**Final Presentation**

**Course: Corporate Finance**

**Lecturer: Dan Ravick Fiala**

**Assignment: Company Financial Analysis and Presentation**

**Assignment Type: Individual**

**Due Date: April 18, 2023 2:00 pm CET**

* **Email: please email me your final presentation before the start of class**
* **Deliver On: April 18, 2023 2pm**

Dear Student & Fellow Traveller,

Greetings!!!

For this **final summative corporate finance analysis and presentation**. A few points, this was discussed but to make sure everyone is clear:

* I should already know the firm you will analyse -If I don’t you are way behind…
* Background – discuss the background about the company and industry
* Lifecycle -indicate where your firm is in the life cycle of the industry, company and it’s product portfolio.
* Industry analysis -You can do a 5 Forces analysis to give us a better picture of the dynamics of the industry that your firm is operating in.
* Ratio analysis ratio- perform ratio analysis for your company and as compared to its main competitors in the following categories:
  + Profitability
  + Liquidity
  + Leverage
  + Efficiency
  + Cash flow
* Trends -what trends do you see in the numbers? Why do you think they are arising?
* Value assessment – Analyse the incremental value of your firm’s products as compared to the competition.
  + Unit economics – comparing LTV to CAC is a great way to do this.
  + Value gap analysis using value sticks [wtp – cost} of your firm’s solutions to competitor offering.

Thank you & please let me know if you have any questions,

Dan

(Please see additional information on the following pages)

# Few quick points,

* Length – is not a metric for grading, but rather your presentation / discussion is.
* Please make a PPT answering the major thinking points.
  + On the first slide include your picture on full name
* Be sure to be able to succinctly present your findings.

Thank you & please let me know if you have any questions,

Dan Ravick Fiala

-Your “Tour Guide” in Finance

### dan.fiala@vsci.cz