

# FIRST CLUB MEETING

2023-2024

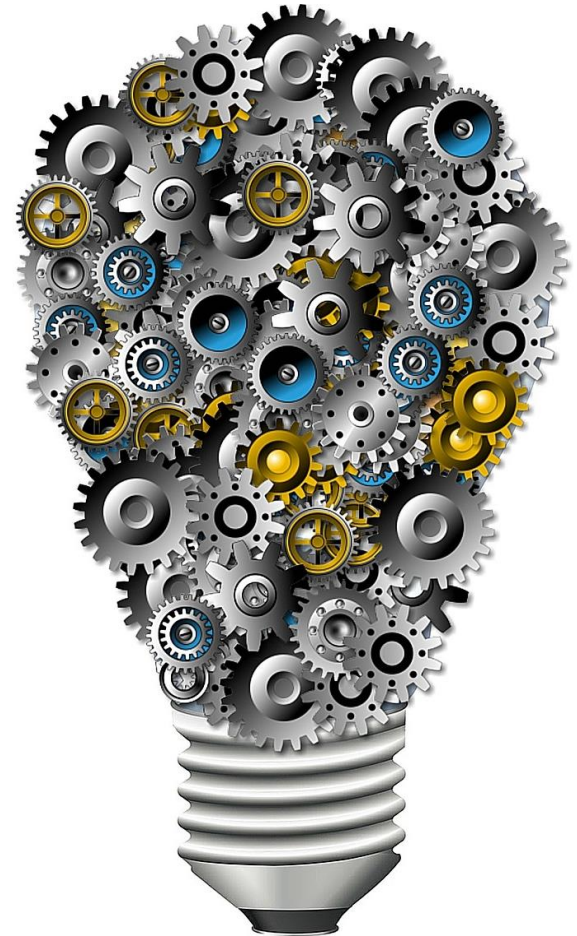
# IDEA OF THE WEEK

## Get Involved



### What is Idea of the Week?

- “Idea of the Week” is a weekly discussion that kicks off every YIS Club Meeting.
- Nominate one student per week to research a company, investment topic, or financial news issue.
- Student will present their “Idea of the Week” to the group and have a brief discussion on the topic.
- “Idea of the Week” topics can be current events in the finance industry, industry announcements, company news, and even predictions about what a company will do next.



# BACKGROUND

## Young Investors Society



### Background

Young Investors Society (YIS) is a 501(c)(3) nonprofit organization. It was founded in 2015 by James Fletcher, Chief Investment Officer at Ethos Investment Management and other successful investors and business professionals.

### Mission

Young Investors Society provides quality financial literacy education and programs to students from all backgrounds and socio-economic levels. We aim to teach finance and investing skills that will last a lifetime and empower students to take control of their financial future.



# MARKET

## Problem



### Reality

2/3 of high-school students fail a basic financial literacy test.

*(JumpStart)*

### Reality

As of 2022, only 7 states in the U.S require a stand-alone personal finance course to be taken in high school. ( Alabama, Iowa, North Carolina, Tennessee, Utah, Missouri, Virginia) *(Council for Economic Education)*

### Problem

In 2019, under-represented groups in professional positions in finance services was only 28% in the United States.

*(U.S Government Accountability Office)*

### Problem

In 2019, women's global representation on executive committees in major financial services firms was only 20% in the United States.

*(Catalyst)*

### Solution

The YIS Access Initiative provides access to FREE, quality, financial literacy education, mentorship, STEM career education, and scholarships to a variety of talented students in under-resourced communities.

Over 90% of Young Investors Society members that participate in YIS successfully pass a standardized financial literacy test (2017)

Increase access to under-represented groups:  
Under-represented groups in Young Investors Society is 67% (2019)

Increase access to women:  
Women representation in Young Investors Society is 54% (2019)



# YIS FOUNDER'S STORY



Click to watch our Founder's Story Video here:

<https://www.youtube.com/watch?v=ZsCHuHNYWLE>

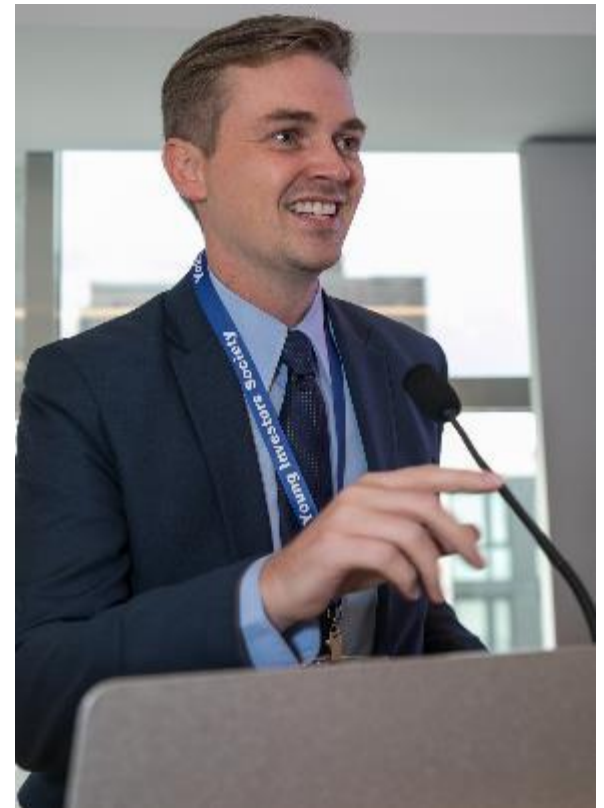
## Why Does YIS Exist?

