

## Investment Management Group

Memo to: IMG Fall 2021 Round 2 Applicants

From: IMG Recruitment Chair

Dated: 10/3/21



### Fall 2021 Second Round Prompt

Introduction: Applicants, thank you for your continued interest and congratulations on making it to our second round! After successfully articulating your view on the future of US broadband, we are now interested in evaluating your research talents applied to business analysis. We invite you to **complete this assignment by 10:00am Saturday, October 9th**. We will soon be in touch regarding your status in our process. Thank you again for the time and consideration.

Prompt: Please identify and research a company that is publicly listed on a US exchange. Create and present a PowerPoint presentation highlighting your findings. Note that this company cannot be Facebook, Apple, Amazon, Alphabet, Netflix, Beyond Meat, PGT Innovations, Crown Castle, Sabre nor any semiconductor manufacturing business. A well-researched submission will identify, describe, and offer an opinion on (1) an overview of what the company does in simple terms, (2) what drives revenue for the company, (3) how competitors compete / what prevents competitors from offering a similar / superior product or service, and (4) what you think is unique about your view on the company. We are looking for candidates who can offer and defend their unique perspective on a company be that your outlook on its growth, business model, etc. Please note that this assignment is not meant for teams; each applicant's work must be entirely their own without influence from their peers. Note that the maximum number of slides is 15, but often less is more.

Recommendations: As we have said, we have no expectation of prior knowledge / experience in the areas of investment, finance, nor business. As such, we have provided several successful past pitches. Please do not get lost in the weeds of financial jargon instead focusing on the core four points listed above. Instead of trying your hand at valuation or making the most aesthetically pleasing PowerPoint, we are much more interested in understanding your unique perspective on the business. We encourage you to be as creative as possible in your completion of this assignment. There is no single correct answer to this prompt, and you will be evaluated based on your work's depth, quality, and nuance. Please stick with what you know! Helpful resources would be your company's investor relations site and SEC filings, chiefly the annual 10-K. Simply googling these terms with your company's names will be sufficient to find them.