

FUNDAMENTAL ANALYSIS

1. Introduction to Investing

- a. Stock Market 101
- b. What Drives Share Prices
- c. Why Quality Investing Works
- d. Getting Started with Quality Investing

2. Understanding the Business

- a. Types of Business Models
- b. What is an Economic Moat - Definition and Examples
- c. Using SWOT Analysis to evaluate a Company
- d. Understanding Your Circle of Competence

3. Evaluating the Management Team

- a. Importance of Management Team
- b. Evaluating Executive Experience and Compensation Structure
- c. Assessing Insider Activities and Ownership
- d. How to Gain an Insider's Edge

4. Reading Financial Statements

- a. Understanding Income Statement
- b. Focus points when analyzing a Balance Sheet
- c. The Importance of Cash Flow Statement
- d. Types of Financial Ratios and What they Represent
- e. Review of a Company's Financial Health

5. Valuing a Stock

- a. 2 main methods in evaluating a stock
- b. Relative Valuation Models
- c. Absolute Valuation Formulas
- d. Calculate Intrinsic Value of a Stock
- e. Analysts Estimate and Forward Growth