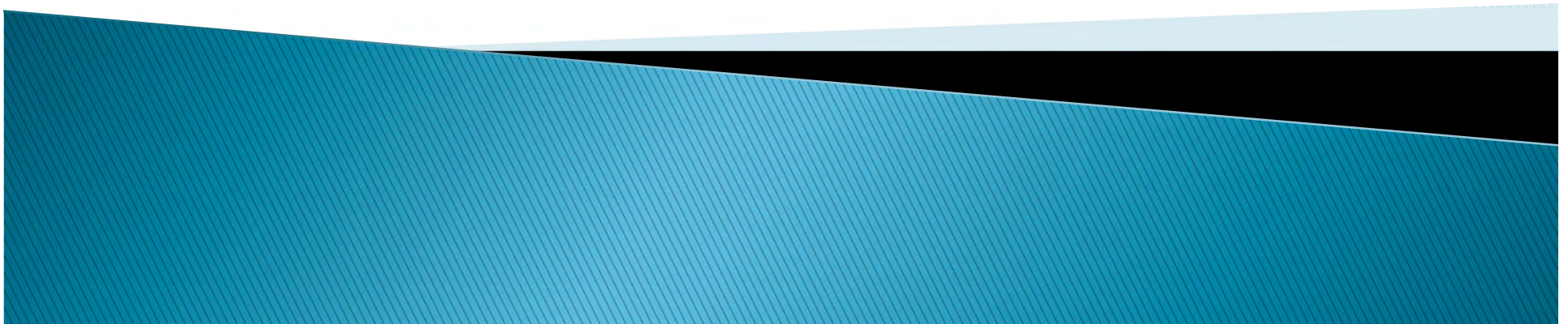


# Utilizing Technology for Value-Oriented Investment Strategies

Kyle Kyper



# Introduction

- ▶ Waynesburg Student Investment Club
  - \$25,000 budget to create an investment portfolio
  - With the help of an advisor students evaluate possible investments and generate proposals
  - This multiple step process relies on technology at all times



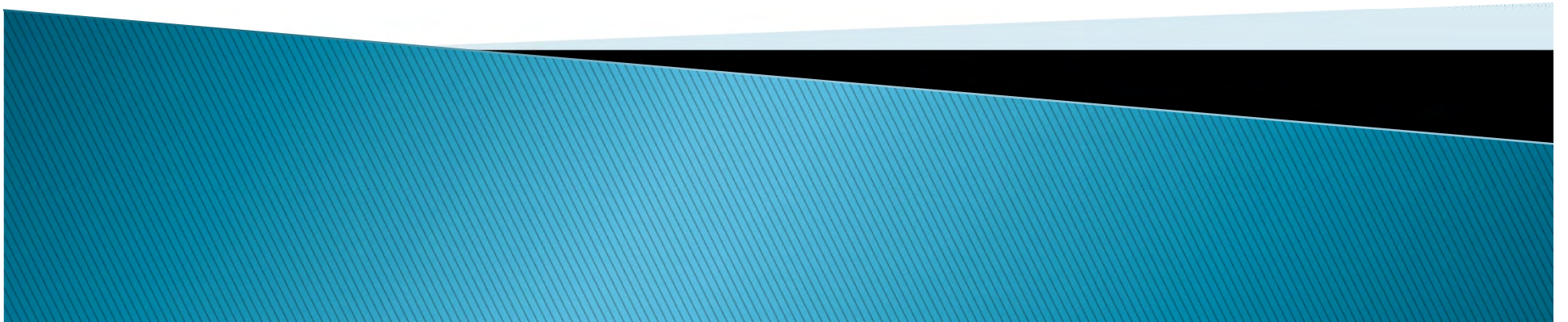
# Research

- ▶ Stock Screeners
  - Select desired criteria to limit possibilities
  - Eliminates unwanted risk
  - Filters out companies with unprofitable numbers
  - Generates a list of possible investments