We believe financial education in the United States and abroad is inadequate at best.

It does not begin to prepare students to manage their personal finances, let alone make responsible investment decisions in adulthood.

According to JumpStart, two-thirds of U.S. high-school students fail a basic financial literacy test.


YIS wants to change that!



# YIS Overview Video



Click to watch the YIS Overview Video here:  
<https://www.youtube.com/watch?v=NsgEwYEoTPU>

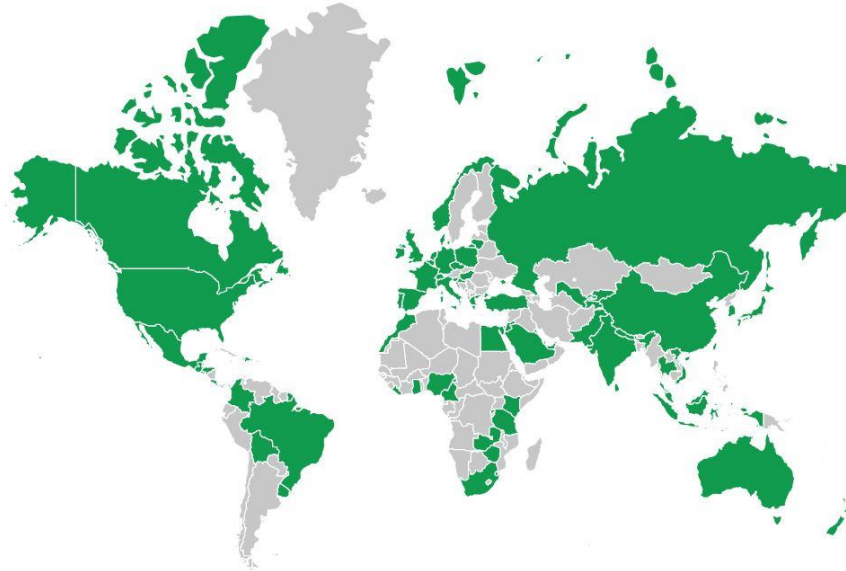
A blurred video frame showing two young people, a woman and a man, in a classroom setting. The woman is on the left, smiling, and the man is on the right, also smiling. They appear to be holding a small object together. The background is out of focus, showing other students and classroom elements.

Young Investors Society (YIS) is a 501(c)(3) non-profit that offers free high-quality financial literacy programs to high school students through its proprietary curriculum.

# YIS SCHOOLS ACROSS THE WORLD

## 46 U.S. States

Alabama	Mississippi
Alaska	Missouri
Arizona	Montana
Arkansas	Nebraska
California	Nevada
Colorado	New Hampshire
Connecticut	New Jersey
Delaware	New Mexico
Florida	New York
Georgia	North Carolina
Hawaii	Ohio
Idaho	Oregon
Illinois	Pennsylvania
Indiana	Rhode Island
Iowa	South Carolina
Kansas	South Dakota
Kentucky	Tennessee
Louisiana	Texas
Maine	Utah
Maryland	Vermont
Massachusetts	Virginia
Michigan	Washington
Minnesota	Wisconsin



## 75 Countries

Australia	Indonesia
Africa	Ireland
Belgium	Israel
Bolivia	Italy
Brazil	Japan
Canada	Jordan
China	Kyrgyzstan
Colombia	Kuwait
Costa Rica	Liberia
Croatia	Lithuania
Czech Republic	Malaysia
Denmark	Mexico
Dominican Republic	Morocco
Egypt	Nepal
El Salvador	Netherlands
England	New Zealand
Ecuador	Nigeria
France	Norway
Germany	Pakistan
Ghana	Peru
Greece	Philippines
Guam	Poland
Guatemala	Portugal
Honduras	Puerto Rico
Hong Kong SAR	Qatar
Hungary	Russia
India	Rwanda
	Saudi Arabia
	Scotland
	Singapore
	Slovenia
	Somalia
	South Africa
	South Korea
	Spain
	Sri Lanka
	Switzerland
	Taiwan
	Tajikistan
	Thailand
	Trinidad/Tobago
	Turkey
	UAE
	United Kingdom
	United States
	Uruguay
	Vietnam



# THE WORK THAT WE DO

## MEMBERSHIP IMPACT



**1825+**

SCHOOLS



**10,300+**

STUDENTS  
\*est.



