

CEVRO INSTITUT

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

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- 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

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