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Is Groupon (GRPN) worth the \$13.24 billion the market is currently valuing it at?

On November 4th, 2011 Groupon raised \$700 million in the largest IPO for a U.S. Internet-related firm since Google raised \$1.66 billion in August 2004. Groupon finished the day up nearly 31% valuing the local e-commerce discount marketplace at \$16.65 billion – more than Nordstrom (\$10.7 billion) and The Hershey Company (13.91 billion). Today, many investors remain skeptical of Groupon’s valuation discounting its strategy for a glorified email directory and others believe Groupon is the market leader in a distributive technology that has been opportunistic in capturing a massive e-commerce market. **We look forward to a collaborative discussion on the valuation of Groupon - Monday, February 30th at 7pm in N100 BCC!** We have attached a few articles that we have selected to give us some common ground to become familiar with Groupon and differing perspectives on its valuation. This is simply a starting point we encourage everyone to research at least one additional source to add to the potential depth of our discussion. For those who are really motivated and ambitious the S-1 filing and prospectus are a great source of information as well!

Articles:

- [“Groupon Therapy” \(Vanity Fair, Lauren Etter\)](#)
- [“Groupon Gropes for Growth” \(Barron’s, Andrew Bary\)](#)
- [“I Wouldn’t Touch Groupon’s Stock At The IPO Price With A 50-Foot Pole” \(Business Insider, Henry Blodget\)](#)
- [“How to justify Groupon’s Valuation” \(Reuters Opinion, Felix Salmon\)](#)

Valuation Tool

- [Trefis \(GRPN\)](#)

Interview (Optional, But Insightful!)

- [“The Death-Stare Stylings of Groupon’s Andrew Mason: The Full D9 Interview \(Video\)” \(All Things D, Kara Swisher\)](#)