

1. What did you learn from this assignment?

From this assignment I learned what the Stock Market is and how it works. Before doing this assignment, I had already heard about stocks in some business books and I was always interested in learning about it, but I never took the first step toward reading and educating myself about it. When I heard about this assignment I was scared because I had never bought a stock before and did not know how difficult it was to do it. Regarding this, I learned that buying stocks is not as difficult as it seems. However, the difficult part is to pick the right stocks to make sure to profit.

In addition to this, I learned that to pick stocks, diversification is important because when a specific sector is not doing well, most of the companies in the same sector will not be doing great either. For example, most of my stocks were tech companies and they usually did well or bad together. Also, I learned that it is important to have an overview of what a company is planning to do in the future when it comes to choosing a stock because that is what is going to make an impact on the stock's price.

Furthermore, I learned many concepts I have never heard before from the news. Also, I learned different ways companies deal with the public and the decisions they make for their businesses in normal or difficult situations. Also, I learned some companies' techniques on how to be socially responsible which is actually helping me with my Honors project. In addition, I learned that, not only what happens with a company but with a country as a whole, might have an impact on the overall Stock Market.

Additionally, I learned that Company's CEOs have to be serious and do not joke around in difficult moments like Elon Musk did with Tesla. I also learned that the *The Contemporary Business* book is right in that it is not good to say "No comment" when your company is in trouble. In addition, since most of my stocks were tech, I learned interesting stuff about technology.

Honestly, I feel I learned many other things from this assignment, but the most valuable things I learned came from the companies's CEOs teaching me how to make decisions in business.

a. How would you describe the experience?

Honestly, this was a great experience. Many issues in the class were related with the assignment. I identified more than twice that the content I learned in class was in some of the companies' news. With the help of this assignment, the class was much easier as a whole. As weeks passed by, I was a lot more comfortable in class because I started to understand more and more, Ms. Susan.

The news of each company gave me a better understanding about Business. It was fun to see how the news were reflected on the stock prices. Also, it was interesting to see the same concepts in

the book related with the companies news as well because this made me feel more engaged in the class although I did not participate much.

Honestly, I felt grateful for having the opportunity to track the companies I bought in this assignment because they helped me to be more aware about business and technology currently.

b. What type of emotions, if any, did you feel during the semester?

I had many emotions during this semester in this assignment. I felt enthusiastic, optimistic, disappointed, curious, excited, and anxious.

In the beginning I was really encouraged and optimistic about my stocks. I believed that they were going to do well, but that changed when the weeks passed by, and I started to be upset at some stocks that were trading super low.

Also, during the first few weeks I woke up everyday and the first thing I did was check how my stocks were doing. Seriously, I was checking the stock price at least 3 times a day minimum to see how my stocks were trading. Honestly, I really wanted to have gains and I was always optimistic about it.

Honestly, my interest on checking the stock price changed, and I stopped checking the stocks that much because it got to the point that I felt kind of addicted to it. Also, during the semester, I wondered to myself, “what if I invest my own money?” In many occasions I felt curious about investing my own money in some stocks to buy and sell.

In addition, I felt many times disappointed because my stocks were trading lower because of general issues in the country. I also felt excited about technological issues and spend some time trying to understand my company’s news.

2. For each of the six stocks you chose to purchase, discuss in detail the basis of your decision i.e., Why you decided to purchase each stock.

The main factors of my decisions were:

1. Technology: Since the class started, I did not only feel like I was behind in the business world, I also felt like I was behind in the technology world. I was admired to see Ms. Susan’s knowledge of business-technology and the importance of technology in business. I never imagined that businesses were so tied to technology, and although I have never been a tech guy, this made me feel the necessity of being more up to date about the tech world. Regarding this, that was the main reason why I chose many tech-related companies.
2. Future Impact in the society: Since I have vision and like to think about necessities at my workplace, coming up with ideas and finding necessities, I wanted to purchase stocks that

would meet people's needs in the present and future. I wondered to myself "What were some stuff that people need and will need?" For example, since I work in a restaurant and see that a really few people still use cash I thought about Square. Then, I thought about electric cars and that to follow Elon Musk would be interesting.

3. Charts: This was my first time in the stock market so before making a decision I had to take a look at the charts. I had a list of tech companies I wanted to purchase, but first I wanted to see how they were doing in the past 3-6 months. I also watched some videos about how to read charts and tried to decide from there. Since I wanted some risk and to prognosticate, I did not mind that the analysts of my companies told me that the stocks were going to fall soon, and most of them would not increase until mid-May. I guessed right in the first part, but I am still waiting to see if the companies have their comeback soon as prognosticated.
4. Avoiding FAANG stocks: Although, I did not buy unknown companies, they were for me, except Tesla and Netflix. I did not want to have the most known companies because I guessed many people were going to buy them. I doubt a lot about Netflix since I did not want to have a single FAANG stock, but I just thought that what they were doing was insane and was going to have a big impact in the the long term.
5. Long Term: Honestly, I wanted to have earnings and of course, be the winner as well, but I wanted to invest more in the long-term since I thought seven weeks was not a lot of time. So that's another reason why I did not care much that my stocks were prognosticated to have losses during the first weeks.

