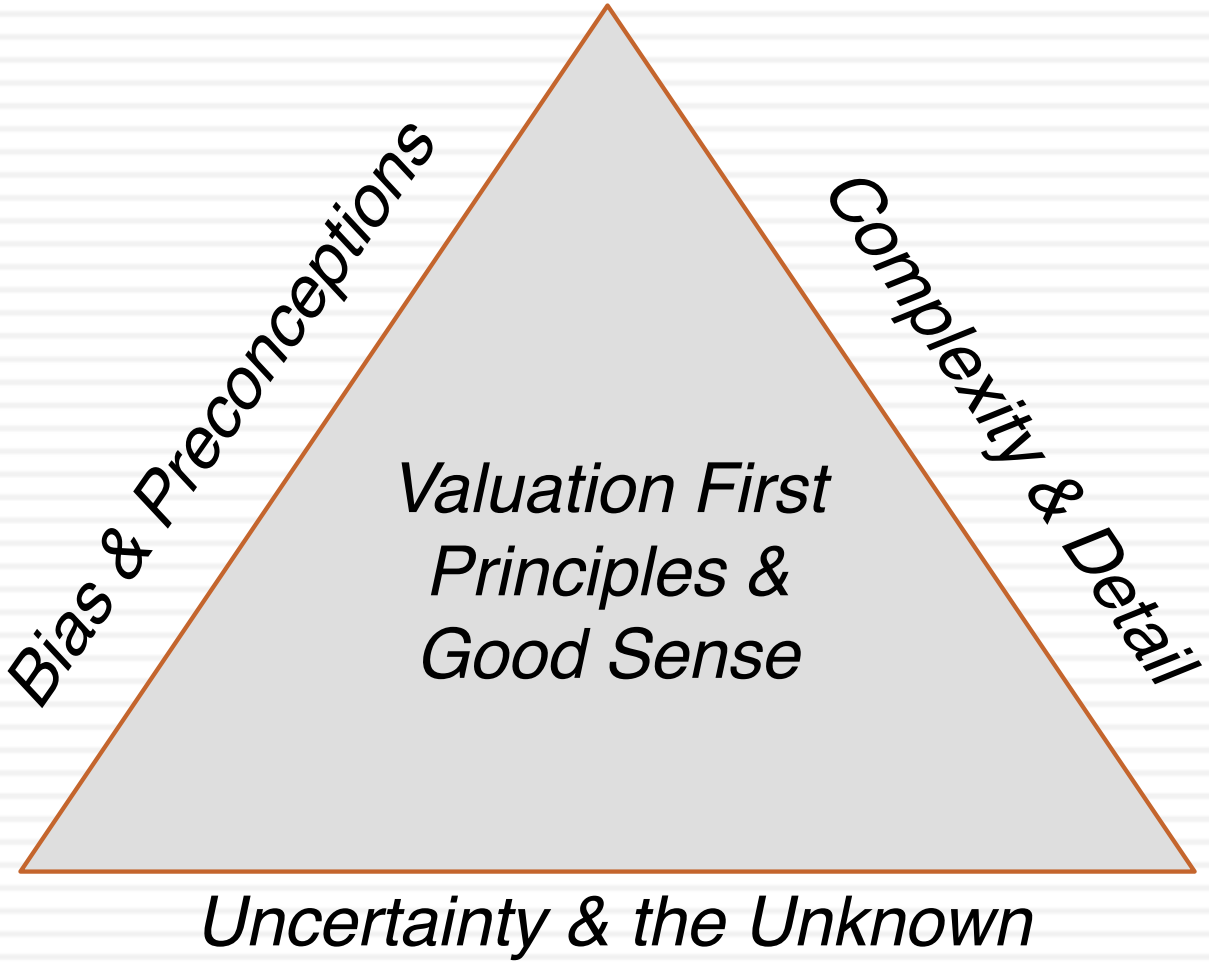
NARRATIVE AND NUMBERS: LIGHT IN THE DARKNESS!

When in trouble, go back to basics!

The Bermuda Triangle of Valuation



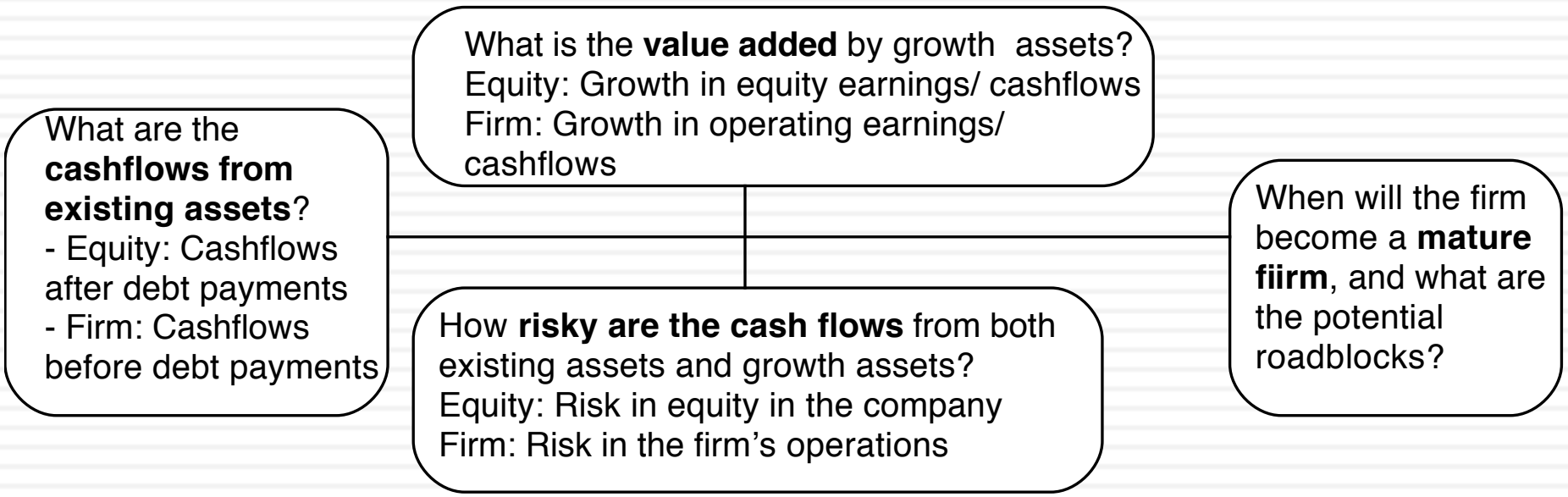
I. Valuation Bias

- Preconceptions and priors: When you start on the valuation of a company, you almost never start with a blank slate. Instead, your valuation is shaped by your prior views of the company in question.
  - Corollary 1: The more you know about a company, the more likely it is that you will be biased, when valuing the company.
  - Corollary 2: The "closer" you get to the management/owners of a company, the more biased your valuation of the company will become.
- Value first, valuation to follow: In principle, you should do your valuation first before you decide how much to pay for an asset. In practice, people often decide what to pay and do the valuation afterwards.

Tesla: What are your priors?

- With Tesla, there are no neutral observers. There are people who love the company or hate it. Almost no one has no opinion on the company. What is your prior?
  a. I love the company. It will be a trillion dollar company.
  b. I hate the company. I think it is a scam
- Tesla also happens to be a personality-driven company. What you think about Elon Musk will mirror what you think about Tesla. What are the potential concerns you should have about that interleaving of the personal and the corporate?

