

Research Connect  
Products and  
Services



2010

---

RESEARCH CONNECT

[www.researchconnect.com](http://www.researchconnect.com)

Research Connect was launched in 2003 as an integrated database connecting the media and investment community with leading research in various fields in business, economics, finance, law, medicines, politics, society, and technology.

Research Connect provides visitors and subscribers with hundreds of reports on Alternative Energy, Banking & Finance, Computers & Software, Consumer Electronics, Country Risk, Financial Planning, Food & Beverages, Healthcare, Homeland Security, Industries, Insurance, Information Technology, Media & Technology, Nanotechnology, Oil & Gas, Personal Care, Precious Metals, Real Estate, Retail & Apparel, RFID, Small Caps, Stock Research, SWOT, GPS, Transportation, and Utilities.

### Product and Service Overview

1. Quick Competitive Analysis
2. SWOT Indicator Reports
3. Cost of Capital (WACC) Analysis
4. Quick SWOT Analysis
5. SWOT Analysis
6. Public Company Valuation and Stock Report
7. Monthly Analyst Coverage
8. Business Enterprise Valuation and Consulting
9. Stock Newsletter

#### Quick Competitive Analysis - \$199

Report Length 10 Pages

- Domestic and Global Industry Sector Summary
- 5-Year Historical Trend Analysis
- Key Competitive Strengths and Weaknesses (Qualitative and Quantitative)
- Sector Growth Forecast

Report discusses the position of the company amongst similar (publicly traded) companies and/or companies within its industry sector. Competitive analysis report consist of (4) four sections. Initial sector summary reviews key characteristics of sector, respective competitive aspects of company, key players in sector, global and domestic sales, market capitalization overview, and other key metrics. Second section provides key historical metrics for the sector; which includes mergers and acquisitions, list of dominant players, activity and other industry performance metrics. Third section of the report focuses solely on the strengths and weaknesses of company within the sector, pointing to key competitors domestically and abroad. Final growth forecast section points to key fundamentals and their ability to produce growth for the company and/or the sector. Report includes latest interim and annual numbers.

## SWOT Indicator Reports - \$65

Report Length 10 to 12 pages

Leveraging a proprietary statistical tool developed by Research Connect, the SWOT Indicator Report provides readers with a 10-12 pages analysis that enables readers to more easily develop a SWOT report. The report is a multivariate analysis which incorporates historical performance, industry sector performance, valuation metrics, and competitive analysis. The report is organized for users to easily review indices that provide insight for presentations, discussion, and decision-making.

The SWOT Indicator Report can be helpful for:

- Industry Sector Overview;
- Strength of Company within A Sector;
- Historical and Operational Performance;
- Management Evaluation;
- Business Model Assessment;
- Marketing Strategy Effectiveness;
- Performance Evaluation; and
- In-Depth Competitive Analysis.

The SWOT Indicator Report from Research Connect provides a powerful instrument to get a quick, but in-depth analyzing conclusion on the subject company's strengths, weaknesses, opportunities, and threats. Additionally, this tool gives you insight into the internal strengths of a company. Internal strengths are always external opportunities within the sector. If the company is above its mean within these valuation performance metrics, it has these respective opportunities.

### **Cost of Capital (WACC) Analysis - \$19.99**

Report Length 2-3 pages.

- This WACC analysis can be used to determine the proper discount rate to apply to future cash flows to determine the investment value of the subject company.
- This WACC analysis can help determine whether to invest in the subject company.
- WACC analysis represents the minimum rate of return at which a company produces value for its investors.
- This WACC analysis reports is adjusted to factor specific country risk. All reports are adjusted to reflect the international cost of capital.

### **Quick SWOT Analysis - \$199**

Report Length 10 pages

- Company Description
- SWOT Quantitative
- SWOT Qualitative
- Growth Forecast

Report provides detailed summary of firm strengths, weaknesses, opportunities, and threats. Quick SWOT analysis consists of (4) four sections which profile vital tenets of company, key ratios and financials, qualitative variables, and anticipated growth. Company description provides announcements, key mergers and acquisitions summary, and event analysis. Quantitative SWOT analysis includes debt-equity ratio, asset turnover, and other key metrics that point to prevailing quantitative strengths and weaknesses of the company. Qualitative SWOT section identifies operational variables which impact company internally and externally. Examples include barriers to entry, differentiation, industry viability, and product pervasiveness. Forecast section summarizes SWOT and focuses on market capitalization, stock price, and overall potential growth of the company. Report includes latest interim and annual numbers.

