

Student Research Guide



Tips

- As you select your company, remember that selecting the most well-known company may mean that many teams will be presenting the same one. This may make it harder to stand out!
- Gain a well-rounded view of your chosen company.
 - The most important part of your presentation is making the judges understand what your company does and why they should invest in it. It is more important for you to be knowledgeable about the company than about just financial information. Remember, this competition does not expect you to be experts in finance!
- Open Yahoo Finance (<http://www.finance.yahoo.com>) and search for your company.
 - Make sure that the stock ticker symbol matches the ticker symbol of the company you chose.
 - The summary tab provides an overview of the company's financials and if you scroll down you will find related news articles.
 - Note important measures on this tab such as share price, PE ratio (ratio of price relative to company earnings), market capitalization (number of shares of company stock outstanding x share price).
 - Utilize articles and videos that walk through how to best use Yahoo Finance for free as you perform research.
 - Use the financials tab to find information that will help you structure your company profile and competitor comparisons. Use information such as "revenue" and "net income from continuing operations", most of the other data can be ignored during this competition.



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- Search for your company's top competitors. Perform research on those companies, too, in order to adequately compare them to your company. It will be to your benefit to have the best possible understanding of your competition.
- Research the sector that your company operates within. You are not required to be an expert, but it is beneficial for you to have a basic understanding of what the sector is, what kind of companies are in it, and what trends are taking place.
- Use the most relevant and current information you can find, especially when it comes to the financial statistics and numbers you use. Remember to make your information uniform when comparing (do not compare finance information of different companies in different years or periods, but in the same year or period).
- Compile all of your information and sources in one place as you go in order to streamline the citation process as you conclude your presentation. It is much harder to backtrack and find all your sources once you are finished if you did not keep up with them along the way.
 - Cite your sources in either APA or MLA format.
- There is no need to pay for additional research services.