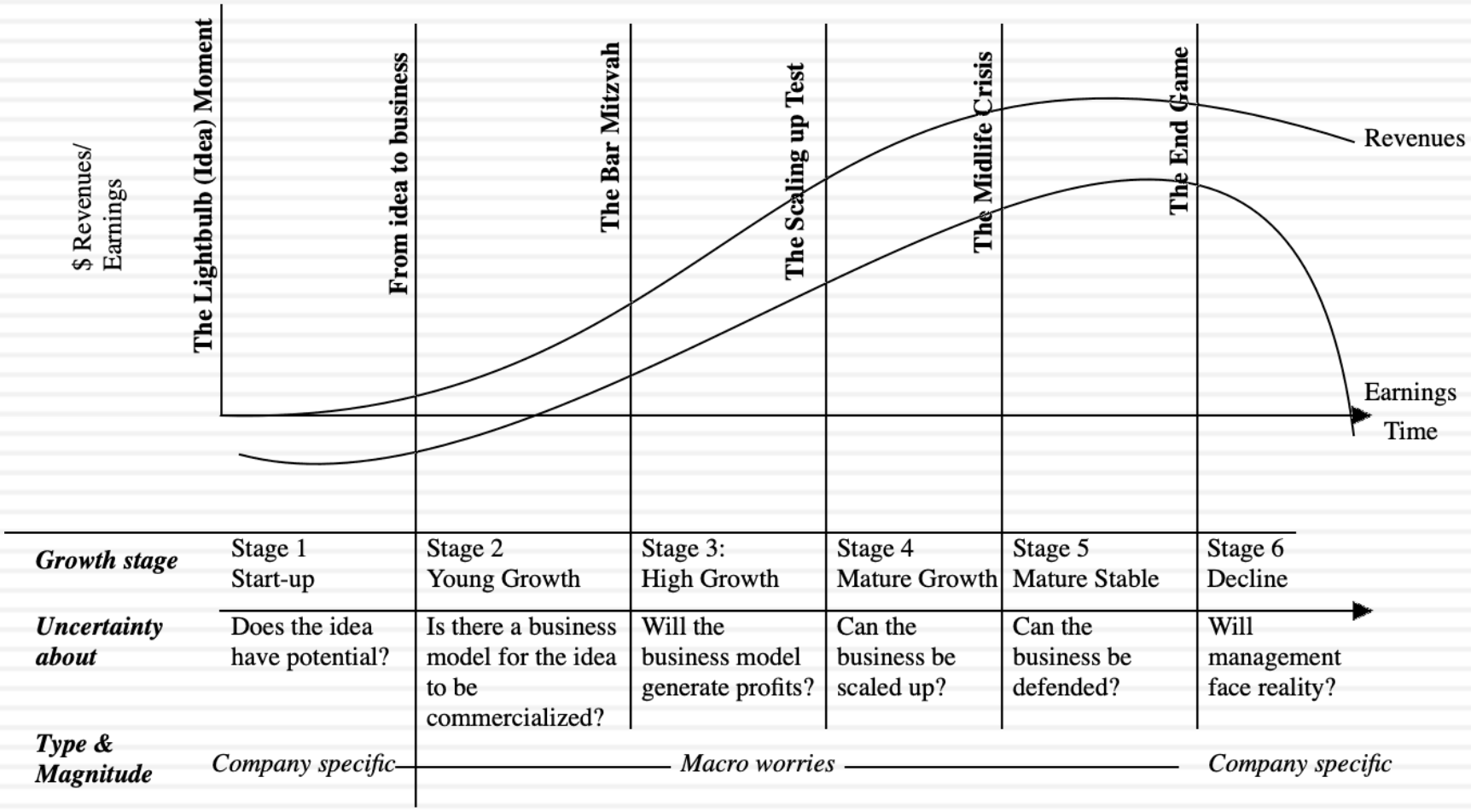
II. Valuation Uncertainty



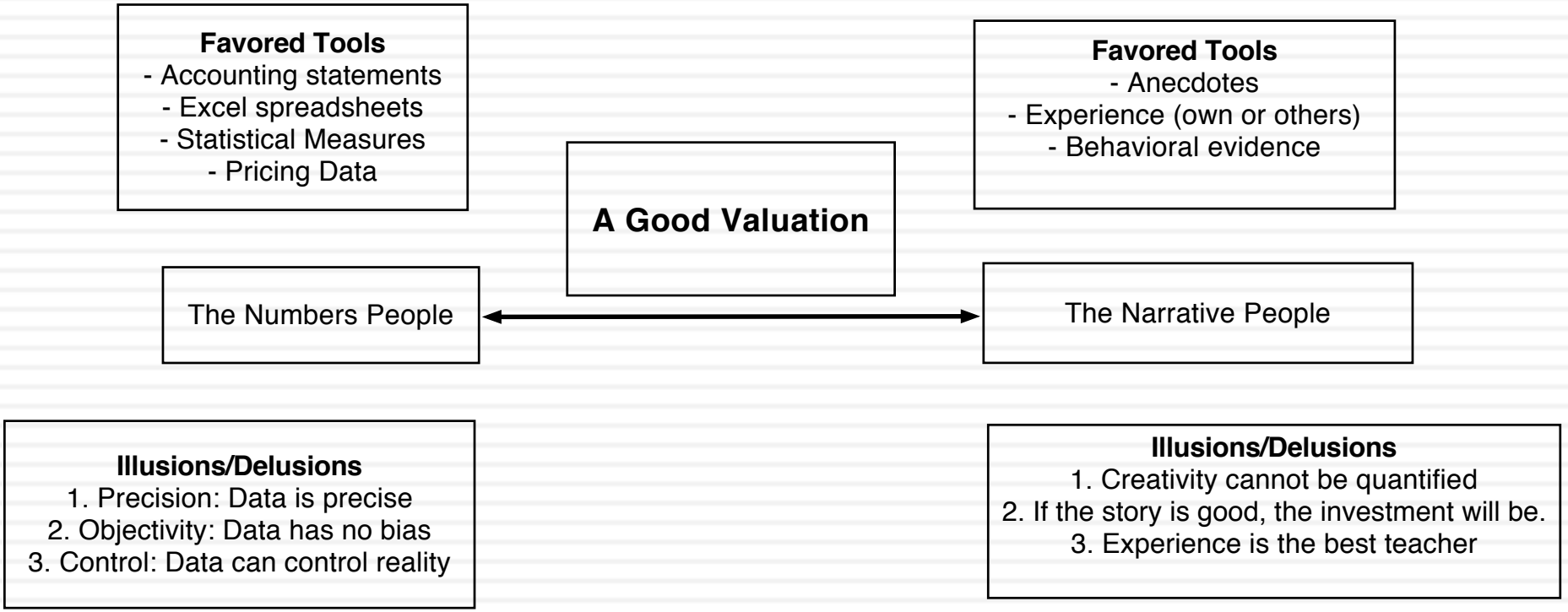
The sources of uncertainty

- Estimation versus Economic uncertainty
  - Estimation uncertainty reflects the possibility that you could have the "wrong model" or estimated inputs incorrectly within this model.
  - Economic uncertainty comes the fact that markets and economies can change over time and that even the best medals will fail to capture these unexpected changes.
- Micro uncertainty versus Macro uncertainty
  - Micro uncertainty refers to uncertainty about the potential market for a firm's products, the competition it will face and the quality of its management team.
  - Macro uncertainty reflects the reality that your firm's fortunes can be affected by changes in the macro economic environment.
- Discrete versus continuous uncertainty
  - Discrete risk: Risks that lie dormant for periods but show up at points in time. (Examples: A drug working its way through the FDA pipeline may fail at some stage of the approval process or a company in Venezuela may be nationalized)
  - Continuous risk: Risks changes in interest rates or economic growth occur continuously and affect value as they happen.

