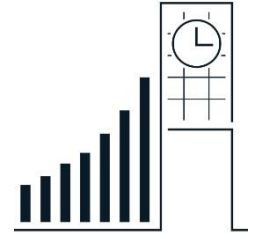


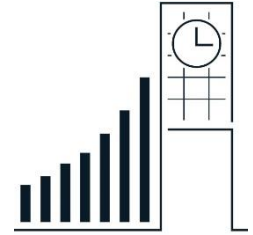
POWERPOINT AND PRESENTATION WORKSHOP

EQUITY RESEARCH CASE COMPETITION

AGENDA

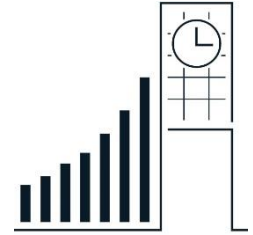


- ▶ Preparation for presentation
- ▶ Introduction
- ▶ Presentation structure
- ▶ Question & answer
- ▶ Presentation formatting
- ▶ Do's and don'ts of PowerPoint
- ▶ Questions



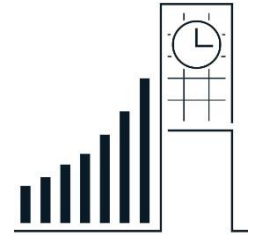
PREPARATION FOR PRESENTATION

- ▶ Divide the PowerPoint slides between members
 - Do not over allocate to one member
 - Be aware of how many transitions are needed
- ▶ Rehearse multiple times
 - Practicing speed
 - Efficient timing
 - Effective transitions
- ▶ Who is going to handle the clicker/change slides on the keyboard?



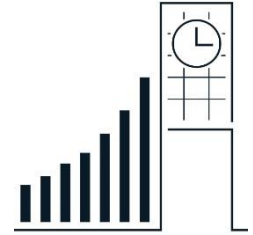
INTRODUCTION

- ▶ Introduce the members of the team
- ▶ Include a cover slide in the presentation
- ▶ Frame your pitch
 - Who is the company
 - What are the issues affecting the stock
- ▶ Remember to **stay** in the voice of a sell side analyst



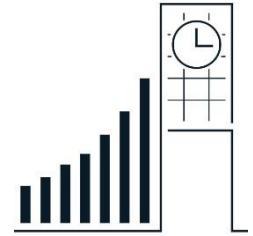
PRESENTATION STRUCTURE

- ▶ Background information
 - Who is the company? What do they do? How have they performed?
- ▶ Main issues
 - Why this industry? – Industry Overview Slide
 - External analysis and how it justifies your pitch (Opportunities / Threats)
 - Why this company? – Company Overview Slide
 - Internal analysis and how it justifies your pitch (Strengths / Weaknesses)
- ▶ Catalysts/Investment Thesis
 - Pinpoint what will move the stock? What events/timing?
 - What is your price target? – target is obtained using your valuation
- ▶ Risks
 - What would cause the pitch to be incorrect?



QUESTION & ANSWER PERIOD

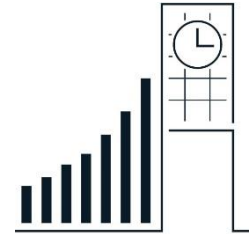
- ▶ There will be a 5 to 10 minute Q&A
- ▶ Add a question slide to the end of the presentation
- ▶ Be sure that all members are contributing
- ▶ Repeat the question back to the panel
- ▶ Never answer “I do not know”
 - Reframe the question
 - Talk about the analysis required to answer
- ▶ Reference the appendices in your slides



PRESENTATION FORMATTING

- ▶ Qualitative research supports the quantitative projections
- ▶ Don't have too much content on your slides (see next slide)
- ▶ Make aesthetically appealing
 - Use **minimal** SmartArt (basic smart art only)
 - Limited use of:
 - Animations
 - Slide transitions
 - Abstract colors
- ▶ Place tables and useful calculations in an appendix
- ▶ Do not paste your whole model into a slide and walk through the whole thing

PRESENTATION FORMATTING (DON'T DO THIS)



General Assumptions	
Name	Enterprise Products Partners L.P.
Ticker	EPD
Current Price	\$50.08
Shares Outstanding (Million)	903.33
Current Date	10/24/2014
Last Fiscal Year End	12/31/2012

