

### **Objective**

The Financial Statement Analysis event involves a team of 2-3 participants analyzing financial statements of two (2) companies from the same industry, preparing a written analysis, and then presenting their findings and recommendations. For 2011-2012, participants will analyze financial statements for Eli Lilly & Company and Pfizer, Inc.

This event was created in response to the career opportunities available for college graduates in the accounting and financial services fields. Upon completion of the written prospectus and presentation, participants will be very familiar with the two corporations that were analyzed. This event will help participants develop the ability to understand, analyze, and make decisions based on financial information—these skills are essential to every professional business career. Students will also learn how to work effectively as a team.

### **Additional Resources**

In addition to these guidelines, additional information is provided on the Web site ([www.collegiatedeca.org](http://www.collegiatedeca.org)) including: formulas and guidelines for calculations, information about the two (2) companies being analyzed, any special considerations related to the specific companies or current economic conditions, tips for competing, and ideas for using this event as a classroom project.

### **Description**

In the Financial Statement Analysis event, teams are given the task of reviewing the annual reports of two companies whose primary operations are within the same industry. The teams will be acting as financial consultants.

The team will be analyzing each company's annual report (10-K filing), which serves as a "résumé" of a corporation. Much of the information provided in corporate annual reports and in the 10-K is dictated by Generally Accepted Accounting Principles (GAAP) and by the Securities and Exchange Commission (SEC). Specifically, GAAP requires annual reports to disclose four financial statements: a Balance Sheet, a Statement of Cash Flows, an Income Statement and a Statement of Retained Earnings.

The average person may not even know where to locate a company's financial statements. Even a seasoned business professional may not be able to analyze "raw" financial data and make competent decisions based on that data. This is why even high-level executives rely on specialists in the areas of finance and accounting. Determining the best way to tell a financial story is a critical skill in business.

Therefore, the main responsibility in making this presentation is to draw conclusions from the data that has been gathered, determine the relevant position of each of the corporations in all of the analyses performed, and do so in a way that is understandable to others.

The presentation will be given to a business and/or financial professional (judge) who is NOT a representative of either company being analyzed.

In addition to the presentation, the team must prepare a prospectus of not more than fifteen (15) pages, including title page, that describes the team's analysis and recommendations, and which will be used to direct and reinforce the presentation to the judges(s).

**A prospectus is a short description of the analysis and must include the following sections:**

1. Executive Summary
2. Horizontal Analysis
3. Vertical Analysis
4. Ratio Analysis
5. Conclusions/Recommendations
6. Public Perception and Recent Results

**Learning Outcomes**

In addition to developing and demonstrating specific knowledge through the development and presentation of a financial analysis to business and/or financial professionals (judges), the participants will develop or reinforce the following areas in relation to financial analysis, accounting principles, and the analysis of corporate financial statements:

- Demonstrating knowledge of corporate financial statements
- Interpreting financial statements, organizing thoughts and making recommendations
- Applying Generally Accepted Accounting Principles (GAAP) to corporate finances
- Evaluating the performance of your own corporation, or your competitors
- Examining financial statements to decide whether to extend credit to a particular corporation
- Choosing between alternatives for an organization's investment portfolio
- Analyzing business opportunities from a financial standpoint
- Selecting your personal investments
- Preparing effective written communications
- Organizing and communicating ideas and recommendations effectively
- Accomplishing objectives as a team

For international competition, the content to be evaluated is found in the standard Evaluation Form located in these Guidelines. Preliminary round competition will consist of an evaluation of the prospectus (minus deductions for the Written Entry Checklist) and one presentation for a possible one hundred (100) points. Teams will be ranked by section and a predetermined number of teams will be named finalists. Finalists will again be evaluated based on their prospectus (minus deductions) and presentation to determine final rankings. The following guidelines will be applied to the presentation at the International Career Development Conference.

*Read carefully the Guidelines for the Format of the Prospectus, Guidelines for the Presentation, Written Entry Checklist, Written Statement of Assurances and Evaluation Form.*

### Guidelines for the Use of Financial Information

All of the information used to conduct an analysis and develop the presentation for this event is public information available in the corporations' 10-K filing or in their annual report on their Web site. However, it is not uncommon for adjustments to be made in a company's annual report after its initial public filing, resulting in amended reports. Therefore, to ensure that all participants are working with the same financial information, the public financial statements to be used for this event must be those that have been made available in the Competitive Events section of the Web site. The Web site also includes the Fiscal Year End (FYE) date and 10-K filing date for the statements to be used in the event.

