



The Value Proposition for Finance Students

Verdant Analysis has developed a web-based financial analysis tool called “Cogent” and the communication platform that compliments it called “Forecast”. We provide a service that allows users to make better investment decisions and improve investment results by making it easier to analyze financial statements.

In a nutshell, Cogent users can build “analysis templates” by selecting the financial statement line items they require (from each of the three main statements) over a range of time periods (both quarters and years). They can then apply the template to a portfolio of securities and get the result in a spread sheet.

This saves the user hours of time consuming, frustrating work in collecting financial data. The user can perform both vertical and horizontal analysis quickly and easily.

Forecast allows users to post their price predictions. We calculate the actual and projected annualized return and rate the user’s skill. Forecasts can be kept private or made public. Public Forecasts can be searched by other users, commented on and broadcasted.

This is an excellent application in an educational environment for several reasons:

- It is web-based and can therefore be accessed anywhere there is an internet connection,
- It has an extremely clean and intuitive interface, the time required to learn how to use it is close to zero,
- It takes the grunt work out of financial analysis, but still requires the student to think for him or herself and draw conclusions from the results of their analyses,
- Interesting applications can be devised using the Forecast tool such as competitions for the best return,
- It is priced in an attractive and flexible manner.

Our application also promises to be a very useful adjunct to a student’s own research. Because the results are in a spreadsheet, students can use Eureka to detect equations and hidden mathematical relationships in their data.

Please contact Jennifer Cameron to discuss how Verdant Analysis can improve financial research and learning outcomes in your school.

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