**800+**

TEACHERS



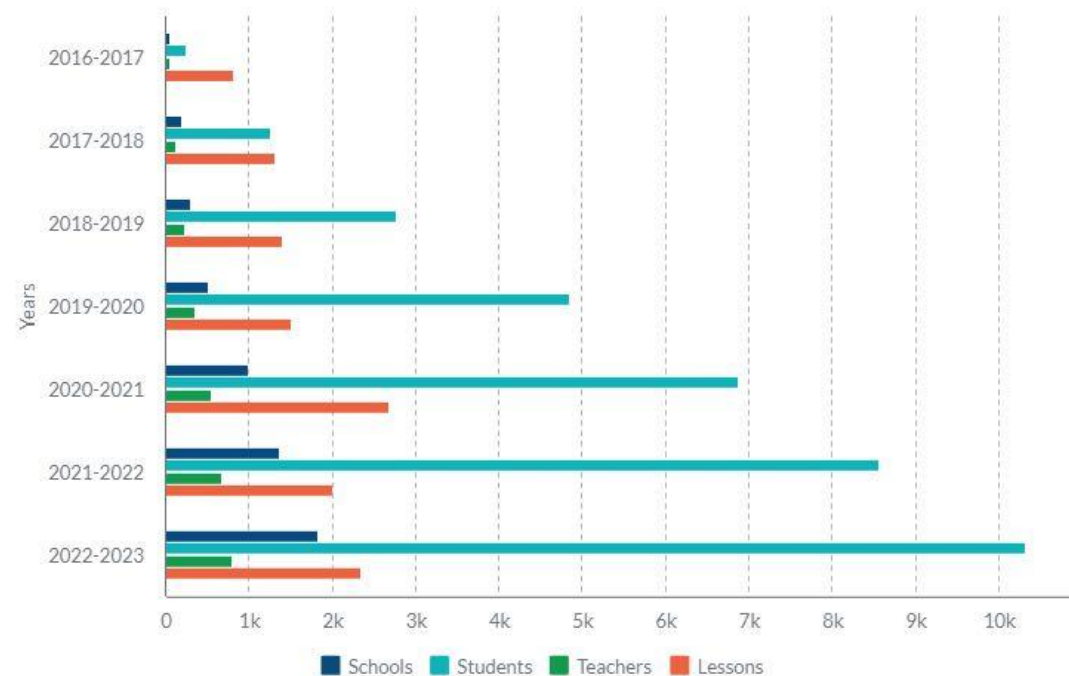
**12,050+**

LESSONS  
COMPLETED

\*Estimated students includes students that use our curriculum in the classroom and students that have attended YIS events.



## Membership Metrics





# PROGRAMS

## Personal Finance



### Personal Finance Curriculum

- YIS students can begin their personal finance journey and learn real-life lessons with our newest Money Skillz Bootcamp Program.
- The curriculum includes lessons in Earning Money, Budgeting, Banking, Career Exploration, Saving, and Investing and so much more!
- YIS also offers YouTube videos for each lesson that can be found on our YouTube Channel (YISORG)

**Young Investors Society**

**Money Skillz Bootcamp**

Personal Finance - Saving - Investing

Examples of **INCOME**

Your paycheck	A bonus from your job	Interest from a bank account
Stock Dividends	Interest from bonds	