Judge(s) will receive copies of these exact reports, and will be given time to review them prior to student presentations. No additional financial reports will be provided to the judge(s), either by the conference/event managers or by the participants themselves.

Participants may NOT make reference to any additional financial statements, either from the companies themselves or from third-party information providers. Therefore, participants are prohibited from requesting additional information from the companies themselves, or from any third-party provider of information such as a financial consulting company. Failure to follow either the letter or the intent of these restrictions may result in disqualification. Participants may only make use of or reference public information available through financial or general newspapers, Internet resources, journals, etc. This type of information that does not deal directly with financial statements would be used primarily in Sections 1 and 6.

### Guidelines for the Format of the Written Prospectus

The teams must prepare a written report of their analysis and recommendations. Read carefully and follow instructions for: Title Page, Format for the Prospectus and Evaluation of the Prospectus, Checklist Standards, and Written Entry Checklist. Refer also to the Evaluation Form. Nowhere in the written entry should the judge be able to determine where the team is from (school, city, state/province/territory or country).

#### Title Page

The first page of the prospectus in the title page, which lists the following:

- FINANCIAL STATEMENT ANALYSIS
- Name of Your Consulting Firm
- Analysts' (Participants') Names
- Chapter Advisor's Name
- Date

A page number will not appear on the title page; however, the title page does count as one of the maximum fifteen (15) pages allowed. The page following the title page will be numbered "2"—all pages thereafter are to be numbered in sequential order.

The written prospectus will not include copies of the financial statements. These will already be provided to the judges. Participants may, however, bring copies of the financial statements to the presentation for reference.

### Format for Prospectus and Evaluation of the Prospectus

The body of the prospectus must consist of the following six (6) sections. Use the prospectus for support and documentation of the presentation. Refer to the Written Entry and Presentation Evaluation Form.

### Additional Resources/Appendix for Calculations

In addition to these guidelines, additional information is provided on Collegiate DECA's Web site including: formulas and guidelines for calculations, information about the two (2) companies being analyzed, tips for competing, and ideas for using this event as a classroom project. While the written prospectus only needs to show answers, the calculations used to arrive at the answers must be shown in an appendix. (Details provided on the Web site.)

### Section 1: Executive Summary

In this section provide a brief overview of each of the two corporations. Participants are not limited but, at a minimum, should provide the following information for both companies:

- Official name of the corporation
- Location of the corporate headquarters
- The state in which the company is incorporated
- Company Internet address
- Stock symbol of the corporation and the exchange on which it is traded
- Fiscal year-end of the corporation
- Date of the 10-K filing according to the financial statements provided
- The company's independent accountant/auditor
- The primary products(s) and/or services (s) of the corporation

### Section 2: Horizontal Analysis

Horizontal Analysis is used as a tool to evaluate data and trends over time. Most financial statements will have at least three years of data on their Income Statement and two years worth of data on their Balance Sheet. Horizontal Analysis is used to do intra-company analysis and expresses information as a percentage change.

The calculations used to determine the answers for the horizontal analysis must be included in the appendix.

For EACH of the two corporations complete a horizontal analysis for the last two years in order to determine the trend in the data over time. The analysis must include the following:

- Revenue
- Gross Profit
- Net Income
- Income from Continuing Operations
- Net Cash from Operating Activities
- Assets

Which Company is experiencing the most growth?

Where is the growth coming from?

Graph your results in order to demonstrate the trend.

**Section 3: Vertical Analysis (Common-Size Analysis)**

Vertical/Common-size analysis expresses items in a financial statement as a percentage of a single or base amount. This allows analysis of two or more corporations of varying sizes.

The calculations used to determine the answers for the vertical analysis must be included in the appendix.

- I. For an Income Statement, items are usually expressed as a percentage of revenue. Perform vertical analysis in relation to revenue for the following items in the Income Statement for the current year for each of the two corporations.

	Current Year
Revenue	100%
COGS	
Operating Expense	
Interest Expense	
Income Tax Expense	
Net Income	

Based on the analysis, how have each of the companies performed relative to the following:

- Product or Service Cost Control
- Operating Cost Control
- Debt Servicing
- Tax burden
- Profitability

- II. For a Balance Sheet, vertical analysis is performed by expressing amounts as a percentage of total assets. These percentages are then compared to percentages calculated for another corporation (inter-company analysis). Perform common-size analysis of the following for each of the two corporations.

