The Invest Like the Street Program: 

**Hands-on Investment Education to Jumpstart a Student’s Career**

Most students interested in business or finance usually have one goal in mind: to **learn how to invest in the stock market**.

Yet, most schools offer little, to no practical or hands-on education to show students how to do that. Maybe by the time they are a junior or senior in college, but by then it’s too late if students want a job on Wall Street.

You need a year or two of investment education **BEFORE** you’re a junior if you want to land a good internship on Wall Street.

The competition is fierce, and the only way to get an advantage over other students is by starting early.

**So why wait?**

If a student can walk into an interview and pitch a stock like a professional, it’ll blow the interviewer away. Most Wall Street interviewers don’t expect that kind of knowledge from a student at such a young age, mainly because most schools don’t offer that kind of training.

The Invest Like the Street Program was created to help fix this problem, and help program graduates to distinguish themselves from their competition.

It doesn’t take a genius’ IQ to become a great investor, nor do you need to know the most complex variation of calculus.

The Invest Like the Street Program teaches students the fundamentals of old school, Warren Buffett-style Value Investing: Identify high-quality businesses, and buy them when they are cheap.

The program is broken down into six segments:

1. **The Basics and Logic of Investing**
2. **The Psychology and Quirks of Investing**
3. **Financial Accounting Bootcamp**
4. **Identifying High-Quality Businesses Using Case Studies**
5. **The Art of Valuation and Modeling**
6. **Perfecting the Stock Write-up & Pitch**

Student can progress through the program at their own pace, but it is recommended they go through a lesson each week.

By the end of the program, students should be well versed in researching companies, identifying undervalued ideas, and compiling detailed research reports to support their findings.

Each student will also be encouraged to become a paid contributor on SeekingAlpha.com where they can test the quality of their work in a public forum and get paid for it at the same time too!

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Part One: The Basics and Logic of Investing

Part One gives the students their first introduction into the world of investing.

Technology and the rise of high-frequency trading has made the stock market seem more like a casino than it ever has before. Constantly changing stock prices and screaming TV personalities has led stock market novices to lose sight of the main purpose of the stock market: to buy a piece of a REAL business.

This first segment helps students establish a proper framework for investing in the stock market, before they dig into more complex topics later on.

Students will cover topics such as the difference between stock and bonds, drivers of the stock market, reading a company’s SEC filings, and learning how to breakdown a company’s business.

Part Two: The Psychology and Quirks of Investing

Part Two helps students understand the mental toughness that is required to become a successful investor, as well as some investing quirks and fallacies that ever successful investor needs to understand.

Market bubbles and market crashes are driven by human emotion: irrational exuberance, and mass panic. Successful investors always monitor the market environment to understand which bucket the market currently falls into.

By having conviction in a portfolio and understanding the market environment, it becomes much easier to buy or sell when the world seems like its falling apart, or things seem like they’ll stay fantastic forever.

Students will cover topics such as mental toughness, market bubbles, issues with overdiversification, and the power of compound interest.

Part Three: Financial Accounting Bootcamp

Part Three takes a deep dive into understanding financial accounting, and how all three statements work in unison.

This is not your usual debit and credits accounting bootcamp. We use real company financial statements and explain them, line by line.

Students will eventually do the same with their own company, building out the company’s financial statements in excel and properly linking certain line items together so they are dynamic.

Part Four: Identifying High Quality Businesses Using Case Studies

Part Four helps students understand why some businesses are so successful, and why some perpetually fail.

Students will learn about a variety of competitive advantages such as the lowest cost provider, the ‘sticky’ business and power of the middleman.
Instead of explaining these concepts in theory, students will look at case studies of successful companies who have utilized all these different business models and see why they were able to work so well.

This section is also intended to teach students about different businesses that they may have never even heard of before.

**Part Five: The Art of Valuation and Modeling**

Part Five attempts to break down one of the most complex concepts in the investing world: how to properly value different kinds of companies.

This section will walk through different types of valuation methods such as the discounted cash flow model, and comparable analysis. More importantly, this section will place a heavy emphasis on teaching students how to think properly about the assumptions they use in their models.

What should revenue grow at? Why should margins go up or down? Why, why, why?

Most modeling courses today only teach students how to build the model in excel. None of them teach students about how to think about the assumptions to make in those models.

A model is only as good as the assumptions driving it.

**Part Six: Perfecting the Stock Pitch & Write-up**

Part Six takes all of the knowledge the students learned in previous sections, and teaches students how to condense it all into the most important piece: the stock pitch & write-up.

This segment teaches students about the most important pieces of a stock pitch and write-up: the 10-second elevator pitch, the business overview, the reason for the undervaluation, and the catalyst that will cause the stock to reprice.

The goal is to have the students to become a paid contributor on SeekingAlpha.com to have them put their research out in the public domain, build up a series of writing samples for jobs, and have them get paid at the same time!

**Student Engagement**

Students will be engaged in the program almost immediately.

From the beginning, every student will be required to pick a stock of their choice to begin to follow and monitor like a Wall Street analyst would.

Over time, they will learn what are the important things to look for, as well as broadening their coverage to their stock’s competitors.

Every week, they will submit a very brief coverage summary report to an instructor. This will benefit the students by:
1) Helping them develop a sense of ownership and responsibility over their chosen stock
2) Keeping the student connected with the instructor each week which allows the instructor to monitor and assist in their development as they go through the lessons
3) Making the student become much more observant of overall market movements and activity

Students will also have occasional assignments after lessons to give them the hands-on experience they’ll need in the real world. These will include:

1) Summaries and detailed breakdowns of a company’s business
2) Financial statement construction in excel
3) Calculation of financial metrics
4) Building a discounted cash flow model

To participate in this special BCLC program, please email Nathan Ives at nathan.ives@business.uconn.edu