Your task over the semester is for you to become the expert analyst for two companies. One that is a substantial player in many areas of eCommerce and the other is a company that operates in the personal mobility space. You have been assigned one company in each, see Orf401S17Enrollement, 1st sheet.

Due February 8, 2017:
Please familiarize yourself with the e-commerce and the personal mobility company that you’ve been assigned. Be prepared to give a brief 2-minute summary of each during Wednesday’s class. Give a brief background of the company: its roots, what it does, where it is going, recent major challenges, and recent major accomplishments. Indicate whether you are a buyer or shorter on each. In the segment below you’ll need to pick a side.

Due February 13, 2017:
Turn in a max 6 or so page (narrow margins, good blend of words and graphs/tables/images), written summary for the e-commerce and the e-business company that you’ve been assigned. The summary should include brief summary of: its roots, what it does, its “business model(s), current major investors, recent major challenges, and recent major accomplishments. Include chart(s) of share prices (short term (6 mo.), medium term (3 yr) and long term (since IPO), insider trading and a synopsis of any analysts’ forecasts of where it is going that you can find. (Some companies haven’t IPOed so discuss how they have been funded to date and their exist strategy)

You only have 6 or so pages in which to transmit to the reader comprehensive information about each of these companies (3 pages each) that you want the reader to be able to absorb and obtain a good appreciation for each company. (It needs to be much better than Wikipedia; don’t even go there) While I do not want stifle your creativity by over specifying the format, layout and content, how the information is presented is as important as what information is presented. You assignment is to present information that will entice a reader to consume that information. So format and layout are as important as content. And content is information in a context relevant to the reader that the reader can easily absorb without confusion.

At the end clearly state if you are a buyer or seller at Friday’s close (2/5/16) ($10,000 worth of each buy or short on 2/5, settle at the bell on Friday 5/5/17. If you want to get fancy, you may also option trade it at whatever options you can find, but you’ll have to manage it throughout. You can also change your position over time, but you will have to provide clear proof that you didn’t cheat.). We will revisit your decision on May 15, during your final project presentations. We will then see how well or poorly you did with your buy/sell decision(s) relative to your classmates.