	Current Year
Current Assets	
Property, Plant and Equipment	
All Other Assets	
TOTAL ASSETS	100%
Current Liabilities	
Total Liabilities	
Stockholder's Equity	

Based on this analysis, what conclusions can be drawn about the two companies?

#### Section 4: Ratio Analysis

Compute the ratios for the following categories:

- Liquidity
- Solvency or Financial Strength
- Activity or Efficiency
- Profitability
- Market or Valuation

A description of each category, the exact ratios to be calculated for each category, and the industry averages to be used in your ratio analysis, are available in the competitive events section of the Web site ([www.collegiatedeca.org](http://www.collegiatedeca.org)).

Teams must calculate the ratio for the most current year. Present, in chart or graph format, each ratio for each of the corporations. For example:

Category: Short-Term Liquidity		
Ratio	Company 1	Company 2
Current Ratio	1.1	1.4

The calculations used to determine the answers for the ratio analysis must be included in the appendix.

For each ratio, comment on:

- What is the relative position of each of the corporations?
- What is being measured?
- What does it mean?

At the end of each category/section, comment on:

- As a category, what is being measured?
- Who are the users of this information?
- Which company is in the best overall position?

### Section 5: Conclusions/Recommendations

Draw conclusions from the data that was gathered in Sections 2 - 4, and determine the relevant position of each of the corporations in all of the analyses. The conclusions/recommendations must address the following as a comparison between the two companies. The thoughtfulness of the analysis will be the most important factor in the evaluation of this section.

1. What are the overall strengths and weaknesses of each corporation?
2. What recommendation would you make to current and potential private or organizational investors in the two corporations?
3. What recommendation would you make to lenders regarding the credit-worthiness of the corporations?
4. Position, salary and benefits being equal, which company would you prefer to work for?

### Section 6: Public Perception and Recent Results

Regardless of the “on paper” financial strength of a company, decisions are often made based on the public perception of a company. A rumor within the financial industry may make it difficult for a company to obtain a loan. Negative publicity may force other companies and private citizens to “stop doing business” with a company. Even a company who performed well, but missed analyst projections, may see a drop in public confidence and a reduction in stock value. Based on current research, answer the following questions:

- What is the general sentiment toward each company?
- How does the financial industry currently perceive each company?

#### Based on the findings:

- How has public perception positively or negatively affected the companies?
- What, if anything, has the company done to counter any negative sentiment that may exist?
- How, if at all, has the company capitalized on any positive perceptions that may exist?

Finally, obtain the most recent financial reports filed with the SEC by each of the two companies and evaluate recent performance. Answer the following questions:

- Since the 10-K filing analyzed in Sections 2-4, how have each of the two companies generally performed?
- Were there any noteworthy disclosures in the most recent filings?

#### Based on Findings

- How has each of the companies’ stock performed over the last 24 months?
- Would you say the company has positive or negative momentum moving in to the close of its next fiscal year?
- Would you change any of your conclusions or recommendations from the previous section based on current financial information?

#### Note:

Participants are prohibited from requesting or obtaining additional information from the companies themselves, or from any third-party provider of information such as a financial consulting company, other than what is available to the public (such as the company’s public Web site). In addition, participants may not conduct or use of any research conducted for the purpose of this project (such as soliciting opinions from others through ANY means). Participants may only make use of or reference public information available through financial or general newspapers, Internet resources, journals, etc. Failure to follow either the letter or the intent of these restrictions may result in disqualification.

### Checklist Standards

In addition to the items outlined above, participants must observe the following rules. The purpose of these rules is to make the competition as fair as possible among all participants. Points will be deducted for each violation. Refer to the Written Entry Checklist.

1. Two “official” prospectuses must be submitted. Both of these must be submitted in official Collegiate DECA (or DECA/Delta Epsilon Chi) folios. Folios are available from DECA Images (catalog # FOLIO). No markings, tape or other materials should be attached to the folios.
2. Both prospectuses must be brought to the participant briefing session to be turned in for evaluation according to the Written Entry Checklist. These will be kept by the event director and will be given to the judge(s) prior to the presentation.
  - The participants may retain other copies (or photocopies) for their personal reference during the presentation. These do not have to be in official folios, will not be evaluated, and may not be shown to judges.
3. The prospectus must be limited to fifteen (15) pages, including the title page, which is not numbered. The pages must be numbered in sequence; however, a page number will not appear on the title page. The title page does count as one of the maximum fifteen (15) pages allowed. The page following the title page will be numbered “2”. One page will be counted for each 8.5 x 11-inch panel or fraction thereof (foldouts, brochures, etc.). Extra pages added as dividers or additional title pages (even if blank) are included in the maximum fifteen (15) pages.
4. Body copy of the prospectus must be at least double-spaced (not space-and-a-half). Title page, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced. Material may appear on one side of the page only.
5. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs, exhibits may be handwritten.
6. Colored paper, ink, pictures, etc. are allowed. Divider tabs, page borders, artwork, attachments, foldouts, paste-ups, photographs, etc. may also be used, but are still subject to the number of pages and page size restrictions.
7. Guidelines for the appendix (used to show financial calculations) were followed. The appendix does not count as one of the fifteen (15) pages.

