



SEPT 2019 QUARTERLY LETTER

YOUNG INVESTORS SOCIETY

STARTING OUR 5TH YEAR

Back to School!

As we embark on the fifth year of Young Investors Society, schools are getting back into session and we're looking forward to an exciting year ahead. If we compare our metrics at the end of September 2019, compared to last year at this time, we are basically double in almost every regard: total schools have increased from 172 to 330, lessons completed this quarter have doubled to 120, and we see more than 2x growth in CYIA applicants and Personal Finance (JV program) sign ups. Schools are starting up quicker, activity rates are increasing and our Youth Advisory Board is thriving with an amazing group selected

for this year. We also launched a "Start Investing Now" promotion to encourage more students to simply open a brokerage account. The strong start puts us on track to meet our ambitious goal which is to end the year at **500 schools** and **5,000 total participants**.

One of the highlights for me this quarter, was to travel to Hangzhou, China, where Young Investors Society partnered with the CFA Institute and ThinkTown Education to host a weekend Finance Symposium for kids. It marked the official launch of Young Investors Society in Mainland China. I spoke at the event to a group of over 100 kids, along with keynote speakers



September 30, 2019

ONGOING PROJECTS

Dollar-a-Day

Matches: We sponsored 50 kids during the 2018-2019 school year, and target to sponsor 100 in 2019-2020, along with 50 "Start Investing Now" sponsorships.

Program

Development: Recently published 23 new lesson videos. Implementing these on our MyYIS portal and Edmodo.

IT Support: We are exploring potentially new IT support team.

Additional Hires: We are seeking to hire a Director of Fundraising / Grants.

from Alibaba, Zhejiang Gongshang University, China Asset Management and the CFA Institute. The kids were super excited to learn, and left energized to start a YIS at their schools. I received many touching letters from the kids after the event, one girl wrote *"It was a coincidence for me to participate in YIS event, But I've gained so much from the activity! I can't wait to start a club at my school!"* and another boy wrote *"I learned so much, especially understanding the seven golden rules in investment is something that everyone should learn about."*

New Lesson Videos

This quarter, we released 23 full lesson teaching videos on the website and YouTube. Each video has me teaching the full YIS class with the Prezi graphics in the background, and then leaving time for the class to do the activities associated with each lesson and answering common questions on each subject. We knew this would be exciting for some teachers, but the feedback so far has been overwhelmingly positive, even better than we expected! What this unlocks is 1) teachers that are uncomfortable teaching a difficult concept can now just put on the video for that session, which significantly lowers

the bar for offering a YIS club and 2) self-learning, where kids can now learn YIS on their own, and catch up on a lesson if they miss a club meeting. A huge thank you our partner, Edmodo, who donated studio time, their film crew and equipment to the production of these videos. We could not have done it without them! You can check out the videos here, please take a look and let me know what you think (even my young kids found them pretty fun to watch!)

<https://yis.org/learn/programs/stock-pitch-competition/videos/>

Shark Tank Contest

One of our missions at YIS is to especially empower minorities and girls to learn about finance and investing, so we reached out to ABC's Shark Tank star **Barbara Corcoran** to host this year's Flyout Contest, and she graciously accepted! This will be a great follow up after the successful contest last year led by Mark Cuban. The contest will run until the end of December, and the winning student will fly out to interview Barbara in NYC in February 2020.

Upcoming Events

We are also excited to announce that the keynote speaker for the May 14 Gala in NYC this year will be

Kate Moore, Chief Equity Strategist at Blackrock, the largest asset manager in the world overseeing \$7trn in assets. Having such a premier keynote speaker locked in so early, bodes well for the success of the event and the fundraising potential. Other events to look forward to this year, is the Asia Advisory Board is planning another Financial Symposium in Hong Kong, and we are discussing holding Boston and Malaysia events as well. This is being led by the great support that we have received from the Regional Advisory Boards, including new Advisory Boards that were recently formed in **Southeast Asia** (Malaysia / Singapore / Thailand) and **Midwest US**.

