

441winter2022

Company ANALYSIS Preso Template: (8 minute preso + 2 min Q&A)

Here is your “company analysis” assignment. Questions? Ask!

First: please check out this website. The website has good information on HOW to make a presentation.

<https://www.genardmethod.com/blog/bid/192061/how-to-open-a-presentation-tell-em-what-you-re-going-to-say>

- Pick a company to **analyze**. It can be ANY company.
 - ***But have a REASON for your choice – and share it! (DURING SLIDE 1)***
- **Have a THEME: What makes the company UNIQUE – could be many things – pick one theme and let the theme guide your presentation – each slide tying back to the theme, e.g.,**
 - IBM – trying to reinvent itself with hybrid cloud
 - Microsoft – did reinvent itself with the cloud
 - Slack – trying hard to monetize, but failing
 - ETSY – handmade goods – but needed to change the definition of handmade
 - Robinhood – trying to support the little guy – and failing
- The **KEY** to the Company ANALYSIS is to explain the WHY of the company – not just the WHAT. Your temptation will be to tell us WHAT... what the company did, e.g., the company replaced its CEO, the company canned a product, the company went public. BUT, that’s not so interesting. What *is* interesting is WHY. For example, WHY did the company ditch their CEO? WHY did the company can a product? Why did a company go public? WHY WHY WHY.
- For EVERY slide, ask yourself: AM I ANSWERING THE QUESTION “WHY” – or am I just telling WHAT?
- ROOKIE MISTAKE #1: trying to tell too much info! ROOKIE falls in LOVE with the company – and wants to tell everyone about every frigging detail. NO NO and NO
 - **The key: What NOT to say!!!!**
 - Step back and identify 2-3 key points that are part of the THEME – and then explain those points.
- ROOKIE MISTAKE #2: Talk too fast – Rookie thinks that by talking fast, the Rookie can tell more factoids. NO NO and NO! Talk SLOW; Talk SLOW; Talk SLOW
- **VERY, VERY STRONG Preference**: Use Powerpoint or Slides to create the slides, but **save** your presentation as a PDF, so we can use PDF reader to display your company analysis preso.

- **Formatting rule – **DISOBEY THIS RULE AT YOUR PERIL!!****
 - o Rule of 3: 3 bullets on a slide; this is a VERY important rule
 - o Each bullet is a sentence fragment; NO FULL SENTENCES!!!
 - o exceptions are allowed... but sparingly!
 - o **Rule of 3: 3 bullets on a slide; this is a VERY important rule**
 - o **Each bullet is a sentence fragment; NO FULL SENTENCES!!!**
 - o **exceptions are allowed... but sparingly!**
- Your company preso is a seriously timed presentation: you WILL be stopped at 8 minutes; and then you WILL entertain questions for 2 minutes. NO exceptions; no extensions!
 - o Why is time important? Respect for your colleagues. If you go over your time, you will short-change your colleague's presentation time.
- On the other hand... If you use less than 7.5 minutes that is BAD BAD BAAAAAD. Significantly under-utilizing your allotted time means you haven't done a good job preparing – you haven't dug deep into the company – you haven't explained WHY!!!!
 - o You will be docked points if you use less than 7.5 minutes!
- You will be assigned a date for your presentation;
 - o You must give your presentation on that date.
- Grading:
 - o All company analysis presos will be peer-reviewed.
 - o If you don't like your grade, then take a DO OVER... give another company analysis preso!
 - o Company analysis presos must be uploaded to the wiki within 24 hours of the presentation.
- Good examples of a company analysis presos – all of these earned a 10 from me – your peers have seldom awarded a 10.
- Note: the format for a company preso has changed over time; but viewing last semester's presentations will give you a sense of what goes into a company analysis preso.
 - <https://www.slideshare.net/JonathanBrelje/snapchat-company-presentation-69376925/1>
 - <https://www.slideshare.net/AshwinFujii/afujii-draft-kings-69380438>
 - <https://www.slideshare.net/AyushMehra3/instagram-81154209>
 - <https://www.slideshare.net/LiangLiu31/ofo-liuliang/1>
 - <https://www.slideshare.net/ChienMinSoh/wayfair-company-presentation/1>
 - <https://www.slideshare.net/ShahidAhmad43/company-presno-apple>
 - <https://www.slideshare.net/secret/GQNihoJqd0rRQ0>

Why are these "good" –

- They took a DEEP DIVE into the company; they told the story BEHIND the story; they told WHY; they had a THEME that was carried through on virtually every slide.
- AND – they are visually interesting – SOME eye candy is good; don't overdo it!