Reminder: The event guidelines, financial statements and additional information provided to participants will also be given to judges to review prior to competition and for reference during the competition process.

**Guidelines for the Presentation** | Refer to the Written Entry and Presentation Evaluation Form.

How the information is presented is up to the team within the following guidelines.

1. All material must be prepared by the participants.
2. The participants may bring copies of the prospectus to the presentation for their personal reference. These do not have to be in official folios, will not be evaluated, and may not be shown to judges.
3. Self-contained, state-of-the-art technology (personal or laptop computers/hand/held digital organizers) may be used. However, participants must use battery power even if electrical outlets are available in the room.
4. Visual aids (poster paper, flip charts, etc.) may be used.
5. All materials, equipment, supplies, etc. must be provided by the participants. DECA ASSUMES NO RESPONSIBILITY FOR DAMAGE/LOSS OF MATERIALS, EQUIPMENT, SUPPLIES, ETC.
6. Only materials (includes computer equipment, visual aids, etc.) that can be easily carried to and from the competition areas by the actual participants will be permitted. Only the participants may handle and set up their materials. No outside assistance will be allowed.
7. Participants will have up to twenty (20) minutes to present their proposal and answer questions from the judges.
8. Space provided for this event may be limited to a 6' x 8' pipe-and-drape booth in an arena atmosphere (includes judge's table and chairs).
9. When using a presentation aid, such as a laptop computer, the noise level must be kept at a conversational level that does not interrupt other participants. If this guideline is not followed, the participant will be interrupted and asked to follow the noise policy. Failure to do so may result in disqualification.

**Presentation Schedule**

- Fifteen (15) minutes for judges to review prospectus
- Twenty (20) minutes for participant set-up, presentation and questions from the judges
- Ten (10) minutes for scoring by the judges

The Financial Statement Analysis event was created by Collegiate DECA in response to the career opportunities available for college graduates in the accounting and financial fields.

A team of 2-3 participants with career interests in accounting and finance have analyzed the financial statements of two (2) companies from the same industry. Every team uses the same two companies. Each team is to prepare a written prospectus prior to the conference, then present their findings and analysis to you, as the judge, using both the written prospectus and presentation.

Acting as financial consultants, the team will be analyzing each company's annual report (10-K filing), which serves as a "resume" of a corporation. Much of the information provided in corporate annual reports and in the 10-K is dictated by Generally Accepted Accounting Principles (GAAP) and by the Securities and Exchange Commission (SEC). Specifically, GAAP requires annual reports to disclose four financial statements: a Balance Sheet, a Statement of Cash Flows, an Income Statement and a Statement of Retained Earnings.

Judges are given copies of the identical financial statements used by the students, as well as the answers to the required calculations. As the judge(s), you are NOT acting as representatives of either company being analyzed.

The average person may not even know where to locate a company's financial statements. Even a seasoned business professional may not be able to analyze "raw" financial data and make competent decisions based on that data. This is why even high-level executives rely on specialists in the areas of finance and accounting. Determining the best way to tell the financial story is a critical skill in business. Therefore, each team's main responsibility in making their presentation is to draw conclusions from the data that they have gathered, determine the relevant position of each of the corporations in all of the analyses that they perform, and do so in a way that is understandable to you as the judge(s).

### Judging the Written Entry and Presentation

Please familiarize yourself with all of the guidelines, financial statements and calculations before reading any of the prospectuses and interacting with participants. Penalty points (see Written Entry Checklist) have already been assessed. Your job is to evaluate each team's written prospectus and presentation based on the Written Entry and Presentation Evaluation Form.