Consumer goods: Tesla

Honestly, I kind of knew that Tesla was going to be one of my stocks. They met all the criteria I was looking for in my first purchased. To start, they will meet a world necessity which is to have electric cars not to damage the environment with pollution. Also, they used a lot of technology in their cars including the autopilot system and that attracted me. I also wanted at least one super risky stock, and I thought Tesla was the best option because analysts already said they were not going to meet its production rates on the Model 3 vehicles. The last fact that made me decide to purchase this stock, and it is actually one of the most important, is that its CEO is Elon Musk. I was really excited and ready to learn how he was going to deal with the problems with the production rates. After all, I'm super glad I bought this stock, I had a lot of fun following it this last 7 weeks.

Tech/Video streaming/ Entertainment: Netflix

This was the second easiest to choose. I thought that what they were doing with the streaming shows was insane. I remember that right before I bought the stock one of its productions won an Oscar. That was an incentive for me, and after looking at the chart of the past months I was delighted for its fast-growing. Also, they are meeting people's needs. Fewer people watch tv now and I thought they had the potential to replace it if they haven't already. Another, incentive was that they were considered as a tech company as well so I really liked that. Honestly, I had some doubts before buying it, but while then I asked my girlfriend, "Why do you pay for Netflix every month?" She replied, "My favorite shows are there, it is convenient cause I can watch them whenever I want, in addition, I can watch as many movies as I want without having to buy them or going to the movies". This, definitely made me move forward and purchased the stock.

Tech/ Entertainment: Nvidia

This was a difficult choice since I had never heard about this company before. Also, I was comparing it with other tech companies like Advance Micron Devices which had a much better stock price. Many sites were recommending the stock, and after checking its chart I was impressed with its numbers. They had just reached a all time high the same week before I bought it. I investigated the stock and discovered that they create chips for gaming computer, and for autonomous self-driving systems. Also, they were producing chips for Cryptocurrency mining so I thought that they had a lot of potential. However, I feel I should've studied a little bit more about the stock before purchasing it.

Services/Tech: Square

This was another easy decision, I had interested in Square since it is a service that we have where I work. Also, many sites were comparing it with the early Amazon and the stock was up 246%, over the last year. I thought this was a stable stock, and in some way I felt this was going to be my less risky stock. Also, Square had become really popular in many small businesses and it is their new method to accept credit cards. Bank partnerships has helped them a lot. I thought of Square as a long-term investment.

Services/ Tech: Salesforce

This was a really difficult decision. However, there were some factors helped me to take a decision on this stock. The chart of this stock was trading high in the past months, also, they provide many facilities and tools to build each necessary department of a business. I believed that it was going to grow in the long-term since clouds on the internet have become more

effective for business. Also, They just had invested \$100 million in a tech company and created a strategic alliance with Dropbox.

Consumer goods/Tech : Adobe Systems

This was probably the most difficult decision and I based on current news that suggested to buy the stock . I thought that Adobe meets business goals by being a computer software company that helps business and people to design or edit in an easier way. Also, it is a stock which it will continue to grow since designing is necessary for any kind of business trying to create a network or differentiate themselves.

Overall, I do not regret about purchasing any stock. I would have liked more diversification, gains, and maybe some more exciting stocks, but my main goal was to learn about business and technology. Regarding this, I think I am more prepared to have a conversation about this ideas than when the semester just started.

3. What was the overall result (gain or loss) of each of your six stocks from the beginning of the assignment (3/16) until the end of the assignment (approximately May 4)?

The overall result of my stocks was really negative. I end up losing in 5 of my 6 stocks. In addition, the gains of Adobe which was my only winner were not really big. Literally, I was in a tie competition for winning the last position. I know this looks really discouraging, but it was worth it to follow this stocks. Especially my bigger loser which was Tesla.

TESLA: Total loss of 204.66

This was my favorite stock, there was a lot going on this stock this past 7 weeks. I have to say that I felt confident buying this stock although it was in huge problems when I purchased it. I had the believed that Elon Musk was going to overcome the company issues, but it seems like 7 weeks were not enough time for him. Even though the stock had an insane lost, I think it could've been worst than this. I enjoyed the news involving CEO, Elon Musk. There was at least one interesting news about him per week. The most remarkable news were those when he made a Joke saying that Tesla was in bankrupt, and when he said he was sleeping in the production hell of his company. Also, the stock seems to have a comeback in the stock price, but the quarterly report and the production rates did not help.

