

Startup Valuation Calculator Guide

How to estimate your startup's valuation using multiple methods with Indian market benchmarks.

How Startup Valuation Works

Early-stage valuation is more art than science. There's no single formula. Investors use multiple methods and triangulate to arrive at a number. Your job is to understand each method and use them to justify your ask.

Method 1: Berkus Method (Pre-Revenue)

Best for pre-revenue startups. Maximum pre-money valuation of Rs. 2.5 Cr.

Value Driver	Max Value Added	Your Score (0-100%)	Value Added
Sound Idea (basic value)	Rs. 50 Lakhs	____%	Rs. ____
Prototype (reducing tech risk)	Rs. 50 Lakhs	____%	Rs. ____
Quality Management Team	Rs. 50 Lakhs	____%	Rs. ____
Strategic Relationships	Rs. 50 Lakhs	____%	Rs. ____
Product Rollout / Sales	Rs. 50 Lakhs	____%	Rs. ____
TOTAL VALUATION	Rs. 2.5 Cr max		Rs. ____

Method 2: Scorecard Method (Seed Stage)

Multiply the average seed valuation (Rs. 5-8 Cr in India) by your multiplier.

Factor	Weight	Score (0-2x)	Weighted Score
Strength of Management Team	30%	____	____
Size of Opportunity	25%	____	____
Product / Technology	15%	____	____
Competitive Environment	10%	____	____
Marketing / Sales Channels	10%	____	____
Need for Additional Investment	5%	____	____
Other Factors	5%	____	____
MULTIPLIER	100%	Sum/100	____

Method 3: Revenue Multiple (Series A)

Most common for Series A. Multiples depend heavily on growth rate and sector.

Sector	Revenue Multiple	Example ARR	Implied Valuation
B2B SaaS (High Growth)	8-15x ARR	Rs. 2 Cr ARR	Rs. 16-30 Cr
B2B SaaS (Moderate Growth)	5-8x ARR	Rs. 2 Cr ARR	Rs. 10-16 Cr
Marketplace	3-6x GMV	Rs. 10 Cr GMV	Rs. 30-60 Cr
D2C / eCommerce	1-3x Revenue	Rs. 5 Cr Revenue	Rs. 5-15 Cr
FinTech	4-10x Revenue	Rs. 3 Cr Revenue	Rs. 12-30 Cr
HealthTech / EdTech	4-8x Revenue	Rs. 2 Cr Revenue	Rs. 8-16 Cr

Indian Startup Valuation Benchmarks by Stage

Stage	Typical Pre-Money	Round Size	Dilution	Key Metric
Pre-Seed	Rs. 2-8 Cr	Rs. 50L - Rs. 2 Cr	15-25%	Team + Idea + MVP
Seed	Rs. 8-25 Cr	Rs. 2-8 Cr	15-20%	Early traction, PMF signals
Pre-Series A	Rs. 25-60 Cr	Rs. 5-15 Cr	15-20%	Rs. 1-3 Cr ARR, clear growth
Series A	Rs. 60-200 Cr	Rs. 15-50 Cr	15-25%	Rs. 3-10 Cr ARR, strong unit econ
Series B	Rs. 200-600 Cr	Rs. 50-150 Cr	15-20%	Rs. 15+ Cr ARR, market leadership