# Yahoo Finance Screeners

<http://biz.yahoo.com/r/>



# Evaluation

- ▶ Inspect each company from the screener in great detail
  - Searching for irregularities and warning signs
- ▶ All information needed for evaluation is assessed through the use of technology
  - Income Statement
  - Balance Sheet
  - Historical stock value
  - Analyst Estimates

<http://finapps.forbes.com/finapps/jsp/finance/compinfo/IncomeStatement.jsp?tkr=msft&period=qtr>



# Purchase Proposal

- ▶ Choose which companies provide the best opportunity
- ▶ Generate a purchase proposal to be sent to the department chair
  - Includes number of shares, purchase price, total costs



## 1<sup>st</sup> purchase proposal


Company	Amount of Shares	Stock Price 12/2	Total as of 12/2
Exxon-Mobil	48	\$76.04	\$3,649.92
Walmart	50	\$54.75	\$2,737.57
Johnson & Johnson	55	\$63.51	\$3,493.05
Microsoft	50	\$30.01	\$1,500.50
Ford	200	\$8.88	\$1776.00
Pepsico	50	\$63.87	\$3,193.50
Total Investment			16350.54

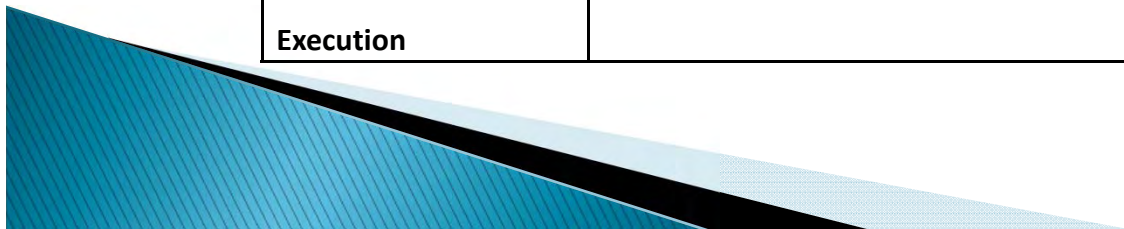




# E-Signature

- ▶ Necessary to ensure quick and timely purchases
  - Proposal is signed by myself and our advisor and then sent to the Department Chair
  - He can sign the form from anywhere and ensure the request is submitted for purchase that day

Responsibility	Signature	Date
SIC President		
Faculty Advisor		
Department Chair		
Execution		





# Portfolio Management

- ▶ Extremely important to maintain strategies
- ▶ Relies entirely on technology
  - Instant market updates and evaluations
  - Data Feeds
  - Excel Spreadsheets
  - Computer Generated Formulas
- ▶ Able to constantly evaluate our portfolio simultaneously with market developments



# Investopedia Updates

- ▶ Allow the club to have market updates sent to our email simultaneously
- ▶ Have the ability to choose what developments we want to be notified about
- ▶ Help ensure that the club does not miss any significant developments that could affect our portfolio



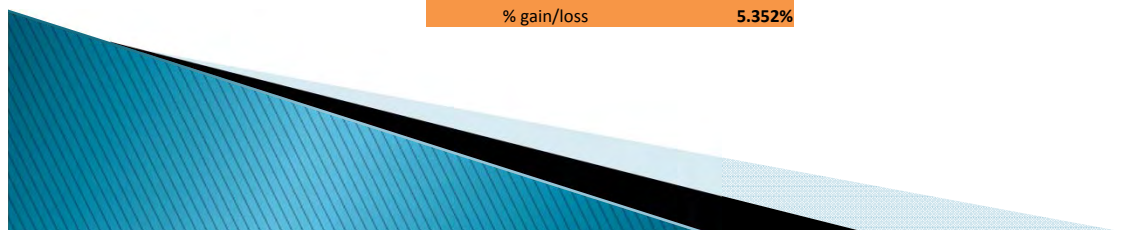
# Data Feeds to Excel

- ▶ Have the ability to have share prices imported into a preset spreadsheet
- ▶ This is done through a direct connection with Google finance or Yahoo
- ▶ Automatically updates our portfolio and allows us to analyze our data quickly and efficiently



