



Investment Questions to Consider

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Before committing to any Investment opportunity, these are the questions I carefully consider.

Industry

What is my knowledge or desire to learn about this field?

Management

Who are the Top 3 Executives?

What is their experience?

What skin do they have in the game?

Market Cap

How big is this company?

Potential

What has the sales growth been in the last 3 years?

Is it a leader in its field?

Does it have Brand Recognition?

Is it sustainable?

Who are the competitors?

What are the input costs?

Where are its customers geographically?



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Valuation Metrics

Debt / Equity

Price / Cash Flow

Price / Operation CF

ROE

Price / Equity

PE / Growth next 3 years

Corporate

Shareholders - who are they

M+A potential

Stock overhang

Bond Returns

Investor Relations

Why would I buy more?

Why would I sell?