

Public Project Summary

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Introduction

During the last decade, the emergence of FinTech startups offering various IT solutions for businesses in the financial sector has increased significantly, which indicates a strong need for efficient management and usage of financial data. What is more, there is a constant need for the well-structured interpretation of such data, which ensures clear and uncomplicated communication with potential investors. The properly chosen financial matrix and visualization techniques play a crucial role in the management of any business, oriented on financial growth.

The Capstone Project was focused on FaceKom as the client and aimed to analyse company financial performances, simultaneously creating an accurate and easy-to-follow visualization panel in Excel.

A primary objective of the project was the conduction of the financial modelling, considering the growth expectations and financial results in previous years. Accordingly, the author focused on forecasting company performances in the future, based on the financial data provided by the company.

As the next step, the author had the task to create a reporting template in Excel based on historical and forecasted data. Essentially, it was required to identify and combine the most fundamental figures in an easy-following, informative and visually attractive way. The reporting template focused on providing a multi-dimensional summary of company financial results. More precisely, the author aimed to create easy-following and valuable charts that enhanced the value of financial figures. In addition, various filters were integrated, which helped to analyze specific time frames in more detail.

As the final task of the project, the author aimed to estimate the “intrinsic value” of the company using the DCF model and relative valuation.

FaceKom. Company Overview

FaceKom is the leading and fast-growing company that provides financial services for business to business (B2B) companies, financial institutions and government structures. The company has a strong client base in Hungary. In January of 2019, FaceKom became a Trust Service Provider in Hungary. So far, the company has identified over 600,000 clients and helped to sign over 80,000 documents. The main company products are *FaceKom eID*, *FaceKom KIOSK*, *FaceKom eClaims*, *FaceKom eSign*, *FaceKom GOV*.

The outcomes of the project

As the first step, the author conducted a financial projection, which was used as input for the subsequent steps and calculations. Following that, the Financial Excel Dashboard was created, which contained a variety of charts and financial metrics. In particular, it included the most relevant financial ratios and different chart types that provided a multidimensional overview of company performances during specific time intervals. To make the process more convenient, the author created the time frame filters together with sorting filters, which helped to manage specific data values and see the overall picture. In addition, the Excel Dashboard included the customer pipeline (prepared by the company), which contained relevant information about the company customer list. It contained carefully elaborated client information and was used as an important part of the analysis.

As the following outcome, the author completed company valuation, using the Relative valuation method. Prior to this task, the main competitors were also identified and evaluated too. As the final step, the DCF valuation was implemented. The results of valuation align with company expectations and predictions.

Conclusion

In the very technology-intensive and fast-growing environment that we can see nowadays, it is very important to be up-to-date and experienced with the technologies. Speaking about the financial sector, it has changed significantly in the last decade due to automation, optimization and the introduction of Artificial Intelligence, Robotic Process Automation and FinTech as the new and independent industry within the financial market.

In the author's opinion, in order to stay competitive and valuable on the financial market, it is important to combine fundamental financial knowledge together with real-life experience of new technologies, software and applications.

During the education year in CEU, the author gained fundamental knowledge in different subjects, related to financial and analytical industries. With the help of the Capstone Project, the author also had a unique opportunity to implement all gained knowledge in practice and enhance personal skills. This project helped to understand how startups operate and how the customer journey should be structured in order to attract new users. Most importantly, the author had a chance to work with real data and financial reports of the fast-growing company.