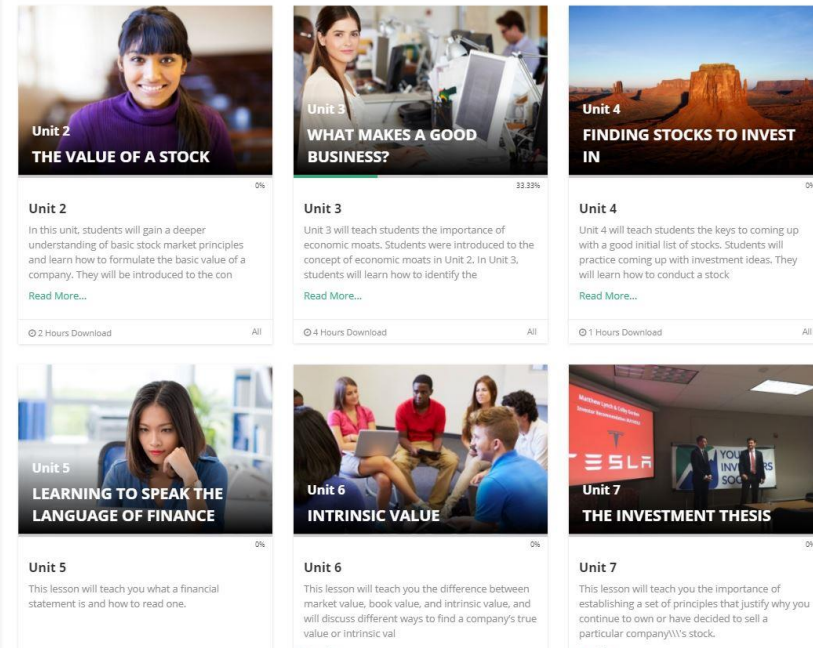
# PROGRAMS

## Investing



### Investment Curriculum

- YIS students can begin learning investment skills in Units 1-7.
- Each Unit Contains 3-4 Lessons which includes Prezi Presentations, Videos, and Quizzes.
- The curriculum includes lessons in The Value of a Stock, What Makes a Good Business, Learning to Speak the Language of Finance, Intrinsic Value and so much more!
- YIS also offers YouTube videos for each lesson that can be found on our YouTube Channel (YISORG)



# PROGRAMS

## Enrichment



### YIS Programs Offered:

**School Sponsored Clubs:** YIS will teach students the skills to save and invest for their future in a fun team environment. Teacher guided and student led activities are conducted weekly in 45-minute increments in an in-person or virtual setting.

**Courses, Lessons and Videos:** We offer over 30 engaging 45-minute lesson plans to help students learn the basics of investing, personal finance, economics, and accounting. Each lesson has a downloadable lesson plan, interactive Prezi presentation, and interactive quiz at the end of each lesson.

**Dollar-A-Day Challenge:** YIS students can begin to invest one dollar per day into a personal brokerage account. Students learn the power of compound interest and start to actively save for retirement. Students can also compete for a FREE Money Match Scholarship by completing the Dollar-A-Day requirements.

**Stock Pitch Competition:** This competition is the culmination of investment skills gained during the year and provides High School students hands-on mentoring in financial analysis. Students (individually or in teams of two) create stock pitch report and analyze a publicly traded company to be judged by a panel of investment professionals.

# PROGRAMS

## Continued



### YIS Programs Offered:

**Money Skillz Bootcamp:** A 10-hour intro into personal finance course for 7th-9th graders that teaches the Seven Golden Rules of Investing as well as the Five Steps to Financial Freedom that is structured as a student self-study course and meets all the criteria for current distance learning methods.

**CYIA® Designation:** The highest achievement within Young Investors Society, students qualify by studying for and passing a rigorous 60-question finance exam, maintaining a high GPA, participating in community service, and passing an interview. The CYIA® Designation is widely recognized by top Universities and Employers as a top honor for teenagers around the world.

**Learn & Earn®:** Learn & Earn™ is an app for students like you to learn about money, entrepreneurship, technology, careers, college prep, mental health, and more awesome topics through bite-sized courses. By completing courses, you earn money contributed by sponsors, such as brands and non-profit organizations, as well as by parents/guardians and family members. If you're 18 or older, you have the choice to grow your balance on top of what you can earn by adding your own money! Funds are invested into the real stock market through ETFs and fractional shares. The best part is: You get to explore and add stocks to your portfolio!



# PROGRAMS

## School Sponsored Clubs



### School Club Program

- To ensure a rich experience, YIS teaches students to create life changing habits to save and invest for their future in a fun team environment.
- Each local chapter learns the fundamentals of saving and investing.
- The clubs are predominantly student-led, while overseen by a school advisor/teacher.
- Students join a community of other YIS students around the world, gain leadership experience and learn many life lessons (e.g. hard work, patience, teamwork, etc.).