1. To ensure fairness, at no time should a participant be asked where he/she is from (school, state, country, etc.).
2. Place the participants' names and identification numbers, using labels if provided, on the bubble score sheet as instructed (if not already done). If a bubble score sheet has not been provided, this information must be placed on the evaluation form for this event.
3. Participants will be scheduled for presentations at forty-five (45) minute intervals. Before each team enters the judging room/area, you will have fifteen (15) minutes to review their prospectus.
4. The participants will begin by setting up visuals, equipment, supplies, etc.
5. Participants will have up to twenty (20) minutes to set up in the presentation room/area, make their presentation and answer questions from the judges. Remember, you are not acting as representatives of either company being analyzed. You may refer to the team's prospectus or to your notes during the interaction with the participants.
6. You may ask questions of the participants to determine their ability to think spontaneously. To insure fairness, you must ask all participants the same standard questions (one from each Section would be appropriate). After asking the standard questions, you may ask other questions for clarification specific to the current team.
7. Following the team's interaction with you, please thank the participants for their presentation but give no indication of their performance/score.
8. During the last ten (10) minutes, after the participants are excused from the judging area, you may score the participant(s). Refer to the Evaluation Criteria section for guidelines. On the bubble sheet provided, please bubble in the appropriate score and write the score on the corresponding line to verify accuracy. Please make sure not to exceed the maximum score possible for each item.

Please make sure to score all categories, add them for the total score, and then initial the total score. The maximum score for the evaluation is one hundred (100) points.

NOTE: If a bubble score sheet is not provided, indicate your scores on the Financial Statement Analysis Evaluation Form.

The Evaluation Form follows the outline shown in the section titled Format for Prospectus and Evaluation of the Prospectus, and the section titled Guidelines for the Presentation, which explain in greater detail what should be discussed in each section. As you read the prospectus and listen to the presentation, ask yourself, "How well does this team know their material and understand the analysis and use of financial statements? Did the participants communicate clearly?"

### Presentation Schedule | In forty-five (45) minute intervals

- Fifteen (15) minutes for judges to review prospectus
- Twenty (20) minutes for participant set-up, presentation and questions from the judges
- Ten (10) minutes for scoring by the judges

**Evaluation Criteria**

A score under the heading **Exceeds Expectations** in any category means that, in your opinion, the information is presented in an effective, creative way; in effect, nothing more could be expected of the participants.

A score under the heading **Meets Expectations** in any category means that, in your opinion, the information is presented well. There may be a few minor problems or omissions, but they are not significant. Presentations/Recommendations which earn this level in every category would probably receive strong consideration for adoption.

A score under the heading **Below Expectations or Little/No Demonstration** in any category means that some major flaw has been noted which damages the effectiveness of the presentation. This may be a major omission, a serious misstatement or any other major flaw.

**Judging Summary**

Maximum score is 100 points. A score of 70 or better would earn the participants a Certificate of Excellence.

We hope you are impressed by the quality of work of these students with a career interest in the fields of accounting and finance. If you have any suggestions for improving this event, please mention them to your event manager.

**We thank you for your help.**

Participant's Name: \_\_\_\_\_  
 I.D. Number: \_\_\_\_\_

Participant's Name: \_\_\_\_\_  
 I.D. Number: \_\_\_\_\_

Participant's Name: \_\_\_\_\_  
 I.D. Number: \_\_\_\_\_

Please refer to Guidelines for the Format of the Prospectus for a more detailed explanation of these items.

	Checked	Penalty Points Assessed	Page No./ Note
1. The Written Statement of Assurances must be signed and submitted with the entry.	_____	15	_____
2. Entries submitted in an official Collegiate DECA (or DECA/Delta Epsilon Chi) written event folio. Two copies submitted.	_____	5	_____
3. Title page information has been provided as requested.	_____	5	_____
4. Limited to the number of pages specified in the guidelines. One page will be counted for each 8.5 x 11 inch panel or fraction thereof (foldouts, brochures, etc.).	_____	5 per page	_____
5. All pages are numbered in sequence (except for the title page, which is not numbered).	_____	5	_____
6. Major content must be at least double-spaced (not space-and-a-half). Title page, bibliographical references, appendix content, footnotes, long quotes, material in tables, figures, exhibits, lists, headings, sample letters, forms, charts, graphs, etc. may be single-spaced.	_____	5	_____
7. Entry must be typed/word processed. Handwritten corrections will be penalized. Charts, graphs, exhibits may be handwritten.	_____	5	_____
8. The body of the written entry follows the sequence outlined in the guidelines. Additional subsections are permitted.	_____	5	_____
9. Appendix has been included to show calculations.	_____	5	_____

**TOTAL Penalty Points Assessed** \_\_\_\_\_

A check indicates that the item has been examined.  
 A circled number indicates that an infraction has been noted.  
 A page number indicates the location of the infraction.