**SWOT Analysis (More in-depth than the quick SWOT) - \$400 - \$600**

Report Length 15 to 30 pages

1. Company Backgrounder

1.1 Corporate Overview

1.2 Key Facts

1.3 1-Year Stock Performance

2. Business Focus of Subject Company

2.1 Products and Services

3. Corporate Overview of Subject Company

3.1 Ownership Structure

3.2 Key Developments

3.3 Subsidiaries

4. Strategic Analysis of Subject Company

4.1 SWOT

4.1.1 Strengths

4.1.2 Weaknesses

4.1.3 Opportunities

4.1.4 Threats

4.2 Ratio Analysis

5. Financial Analysis of Subject Company

6. Comparable Company Analysis and Performance Metrics

7. Company Outlook for Subject Company



**Public Company Valuation and Stock Report - \$899**

Report Length 40-50 pages

1. Subject Company Overview

- 1.1. Corporate Overview of Subject Company
- 1.2. Contact Info of Subject Company
- 1.3. Parent Company
- 1.4. Recent Revenue
- 1.5. Products and Services
- 1.6. Main Competition

2. Investment Highlights

- 2.1. Target Stock Price
- 2.2. Rating
- 2.3. Upside Return Potential
- 2.4. Financial Margins Overview of Subject Company
- 2.5. Valuation Multiples Overview of Subject Company
- 2.6. Current Enterprise Value and implied multiples

3. Major Shareholders & Ownership

- 3.1. Institutional
- 3.2. Hedge Fund Managers
- 3.3. Insiders
- 3.4. Public and Others

4. Stock Volatility Analysis

- 4.1. 1-Year Stock Performance
- 4.2. Subject Company Common Stock and Volume Volatility
- 4.3. Explanation of Major Volume and Price Spikes

5. Research Connect Key Thoughts

- 5.1. Historical EV/EBITDA Multiples
- 5.2. Assumptions Behind Valuation and Projections of Subject Company
- 5.3. Expectations of where Subject Company is headed

6. Valuation Summary

- 6.1. Catalysts for Growth

6.2. Interpretation of the Valuation Multiples

6.3. Culprits for Failure

6.4. Effects of the Economy

7. Industry Analysis and Projections

8. Financial Analysis

8.1. Quarterly Projections

8.2. Quarterly Growth Comparison

8.3. Quarterly Margins Comparison

8.4. Revenue Growth, Margins & Projections

8.5. Operating Expenses Growth, Margins & Projections

8.6. EBIT, EBITDA and Net Income Growth, Margins & Projections

9. Business Model Analysis

9.1. Strategic Strengths

9.2. Key Weaknesses and Threats to Subject Company

10. Comparable Company Analysis

10.1. Comparable Company Overview

10.2. Comparable Company Historical Performance Comparison

**Monthly Analyst Coverage - \$3,000/Month. First 3 month paid upfront.**

- We can provide sell side analyst/buy side analyst coverage on any publically traded company. Our reports are in-depth and comprehensive.
- We provide our clients with the tools to convey their company's story to the investing community. Our research is unbiased, independent, and conducted from an investor's perspective. Not only do we provide a company with exposure to investors, but we also connect a company to a widespread distribution network reaching millions of investors and institutions worldwide.
- Our well-rounded team has extensive experience in financial valuations in addition to professional and educational careers in marketing, management, and entrepreneurship
- The Research Connect package includes 1-year analyst coverage, a comprehensive initial report, four quarterly updates, an interview with management report, transcripts of earning calls, and updates on new company developments.
- Unlike most research firms we do not simply restate facts. Our policy mandates that every page of our report fully support our investment thesis. Our reports are satiated with meaningful analysis.
- Our close relationship with vendors also allows all of our reports to be featured throughout the internet on sites such as Yahoo, Google, AOL, and Bloomberg.

## **Business Enterprise Valuation and Consulting - \$1,999**

Report Length 50 to 60 Pages

Valuation consulting service provides independent, credible valuation and financial advisory services to clients by an experienced, professional staff. Research Connect not only accurately identifies the value of the company, asset, or transaction in question, we value each client and assignment. From engagements concerning accurate options pricing critical to federal tax issues, Research Connect helps to eliminate uncertainty and map the avenues of your strategic financial pursuit.

We draw upon the full-range of our valuation and professional expertise, combining methodologies as required, to appropriately address complex situations. We commit to shed light on business opportunities, uncover solutions to business challenges, and provide support to business strategies.

### 1. Valuation Procedures

#### 1.1 Assumptions and Limiting Conditions

#### 1.2 Qualifications

### 2. Company Dossier

### 3. Economic Overview

### 4. Industry Overview

### 5. Subject Company Historical Financial Review and Analysis

#### 5.1 Financial Position

#### 5.2 Key Operating Metrics

#### 5.3 Financial Projections

### 6. Business Enterprise Valuation

#### 6.1 Valuation Methods

#### 6.2 Discount Cash Flow Method

#### 6.3 Market Approach

#### 6.4 Asset Approach

#### 6.5 Discount and Premium

#### 6.6 Discount for Lack of Control

#### 6.7 Discount for Lack of Marketability

### 7. Conclusion

**Stock Newsletter - \$20 per year as an intro price.**

Offered through membership to [www.CRInvestor.net](http://www.CRInvestor.net) only.

This newsletter is meant to be an investment service that helps any level and type of investor beat the market. CR Investor is a real money portfolio. Initial Portfolio Size - \$5,000 and Monthly Investments of - \$200.

- Investment Style  
Wherever the best opportunities present themselves. CR Investor will not be locked into any type of particular investment style so you can expect to see stock ideas ranging from large companies that present great value to small companies growing quite rapidly.
- Member Benefits  
Detailed stock reports with full stock price valuation. Real-time trade alerts, members Forum and CR Investor Blog.
- Cost  
\$20.00 If you are not fully satisfied with CR Investor simply cancel within the first 30 day's and receive a full refund.



RESEARCH CONNECT

[www.researchconnect.com](http://www.researchconnect.com)