

Business Valuation Solutions

Defensible today. Audit-ready tomorrow.



Introduction

Established in 2010, **Eton Venture Services** delivers best-in-class independent valuation and M&A advisory services through deep expertise, analytical rigor, and hands-on partnership. Our experienced team works directly with company founders, CFOs and law firms to provide clear, defensible work product and guidance for each client's unique situation.

Eton in Numbers

10,000+

Venture Valuations Delivered

180+

Years of Valuation Experience

3,000+

Clients Since 2010

Our Services

- ✓ 409A Valuations (IRC 409A / ASC 718)
- ✓ Business / Enterprise Valuations
- ✓ Complex Securities & Instruments (ASC 815/480)
- ✓ Gift & Estate Tax Valuations
- ✓ Internal M&A Valuations
- ✓ IP & Intangible Asset Valuation
- ✓ Litigation Valuation Support (Expert Witness)
- ✓ Portfolio Valuation (ASC 820)
- ✓ Purchase Price Allocations & Impairment Testing (ASC 805 & 350)
- ✓ QSBS (IRC 1202) Analysis & Substantiation
- ✓ Startup Valuations
- ✓ Transaction Opinions

Who We Serve

Startup Founders

Eton helps founders navigate the valuation requirements that come with building and scaling a company – so you can stay focused on growth. From early-stage through exit, our experienced team delivers rigorous, audit-ready work product with the speed and responsiveness that startups demand.

Private Company CFOs & Finance/Accounting

Eton serves as a trusted extension of your finance team, delivering defensible valuations that satisfy auditors, boards, and regulators. Our senior professionals understand the reporting complexities private companies face and provide clear, reliable analyses you can stand behind.

Outside Corporate Counsel & Boards

Eton provides the independent, well-supported analyses that counsel and directors need to fulfill fiduciary duties and make informed decisions with confidence. When transactions, disputes, or governance matters require credible valuation work, Eton delivers the rigor and clarity that withstand scrutiny.

VCs & Investors

Eton gives investors a clear, independent view of value across their portfolio – whether for new investments, markdowns, or fund reporting. Our team brings deep knowledge of venture-backed business models and the analytical rigor that LPs and stakeholders expect.

Why Eton?



Audit Ready Rigor

Transparent methods and reproducible workpapers.



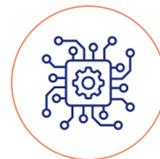
True Independence

Advisory-only model; no software or sell-side conflicts.



Commitment to Personal Client Service

Structured intake, dependable timelines, proactive communication and access to team leaders.



Experienced in Complexity

Team of finance professionals and securities lawyers with sector experience (SaaS, fintech, biotech, AI).

Our Team



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