Research and report writing are important elements of modern business activities. Great care must be taken to assure that the highest ethical standards are maintained by those engaging in research and report writing. To reinforce the importance of these standards, all written entries in Collegiate DECA's Competitive Events Program must submit this statement as part of the entry. The statement must be signed by all members of the competitive team, where applicable, and should be placed at the front of the written entry binder that is submitted for penalty points.

I understand the following requirements as set forth by DECA Inc. for all Competitive Event entries containing a written component. These requirements are additional to any general competitive event rules and regulations published by DECA Inc. By signing this statement, I certify that all are true and accurate as they relate to this entry.

1. The contents of this entry are the results of the work of the team members listed below.
2. No part of this entry has been previously entered in international competition.
3. This entry has not been submitted this year for international competition in any other Collegiate DECA competitive event, nor by any other participant/team in this event.
4. Credit for all secondary research has been given to the original author and is stated as such in the written project.
5. All activities or original research procedures described in this entry are accurate depictions of the efforts of the team members listed below.
6. I understand that Collegiate DECA has the right to publish this entry. Should Collegiate DECA elect to publish this entry, I will receive an honorarium from Collegiate DECA. Individuals/Teams with extenuating circumstances may appeal the right to publish the entry to the executive committee of the board of directors prior to submission of the project for competition.
7. I understand that the ideas and information presented in the written project and judge interaction will become public information. Therefore, DECA Inc., its staff, volunteers and organizational partners cannot reasonably be expected to ensure the security of my/our ideas and information.

*This statement of assurances must be signed by all members of the team and submitted with the entry during the Financial Statement Analysis event briefing, or entry will be given 15 penalty points.*

Name of Chapter	Chapter Advisor	Chapter Advisor Email
Participant's Name	Participant's Name	Participant's Name
Signature	Signature	Signature

*Hole punch and place in front of the written entry. Do not count as a page.*

Participant's Name: \_\_\_\_\_  
 I.D. Number: \_\_\_\_\_

Participant's Name: \_\_\_\_\_  
 I.D. Number: \_\_\_\_\_

Participant's Name: \_\_\_\_\_  
 I.D. Number: \_\_\_\_\_

	Little/No Demonstration	Below Expectations	Meets Expectations	Exceeds Expectations	Judged Points
<b>Section 1: Executive Summary</b>					
1. Introduction of Companies (Possible Points 5)	0	1-2	3-4	5	_____
<b>Section 2: Horizontal Analysis</b>					
2. Consider: accuracy of financial computations, thoroughness of report, knowledge of material, quality of analysis, and ability to answer questions (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
<b>Section 3: Vertical Analysis</b>					
3. Consider: accuracy of financial computations, thoroughness of report, knowledge of material, quality of analysis, and ability to answer questions (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
<b>Section 4: Ratio Analysis</b>					
4. Consider: accuracy of financial computations, thoroughness of report, knowledge of material, quality of analysis, and ability to answer questions (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
<b>Section 5: Conclusions/Recommendations</b>					
5. Consider: quality of conclusions and recommendations; ability to answer questions (Possible Points 15)	0-1-2-3-4	5-6-7-8	9-10-11-12	13-14-15	_____
<b>Section 6: Public Perception and Recent Results</b>					
6. Consider: thoroughness of report, quality of analysis, and ability to answer questions (Possible Points 10)	0-1-2	3-4-5	6-7-8	9-10	_____
<b>WRITTEN PROSPECTUS EVALUATION</b>					
7. Overall Impression of Written Prospectus (Possible Points 5)	0	1-2	3-4	5	_____
<b>PRESENTATION EVALUATION</b>					
8. Professionalism (Possible Points 5)	0	1-2	3-4	5	_____
9. Quality of Presentation Materials (Possible Points 5)	0	1-2	3-4	5	_____
10. Demonstration of Teamwork (Possible Points 5)	0	1-2	3-4	5	_____
11. Overall performance: Appropriate appearance, poise, confidence, presentation technique, etc. (Possible Points 5)	0	1-2	3-4	5	_____

**Total Judged Points (100 maximum): \_\_\_\_\_**

JUDGE SECTION: A B C D E F G (circle one)

**TIE BREAKER**

For tie-breaking purposes, the following evaluation form ranking process will be used. Begin with item #5. The team with the highest score for #6 wins the tie-break. If this does not break the tie, continue the process for the remaining evaluation items in the following order: 2, 3, 4, 5, 1, 11, 7, 10, 8, 9.