

Roulston Research is looking for interns!

Type of student: Finance/Business/Economics/Marketing majors

Hours/wk: 15-20

Time period: 90 day initial additional on mutual agreement, immediate openings

Compensation: Personal resume consultation, career guidance and letters of introduction to industry contacts

Job Description / Possible intern projects:

Roulston Research

- Full industry review for expanded Roulston introduction of coverage
- Performance of Roulston Stock Index
- Update RR Website
- Research potential industry experts
- Prospect analysts and portfolio managers
- Other office needs

Roulston Research offers Institutional Investors a network of traditional and non-traditional independent research sources. RBR links institutional investor clients with resources in industry, at public companies, and with other independent research providers.

Please send you resume to Tom Roulston tom@roulstonresearch.com

Project Descriptions

- **Research Industry Characteristics and Investor Liquidity**

Create an industry study including the market capitalization subsectors of Industry and companies in that Industry. Identify all constituencies including trade associations, union regulators, membership organizations and relevant channel associations

- **Track Performance of Recommended Stocks**

Tracking all stocks presented at company sponsored idea sharing forums, which are organized for investors to share ideas, and update the past recommendations of stocks still represented as recommendations. We calculate the performance of each stock from recommended date as applicable and then calculate performance by industry of each stock recommended.

- **Prospecting New Potential Clients**

Identify websites of money managers and institutional investors to find contact info for Research Directors, Portfolio Managers and Analysts and also contacting them for updated coverage lists and possibly contacting them to attend our meetings or events. This will help learn social and sales skills and to apply research in communication technique.

- **Updating Investment Holding Lists for Clients**

Track the holdings of our institutional clients, recommend strategy to incorporate holding information into RR's sales and marketing effort, and to review interests of clients

- **Updating Roulston Research website**

Maintain third-party reports, meeting schedule and Calendar entries for all events on the website and update all pertinent information.

Virtual Internship On Industry Research

Expert Research Program

Identify from Industry research topics of discussion, issues of Industry, Threats and Opportunities of companies in an Industry. Research industries, trade journals, industry associations, newspapers, and other resources by industry to help find the top experts in an industry. Identify speakers at Industry events Find contact information and current bio for follow up contact, and Contact Companies and Associations to identify industry recognized top consultants and experts

Process

1. Identify industry and its sector subgroups
2. Identify public companies in industry
 - Classify by:
 - i. Subgroup
 - ii. Market Capitalization
 - iii. Determine primary company's and innovators in industry
 - iv. Determine industry issues, trends and themes
3. Identify largest trade associations, investor conferences and other industry gatherings
 - Questions to answer: Who speaks at the conferences and what topics are being discussed in the industry?
4. Identify Current Trends
5. Identify Industry Experts
 - Industry Expert profile:
 - i. NOT currently employed by a large publicly traded company in the space
 - ii. Former C-level management OR
 - iii. C-level consultant to the industry
 - iv. Must be currently engaged in the industry
 - v. Must know companies and industry trends
 - vi. How to find:
 1. Google searches; keyword searches (eg. "software industry expert")
 2. Quoted experts in news articles
 3. Industry expert blogs
 4. Speakers at trade association
 5. Press releases
 6. Call Investor Relations of public companies: Ask what consulting firms they use
 7. Private company management within industry
 8. Customers & Suppliers
6. Resources/Staff involved
 - Intern – conduct research
 - Tom Z. – basic education about RR files and research process

Check-in 1-2 times per week via phone discussion review of deliverable

Objective:

1. *Learn about an industry, its subgroups and public companies*
2. *Understand relevant and topical issues within the industry*
3. *Identify industry experts that may be ideal for Roulston Research events*
4. *Identify buy-side institutions and investors that may be interested in attending events*