

A Letter from Our Founder



Let's face it, the traditional Wall Street equity research business model is flawed. Today, the buy-side investment community views sell-side equity research analysts as investor relations professionals that regurgitate company messaging versus providers of insightful, value-added due diligence on the companies they follow.

This is where we step in. We utilize our industry expertise and a comprehensive due diligence process to provide a proprietary 3 to 12-month view on a retailer's earnings expectations. By taking a deep dive into the fundamentals, we can deliver our clients unbiased analysis that is generally contrarian and free of managerial spin.

Our research is generally focused on identifying a top-line inflection point and/or forward EPS expectations that are not aligned with the Wall Street consensus. To swim upstream with generally contrarian 3-12 month trade ideas requires a higher level of due diligence that is not being provided by the broader sell-side research community today.

We encourage you to contact us and learn more about our unique approach to analyzing the retail/consumer sector and why we have become a trusted resource for some of the largest institutional investors in the world. We look forward to meeting you and to demonstrating how our proprietary brand of independent equity research will add value to your investing process.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Rob Wilson', written in a cursive style.

Rob Wilson
President