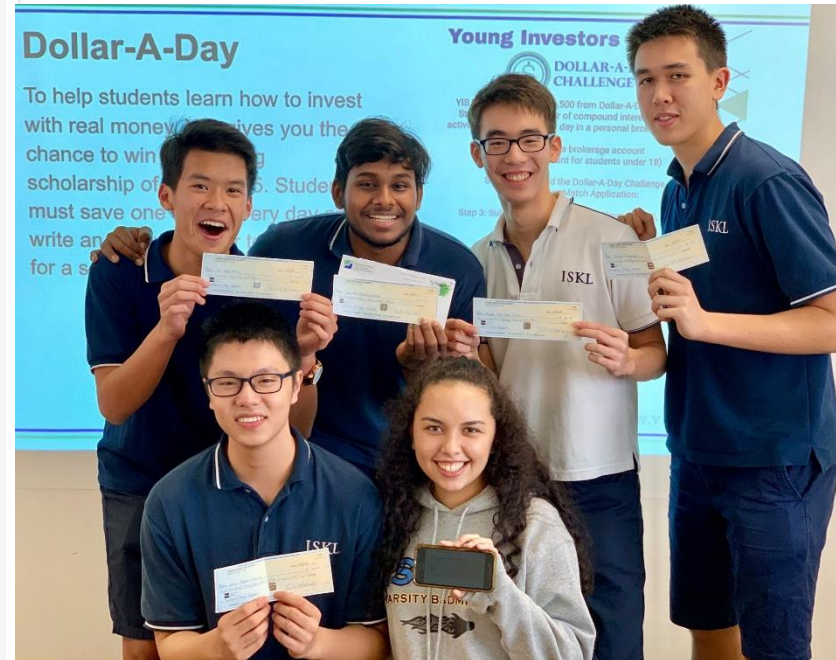
# PROGRAMS

## The Dollar-A-Day Challenge



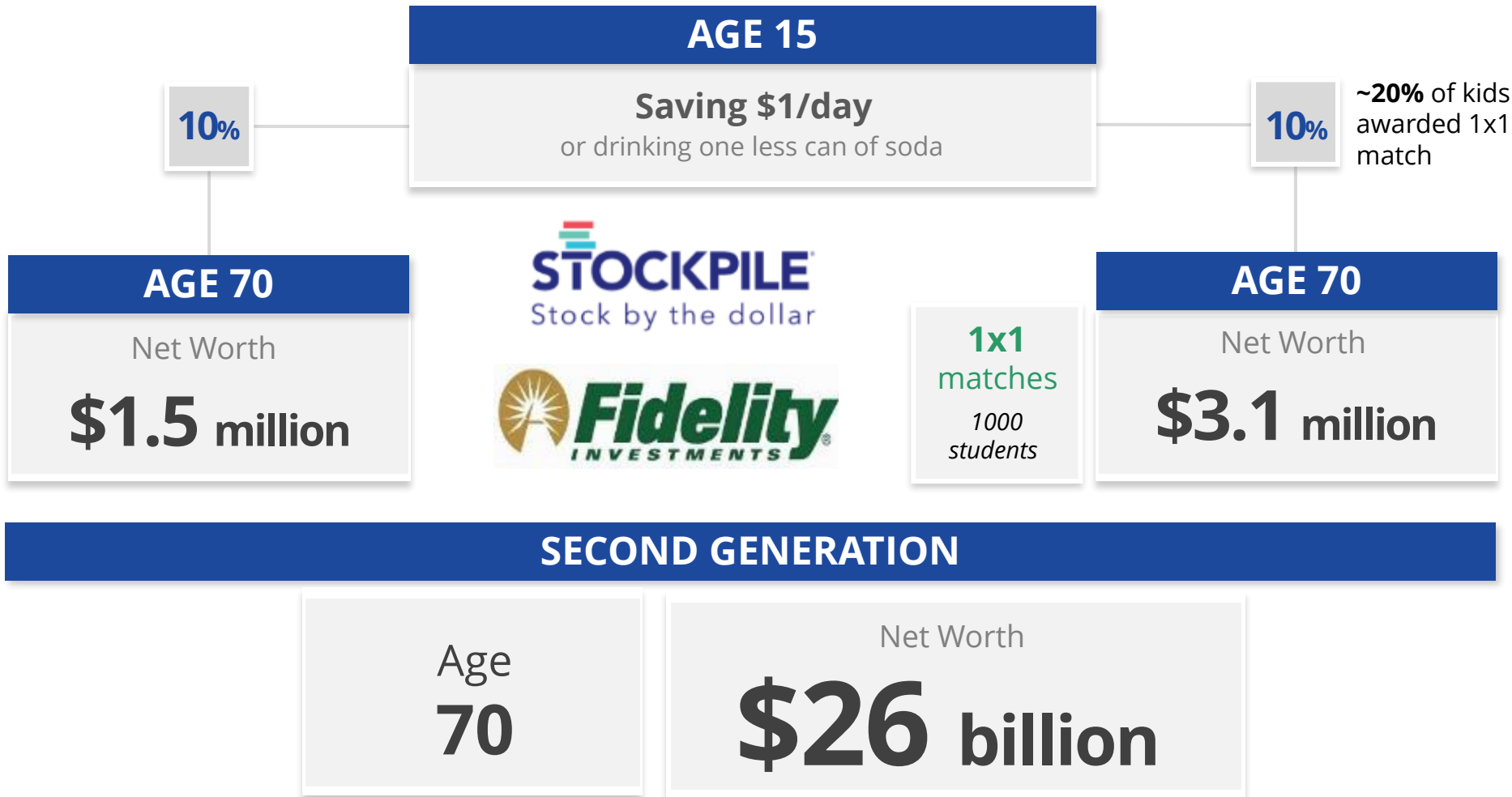
### The Dollar-A-Day Challenge

- YIS members can begin investing today by taking the “Dollar-A-Day Challenge.”
- Students can begin to invest one dollar per day into a personal brokerage account.
- Students learn the power of compound interest and start to actively save for retirement and can also compete for a donor match scholarship by meeting the Dollar-A-Day requirements.
- This program helps students develop the lifetime habit of saving and investing for retirement as well as to understand the value of long-term decisions.