Exhibit : Comps

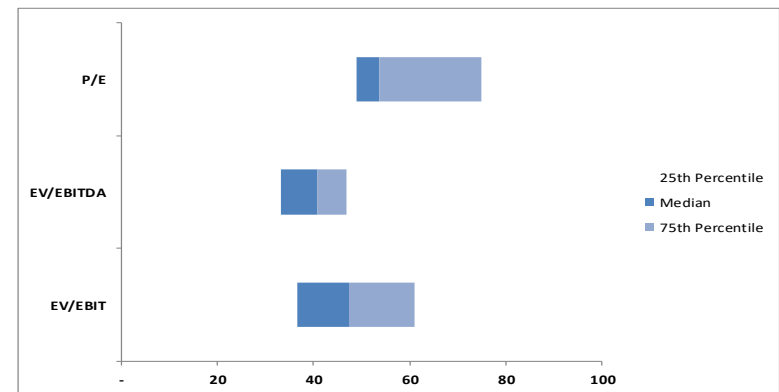
Company Name	Ticker Symbol	Stock Price	# of shares outstanding (Millions)	Market Cap	Total Debt	Cash	Enterprise Value	Revenues: Last fiscal year	BV of Assets	Net Income	EBIT	EBITDA	Dividends
Kinder Morgan, Inc.	KMI	\$35.33	1,035.67	36,590	35,696	718.00	71,568.19	9,973.00	68,185.00	1,204.00	2,593.00	4,012.00	1,184.00
Williams Companies Inc.	WMB	\$32.74	681.53	22,313	13,776	839.00	35,250.38	7,486.00	24,327.00	672.00	1,636.00	2,392.00	742.00
Williams Partners L.P.	WPZ	\$48.66	438.62	21,343	11,188	20.00	32,511.25	7,320.00	19,709.00	1,249.00	1,540.00	2,254.00	1,440.00
Spectra Energy Corp	SE	\$27.38	668.13	18,293	19,677	94.00	37,876.46	5,075.00	7,777.00	936.00	1,573.00	2,319.00	753.00
Energy Transfer Equity, L.P.	ETE	\$45.48	279.96	12,733	23,647	372.00	36,007.66	16,964.00	5,597.00	(579.00)	1,360.00	2,231.00	666.00
ONEOK Inc.	OKE	\$42.75	204.99	8,763	8,968	583.62	17,147.68	12,632.56	15,855.28	342.28	1,106.02	1,441.86	261.90
El Paso Pipeline Partners, L.P.	EPB	\$33.80	215.79	7,294	4,690	114.00	11,869.68	1,515.00	6,581.00	574.00	863.00	1,044.00	564.00
Access Midstream Partners L.P.	ACMP	\$36.58	97.37	3,562	3,957	64.99	7,454.07	608.45	6,561.10	177.69	177.71	343.23	257.70
Enterprise Products Partners L.P.	EPD	\$50.08	903.33	45,239	28,119	\$20	73,337.08	42,583.10	35,934.40	\$2,420	3,109.20	4,214.10	2,178.60

Company Name	EV/Sales	EV/EBIT	EV/EBITDA	P/E
Kinder Morgan, Inc.	7.18	27.60	17.84	30.39
Williams Companies Inc.	4.71	21.55	14.74	33.20
Williams Partners L.P.	4.44	21.11	14.42	17.09
Spectra Energy Corp	7.46	24.08	16.33	19.54
Energy Transfer Equity, L.P.	2.12	26.48	16.14	N/A
ONEOK Inc.	1.36	15.50	11.89	25.60
El Paso Pipeline Partners, L.P.	7.83	13.75	11.37	12.71
Access Midstream Partners L.P.	12.25	41.94	21.72	20.05
Enterprise Products Partners L.P.	1.72	23.59	17.40	18.69

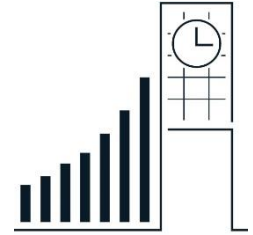
Min	1.36	13.75	11.37	12.71
25th Percentile	3.86	19.71	13.79	18.32
Median	5.94	22.81	15.44	20.05
75th Percentile	7.56	26.76	16.71	28.00
Max	12.25	41.94	21.72	33.20

Min	32.88	16.23	21.93	34.04
25th Percentile	150.94	36.73	33.23	49.07
Median	249.03	47.42	40.92	53.70
75th Percentile	325.10	60.99	46.85	75.00
Max	546.41	113.27	70.21	88.95

Min	32.88	16.23	21.93	34.04
25th Percentile	118.05	20.50	11.30	15.03
Median	98.09	10.68	7.68	4.63
75th Percentile	76.07	13.58	5.93	21.30
Max	221.31	52.27	23.36	13.95



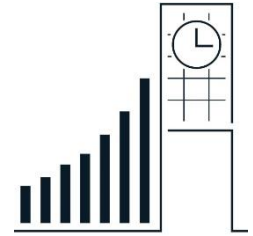
DO'S AND DON'TS OF POWERPOINT



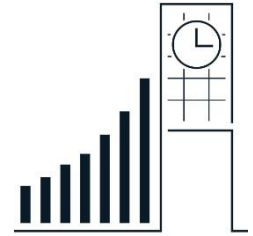
▶ Do:

- Use consistent formatting throughout
- Have proper capitalization and grammar
- Show data graphically
- Highlight specific parts of data
- Use a simple template
- Know what is on the slide beforehand
- Watch videos of other presentations
- Add slide numbers
- Utilize **bingfinance.org** and view recent pitches as reference

DO'S AND DON'TS OF POWERPOINT



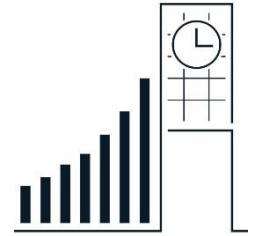
- ▶ Don't:
 - Read off the slide
 - Turn your back to the audience
 - Paste entire Excel Worksheet into the slide
 - Use humor within the PowerPoint
 - Scatter objects without aligning them
 - Place too much information on a slide
 - Use sounds and transitions
 - Put periods after bullets. ← don't do that
 - Put a SWOT Analysis Box in your presentation



FIRST ROUND PRESENTATION

- ▶ First round presentations will be **due on Thursday, April 4th at 11:59 PM** and presentations will occur on **Friday, April 5th**
- ▶ PowerPoint slide decks and Excel models will be sent in to bingfinancesociety@gmail.com
- ▶ Subject line should read “Team X – First Round Presentation”
- ▶ Presentations should be roughly 10 minutes
- ▶ Dress code is Business Professional

QUESTIONS?



- ▶ Check out our website: bingfinance.org
- ▶ Email us at:
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- ▶ **President:** Adam Kawalek
 - akawale1@binghamton.edu
- ▶ **Executive Vice President:** Kaily Ishikawa
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- ▶ **VP of Alumni Relations:** James Davide
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