RGO CLASS | FINAL PROJECT

Final project: Bring back a real stock

Florida benchmarks (CPALMS): SS.912.FL.6.1, SS.912.FL.6.5, SS.912.FL.6.7, SS.912.FL.6.8, MA.7.AR.3.1

Name (first name only) _____ **Period** _____ **Company and ticker** _____

You traded real companies with RGO Cash, the game's practice money, in RGO Class. Now pick one real public company, study it like an analyst, and teach the class what you found. This is research practice, not advice to buy anything.

Timeline

- **Day 1:** Pick your company and get it approved by your teacher.
- **Days 2 to 4:** Research the fundamentals and the chart. Keep your notes and sources.
- **Day 5:** Present for 3 to 5 minutes with one slide or poster, and hand in this sheet.

1. The company

- Company name and ticker symbol (example: Nike, NKE).
- What does it sell, and who buys it? Explain it so a 6th grader would understand.
- Which industry is it in? Name two competitors.

2. Fundamentals: is the business healthy?

- Share price today and the date you checked it.
- Market value (market cap): about how much is the whole company worth?
- Revenue (sales) and profit for the last year. Did they grow or shrink compared with the year before?
- Does it pay a dividend? If yes, how much per share each year?
- One piece of recent news about the company. Did the stock price react? By what percent?

3. Technicals: what is the chart saying?

- Price one year ago and today. Calculate the percent change: (new minus old) divided by old, times 100.
- Sketch or print a chart. Mark one support level and one resistance level.
- Find one big green day and one big red day. What happened on those days?
- Is the price mostly rising, falling or moving sideways this year?

4. Risk and your plan

- Name two risks for this company (competition, debt, new laws, a weak product, and so on).
- If you pretend to buy 10 shares today, where would you put your stop, and what is the most you could lose?
- Where would you set a take-profit target, and why?
- How would owning this stock fit in a diversified portfolio? What other industries would you add?

5. Bring it back

- Your verdict: would you watch this company for the long term, avoid it, or need more information? Give three reasons.
- One thing that surprised you.
- List every source you used (company website, annual report, a news site, a chart site).

Rules

- Use only public information. Never share personal details or account information.
- No real money is needed or allowed for this project.
- Your verdict is your opinion for class, not investment advice.

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Rubric (100 points)

Score each area. Full points need everything in the first column.

Area	Points	Full points	Partial	Needs work	Score
Company and industry	**15**	Clear plain-words description, industry and two real competitors named.	Description is mostly clear; one competitor or the industry is missing.	Description is vague or copied; industry missing.	
Fundamentals	**25**	Price with date, market value, revenue and profit with a year over year comparison, dividend and one news event with its percent move, all correct.	Most numbers present; one or two missing or not compared.	Few numbers, no dates, or numbers that do not match sources.	
Technicals	**20**	Correct one year percent change with work shown, chart with support and resistance marked, big up and down days explained.	Percent change or chart present but with a mistake or no explanation.	No chart or no calculation.	
Risk and plan	**20**	Two real risks, a stop with the most you could lose calculated, a reasoned target, and a diversification idea.	Plan present but missing the loss calculation or the reasoning.	No stop or no risks named.	
Presentation and sources	**20**	3 to 5 minutes, clear visual, verdict with three reasons, every source listed.	Presentation is clear but short on reasons or sources.	Hard to follow, no verdict, or no sources.	
Total	**100**				

Teacher comments

RGO Class, a Rise Grow Own program. Education only, not investment advice.