# Portfolio Analysis 3/12/2010

<u>Stock</u>	<u>Shares</u>	<u>Purchase Price</u>	<u>Close</u>	<u>Total Costs</u>	<u>Beta</u>	<u>% of portfolio</u>	<u>Beta</u>	<u>Market Cap</u>	<u>Div P/S</u>	<u>Total Return</u>	
F	200	\$ 9.09	13.4	\$ 1,818.00	2.74	0.125530048	0.343952332	\$ 2,680.00	\$ -	47.41%	5.95%
GPS	50	\$ 20.10	23.07	\$ 1,005.00	1.26	0.054029444	0.0680771	\$ 1,153.50	\$ 0.34	16.47%	0.89%
JNJ	55	\$ 64.85	63.39	\$ 3,566.75	0.61	0.16330382	0.09961533	\$ 3,486.45	\$ 1.96	0.77%	0.13%
MSFT	50	\$ 29.95	29.29	\$ 1,497.50	0.96	0.068596551	0.065852689	\$ 1,464.50	\$ 0.52	-0.47%	-0.03%
PEP	50	\$ 62.00	66.15	\$ 3,100.00	0.57	0.154921879	0.088305471	\$ 3,307.50	\$ 1.80	9.60%	1.49%
VIFL	1000	\$ 1.95	1.8	\$ 1,950.00	0.84	0.084311226	0.07082143	\$ 1,800.00	\$ -	-7.69%	-0.65%
WMT	50	\$ 53.90	55.42	\$ 2,695.00	0.25	0.129792449	0.032448112	\$ 2,771.00	\$ 1.09	4.84%	0.63%
XOM	48	\$ 65.40	65.24	\$ 3,139.20	0.35	0.146679051	0.051337668	\$ 3,131.52	\$ 1.68	2.32%	0.34%
CSTR	50	\$ 29.87	31.1	\$ 1,493.50	0.85	0.072835532	0.061910202	\$ 1,555.00		4.12%	0.30%
							<b>Portfolio Beta</b>	0.882320334	<b>Total Cap</b> \$ 21,349.47		
<b>Sum Total=</b>				\$ 20,264.95							
Port Value				\$ 21,349.47							
Total increase/decrease				\$ 1,084.52							
% gain/loss				5.352%							
										Annual overall portfolio	9.04%
										return w/ dividends	