Required Company Analysis Preso Template

- slide order is not hard-and-fast – but pretty hard-and-fast
- **1 Title** (company, your name, logo) – **why did you chose this company???**
 - Where is company located? Company headquarters
 - Is it a public company ... say it right up front
 - When did it start?
- **2 Problem, Product, Persona** (slide 2 can be 2 slides in actuality – remember: do not crowd too much info on one slide!)
 - 2a what **problem** does the company One liner format/elevator pitch format
 - 2b what **products** solve that problem/those problems? (give concrete examples)
 - 2c what **persona** does the company see as having the problem and needing their products?
- **3 Financial Info:** Answer this question: Is the company profitable? (Yahoo Financials for public companies; privately held takes some Googling)
 - Include a graph of the GROWTH in sales, the GROWTH in customers; describe how the company has changed in terms of customers, revenue, profit, etc.
 - **ROOKIE MISTAKE #3: REMEMBER: do NOT put too much information on one slide, e.g., two graphs on one slide may even be too much info!**
- **4 Business model of the company** – how does the company make money?
 - Again, a graph that shows the changes over time might be useful.
- **5 SHORT History of company** – the KEY here is to include **KEY events** in the history of the company – don't just list events – list the **KEY events** that help you tell YOUR story!!! (this "slide" may take 2-3 slides)
 - **Be sure to include a slide on the leadership of the company**, e.g., if the company is a start-up, who started it up? **And why?** If it is an established company, who is the CEO and who are the key people in the "C-Suite"?
 - **IDENTIFY THE LEADERSHIP – the "C" Suite**
 - **TELL A STORY – Why did the CEO get fired? Why did X become the new CFO?**
- **6 What's HOT** at the company; identify THE HOT product that exemplifies the company's secret sauce, e.g., Apple's secret sauce is design and its watch is HOT; **WHY IS THAT PRODUCT HOT?**
- **7 Secret Sauce** (why is a company or its products special? e.g., Apple's secret sauce is design and its watch is HOT.
 - NOTE: *YOU may what to give the secret sauce and then what's hot – your call.*
- **8 Competition:**
 - Put your company into a context: What **INDUSTRY** is the company in? What is the **ROLE** of the company in that industry (e.g., mover/shaker? Just milking? Or? E.g., Tesla is a mover/shaker, GM is just milking) **WHY is your company a mover/shaker**
 - Use a chart to compare/contrast major features of your company's product with the product of other companies
- **9 YOUR prediction:** will the company succeed or fail -- and **WHY**
 - **WHY** do you feel your company will succeed/fail.
- **10 References** – list the URLs or whatever you read – **VERY IMPORTANT!**

VERY IMPORTANT:

Comments – how to make your company preso better: Ask – And Answer – WHY!

- **for EVERY statement** you make in your company presentation, ask yourself the following question:

- *“self, **WHY** am I saying this? Does what I just said **support** my argument? WHY? WHY? WHY?”*

Examples:

- "Netflix has taken on X millions in debt"
 - WHY is that important to say? HOW does it further my argument that Netflix gets a thumbs up? What is "debt" and how does it impact a company?
- "in 2017, Uber brought on a new CEO"
 - WHY is that important? What did the old CEO do to get fired? What does the new CEO bring to the table? Have you seen benefits from the new CEO already?
- "Epic does not want to go public"
 - WHY is it relevant to tell us that Epic doesn't want to do an IPO... what is an IPO?