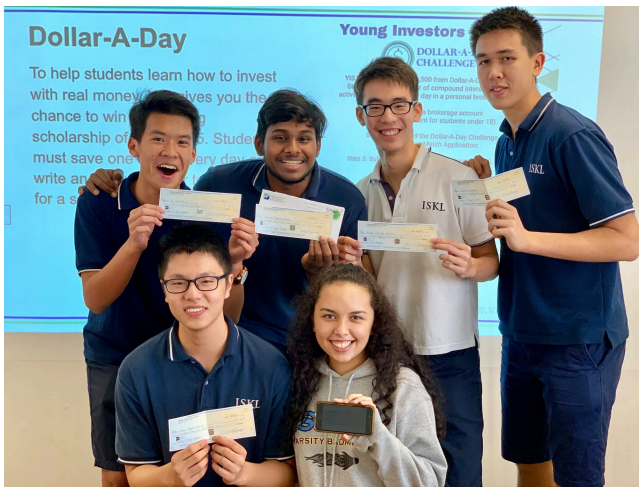
Hiring Needs

With all of this growth it's an important time to think about expanding the support staff at



CELEBRATE SHARK TANK'S 11TH ANNIVERSARY!
WIN A CHANCE TO MEET SHARK TANK'S OWN BARBARA CORCORAN IN NEW YORK CITY!

PRIZE	DETAILS
FIRST PLACE	Airfare & two-night hotel stay for two to New York City to meet and interview Barbara Corcoran for a YIS video that will become part of the YIS video archive.
SECOND PLACE	\$200 Stockpile Gift Card
THIRD PLACE	\$100 Stockpile Gift Card



YIS, to support Christine who has a tremendous amount on her shoulders. Coming out of the Annual General Board Onsite in July, one of the Action Items we decided was the need to hire a Business Development (Fundraising) Director. We have posted the job on Indeed.com and are receiving CVs currently, with a couple of interesting candidates so far. We also have volunteers and part time interns working in Hong Kong, Coco and Mendy, and when we are able, we would look to hire more support staff in Asia, as well as in the US. But we need to pay for this, which brings us to fundraising.

Fundraising

surpass and be able to hire additional support staff. Donations this quarter came from board members and advisory board members. The contributions go a long way to help pay for Dollar-a-Day grants for 50 students and staff expenses as we start the new school year. I think this is an exciting time for YIS fundraising potential with the organization reaching a critical mass and hitting the five year track record, it's an opportune time to raise money and add staff, which can greatly magnify our impact!

Conclusion

In conclusion, year #5 is looking really exciting. We will continue to see a lot of new faces at YIS, the organization's

This quarter we raised \$38,665, which was higher than last year's first quarter of \$30,900. It's a great start to the year, where our budget comes to \$230k, which hopefully we can

brand is starting to grow at schools as well in the financial community and excitement is really starting to build on itself. At the Onsite, I spoke about the "Flywheel Effect" where the things that make an organization unique start to flow together and growth starts to accelerate organically. It really feels like we're hitting that point, which is exciting to see! Thank you all for your tremendous support.

Here's to another great year!

- James

<u>YOUNG INVESTOR SNAPSHOT</u>		
Young Investors Society 2019-2020 Elected Student Advisory Board Officers		
		
President Lauryn W. Westlake High School, California	West Coast VP Alex B. BASIS Scottsdale, Arizona	East Coast VP Pranay B. East Brunswick High School, New Jersey
		
Mid-West VP Saanya J. Bellaire High School, Texas	International VP Sophia L. International School of Kuala Lumpur, Malaysia	Secretary Chaarvi G. Westlake High School, California

MISSION: YOUNG INVESTORS SOCIETY IS DEDICATED TO PREPARING THE NEXT GENERATION OF INVESTORS. OUR MISSION IS TO INSPIRE YOUTH TO BE OUTSTANDING INVESTORS – INVESTORS IN COMPANIES, INVESTORS IN THEIR COMMUNITIES AND INVESTORS IN THEMSELVES.