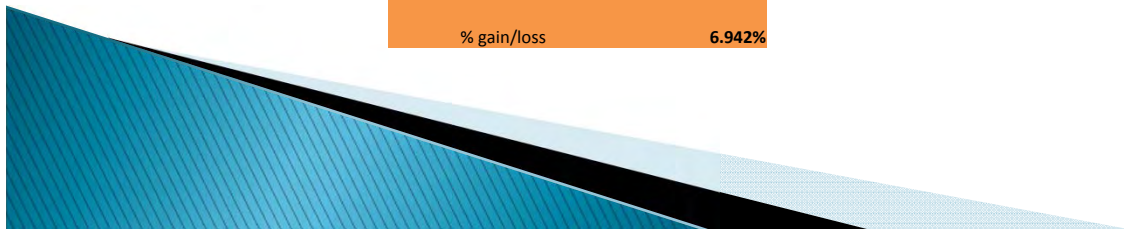
# Portfolio Analysis 3/18/2010

Stock	Shares	Purchase Price	Close	Total Costs	Beta	% of portfolio	Beta	Market Cap	Div P/S	Total Return	
F	200	\$ 9.09	13.73	\$ 1,818.00	2.74	0.126709201	0.347183212	\$ 2,746.00	\$ -	51.05%	6.47%
GPS	50	\$ 20.10	23.31	\$ 1,005.00	1.26	0.053779889	0.06776266	\$ 1,165.50	\$ 0.34	17.66%	0.95%
JNJ	55	\$ 64.85	63.39	\$ 3,566.75	0.61	0.160875927	0.098134315	\$ 3,486.45	\$ 1.96	0.77%	0.12%
MSFT	50	\$ 29.95	29.29	\$ 1,497.50	0.96	0.067576703	0.064873635	\$ 1,464.50	\$ 0.52	-0.47%	-0.03%
PEP	50	\$ 62.00	65.06	\$ 3,100.00	0.57	0.150103799	0.085559165	\$ 3,253.00	\$ 1.80	7.84%	1.18%
VIFL	1000	\$ 1.95	1.88	\$ 1,950.00	0.84	0.086749198	0.072869327	\$ 1,880.00	\$ -	-3.59%	-0.31%
WMT	50	\$ 53.90	55.94	\$ 2,695.00	0.25	0.129062504	0.032265626	\$ 2,797.00	\$ 1.09	5.81%	0.75%
XOM	48	\$ 65.40	67.39	\$ 3,139.20	0.35	0.149260302	0.052241106	\$ 3,234.72	\$ 1.68	5.61%	0.84%
CSTR	50	\$ 29.87	32.89	\$ 1,493.50	0.85	0.075882477	0.064500105	\$ 1,644.50		10.11%	0.77%

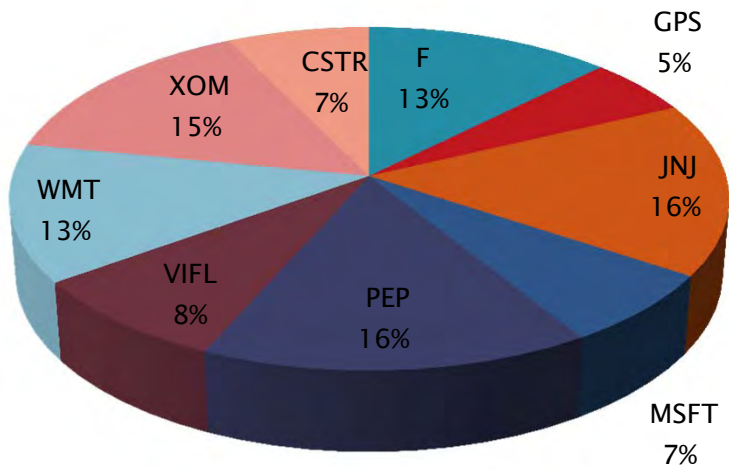
Portfolio Beta 0.885389151 Total Cap \$ 21,671.67

Sum Total=	\$ 20,264.95
Port Value	\$ 21,671.67
Total increase/decrease	\$ 1,406.72
% gain/loss	6.942%

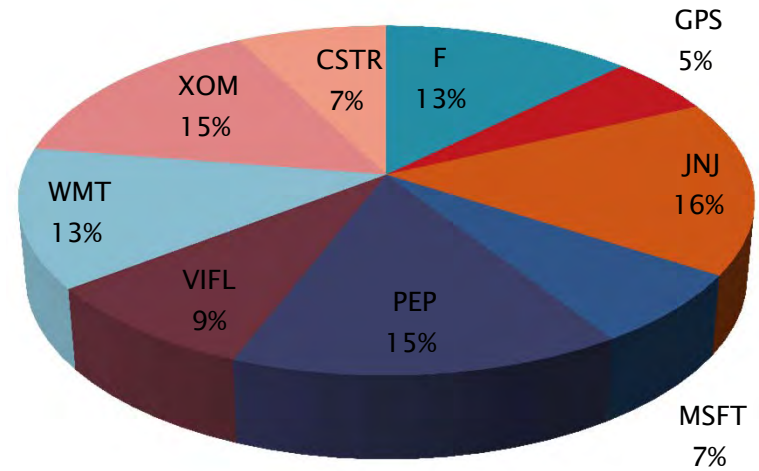
Annual overall portfolio return w/ dividends **10.73%**



