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THE BRENNER GROUP EDUCATION SERIES



Thursday, July 29, 2010
8:00am Breakfast & Registration
8:30 – 10:00am Session

In-person Location:

The Brenner Group
19200 Stevens Creek Blvd,
Suite 200
Cupertino, CA 95014

There is no charge to attend this event but space is limited.

Webinar:

[Via GoToMeeting](#)

Demystifying Valuations for Venture Backed Companies:

Valuation Requirements and Methods for 409A, Option Expensing and Purchase Price Allocations

COURSE SUMMARY:

This seminar is intended for executive management, financial professionals, corporate counsel, and investors. It provides an introduction to the common methodologies used to evaluate companies under IRC 409A, SFAS 123R/ASC 718 (Share-Based Payment), and purchase price allocation for SFAS 141R/ASC 805 (Business Combinations). The seminar is especially relevant for companies issuing stock options that have complex capital structures with layers of preferred equity, warrants, and options. It will enable attendees to prepare for the valuation process, understand valuation reports, and assess the impact of preferred equity terms on common stock valuation.

Topics include:

- **Taxman v. Auditor:** Commonalities and differences between IRC 409A and SFAS 123R (ASC718), as well as fair market value under IRS regulations and **fair value** under accounting standards
- **How it's done:** Overview of the valuation process, the common methods for enterprise valuations, and the subsequent allocation between different classes of securities, including the Current Method, the Option Pricing Method, and the Probability Weighted Expected Return Method
- **What does it mean to me:** Impact of different terms of preferred equity on the valuation of common shares
- **Accounting for Acquisitions:** Overview of the assumptions and issues regarding valuation of intangible assets in a purchase price allocation for SFAS 141R (ASC 805)

AUDIENCE:

- CEOs, CFOs, and Controllers of companies issuing stock options or making acquisitions
- Private company investors
- Directors who approve stock option grants
- Legal counsel for venture-backed companies

REGISTRATION REQUIRED:

Please join us in person or via webinar:

For in person attendance please register by July 27, 2010 to: svp@thebrennergroupp.com

As space is limited, please reply as soon as possible if you plan to attend. There is no charge to attend this event.

For Webinar register by July 27, 2010 via:
[GoToMeeting for Demystifying Valuations for Venture Backed Companies](#)

ABOUT THE BRENNER GROUP, INC.

The Brenner Group® is one of the technology community's leading diversified professional services firms. Our core offerings include interim financial management, business valuations, and financial advisory services. Since 1987 more than 1,000 companies have trusted The Brenner Group® with their finance and accounting needs. We are the premier resource for interim financial management within venture capital portfolio companies, and our senior staff of interim CFO's and interim Controllers have vast experience assisting start-ups and seasoned growth companies.

The Brenner Group® is one of the primary business valuation firms supporting our clients' compliance with the IRC 409A rules, FAS 123R, and 141R, as well as issues involving litigation. We also provide private placement and merger and acquisition advice to clients seeking financing, strategic partners, liquidation, liquidity, or restructuring.

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