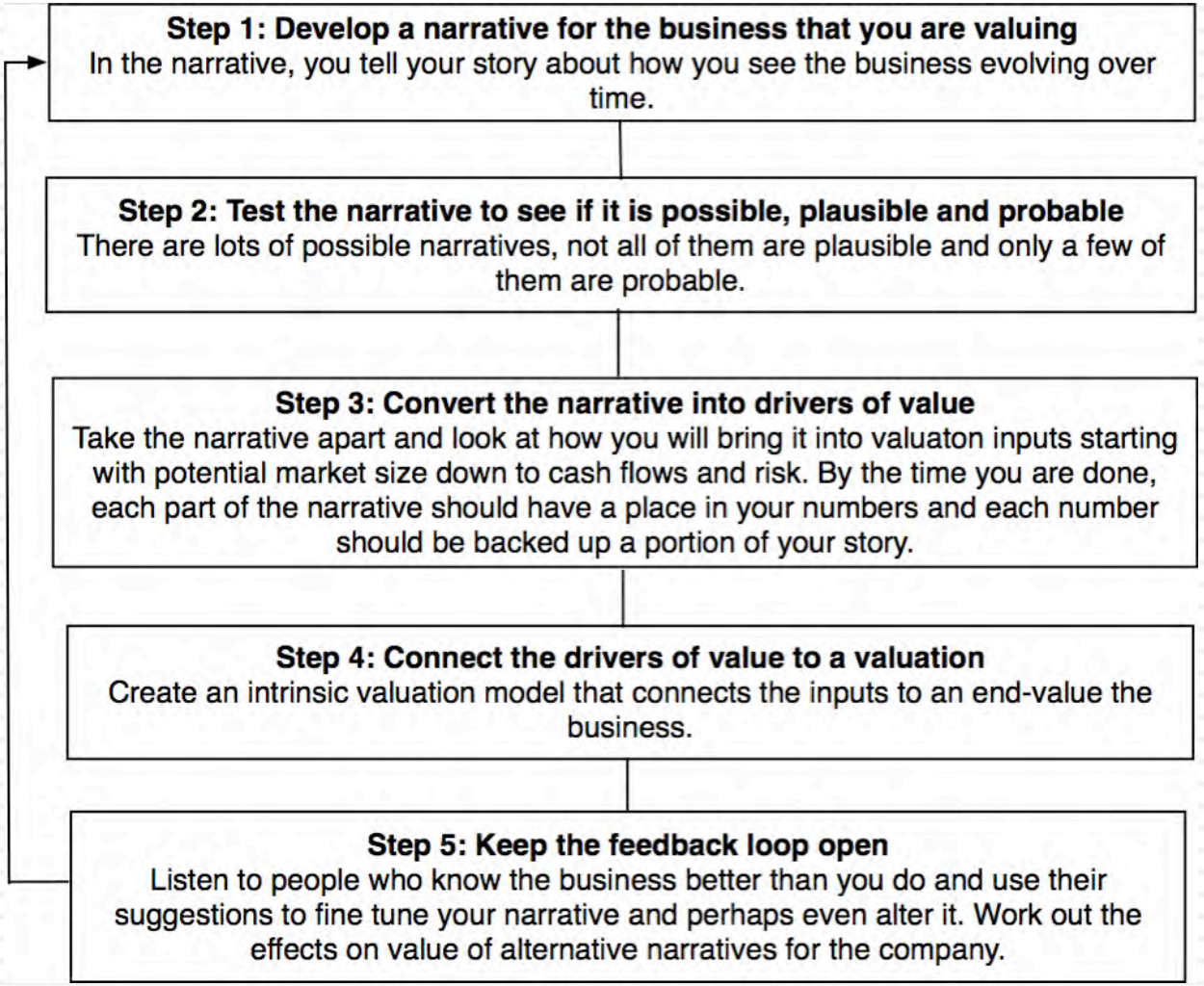
A Life Cycle View



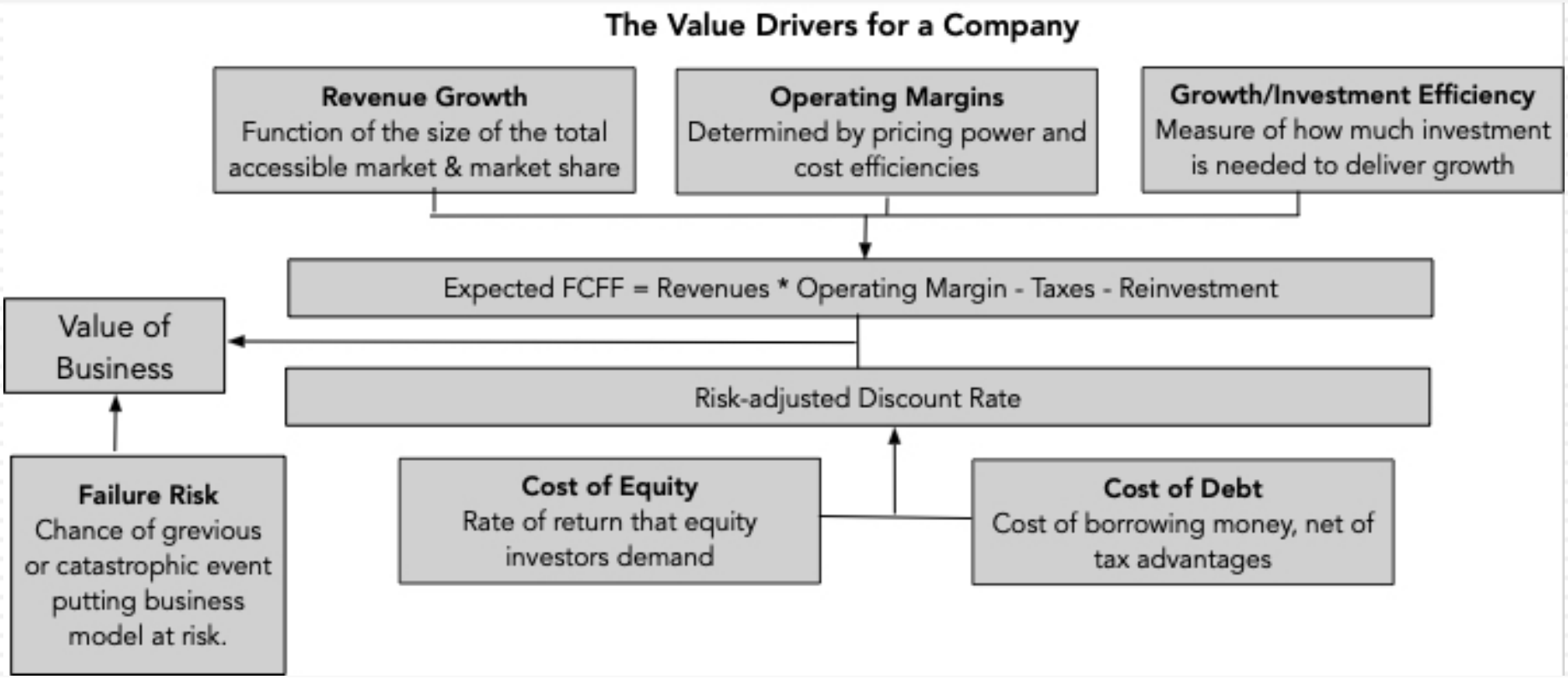
Healthy Valuation



The steps in valuation



The Drivers of Value



Tesla						Jun-19
A Teenage Phenom faces growing (up) pains!						
Tesla will grow as a high-end auto company, deilivering $100 billion in revenues in year 10. In the face of stronger competition, Tesla's brand name and batter technology will allow it to deliver on profitability (with margins in the 75th percentile of auto firms) and raise enough capital to cover its large reinvestment needs for much of the next decade. While Tesla's operating risk will move towards average over time, its debt burden puts it at risk of default, and that risk has risen to 20%. There is a floor to operating value at $35-$40 billion, at which the firm will be attractive as an acqusition target to an auto or (more likely) a large tech firm. Overlying all of this is the danger that Elon Musk will put the company's potential at risk, by either over reaching on product offerings or committing financial malpractice.						
The Assumptions						
	Base year	*Years 1-5*	*Years 6-10*		*After year 10*	*Link to story*
Revenues (a)	$ 22,594	30.00%	→ 2.26%		2.26%	
Operating margin (b)	1.98%	1.98%	→ 10.00%		10.00%	
Tax rate	25.00%	25.00%	→ 25.00%		25.00%	
Reinvestment (c)		Sales to capital ratio 2.00		RIR =	22.60%	
Return on capital	1.67%	Marginal ROIC = 24.53%			10.00%	
Cost of capital (d)		7.87%	→ 8.00%		8.00%	
The Cash Flows						
	Revenues	*Operating Margin*	*EBIT*	*EBIT (1-t)*	*Reinvestment*	*FCFF*
1	$ 29,372	3.58%	$ 1,053	$ 1,053	$ 3,389	$ (2,337)
2	$ 38,184	5.19%	$ 1,981	$ 1,981	$ 4,406	$ (2,425)
3	$ 45,821	6.79%	$ 3,112	$ 3,112	$ 3,818	$ (706)
4	$ 54,985	8.40%	$ 4,616	$ 3,751	$ 4,582	$ (831)
5	$ 65,982	10.00%	$ 6,598	$ 4,949	$ 5,498	$ (550)
6	$ 76,837	10.00%	$ 7,684	$ 5,763	$ 5,428	$ 335
7	$ 86,752	10.00%	$ 8,675	$ 6,506	$ 4,958	$ 1,549
8	$ 94,869	10.00%	$ 9,487	$ 7,115	$ 4,058	$ 3,057
9	$ 100,379	10.00%	$ 10,038	$ 7,528	$ 2,755	$ 4,773
10	$ 102,647	10.00%	$ 10,265	$ 7,699	$ 1,134	$ 6,564
Terminal year	$ 104,967	10.00%	$ 10,497	$ 7,873	$ 1,779	$ 6,093
The Value						
Terminal value			$ 106,156			
PV(Terminal value)			$ 49,594			
PV (CF over next 10 years)			$ 2,461			
Value of operating assets =			$ 52,055			
Adjustment for distress			$ 5,206	Default probability (based on rating) = 20.00%		
- Debt & Mnority Interests			$ 14,658			
+ Cash & Other Non-operating assets			$ 2,198			
Value of equity			$ 34,389			
- Value of equity options			$ 805	32 million options (CEO package & convertibles), deep out of the money right now.		
Number of shares			176.42			
Value per share			$ 190.36	Stock was trading at = $185.50		

Tesla

Silence is golden!