Netflix: Total lost of \$61.8

This was another interesting stock, I do not know in overall why I end up losing money in this stock. Netflix seemed to have exciting news during the 7 weeks. I think the stock was overpriced when I purchased it, and many investors decided to shortage it. However, it is company that will change the world, and will provide a lot of jobs around the world.

Nvidia: Total lost of \$86.87

This was the stock which made me feel upset in some way because I had a big expectation of it, but the stock never responded. The stock had a huge lost in the first few weeks, and it showed signs of maybe coming back to its original price, but then it would slide again. I feel that this stock was much overpriced than Netflix. However, I learned interesting stuff from its news related to cryptocurrency.

Square: Total loss of \$126.15

Even though I thought this was going to be my most secure stock, it also end up losing money. I had problems when buying my stocks because I needed to buy a similar amount of ownership for every stock in the howthemarketworks.com web page. So I end up buying more shares of Square than I would have wanted. Honestly, it was a little bit boring to follow this stock most of the of time.

Salesforce: Total loss of \$30.25

This stock did not have a huge lost compare with the others. I had positive expectations of this stock as well. I wanted to learn about this stock because I was interesting in learning about Cloud companies. Also, I knew that salesforce was one of the most popular in this field. In addition, I wanted to know what the purpose of its platform was.

ADOBE: Total gain of \$46.06

Surprisingly, the stock that I doubted the most end up giving me my only gains. In addition, this was the most boring company to follow since its news about its Artificial Intelligence were a little bit complexed. However, I am happy for this acquisition since I learned about some new AI products.

a. What was your expectation?

My main expectation was to learn about these companies, talking about numbers I wanted to start in the bottom of the ranking and then, give a surprise and reach the top ranking at the end. Regarding this, I did well on having losses in the beginning, but the problem was that the comeback seemed impossible in the last 2 weeks. As discussed before my Charts analysts showed that that was going to happen in most of my stocks. Even though of the huge loss I had overall, I am still optimistic, and will follow these stocks to see if I end up beating the rest in the ranking list.

b. What would you do differently?

Investing my own money and in an attempt to earn money, I would definitely have a more diversified portfolio because in that case there would be less risk to lose all my money. Also, I would focus a little bit more on short-term gains.

During the stock assignment I discovered that investors usually buy stocks when they're at their lowest price and then sell them when they're close to their peak price. Regarding this, I would buy stocks that are under their regular value or I would try to find deals.

Also I think I would invest in less known companies. For example penny stocks. I would definitely focus more on deep chart analysis to sell and buy. However, if I wouldn't have to buy the stocks at a required time, I would invest in the same stocks, but wait for the right time when their prices are low.

c. What type of investor do you think you are?

I think I am more a long-term investor. I like to choose and follow companies that have a vision and are planning to satisfy people's needs in the short term, but focusing more on the long term. Also, I feel I am a little bit risky, since I like to be optimistic, I believe that a company in trouble can recover by taking the right steps.

d. What type of investor do you aspire to be?

I would like to still focus on long-term investments, from real estate, and probably stocks as well. However, I feel that at some point I will try to buy and sell to have short-term gains. I would do this for curiosity and to have some fun. I don't see stocks as my biggest investment, but I will probably buy some stocks soon without investing a lot of money only to see the results of it.

