being created by the organization, where and how it is created, who creates it, for whom and with what the wealth is created

Support the strategic decision-making process