# PROGRAMS

## The Dollar-A-Day Impact



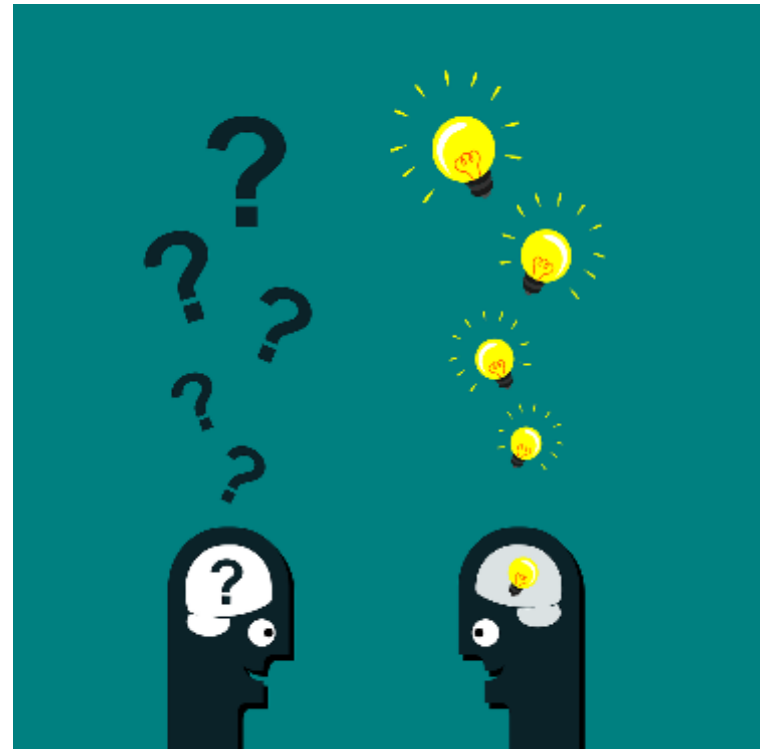
**Notes:** 11.0% is the historical average return of the S&P 500 from 1928-2015

# POP QUIZ



## QUESTION?

If you start investing **\$1,000 per year at age 15**, how much money would you have by the time you retire (at age 65) if you achieve a 10% return per year (the stock market average)?





# POP QUIZ



## QUESTION?

If you start investing **\$1,000 per year at age 15**, how much money would you have by the time you retire (at age 65) if you achieve a 10% return per year (the stock market average)?

## ANSWER:

❖ **\$1,629,074**



# PROGRAMS

## Stock Pitch Competition



### Global Stock Pitch Competition

- YIS' annual flagship event is the Global Stock Pitch Competition. This competition is the culmination of investment skills gained during the year and provides High School students hands-on mentoring in financial analysis.
- Each student or team writes a report on their chosen company with a "Buy" or "Sell" recommendation and then presents and defends their analysis to a panel of judges.
- In 2023, over 440 students from 32 US states and 16 countries competed in the competition. The global finals were held in Salt Lake City, Utah along with investment workshops, speakers, case study competition and so much more!



# PROGRAMS

## Stock Pitch Competition



### Applied Materials

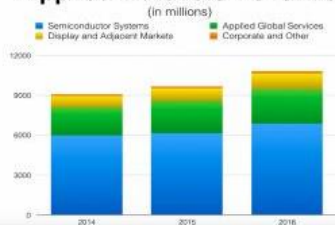
#### Business Overview

Applied Materials Inc. is a leading innovator in the "materials engineering" field that supplies manufacturers while creating novel, multifaceted solutions with applications in industries ranging from Semiconductors to Automation Software. They also provide the equipment and services needed to produce a number of diverse essentials, such as flat panel computer displays, smartphones, and integrated circuit chips. Headquartered in Santa Clara, CA (Silicon Valley) and led by the reputable Gary Dickerson, Applied Materials is well known for their "business excellence, technological innovation, and clean energy leadership."

Applied Materials' product library features a large number of processing innovations, from the "Applied VVRTP System" (a revolutionary advancement in the chip production process) to the "Precision 5000" platform. This product diversity protects the company's sales from any major downturns as experienced by those with monopolies in highly specialized fields (as discussed later on). Additionally, with the introduction of Artificial Intelligence and Blockchain to the Semiconductor industry, the market potential for these suppliers is poised to explode in coming years. According to Q1 2020 finances, the United States only accounts for 10% of Applied Materials' sales, revealing a large open market; additionally, as discussed below, Applied Materials is protected by their diversity (with Semiconductor Systems accounting for only 67.8% of net sales).

#### Financial Analysis

##### Applied Materials Revenue



GAAP-adjusted Q1 2020 net sales, helping to counteract a potentially negative period for any other markets. Additionally, a smaller portion of Applied's net income is derived from Display and Adjacent Markets, which accounted for 7.98% in Q1 2020. Given the market volatility and investor panic caused by COVID-19, quarter to quarter revenue growth is fundamental to shareholder confidence, and the diversity and reliability of Applied's manifold sectors ensure this degree of financial stability, as discussed below.