WEEK 1

| Symbol | Company Stock | Purchased Price | Week start | Week end | Differentiation |
|--------|----------------|-----------------|------------|----------|-----------------|
| ADBE | Adobe Systems | \$221.93 | \$225.55 | \$215.02 | -\$10.53 |
| CRM | Salesforce.com | \$127.77 | \$125.97 | \$114.43 | -\$11.54 |
| NVDA | NVIDIA | \$251.47 | \$250.48 | \$232.97 | -\$17.51 |
| SQ | Square, inc. | \$53.45 | \$54.89 | \$51.67 | -\$3.22 |
| NTFX | Netflix, inc. | \$332.45 | \$318.45 | \$300.94 | -\$17.51 |
| TSLA | Tesla, inc. | \$328.20 | \$321.35 | \$301.54 | -\$19.81 |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|--|---|--|
| <p>ADOBE SYSTEMS \$225.55</p> | <p>With emerging markets like Korea, China, and Southeast beginning to contribute to subscriber growth. Adobe is Reporting revenues of \$2.08 billion , with a 24% year over year growth.</p> <p>Adobe is described as a hot stock by many stock sites and it is projected to have earnings of 50%, while its fiscal 2018 earnings per share is expected to soar by 45.9% to reach \$6.29 per share.</p> <p>DocuSign which, had led the way in digital transactions with electronic signatures, and competes with Adobe's Adobe sign, is preparing an initial public offering (IPO) in the next six months.</p> <p>DropBox priced its IPO at \$21 per share. But after the stock opened on Friday, its shares were hitting a high of \$31.60 before retreating and closing at \$28.48. TheStreet's Jim Cramer wants the investors to know how it compares to the industry's best which he think is Adobe.</p> | <p>This week adobe suffered a big lost of \$10.53 - changing the stock price from \$225.55 to \$215.02</p> <p>The beginning of the week was good for Adobe, I think that the news in different stock sites describing it as a hot stock helped it to increase on Tuesday.</p> <p>However, I think that the lack of relevant news during the rest of the week didn't help the stock to keep its price up.</p> <p>In addition, competitors were getting strong with hot news so I think that might be a reason why the stock could have some losses.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|------------------------------------|---|--|
| <p>SALESFORCE.COM \$125.97</p> | <p>Salesforce set a new goal telling analysts that they want to hit \$40 billion in annual revenue by 2028 and \$60 billion by 2034. That would represent a nearly 500% increase of revenue of 10.5 billion in the 2018 at the end of January with an annual growth rate of nearly 125.</p> <p>On Late Tuesday, Salesforce confirmed an agreement in which it acquired Mulesoft (MULE) for a value of \$6.5 billion. Mulesoft is the provider of one of the world's leading platforms for building application networks. It also helps fortune 500 companies stitch together disparate software applications, data and devices.</p> <p>The site Forbes stated that the evolution of artificial Intelligence technology is changing every industry. It also said that CRM needs a reboot and revealed some of its weaknesses and problems. For example, Its system is only as good as the quality and quantity of data ,and It focuses on making sales more efficient by viewing historical reports instead of indicators.</p> <p>Salesforce made a transformative move for the future. The Mulesoft purchased will create a new service in the Salesforce family called Integration Cloud. Salesforce is not new to this strategy. They bought a company called Demandware in 2016 and has had success with such strategies, cross selling new services to existing customers, and getting new clients.</p> | <p>The price of the stock fell by \$11.54 and it changed the price from \$125.97 to \$114.43.</p> <p>I think that In other news of Facebook having troubles with the data of its users affected in some way Salesforce on Monday. Since Facebooks uses some Salesforce's utilities.</p> <p>Even though, the beginning of the week seemed optimistic after having considerable gains on Tuesday by the goals set of the company and its acquisition of Mulesoft, things did not go very well as I expected.</p> <p>I believed that Some bad critics by Forbes on Wednesday didn't actually have a big influence in the stock price, but surprisingly the stock had a really bad week's closing.</p> <p>I thought that some optimistic news about Mulesoft purchased seen as a smart move in several stock sites would help to recover some losses. But it actually, did not had influence on the stock price, and the stock would have losses on Friday as well.</p> <p>I honestly do not know what made the stock have such a bad week, but I felt that some announcements about a possible trade war because of Trump's tariff might have affected most of stocks in general.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|----------------------------|---|---|
