



THE INVESTMENT CHECKLIST

NO.	ITEM	✓
1	Can I explain how the company makes money in simple terms?	
2	Do the company's products add value to customers?	
3	How do the company's products compare to those of the competition?	
4	What will change to the product portfolio in the next 3-5 years?	
5	What are the incremental margins that those products will provide?	
6	Can the business be monetized further through price hikes or higher volumes?	
7	What are the "economic moats" that explain the company's bargaining power	
8	What are the industry trends, including consumption patterns & regulation?	
9	What's management's track record in terms of strategy & capital allocation?	
10	What are the KPIs that management is focusing on, and why?	
11	Is the corporate structure simple, without conflicts of interests?	
12	Are the debt levels reasonable given the type of business the company is in?	
13	Explain the major fluctuations to the company's share price in the last decade	
14	Identify who's been buying and selling shares and why, including insiders	
15	What does alternative data say about how fundamentals are developing?	
16	Are there any other catalysts that will cause the shares to rerate upwards?	
17	What type of P/E can we expect given the quality and growth of the company?	
18	Estimate future EPS and calculate an IRR, inclusive of dividends	
19	What are the key risks that can cause me to end up losing money?	
20	How does the potential IRR compare to the amount of risk I'm taking on?	