With the wind behind its back, Tesla has consolidated its hold on the electric car market and will continue to grow that market, at the expense of conventional car makers. Pushing its production towards 2 million cars by 2030, it will also be able to deliver higher margins than conventional auto companies in steady state. The rise in its market capitalization has reduced its cost of capital and the chance of failure. Wgile Tesla will be able to invest less than other auto companies to add to capacity, its need to ramp up production will require more capital, creating negative cash flows in the near years. While other revenue sources (green energy, driverless cars in ride sharing) will supplement revenues, it will remain at its core an electric car company.

The Assumptions

	Base year	Years 1-5	Years 6-10		After year 10	Link to story
Revenues (a)	$ 24,578	25.00%	→ 1.75%		1.75%	Growth in EV market & Tesla's early mover advantage work in its favor.
Operating margin (b)	1.60%	1.60%	→12.00%		12.00%	Continued economies of scale & brand
Tax rate	25.00%	25.00%	→25.00%		25.00%	Global tax rate
Reinvestment (c)		Sales to capital ratio	3.00	RIR =	17.50%	Capacity build up allows for less reinvestment in the near years.
Return on capital	1.59%	Marginal ROIC =	34.86%		10.00%	Cost of entry will limit competition.
Cost of capital (d)		7.00%	→ 7.40%		7.40%	Moves to median company cost of capital

The Cash Flows

	Revenues	Operating Margin	EBIT	EBIT (1-t)	Reinvestment	FCFF
1	$ 30,723	3.68%	$ 1,132	$ 849	$ 2,048	$ (1,199)
2	$ 38,403	5.76%	$ 2,213	$ 1,660	$ 2,560	$ (900)
3	$ 48,004	7.84%	$ 3,764	$ 2,823	$ 3,200	$ (377)
4	$ 60,005	9.92%	$ 5,953	$ 4,465	$ 4,000	$ 464
5	$ 75,006	12.00%	$ 9,001	$ 6,751	$ 5,000	$ 1,750
6	$ 90,270	12.00%	$ 10,832	$ 8,124	$ 7,632	$ 492
7	$ 104,442	12.00%	$ 12,533	$ 9,400	$ 7,086	$ 2,314
8	$ 115,983	12.00%	$ 13,918	$ 10,438	$ 5,770	$ 4,668
9	$ 123,406	12.00%	$ 14,809	$ 11,107	$ 3,711	$ 7,395
10	$ 125,566	12.00%	$ 15,068	$ 11,301	$ 1,080	$ 10,221
Terminal year	$ 127,763	12.00%	$ 15,332	$ 11,499	$ 2,012	$ 9,486

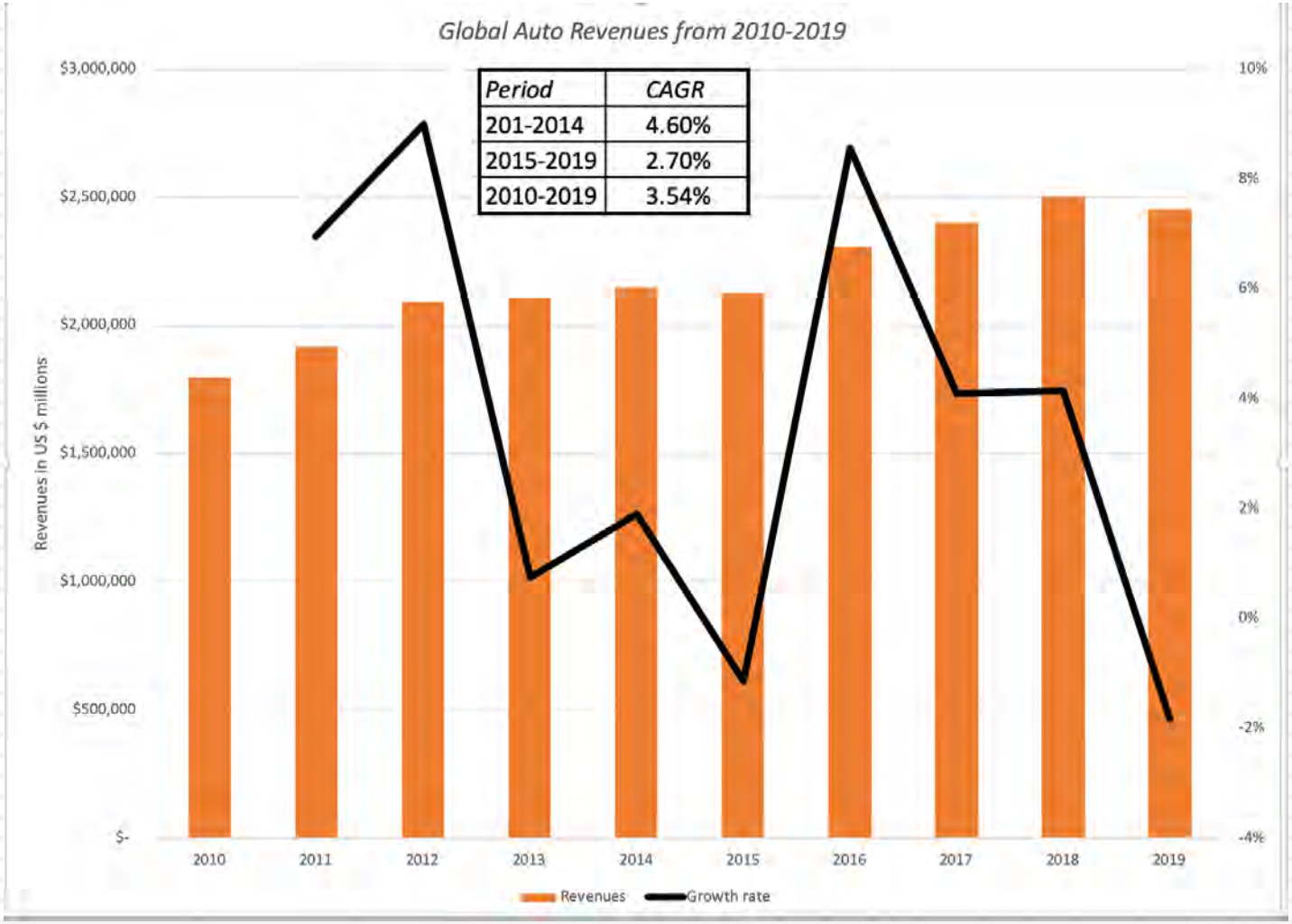
The Value

Terminal value	$ 167,901		
PV(Terminal value)	$ 84,402		
PV (CF over next 10 years)	$ 12,988		
Value of operating assets =	$ 97,390		
Adjustment for distress	$ 4,869	Probability of failure =	10.00%
- Debt & Mnority Interests	$ 14,708		
+ Cash & Other Non-operating assets	$ 6,514		
Value of equity	$ 84,326		
- Value of equity options	$ 8,822		
Number of shares	177.00		
Value per share	$ 426.58	Stock was trading at =	$581.00