| <p>NVIDIA \$250.48</p> | <p>The stock announced (RTX), a ray-tracing technology that brings real-time , cinematic-quality. That RTX is the product of 10 years of work in computer graphics and GPU Architecture.</p> <p>It also announced its partnership with Microsoft to enable full RTX support for applications that use Microsoft’s new DirectX raytracing (DRX) an industry-standard platform. Ray tracing is a method for producing visual images within 3D computer graphics environments with more realism than traditional rendering techniques.</p> <p>Nvidia have to make significant investments on research and development after a Uber self driving test car hit and killed a pedestrian in Tampa, Arizona, they had stoped self- driving car tests in all locations. The incident is likely to delay and put a brake on the development and commercialization efforts of self driving cars.</p> <p>Microsoft recently launched a dedicated cloud gaming division led by Kareem Choudhry, who is a 20- year company veteran who previously worked on outlook and Xbox engineering. He stated that there will be about two billion gamers worldwide and his team goal is to “reach every of them”. To be able to do that Microsoft have compete against established players like Sony and Nvidia.</p> | <p>One of the biggest lost this week. Nvidia’s fell by \$17.51. The stock value changed from \$250.28 to 232.97.</p> <p>In the beginning of the week between Monday and Tuesday the stock was performing well. I think that the good news about the announcement of a RTX , in addition to the partnership with Microsoft for supporting applications that use Microsoft’s DirectX helped the stock a lot to increased on Tuesday.</p> <p>However, I think that the bad news about the Uber self driving car’s accident affected Nvidia since it is one of the chip-makers of the project.</p> <p>In spite of the partnership between Microsoft and Nvidia for the ray-tracing technology, the fact that a Big company like Microsoft is trying to compete in the gaming market. I think did not help much the stock.</p> <p>The last three days of the week were really bad for the stock and it had it biggest lost on Friday. I think that some investors freaked out about the self driving car’s accident and that end up affecting the stock the last days of the week.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|--|---|
| <p>SQUARE \$54.89</p> | <p>Square’s CEO (Jack Dorsey) believes that the virtual-currency community will be the future of money. He stated that the world will have a single currency, the internet will have a single currency. And he personally believes that it will be bitcoin.</p> <p>Riding cryptocurrency and cashless transactions that are two hot trends over the past year. Square is up 246% since last march 2017. And, It popped 5.7% to a new all time high of \$58.07 on Tuesday before closing at \$57.69.</p> <p>Square is offering coffee discounts to those who use their square cash cards for purchases. According to its website, you must spend at least \$1.50 on your coffee purchased to get the dollar- off discount, and you can’t take advantage of it more than 10 times a day.</p> <p>According to Bloomberg the Group of 20 (G-20) countries, the world’s biggest economies may classify cryptocurrencies as an asset instead of a currency.</p> <p>Craig Hallum Capital group analyst Brad Berning recommended to sell Square. Since competitors like First Data Corp and Verifone are implementing new payment-processing products. For example, First Data’s Clover that would make any transaction over \$10 or \$15 cheaper over Square’s.</p> | <p>The stock price changed from \$54.89 to \$51.67. Fortunately the smallest lost of the week of \$3.22.</p> <p>The stock had its only profits on Tuesday when they reached an all time high. I think that optimism of CEO Jack Dorsey about the cryptocurrency motivated investors.</p> <p>Another good news about the coffee discounts did not helped much on gains, but I think it had an important role on keeping the price up until Thursday.</p> <p>I think that the bad news about competitors implementing cheaper processing products affected the stock.</p> <p>However, I still do not understand how the stock suddenly decreased its price that much from 57.69 to the end of the week’s price. After having an all time high on Tuesday, and not having bad news that justified deeply its lost.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|-----------------------------|---|---|
| <p>NETFLIX \$318.45</p> | <p>Cambridge Analytical, which worked on Facebook ads for president Donald Trump, mined the data of more than 50 million users of the social network without permission. Cramer said Negative Facebook headlines make investors “sick of the stock, and there’s some sentiment on Wall Street that Facebooks is the worst of the FAANG’s”.</p> <p>Netflix collaborated with Filipino media company, TV5 network to stream its first philippine series to be released on April 9th. In addition, they are planning to release 30 international original series this year, including programs from India, Korea and Japan. They’re intend to produce 80 films throughout the year.</p> <p>Since only 8% of people between the ages of 18 and 29 are getting their news from network TV, Netflix sees this as an opportunity. One of its projects this year could be a “weekly news magazine show”</p> <p>Producers of the Netflix show “The Crown” apologized to actors Claire Foy and Matt Smith for paying Foy less than her male co-start Smith. That was the latest example of pay disparity in the entertainment industry.</p> <p>After the Roku Channel has been published about six months ago and distributed it through Netflix. Roku management thinks that Roku Channel could be create a new home screen for Roku’s devices. Management is also persuading publishers instead of selling content rights and locking them up with Netflix.</p> | <p>Netflix tied with Nvidia with a huge lost of \$17.51 moving the stock price from \$318.45 to \$300.94.</p> <p>This was not an optimistic week for Netflix with only a few good news that might have an influence in the long term rather than the short term of the stock price, plus some pessimistic news.