##### Overview

Applied Materials is currently trading at \$39.18 per share (as of 3/18/20), with a 7-year Annual Revenue Growth Rate of 6.2%. Revenue peaked in late 2018 with \$4.579B (quarterly), but witnessed a steady rebound in late 2019 post-July. Semiconductor Systems (the largest of Applied Materials' markets) also hit a revenue high in 2018 at \$468.78B, mirroring Applied Materials' peak / rebound pattern. Applied Global Services, Applied Materials' second largest income source, accounted for 23.95% of

### Applied Materials

#### Market Positioning and Competitors

Applied Materials currently dominates the semiconductor manufacturing industry, with a dominant 19.4% market share in 2019 (see Appendix Figure E), an increase from 18.8% in 2018. A key differentiating factor for Applied Materials is the massive amount of money they spend on **research and development** of their own products and equipment each year, reaching \$2.09 billion last year alone, and consistently prioritizing future development and innovation. Spending **14.3% of their revenues** last year on research and development alone, they significantly outspend Lam Research and ASML Holding, their two biggest competitors.

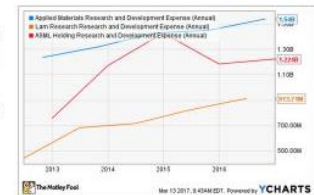
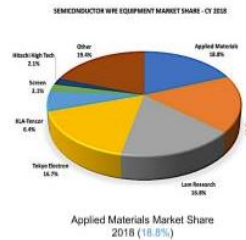
This gives Applied Materials an upper edge as they can keep up with new technologies better than other competitors, including 3D NAND and fin field-effect transistors, which are more efficient semiconductor designs. Applied's extensive research, and consistent effort for technological advancements grants them an advantage, as 40% of their revenue in the last three years amassed from technologies introduced in the last three years alone. Their **ability to evolve with new technologies** helps them stay ahead, as in the 4 quarter of 2019, they reported a **total revenue increase of 10.9%**, though competitors experienced roughly -32.22%.

Applied Materials' international approach also enhances their potential value as they lead the market for semiconductor equipment and displays in China as well. Between 2015 and 2017, Applied Materials doubled their revenues in China, and this trend will only continue, as China's own market share in the semiconductor industry was up to 60% in 2019.

Applied Materials **provides equipment for almost every step of the semiconductor process**, tying companies to solely using their products. They prioritize customer relationships, uncommon for their corporate competitors (LAM, KLA, ASML, etc.), creating a consistent customer base, built on trust and innovation. This allows them to resist manufacturing flaws or any mishaps, due to earned loyalty. In addition, there is little opportunity for aggressive competition, as Applied Materials' techniques involve complete control over client assembly lines.

#### MOAT Analysis - Wide Moat:

- Applied Materials is a large player in acquisitions, acquiring 21 organizations reaching over \$10 billion, their most recent being Kokusai Electric for \$2.2 billion (see Appendix Figure F for full list). They invest in new technologies, and assimilate competition and companies that are beneficial to their equipment production.



Applied Materials R&D Costs (billions)

Over the last 5 decades, we have been a key partner for our customers, and we have established strong expertise and capabilities to drive silicon and device scaling.  
- Dan Durn, CFO, in exclusive interview



# PROGRAMS

## Stock Pitch Competition Highlights





# PROGRAMS

## Certified Young Investment Analyst (CYIA®)



### Designation

- The highest honor within the Young Investors Society is to be awarded a Certified Young Investment Analyst (CYIA®) Designation.
- The CYIA® Designation represents a tremendous achievement. Less than 10% of those students that enter YIS end up achieving the CYIA® Designation.
- It is widely respected by Universities and future employers.



### Requirements

1. Be an active member of Young Investors Society
2. Pass the online timed CYIA® exam (50% pass rate).
3. Participate in a State or Regional Stock Pitch Competition.
4. Participate in the YIS Dollar-A-Day Challenge.
5. High School Teacher or YIS Advisor Letter of Recommendation.
6. Participate in a Community Service Project – 10 hrs.
7. Minimum GPA of 3.0 or equivalent.
8. Conduct a final interview with a YIS Board Member.





YOUNG  
INVESTORS  
SOCIETY



LEARN & EARN

12:22



## Welcome Back 🙌

Your total is \$437.13. You completed 5 courses and earned \$28.00 this week.



### Active

[View All](#)



Risk vs.  
Reward



How to  
Get a Job



Price vs.  
Earnings



Accou  
Ma

### Sponsored



Coding Is for  
Everyone

\$2.00



Invest to Meet  
Goals

\$3.00

# HOW DOES IT WORK?

1

## STUDENT DOWNLOAD

Students download the Learn & Earn app by using the QR code or from the App Store or Google Play Store. After using their phone number to register, students will be asked to enter the class code that was provided to you. The class code is very important as it allows us to track your class's performance and, if there are specific local/regional sponsors, this will allow us to target your students with the opportunity.