The drivers of value

- The Growth Lever: The **revenue growth rate** controls how much and how quickly the firm will be able to grow its revenues from autos, software, solar panels and anything else that you believe the company. *In my Tesla story (valuation), I have estimated revenues of $125 billion in 2030, a five-fold increase over the 2019 revenues.*
- The Profitability Lever: The **target (pre-tax) operating margin** determines how profitable you think the company will be, once its growth days start to scale down. *In keeping with my view that R&D is really a capital expense, I capitalize R&D, which improves Tesla's profitability and target an operating margin of 12% by 2025.*
- The Investment Efficiency Lever: To grow, companies have to invest in capacity and the **sales to invested capital** drives how efficiently investment is done, with higher sales to capital ratios reflecting more efficiency. *With Tesla, I assume that every dollar of investment (in new factories, technology and new R&D) in the first 5 years generates $3 in revenue.*
- The Risk lever: The first is the **cost of capital** that I start the valuation with, a reflection of risk as seen through the eyes of a diversified investor in the company. The second is the **likelihood of failure** (or distress). *With Tesla, I set this cost of capital at 7% and assume that given its marginal profitability and significant debt load, the chance of failure is 10%.*

The Growth Lever



The Biggest Auto Companies

Company Name	Revenues in 2019 (LTM)	CAGR: 2010-19	Operating Income in 2019 (LTM)	Operating Margin
Toyota Motor Corporation (TSE:7203)	$285,284.60	1.83%	$24,146.20	8.46%
Volkswagen AG (XTRA:VOW3)	$270,296.60	5.72%	$22,447.90	8.30%
Daimler AG (XTRA:DAI)	$187,796.30	4.54%	$5,167.40	2.75%
Ford Motor Company (NYSE:F)	$155,900.00	2.13%	$574.00	0.37%
Honda Motor Co., Ltd. (TSE:7267)	$145,690.50	3.24%	$6,968.20	4.78%
General Motors Company (NYSE:GM)	$137,237.00	0.13%	$5,481.00	3.99%
Fiat Chrysler Automobiles N.V. (BIT:FCA)	$117,565.20	16.08%	$6,174.90	5.25%
SAIC Motor Corporation (SHSE:600104)	$111,839.00	12.03%	$2,303.10	2.06%
BMW (XTRA:BMW)	$108,985.90	3.63%	$7,459.40	6.84%
Nissan Motor Co., Ltd. (TSE:7201)	$102,176.80	0.11%	$1,290.50	1.26%
Hyundai Motor (KOSE:A005380)	$86,053.20	1.03%	$2,454.50	2.85%
Peugeot S.A. (ENXTPA:UG)	$83,946.30	2.24%	$6,841.10	8.15%
AUDI AG (XTRA:NSU)	$64,663.20	5.37%	$5,034.10	7.79%
Renault SA (ENXTPA:RNO)	$63,168.00	3.61%	$3,801.80	6.02%
Kia Motors Corporation (KOSE:A000270)	$46,311.20	6.97%	$1,502.70	3.24%
Tata Motors Limited (BSE:500570)	$40,131.40	4.91%	$914.60	2.28%
Suzuki Motor Corporation (TSE:7269)	$34,206.70	1.03%	$2,259.30	6.60%
Mazda Motor Corporation (TSE:7261)	$32,769.80	1.80%	$721.20	2.20%
Subaru Corporation (TSE:7270)	$30,338.50	5.27%	$2,165.10	7.14%
Tesla, Inc. (NasdaqGS:TSLA)	$24,578.00	81.20%	$80.00	0.33%

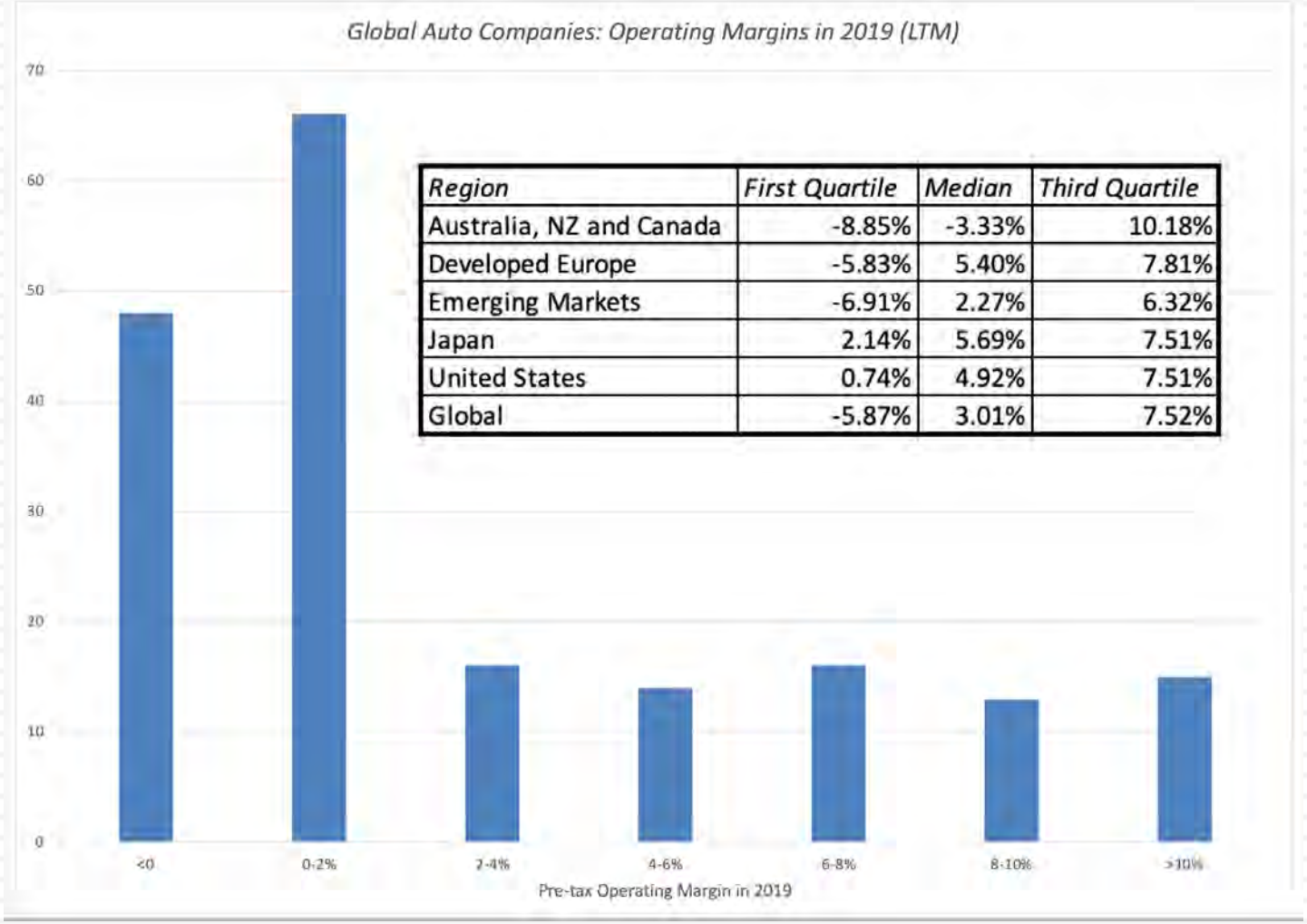
A tech company twist?

Company	*Revenues in 2019*	*Operating Income in 2019*	*Operating Margin*
Apple	$ 260,174.00	$ 63,333	24.34%
Microsoft	$ 129,814.00	$ 45,799	35.28%
Alphabet Inc.	$ 155,058.00	$ 32,650	21.06%
Amazon.com	$ 265,469.00	$ 12,795	4.82%
Facebook	$ 66,529.00	$ 21,167	31.82%
Netflix	$ 18,875.90	$ 2,269	12.02%
FAANG+M	$ 895,919.90	$ 178,012.16	19.87%

Your growth choice

Expected Revenues in 2030 (in $ millions)	*CAGR (next 5 years)*
A1: $65 billion (Renault-lie)	15.00%
A2: $100 billion (BMW-like)	21.00%
A3: $150 billion (Ford & Honda-like)	28.00%
A4: $200 billion (Daimler-like)	33.00%
A5: $300 billion (Toyota & VW-like)	40.00%
A6: Direct Input (Enter % growth rate)	25.00%

The Profitability Lever



Region	First Quartile	Median	Third Quartile
Australia, NZ and Canada	-8.85%	-3.33%	10.18%
Developed Europe	-5.83%	5.40%	7.81%
Emerging Markets	-6.91%	2.27%	6.32%
Japan	2.14%	5.69%	7.51%
United States	0.74%	4.92%	7.51%
Global	-5.87%	3.01%	7.52%

A tech twist?