</p> <p>The only good news that I think might had had an influence in the stock price Were on Tuesday, which actually was the only good day during the week for the stock.</p> <p>I think that the news on Tuesday about the first Filipino series that are going to be released next month helped the stock to go up that day. But I am honestly not really sure about that, since all my tech stocks were doing great only that day during the week. Somehow it made me wonder if there was something that increased or decreased my tech stocks in general.</p> <p>Talking about bad news, there are many factors I consider affect the stock price. For example, the controversy of the differences between salary of the actors in the Netflix show. That was considered as sexism taking place from producers.</p> <p>I would say that some excessive use of “Tobacco incidents” from Netflix affects the company image as well.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|-----------------------------|---|--|
| <p>NETFLIX \$318.45</p> | <p>Report shows that Tobacco use is featured far more in streaming services than on broadcast and cable TV shows watched by young people, especially Netflix Inc. Its hit “Stranger Things” had 182 “Tobacco incidents” in it. Big questions are made about if streaming companies should be taxed to produce it content if it promotes smoking.</p> <p>Netflix created its own typeface to save money on marketing because fonts have large licensing fees, according to its brand design Noah Nathan.</p> <p>The fear of many investors about Trump’s tariff announcements picked up after he made those tariffs official on Thursday. In addition to this source of uncertainty, the privacy breach affecting Facebook seems to have affected the FAANG as well. They have fallen off in a big way since Trump’s announcements started, and even more after Facebook’s bad news.</p> | <p>Finally, trying to find out the coincidences on all my tech stocks having a bad week. I believe in the news of Trump’s tariff and the privacy breach of Facebook affecting Netflix and all other tech stocks.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|--|--|
| <p>TESLA \$321.35</p> | <p>Many stock sites Including Bloomberg and Forbes do not trust on Tesla achieving Elon Musk's prediction of production rate for its new Model 3 of 2,500 units per week by the end of the first quarter. They are currently only producing 737 Model 3s per week. In addition, Goldman Sachs' (one of the biggest investment banks in the world) believes that Tesla will decrease 36% to \$205.</p> <p>The sport car maker Porsche, is planing to launch its new high- performance electric Mission E car at the end of next year. It is called to be a direct competitor of Tesla Model 3.</p> <p>After Tesla's CEO Elon Musk said that through its driving system of Autopilot 2.0 they would make roads safer at least, a hundred to two hundred percent safer than a person by the end of next year. Uber self-driving test car was suspended because it hit and killed a pedestrian in Tampa.</p> <p>According to several stock pages Uber accident of its self-driving test vehicle changed the view and perception on the driverless cars Industry. Some pages seem to be optimistic, bad many are not.</p> <p>As long as they also see big returns Tesla shareholders do not mind if Elon Musk gets reacher and approved the board's proposal of \$2.6 billion award to incentive to its CEO.</p> <p>On Thursday after the reward to Elon Musk was approved, the biggest sovereign wealth fund Norway's revealed that it opposed the incentive to Tesla's CEO.</p> | <p>The biggest lost of the week, Tesla fell by \$19.81. Its stock price changed from \$321.35 to \$301.54.</p> <p>I believe that most of the Tesla's news this week were pessimistic. I think that the problems in the production of the new Model 3 electric car is the one that most affected the stock since there were news about it the entire week.</p> <p>I think that some competitors like Porsche, which are taking advantage of the Tesla's bad moment are not good news and might affected at least a little bit on Monday.</p> <p>Another news that were not good at all and had still affected Tesla on Tuesday was the Uber self- driving test accident.</p> <p>On Wednesday the stock finally had some gains after the incentive award to CEO Elon Musk was approved. I believe that was the only reason why the stock price went up around 3% that day because of the investors optimist about it.</p> <p>After having a pretty good Wednesday, I would consider that the signed memorandum for Trump tariffs on Thursday had a bad influence in the price.</p> <p>I feel like the slowdown of the deliveries probably intervene on the Friday's stock price as well closing down 2.5%.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|---|----------------|
| <p>TESLA \$321.35</p> | <p>Trump signed an executive memorandum calling for tariffs on an estimated \$50 billion worth of Chinese goods. Two weeks after he signed off on steel and aluminum tariffs.</p> <p>Elon Musk deleted SpaceX and Tesla Facebook pages in support of the #deletefacebook movement.</p> <p>Tesla CEO asked for a slowdown in deliveries of the Model 3 in Norway because one truck did not stop by authorities and it ended up in an accident, which crushed two Model S vehicles.</p> <p>Tesla shares closed down 2.5% on Friday, registered a 6.2% weekly decline, and are down 3.2% so far in 2018.</p> | |