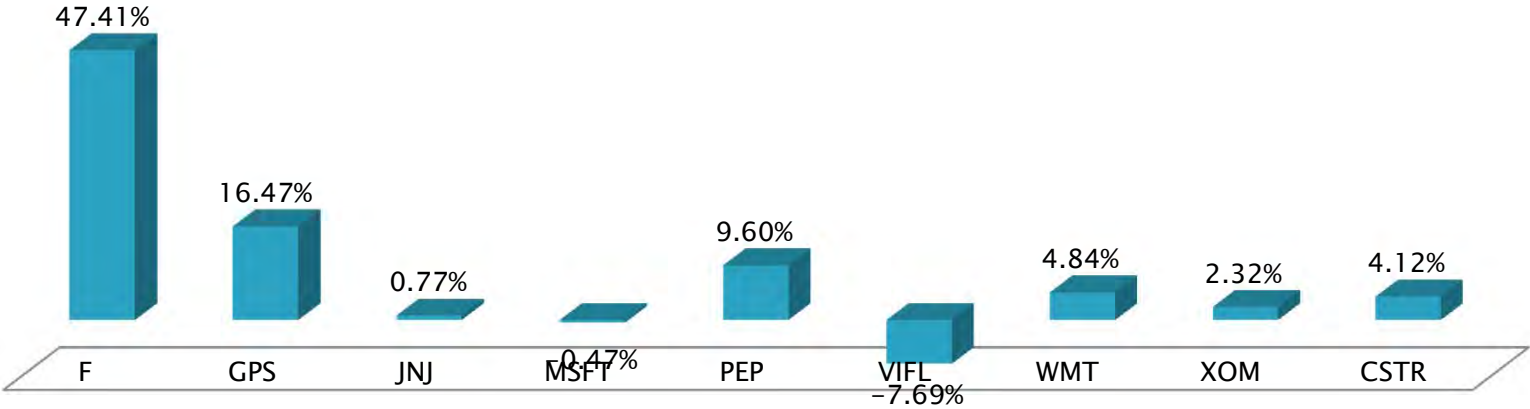
### Portfolio Make Up 3/12



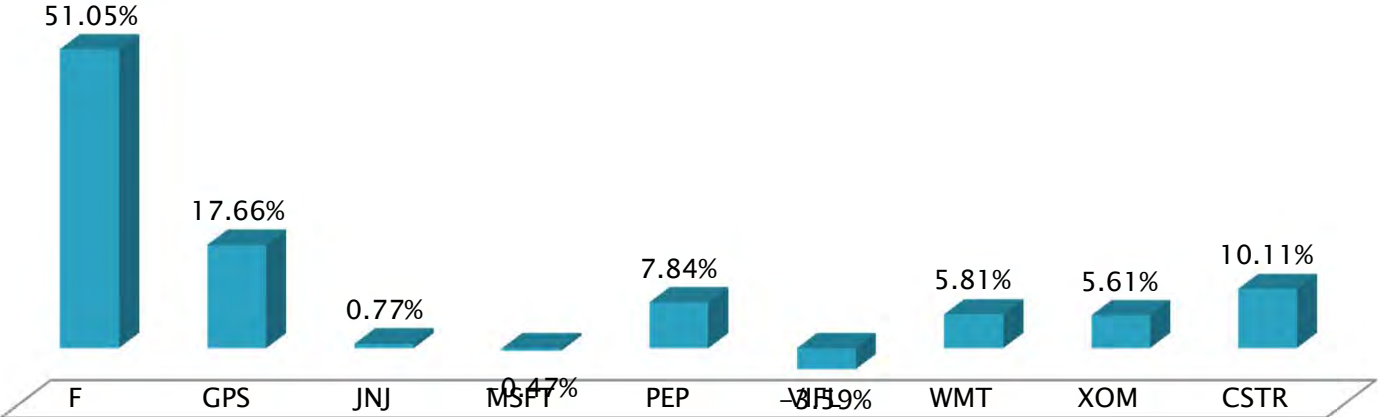
### Portfolio Make Up 3/18



### Total Return 3/12



### Total Return 3/18





Questions??