- The median operating margin for tech companies (including both software & hardware is 10.25%).
- The picture is brighter for the FAANG stocks, where the aggregate operating margin across all five stocks is 19.87%, well above auto industry averages. That margin, though, is delivered on smaller revenues and with business models where production costs are a small fraction of selling prices.
- The operating margin for just software companies is even higher at 21.24%, because the marginal unit of software is close to costless to produce.

Your choice on profitability

Operating Margin in 2025	*Target Operating Margin*
B1: Auto Industry First Quartile	-5.87%
B2: Auto Industry Median	3.01%
B3: Auto Industry Third Quartile	7.52%
B4: Technology Median	10.25%
B5: Software	21.24%
B6: FAANG Aggregate	19.87%
B7: Direct Input	12.00%

3. The Investment Efficiency Lever

Global Auto Companies: Sales to Invested Capital in January 2020

Region	*First Quartile*	*Median*	*Third Quartile*
Australia, NZ and Canada	0.06	0.75	2.33
Developed Europe	0.81	1.58	2.93
Emerging Markets	0.70	1.29	2.41
Japan	1.17	2.13	3.00
United States	0.62	0.95	2.39
Global	0.75	1.37	2.42

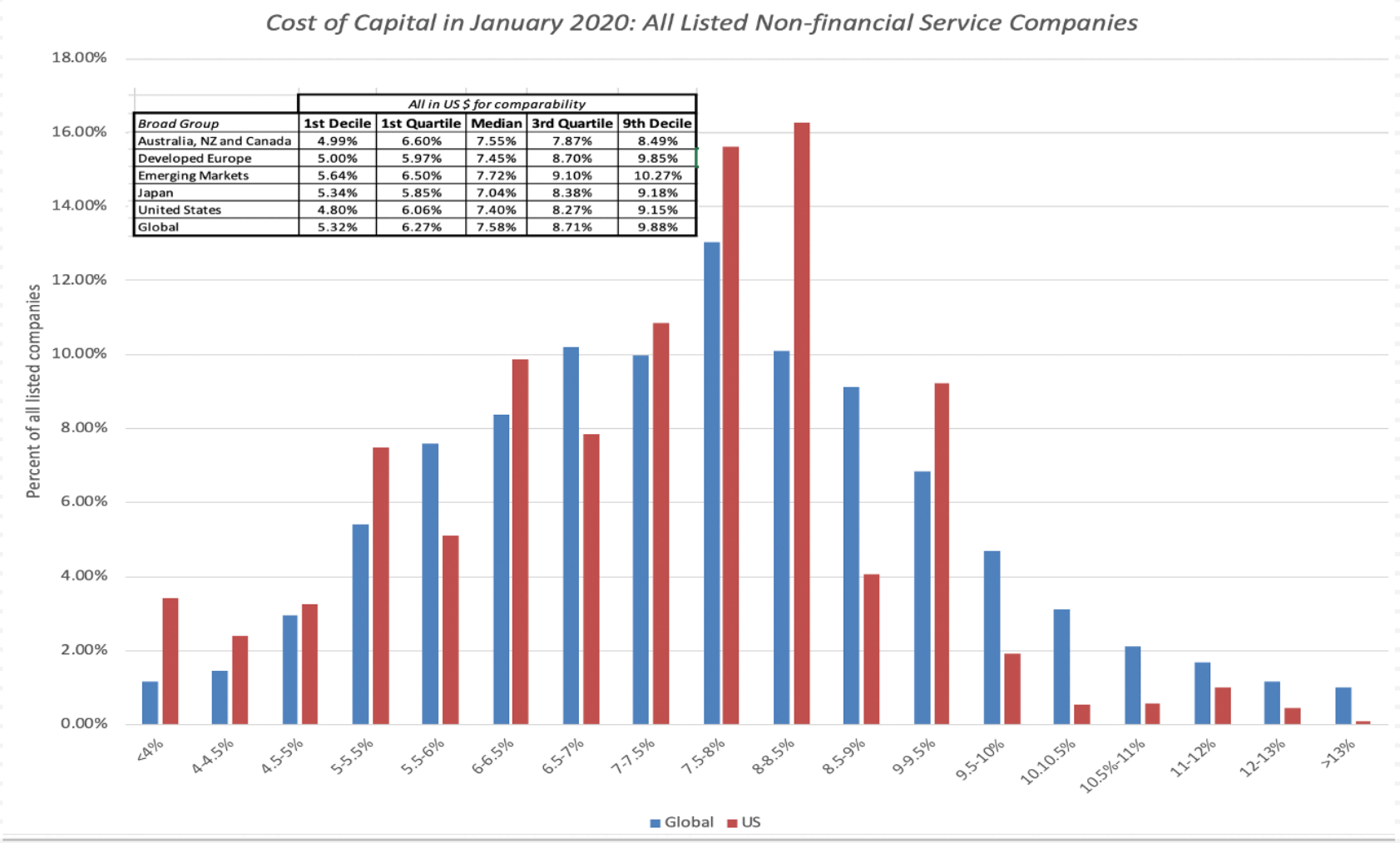
More on investment efficiency

- Looking across global auto companies, the median company generates $1.37 in sales for every dollar of capital invested, and at the 75th percentile, the more capital-efficient auto companies generate $2.42 in revenues for every dollar of capital invested.
- My estimate of $3 in revenues for every dollar of capital invested reflects an optimistic view of Tesla's capacity to bring technological innovation to its production processes, and reduce the capital needed to fund those processes.
- Since Tesla, in 2019, generates $1.32 in revenue for every dollar of capital invested, my estimate is more aspirational than based on observable efficiencies, right now.

Your choice on investment efficiency

Sales to Invested Capital	*Sales to Capital (1st 5 years)*
C1: Auto Industry First Quartile	0.75
C2: Auto Industry Median	1.37
C3: Auto Industry Third Quartile	2.42
C4: Technology Median	1.51
C5: Software	2.30
C6: FAANG Aggregate	1.27
C7: Direct Input	3.00

4. Risk: The Cost of Capital - Global



	All in US $ for comparability				
Broad Group	**1st Decile**	**1st Quartile**	**Median**	**3rd Quartile**	**9th Decile**
Australia, NZ and Canada	4.99%	6.60%	7.55%	7.87%	8.49%
Developed Europe	5.00%	5.97%	7.45%	8.70%	9.85%
Emerging Markets	5.64%	6.50%	7.72%	9.10%	10.27%
Japan	5.34%	5.85%	7.04%	8.38%	9.18%
United States	4.80%	6.06%	7.40%	8.27%	9.15%
Global	5.32%	6.27%	7.58%	8.71%	9.88%

Your choice on cost of capital & the failure rate

Cost of Capital	*Initial cost of capital*
D1: Automobile Median	6.94%
D2: Technology Median	8.86%
D3: All companies - First Quartile	6.27%
D4: All companies - Median	7.58%
D5: All companies - Third Quartile	8.71%
D6: Direct Input	7.00%

Failure Likelihood	*Probability of failure*
E1: No chance	0%
E2: 10% (Marginal profitability, High Debt)	10%
E3: 20% (Money loser, High Debt)	20%
E4: 50% (Low Growth, Money loser, High De	50%

Valuation Stories

Story	Revenues	Operating Margins	Reinvestment Efficiency	Risk	Value/Share	Equity Value
The Big Auto	BMW-like ($100 billion)	Auto 75th percentile	Auto 75th percentile	Auto median	$ 105.79	$ 27,547
	Daimler-like ($200 billion)	Auto 75th percentile	Auto 75th percentile	Auto median	$ 227.42	$ 49,076
	VW/Toyota-like ($300 billion)	Auto 75th percentile	Auto 75th percentile	Auto median	$ 332.82	$ 67,731
Auto+ Tech	BMW-like ($100 billion)	Tech median	Tech median	Tech median	$ 110.96	$ 28,461
	Daimler-like ($200 billion)	Tech median	Tech median	Tech median	$ 211.84	$ 46,317
	VW/Toyota-like ($300 billion)	Tech median	Tech median	Tech median	$ 297.86	$ 61,544
An Auto FAANG	BMW-like ($100 billion)	FAANG aggregate	FAANG aggregate	Tech median	$ 458.37	$ 89,953
	Daimler-like ($200 billion)	FAANG aggregate	FAANG aggregate	Tech median	$ 854.64	$ 160,094
	VW/Toyota-like ($300 billion)	FAANG aggregate	FAANG aggregate	Tech median	$ 1,204.62	$ 222,040
FAANG	VW/Toyota-like ($300 billion)	Software median	Revolutionary Manufacturing	Auto median	$ 2,105.55	$ 381,504

