

Shareholder Research Keynote Project  
Standard: Personal Finance IV. Savings and Investing: Evaluate savings  
and investment options to meet short- and long-term goals

Essential Question: How can I use my money to build long term wealth?

Choose one company you are currently invested in to research and present an educated investment recommendation to the class.

Your Keynote should include a slide for each:

- Company Name with their slogan, logo, ticker symbol, sector, industry and current price per share
- History of the company including the IPO date
- What products or services do they provide
- Employment: how many employees they have Value: How much is the company worth
- Financial Stability or Non/Stability include P/E ratio and 52 week high and low
- Future potential for growth for the company.
- Recommendation to invest in the company OR sell the shares if already invested

\*Your Keynote needs to include at least one chart (pie, line, or bar)

\*All sources must be cited

\*Your Keynote must have color and an image on each slide

\*Font must be 24 pt. or larger

50 point project

Useful Tips:

Start with the actual company site first then explore additional sources.

<https://www.sec.gov/edgar/searchedgar/companysearch.html>

<https://finance.yahoo.com/>

<http://www.investopedia.com/>

<http://www.careerbuilder.com/employerprofile/companysearch.aspx>