WEEK 2

| Symbol | Company Stock | Purchased price | Week Start | Week End | Differentiation |
|--------|----------------|-----------------|------------|----------|-----------------|
| ADBE | Adobe Systems | \$221.93 | \$215.02 | \$216.08 | +1.06 |
| CRM | Salesforce.com | \$127.77 | \$114.43 | \$116.30 | +1.87 |
| NVDA | NVIDIA | \$251.47 | \$232.97 | \$231.59 | -\$1.38 |
| SQ | Square, inc. | \$53.45 | \$51.67 | \$49.20 | -\$2.47 |
| NTFX | Netflix, inc. | \$332.45 | \$300.94 | \$295.35 | -\$5.59 |
| TSLA | Tesla, inc. | \$328.20 | \$301.54 | \$266.13 | -\$35.41 |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|--|--|--|
| <p>ADOBE SYSTEMS \$215.02</p> | <p>Adobe and Microsoft extended their partnership (announced in September 2016) into China. In addition, they also announced new native integrations between the Adobe Experience Manager and Microsoft Azure.</p> <p>The site Barron's think that it is time for investors to take profits because there are many concerns. Adobe's Marketing Cloud is slowing down. It had a revenue grew of 29% in the first quarter of 2017, but it has decrease since then to 16% in the first quarter of 2018. Also, the departure of the CFO Mark Garret, since he helped in Adobe's growth over the past 11 years.</p> <p>Adobe wants to transform its Cloud Platform into a company's experience record system, a central place to collect all the data you have about a customer from the Cloud Platform and external sources.</p> | <p>This week the stock had a gain of \$1.06 which is nothing compare with the losses last week. The stock price changed from \$215.02 to \$216.08.</p> <p>This was a really good week for Adobe in news. I'm sure that their partnership with Microsoft help the stock to increase its value for 6% on Monday.</p> <p>The only bad news of the week that I think might have made nervous some investors could be the advice of start selling the stock. But I'm honestly not really sure if that's the reason why the stock was down on Tuesday and Wednesday.</p> <p>I believe that the rest of the news highlighting Adobe's experience cloud business, and its news advancements contributed a lot to at least maintain the stock price up.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|-----------------------------------|---|---|
| <p>ADOBE SYSTEMS \$215.02</p> | <p>They also announced, a new Advertising cloud creative that expands offering by giving marketers control over basic elements like advertising copy and assets used in display. It will allow the rapid rollout of new messaging and design.</p> <p>Many sites including Bloomberg highlight that Adobe is not anymore only a Photoshop company with creative softwares. They say that through its CEO Shantanu Narayen they have successfully adopted a cloud- based subscription business model.</p> <p>Adobe and Nvidia announced an strategic alliance to improve their (AI) artificial intelligence and deep learning technologies. This will improve performance of Adobe’s Creative Cloud and Experience Cloud.</p> <p>Adobe’s new Analytics tool announced on Tuesday, which allows audio publishers to better understand their audience will be used by Pandora and Spotify to better advertise Gen Z, Millennials.</p> | <p>Even though, I thought that the partnership with Nvidia could influenced a lot on the stock price. It had not a big impact in the price.</p> <p>Honestly, I expected the gains this week to be bigger after many good news, but they were not reflected in the price in general.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|--------------------------------|---|---|
| <p>SALESFORCE \$114.43</p> | <p>Salesforce reported that its tool "Einstein" released in 2016 is currently generating more than one billion predictions every day. This smart tool seeks better data, and customers love it because it makes its employees better.</p> <p>Salesforce signed an agreement with Orange Belgium and Orange Polska to help orange achieve business agility faster and reduce time to market by using cloud-based solutions across Orange's digital channels.</p> <p>Taking advantage of Its acquisition Mulesoft last week Salesforce announced a new Integration Cloud on Wednesday. It will surface data regardless of where it resides to connect every system, customer and device in a whole new way.</p> <p>The company announced its second annual Equity awards at TrailheadDX, which is the company's annual developer conference in San Francisco.</p> | <p>Small gains of \$1.87 changing the price from \$114.43 to \$116.30.</p> <p>Last week I thought that the acquisition of Mulesoft did not have an impact on the stock price. This week I believe that the news of Salesforce taking advantage of this acquisition to create a new Integration Cloud had an good impact in the stock price.</p> <p>I think many investors finally realized why Salesforce made that big investment, and made them feel optimistic about the stock.</p> <p>Also, I believe that its conferences this week where it presented new solutions for its platforms had a good impact growing the stock on Thursday the last day of these trading week.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|----------------------------|--|--|