The Stories

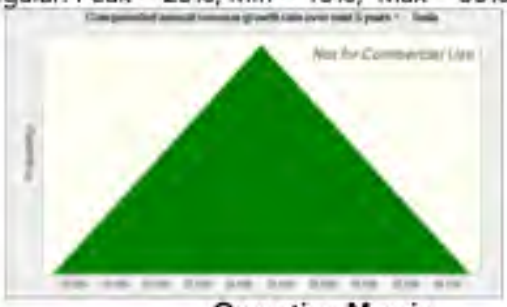
- The Big Auto Story: If your story is that Tesla will emerge from its growth period as one of the largest auto companies in the world (revenues of $100- $300 billion in year 10), with top-tier auto company margins (7.42%), investment efficiency (2.42) and cost of capital (6.94%), the value per share ranges from $106/share (with BMW like revenues) to $227/share (with Daimler-like revenues) to $333/share (with VW/Toyota like revenues).
- The Techy Auto Company Story: Tesla is an auto/software/services company with tech company characteristics, giving it higher margins (10.25%) and a higher cost of capital (8.86%). With this story, the value per share ranges from $111/share (with BMW like revenues) to $212/share (with Daimler-like revenues) to $298/share (with VW/Toyota like revenues). Put simply, the higher risk nullifies the benefits of higher profitability.
- The FAANGy Auto Company: Tesla not only develops a tech twist, but becomes as successful as the most successful tech companies (I use the FAANG stocks + Microsoft). In this story, the margins approach 18.97% and with a tech cost of capital, the value per share ranges from $459/share (with BMW like revenues) to $855/share (with Daimler-like revenues) to $2,106/share (with VW/Toyota like revenues).
- The Make-your-best Company: I give Tesla the best possible outcomes on each variable, revenues like VW/Toyota, margins like pure software companies (21.24%), a sales to capital ratio that is higher than any of the sector averages (4.00) and a cost of capital of an auto company (6.94%), and arrive at a value per share of $2106.

Possible? Plausible? Probable?

- With the big auto stories, the key question will be whether Tesla can climb to the very top of the heap in terms of revenues, generally reserved for mass market companies, while earning operating margins that are usually reserved for smaller luxury auto companies?
- With the techy auto stories, the key question becomes whether a company that derives the bulk of its revenues from selling cars be profitable and reinvest like a tech company?
- With the FAANGy stories, the investment question becomes whether you should up front for a company on the expectation that it will be an exceptional company. It very well might make it to the top of the heap, but if it does not, you are set up for disappointment.
- With the MYB story, you are approaching the most dangerous place in valuation, where you pick and choose each assumption, without considering the ones you have already made. Put simply, is it even possible to build a company that generates revenues like Toyota, earns margins like Microsoft and invests more efficiently than any manufacturing company in history has ever done, while still preserving the low cost of capital of an auto company?

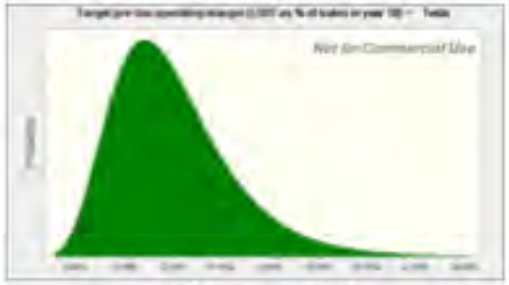
Revenue Growth

Triangular: Peak = 25%, Min = 15%; Max = 35%



Operating Margin

Log Normal: Mean = 12%

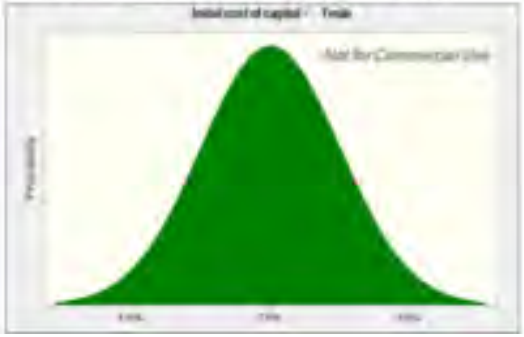


Sales to Capital

Unirform: Min =1.00 Max = 3.00

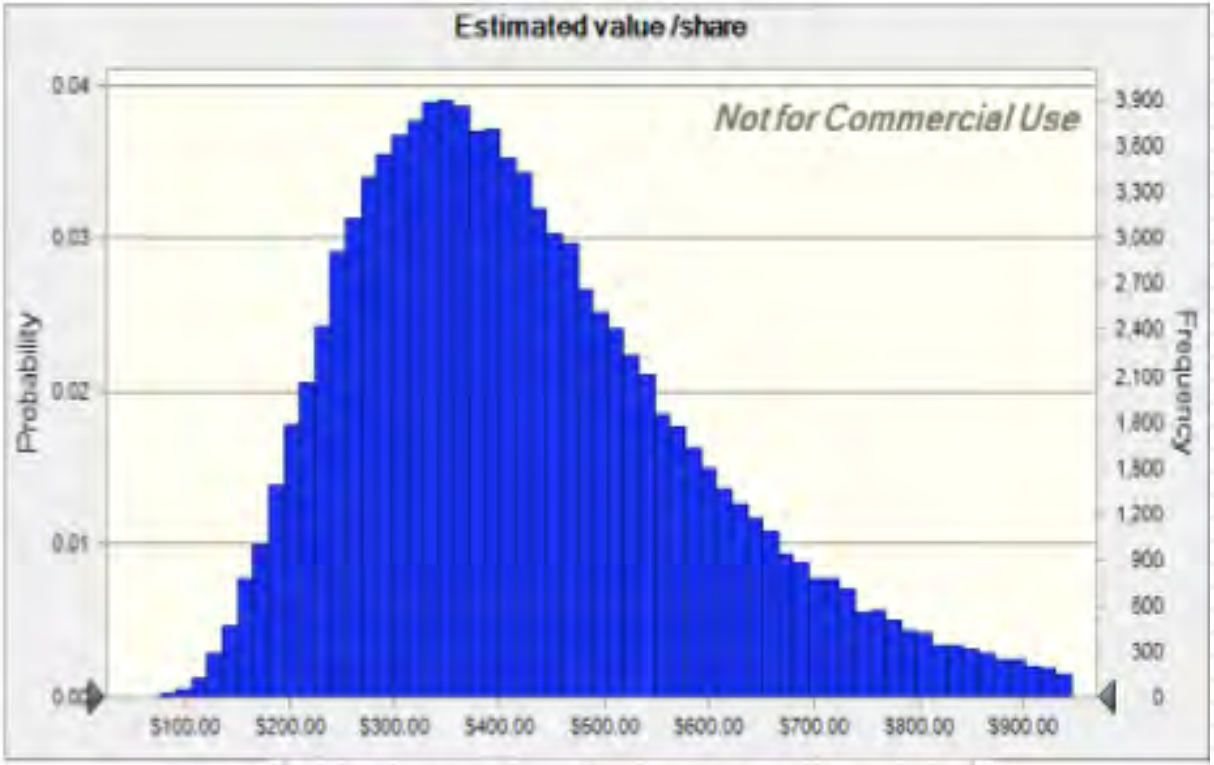
Cost of Capital

Normal: Mean = 7% Std dev = 0.5%



Tesla Value/Share in January 2020

Across 100,000 Simulations



Percentile	Value/Share
0%	$47.04
10%	$236.52
20%	$283.69
30%	$324.12
40%	$361.82
50%	$401.33
60%	$444.87
70%	$496.96
80%	$564.30
90%	$673.09
100%	$2,210.68

