**2015 Pace Equity Research Competition (PERC)**

**Details**

The Pace Equity Research Competition starts today April 7th, 2015. The name of the company to be analyzed this year is **Tesla Motors, Inc (TSLA).** Analyze TSLA and write a brief report that should include the following:

* a macroeconomic and industry analysis,
* a discussion of the company’s financial situation and prospects,
* Tesla’ equity valuation,
* your recommendation, whether to buy or sell TSLA stock.

The valuation section should include: a) a brief explanation of the valuation methodology and the assumptions used; b) the details of the valuation. The details of the firm valuation should be presented in an easy-to-read, self-explanatory Excel spreadsheet in an appendix. This appendix, as well as other appendices that you wish to attach, are meant to be supporting documents of your report and should not be used as stand-alone documents. Your report should contain references to your valuation appendix (and any other appendices that you use).

The deadline for the written report is April 30th, 11:59 pm. All reports must be **submitted electronically to** iismailescu@pace.edu**.**

**Technicalities**

* The entire report (excluding appendices) should consist of no more than ten double-spaced pages.
* Entries will be judged on several factors – originality, quality of writing, perceptiveness and strength of financial analysis.
* Students can work individually or in groups.
* Register your participation as soon as possible by writing an e-mail to Dr. Iuliana Ismailescu at iismailescu@pace.edu.

**Sources of information**

* You are free to use any source of information regarding a company as long as you properly reference it (indicate where the information comes from).
* You are free to consult with any member of the Pace community, both faculty members and students -- however, **passing off the work of others as your own is plagiarism and is unacceptable in this competition** – you are expected to do your own analysis.

**Eligibility Requirements**

* The competition is open to all students interested in participating in the CFA Challenge, who are enrolled during the Spring 2015 semester and graduate in December 2015 or later. Students’ PERC performance will be used as one of the criteria to select the Pace University team for the 2015 CFA Challenge.
* Participants should not be CFA Charterholders, but students who are CFA candidates levels I and II are highly encouraged to participate.
* Participants should not have worked previously as equity analysts.

**For more information about the PERC, come to the NYSSA Pace University Chapter’s Information Session today, April 7th, 4:30 pm – 5:30 pm in CIVIC E101.**

Participants who are interested in the CFA Research Challenge must participate in the PERC first. If they are selected, they must be available to work on the CFA Institute valuation project during the 2015/2016 winter break. (Note: you must be physically present in the New York metropolitan area during the break.)

**Additional information**

For materials on what a research report looks like go to:

http://www.cfainstitute.org/community/challenge/about/pages/past\_champions.aspx

For more information on the CFA Research Challenge, go to:

<http://cfainstitute.org/community/challenge/Pages/index.aspx>

Some important benefits of participating in the CFA Challenge are:

* interacting with investment professionals and top firms
* real-world experience in equity analysis, sell-side research report writing, and presentation skills.
* resume enhancement
* significant grant for the global winners’ school.