

Session 12:: Post class test solutions

1. **e. All of the above.** Understanding the market that a company operates in and who its competitors are is key to every aspect of both storytelling and converting the story into numbers.
2. **c. Keep it simple and focused.** There are no brownie points for being creative, having interesting characters or a hero. However, if you can bring these into a simple and focused story, it will be more compelling.
3. **c. The story is possible but neither plausible nor probable.** It can happen since the market share is not greater than 100% but it is not plausible (the market is very competitive and you don't have any significant competitive advantages) or probable.
4. **b. Low revenue growth, high profit margins and low risk.** The company is a large company in a mature market (low revenue growth), has a strong brand name (high margins) and sells basic goods (low risk).
5. **e. All of the above.** Every one of these could change your story in small or big ways. New information or a competitive action can lead to a shift in your views on the company's strengths or weaknesses, a new CEO can chart a new course for the company, the appearance of an activist investor can increase the likelihood that the company will have to respond with changes.