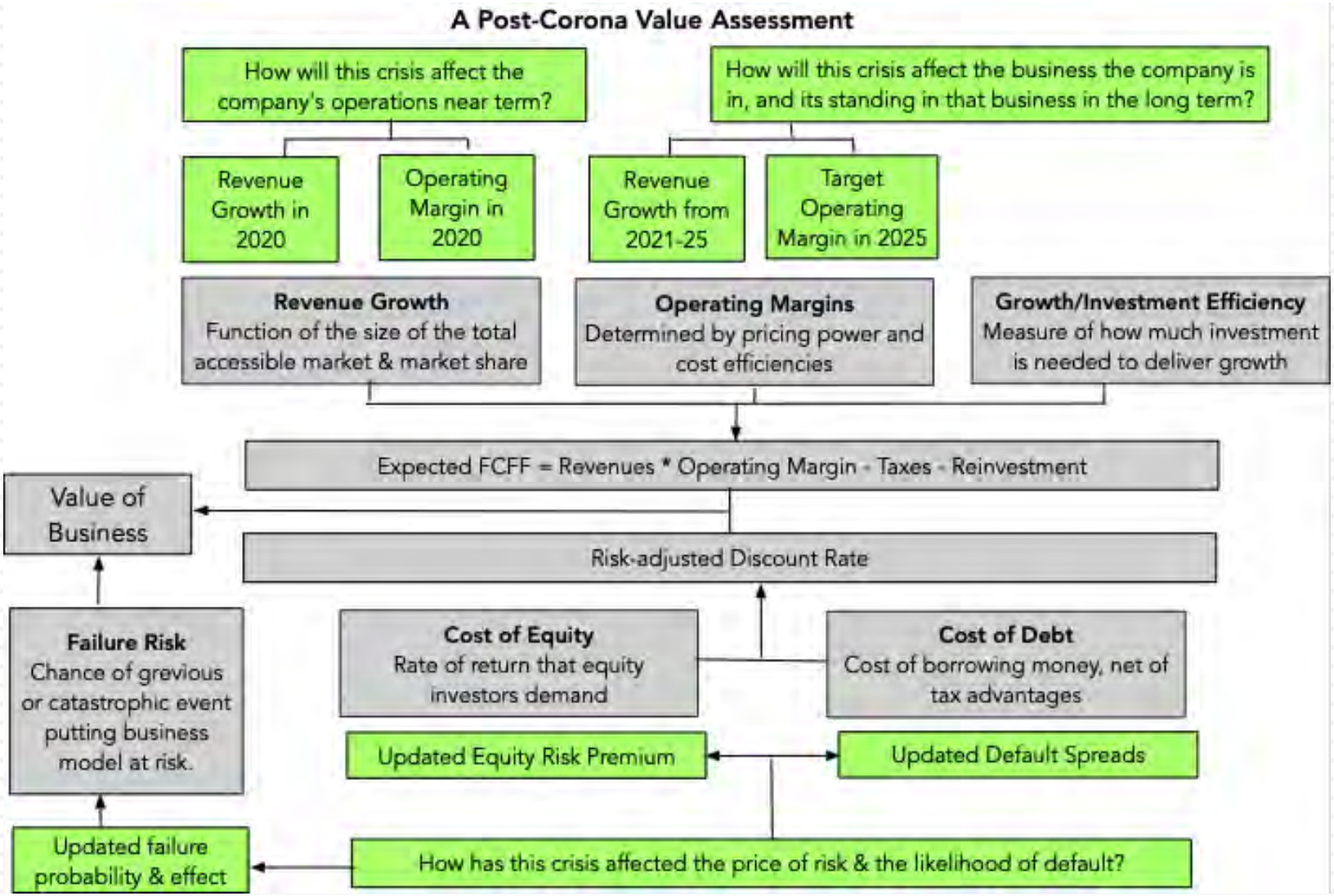
When a crisis hits, the dark side beckons…

- During a crisis, you will be told that you can no longer value companies with fundamentals, and that you have to play the trading game.
- If your concept of valuation is downloading last year's financials for a company into a spread sheet and then using historical growth rates, with some mean reversion thrown in, to forecast future numbers, they are right.
- If your notion of valuation is more dynamic and forward-looking, it is precisely at times like these that you need to go back to basics.

And the dark side beckons…

- If your concept of valuation is downloading last year's financials for a company into a spread sheet and then using historical growth rates, with some mean reversion thrown in, to forecast future numbers, you are probably feeling lost right now, and with good reason.
- It is also not a time to wring our hands, complain that there is too much uncertainty and argue that the fundamentals don't matter.
  - If you do so, you will be drawn to the dark side of investing, where fundamentals don't matter (paradigm shifts, anyone?), new pricing metrics get invented and you are at the mercy of mood and momentum.
- Ironically, it is precisely at times like these that you need to go back to basics.

A Post-Corona Version



Tesla

The Payoff to Flexibility — *Jul-20*

With the wind behind its back, Tesla has consolidated its hold on the electric car market and will continue to grow that market, at the expense of conventional car makers. As the crisis handicaps its more indebted, slower moving competitors, Tesla will consolidate its hold on the electric car market and push its production towards 2.5 million cars by 2030, it will also be able to deliver higher margins than conventional auto companies in steady state, using software sales to compliment auto sales. The drop in risk free rates has reduced its cost of capital and the chance of failure. Tesla's more flexibile investment policies will allow it to be more efficient in generating growth. While other revenue sources (green energy, driverless cars in ride sharing) will supplement revenues, it will remain at its core an electric car

The Assumptions

	Base year	*Years 1-5*	*Years 6-10*		*After year 10*	*Link to story*
Revenues (a)	$ 26,022	33.00%	→ 0.67%		0.67%	Growth in EV market & Tesla's early mover advantage work in its favor.
Operating margin (b)	4.07%	4.07%	→ 10.25%		10.25%	Continued economies of scale & brand
Tax rate	25.00%	25.00%	→ 25.00%		25.00%	Global tax rate
Reinvestment (c)		Sales to capital ratio	3.00	RIR =	6.70%	Capacity build up allows for less reinvestment in the near years.
Return on capital	3.90%	Marginal ROIC =	26.47%		10.00%	Cost of entry will limit competition.
Cost of capital (d)		6.04%	→ 6.00%		6.00%	Moves to median company cost of capital

The Cash Flows

	Revenues	*Operating Margin*	*EBIT*	*EBIT (1-t)*	*Reinvestment*	*FCFF*
1	$ 34,609	5.31%	$ 1,836	$ 1,377	$ 2,862	$ (1,485)
2	$ 46,030	6.54%	$ 3,011	$ 2,258	$ 3,807	$ (1,549)
3	$ 61,220	7.78%	$ 4,762	$ 3,571	$ 5,063	$ (1,492)
4	$ 81,423	9.01%	$ 7,339	$ 5,505	$ 6,734	$ (1,230)
5	$ 108,293	10.25%	$ 11,100	$ 8,325	$ 8,957	$ (632)
6	$ 137,027	10.25%	$ 14,045	$ 10,534	$ 14,367	$ (3,833)
7	$ 164,526	10.25%	$ 16,864	$ 12,648	$ 13,749	$ (1,101)
8	$ 186,904	10.25%	$ 19,158	$ 14,368	$ 11,189	$ 3,179
9	$ 200,242	10.25%	$ 20,525	$ 15,394	$ 6,669	$ 8,725
10	$ 201,583	10.25%	$ 20,662	$ 15,497	$ 671	$ 14,826
Terminal year	$ 202,934	10.25%	$ 20,801	$ 15,601	$ 1,045	$ 14,555

The Value

Terminal value	$ 273,083		
PV(Terminal value)	$ 152,086		
PV (CF over next 10 years)	$ 6,497		
Value of operating assets =	$ 158,583		
Adjustment for distress	$ 7,929	Probability of failure =	10.00%
- Debt & Mnority Interests	$ 15,200		
+ Cash & Other Non-operating assets	$ 8,080		
Value of equity	$ 143,534		
- Value of equity options	$ 31,546		
Number of shares	179.50		
Value per share	$ 623.89	Stock was trading at =	$1,366.00

It's only an investment!

- Money on the table, but no regrets: In the week since I sold Tesla at $640, the stock has gone on a wild ride, rising above $900 in two trading days. I. I made my decision to buy, based on my story and valuation for Tesla, and my decision to sell, for the same reason. If I abandon that philosophy to play the momentum game, a game that I am not good at and don't really play well, I may make a bit more money, but at what cost?
- Why the vitriol? In a world where we face unbridgeable divides on politics, religion and culture, do we need to add investing to the mix? If you stayed with your Tesla investment, I wish you the best, and I hope that you are holding on for the right reasons. If you sold short and lost money, I get no joy out of your losses and no inclination to do a celebratory dance.
- Not worth losing sleep over: As far as I am concerned, Tesla is a fascinating company, but it is just an investment, not a matter of life or death, and definitely not worth losing sleep and friends over.