

Thursday, 20<sup>th</sup> August 2015, 10:00 – 12:00  
Lecture Room-Catbert, B3028 ICT Building  
Joukahaisenkatu 3-5 A, Turku 20520

# Incorporating Managerial Cash-Flow Estimates to Value Projects and Businesses — A Real Options Approach



Striking a balance between financial rigor and practical relevance with real option analysis

The purpose of this seminar will be to review some common real options approaches, discuss their strengths and weaknesses, and then introduce the Matching Method – a methodology that can be incorporated with many of the current real options techniques and provides a mechanism to bridge the gap between the use of managerial cash-flow estimates and accepted financial analysis methodologies. As will be discussed in the talk, the Matching Method is especially well suited for use with fuzzy set theory under the real options context.

## Prof. Yuri Lawryshyn

Yuri Lawryshyn completed a Ph.D. degree in engineering at the University of Toronto specializing in Computational Fluid Dynamics (CFD), an MBA degree at the Richard Ivey Business School (UWO) and a Financial Engineering diploma at the Schulich School of Business. He has worked in a number of industries in research and development, management, marketing and strategy. In 2007, he joined the faculty of Engineering at University of Toronto, specializing in applying financial engineering principles for the valuation of real assets/projects, with specific emphasis in the development of practical approaches to real options valuation.