



Winter 2022 Second-Round 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/ Meta (NASDAQ: FB)
- Apple (NASDAQ: AAPL)
- Amazon (NASDAQ: AMZN)
- Alphabet/ Google (NASDAQ: GOOGL or any other share class)
- Netflix (NASDAQ: NFLX)
- Beyond Meat (NASDAQ: BYND)
- PGT Innovations (NYSE: PGTI)
- Crown Castle International (NYSE: CCI)
- Sabre (NASDAQ: SABR)
- Lululemon (NASDAQ: LULU)
- 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 or 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.

As we have said, we have no expectation of prior knowledge or 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. 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.