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**PLU ♀ □**

**DEMO**

[www.pluto-agent.streamlit.app](http://www.pluto-agent.streamlit.app)

**GITHUB**

[www.github.com/mathenaangeles/Pluto](https://www.github.com/mathenaangeles/Pluto)

## Problem Statement & Solution

# Problem Statement

Foregoing formal valuations exposes businesses to thousands of losses in profit. This is especially challenging for most startup, family-owned, or for-liquidation businesses.

Some barriers to valuation exercises include:

- No resource coordination
- High costs
- Lack of expertise

# Solution

**Pluto brings values closer to home.** Pluto protects all businesses through quick, accessible, and professional valuation.

Pluto facilitates the valuation process with:

- Inputs from company history documents, financial statements, and comparisons with global databases and public domain data
- Outputs fine-tuned with expert decisions owing to anomalous business behaviors or perceived future trends in the business climate





## Market Scope



The market for business valuations encompasses all its possible uses, including: liquidations, court hearings, or even One use for business valuation is for Mergers & Acquisitions:

# 40,000

### **M&A DEALS CARRIED OUT ANNUALLY**

According to compiled research from Statista, PwC, and BCG.

# 1-4%

~400,000 USD out of max 10bln

### **OF TOTAL DEAL VALUE = M&A TRANSACTION COST**

- According to EY data; the business valuation costs sit within this cost.
- Deal values can amount to more than 10bln USD, depending on the assessed business value.



## Competition

# Automated, Accessible, Affordable

The only business valuation tools available online are manual calculators.







# Business Model

Value Proposition	Offer automated and accurate business valuation reports, providing insights traditionally delivered by human experts but fa
Customer Segmen	Small to Medium enterprises, Large enterprises, Financial Institutions, Accounting Firms
Key Activities	Develop and refine algorithms based on industry standards and financial data analysis. Secure partnerships with data providers or financial institutions for access to reliable data sources. Provide customer support for interpretation of valuation reports and customization of the tool.
Key Resources	Technology Infrastructure, Data Sources, Expertise
Revenue Streams	Subscription Model, Per-Use Fees, Customization Fees
Channels	Online Platform, Direct Sales
Cost Structure	Technology, Data Acquisition, Personnel
Partnerships	Data Providers, Financial Institutions, Integration Partners

# Future Prospects

Briefly elaborate on what  
you want to discuss.

2026

Write a  
project or  
milestone here.

2027

Write a  
project or  
milestone here.

2028

Write a  
project or  
milestone here.

2029

Write a  
project or  
milestone here.

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