2

## GUARDIAN SETUP\*

Students are asked to invite their parent or legal guardian to complete the investment application to open a UTMA/UGMA account. Parents have the opportunity to set up monthly recurring contributions or do a one-time deposit into the student's account, which will be earned and invested as they complete courses.

3

## LEARNING & EARNING

Once the student is registered, they can start browsing the library of courses and completing topics that interest them.

4

## SPONSORED COURSES

After the parent has completed the account setup, the money that students earn is immediately invested into the market with Robo-Bumpers™ to keep them diversified.

**YIS CLASS CODE: 947947**



\* If the parent does not open an investment account, the student will still be able to experience the app with some limits on functionality.



# PROGRAMS

## YIS ACCESS Initiative



### YIS Access Initiative

- The YIS Access initiative provides access to FREE, quality, financial literacy education, mentorship, STEM career education, and scholarships to a variety of talented students in under-resourced communities.
- Student will learn Account Management, Budgeting, Credit Profile, Loans & Debt, Entrepreneurship, Saving, Stocks, and Investing.
- We hope to increase access to financial literacy in under-resourced communities, to encourage under-represented ethnic groups and women in finance, and empower youth to take an active role in their financial future.





# YIS MERCHANDISE

## YIS Merchandise Store Now OPEN!



Click to go to the YIS Online Store:

<https://young-investors-society.myspreadshop.com/>

### Get your YIS Merch!

100% of all merchandise proceeds go to fund YIS programs! Get your YIS swag today!



Young Investors Society LOGO - Sweatshirt  
Cinch Bag  
\$20.49



Young Investors Society LOGO - Coffee/Tea  
Mug  
\$14.99



Young Investors Society LOGO - Tote Bag  
\$18.49



# What Type of Investor Are You?



## At A Grocery Store: Which Item Would You Buy?

- 3 Cartons of Ice Cream: **\$10.00**
- Latest Blockbuster Movie: **\$10.00**
- 3lb Pack of Filet Mignon: **\$10.00**
- 12 Pack of Toilet Paper: **\$10.00**



# What Type of Investor Are You? Part 2



## At A Grocery Store: Which Item Would You

- 3 Cartons of Ice Cream: \$10.00  
Short-Term Gain=**Growth Investor**
- Latest Blockbuster Movie: \$10.00  
Latest & Greatest=**Momentum Investor**
- 3lb Pack of Filet Mignon: \$10.00  
Quality At A Good Price=**Quality Investor**
- 12 Pack of Toilet Paper: \$10.00  
Cheap & Practical=**Value Investor**





# POP QUIZ



## QUESTION?

In 2005 you invested \$10,000 in Priceline (PCLN)?

How much is that investment worth today?

*Who can get the closest?*





# POP QUIZ



## QUESTION?

In 2005 you invested \$10,000 in Priceline (PCLN)?

How much is that investment worth today?

*Who can get the closest?*

## ANSWER:

**\$53 Million Dollars!**

(PCLN is up 5,345%)



# IMPORTANT DATES

## Mark Your Calendars



### Dates to Remember

- **October (Ongoing)**  
Dollar-A-Day Challenge
- **November 1<sup>st</sup>-30<sup>th</sup>**  
CYIA® Exam Open Online  
Fireside Chat with Industry Professional
- **December 1<sup>st</sup>-30<sup>th</sup>**  
Community Champions Community Service Events
- **January 1<sup>st</sup>-January 30<sup>th</sup>**  
CYIA® Exam Open Online  
Mid-Year Finance Competition
- **February**  
Fireside Chat with Industry Professional  
Stock Pitch Registration OPENS
- **March 2023**  
Stock Pitch Prep Night  
Stock Pitch Reports/Presentations Due
- **April 1-April 30, 2023**  
State Stock Pitch Competitions Held (U.S. & International)
- **May 2024**  
Global Youth Investment Summit



### Ongoing

- Dollar-A-Day Challenge
- CYIA Designation Applications Accepted

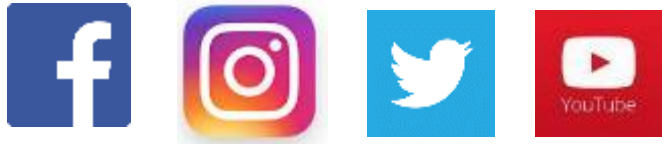
All applications can be emailed to  
[Ctobin@yis.org](mailto:Ctobin@yis.org)

# Follow Us On Social Media



Young Investors Society has regular updates and contest that are announced on our social media pages.  
Follow us for the most recent news, updates, and contests!

Follow us on:



Questions?

Contact:

Christine Tobin  
Chief Operating Officer  
(805) 479-5292  
Ctobin@yis.org



Visit our website at:  
[WWW.YIS.ORG](http://WWW.YIS.ORG)



**See You At The Next Meeting!**