**Team Members:**

**Company Selection:**

**Industry Analysis:** The purpose of industry analysis is to provide context for the information you present on your company. Information on your company is most valuable when compared with its broader industry standard.

1. **What is your company’s market share?**
2. **Are there any trends impacting your industry? How has it changed in the last 5 years? The last year?**
3. **How much are analysts expecting the industry to grow in the coming year?**

**Company Analysis:** Your deepest analysis of your company will come when you calculate its actual valuation. But before we can present that to our audience, they need to know what your company actually does!

1. **How does your company make money?**
2. **What are some of the revenue streams? How much money does it make in each revenue stream?**
3. **Does your company have any competitive advantage(s)?**
4. **What is your company’s past and current market perception?**
5. **Who is in the C-suite of your company? Do they lead the company well?**
6. **Please include a screenshot of your company’s historical stock price here:**