



VALUATION: GAUGING YOUR PRIORS

Session 1

1. Motive matters

- Which of the following is your primary reason for you taking this class?
 - a. It will help me get rich in the market, by finding cheap stocks to invest in.
 - b. It will help me get a job at an investment bank or hedge fund.
 - c. It will allow me to impress my friends and family
 - d. It will give me the tools to recognize when I am fooling myself
 - e. It is an easy A

2. Art or Science?

- Which of the following statements do you agree with the most?
 - ▣ Valuation is a science
 - ▣ Valuation is an art
 - ▣ Valuation is magic
 - ▣ None of the above

3. Left brain or Right brain?

- Early in life, we discover a stronger side, with some of us more comfortable with numbers and others with stories.
- If you were asked to categorize yourself as more of a numbers-person or a story-person, which one would you pick?
 - a. A numbers person
 - b. A stories person