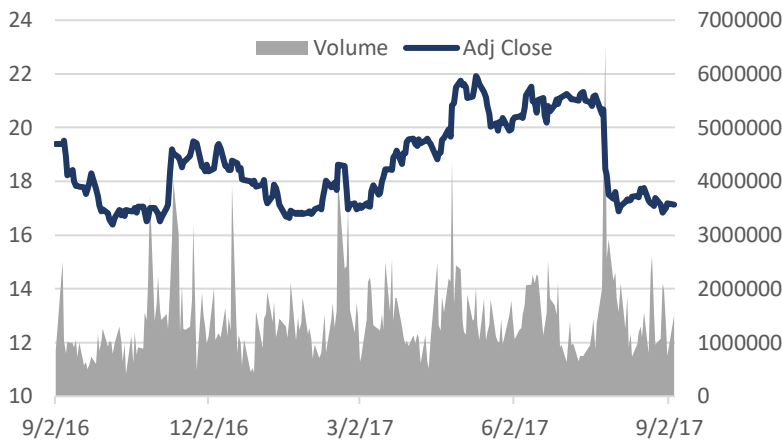# Company Name (Ticker)

Recommendation:

Investment Thesis

- Should be 3-5 brief bullet points

- Explain why (or why not) the researched company would make a good addition to the portfolio

- What about your analysis makes you think that the price of the researched equity is going to change?

- Variant view: What is unique about your analysis? Is there a way that you are thinking differently than the rest of the market?

[Company Logo]

Five Year Stock Chart

Stock Data

Current Price	$17.19
52 Week Price Range	$15.82-22.16
50-Day Moving Average	$18.11
Estimated...	5
Market...	n
Shar...	4
Aver...	M
Institutional Ownership	111.90%
Insider Ownership	2.02%
Dividend Yield	1.75%
NTM P/E	11.8x
EV/EBITDA	6.6x
Debt/EV	42.7%
Gross Margin (LTM)	16.2%
EBITDA Margin (LTM)	9.60%

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Notre Dame Smart Woman Securities

Analyst: [Name]

Email: [netid]@nd.edu

Company Overview

Provide basic background that details the operation of the researched company

What is the company's history?

What does the company do?

Who are their customers?

What is the company's capital structure?

What is the company's market share?

What do we really need to know about this company?

Strategic Positioning

Explain what makes this company better than its competitors

What is the company's advantage?

What is their value proposition?

Growth Strategy

What is the company's strategy for expansion?

Acquisitions?

Organic Growth?

Geographic expansion (moving into new markets)?

Industry

Discuss the industry as a whole

How is market share divided?

Who are the main competitors?

What are the key macroeconomic factors that affect the industry?

What risks does the industry face?

Are there high barriers to entry?

What is the regulatory climate associated with the industry?

Catalysts

Upside

- Discuss the factors that will drive the company's growth moving into the future
- What is going to cause the company's stock price to increase?

Downside

- What factors could negatively affect the company's stock price?
- What are some realistic risks that could drive the company's stock price downward?

Portfolio Strategy & Recommendation

What is your final recommendation?

How will your recommendation improve the portfolio?

Why does the portfolio need / not need this stock?