| <p>NVIDIA \$232.97</p> | <p>CEO Jensen Huang will give keynote at the ninth annual GPU technology conference (GTC) a huge event host by the graphics- chip company geared toward the AI community.</p> <p>After Uber, which is one of Nvidia's partners of its self driving technology, had a self- driving testing car accident. Nvidia had decided to suspend testing self - driving cars on public roads around the world.</p> <p>Nvidia revealed a simulator that uses cloud computing power to test autonomous vehicles on Tuesday.</p> <p>Nvidia and Adobe announced an strategic alliance to improve their (AI) artificial intelligence and deep learning technologies.</p> <p>Tesla, which is another Nvidia's partner of its self-driving technology, was involved in a fatal crash and fire last week .</p> <p>Nvidia is having troubles keeping up in demand of graphics cards, since cryptocurrency miners are buying them up. CEO Jensen Huang said that they have to build a whole more.</p> <p>CEO Jensen Huang stated that Uber does not use Nvidia's drive technology. they actually develops their own sensing and drive technology. He also, highlight that one accident won't stop the autonomous driving future, and it will make them better.</p> | <p>The stock had a small lost of \$1.38. It moved the stock from \$232.97 to \$231.59.</p> <p>The stock had a really good beginning. I'm sure that the announcement of the GPU technology that was going to be host in the next days woke up the investor's interest and optimist, helping the stock increase its value.</p> <p>However, I'm also sure about that their announcement of suspending the tests of self-driving cars affected the stock falling by 8% on Tuesday.</p> <p>Another bad news was the Tesla's car accident which made me feel pretty pessimistic about the stock. Surprisingly, It didn't have much impact on the stock that was already down.</p> <p>Even though, the bad news affected a lot the stock, the optimistic comments of the CEO Jensen Huang about the autonomous driving future helped the stock to recover from Tuesday and Wednesday.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|---|--|
| <p>SQUARE \$51.67</p> | <p>Many analysts tracked by Factset raised the price of target of Square to \$67 from \$51 since they continue believe new products like Square Register and retail POS will drive the stock progression and expansion.</p> <p>Square has fallen through a technical uptrend that started back in early February, and the stock could fall to \$45.20 over the short term from its price around \$53.35.</p> <p>A national study by the Square, reveals that 79% of Canadians are now “card-first” buyers. 41% of Canadians describe themselves as “card only” buyers, and 75% are carrying less cash than in the past.</p> <p>In spite of what Dorsey said that he thinks Bitcoin will become the single currency of the world in the next 10 years. Analyst believe that it is impossible that bitcoin tokens can become the leading currency, because of its high mining cost.</p> <p>Square had their biggest percentage drop in five months on Wednesday with the stock down 7.1%.</p> <p>Analysts predict that Square could make up to half of revenue by 2022 and see stock price going down as an opportunity to buy.</p> | <p>Considerable losses for this stock of \$2.47. changing the stock price from \$51.67 to \$49.20.</p> <p>It was difficult to tell the news that affected or not the stock this week. I think that the optimistic news from some analysts about the stock price going up to \$67 motivated some investors on Monday growing the stock price.</p> <p>Later on, some predictions that the stock could fall to \$45 might have affected the stock a little bit.</p> <p>I remember that last week the price went up when CEO Dorsey said that bitcoin might become the single currency of the world. That makes me think that the news about analysts saying that’s impossible was the reason why the stock price went down.</p> <p>However, I don't think that those news had a big impact on the stock falling by 7.1% which I think is a lot.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|-----------------------------|--|--|
| <p>Netflix \$300.94</p> | <p>Netflix discovered cultural differences through viewer's discomfort. For example, Poland viewer's are accustomed to hearing a single actor, usually a man, read all of the dialogue in monotone voice, while the original audio plays in the background.</p> <p>The Canned Film Festival ban Netflix from this year event because Netflix has a different business model that clashes with them. Netflix refused to release its movies in theaters.</p> <p>Netflix seems to be trying to do what Hollywood does, they are attempting to turn a nostalgic older property into a successful film franchise. They're converting old successful books into films.</p> <p>Netflix has impressed Hollywood by spending billions of dollars to lure filmmakers. Also, it has frustrated competitors by stealing talent and driving up pay.</p> <p>A #DeleteNetflix campaign has started in Brazil since "The Mechanism" show was released. The show is a work of fiction based on the real life. Brazilian President Rousseff has accused Netflix of political bias and character assassination in its series based on the massive Car Wash corruption.</p> <p>Netflix's deal with iQiyi (Chinese Netflix) will allow Netflix to get in the Chinese markets, something that it could not do before due to strict regulations in China.</p> <p>iQIYI priced its IPO at \$18 per share at the midpoint of expected range, as they raised \$2.25 billion.</p> | <p>The stock fell by \$5.59. It changed from \$300.94 to \$295.35.</p> <p>Netflix stock had a good beginning as the rest of my stocks. I think that the cultural differences discovered by Netflix will help the company to make improvements to its streaming services and become multi-domestic.</p> <p>However, I think that's something might impact the stock price more in a long-term. So, I don't think it had an impact in the price here.</p> <p>Netflix had really optimistic news this week about how it is beating its competitors. Anyway, I think that the #DeleteNetflix campaign in Brazil had a bad impact on the price on Wednesday when the stock closed down 6%</p> <p>It seems like the rest of news during the week were good, but not enough to grow the stock price. I feel like the news didn't have much impact on the stock overall.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|---|--|
| <p>TESLA \$301.54</p> | <p>Fedex reserve 20 fully - electric semi trucks with are scheduled to begin production in 2019. As an investment on their commitment on improving the road safety, and also reducing their environmental impact.</p> <p>CEO Elon Musk joined #DeleteFacebook challenge and erased or hide Tesla and SpaceX Facebook pages. Each of them, had over 2 million followers.</p> <p>Many sites described that Investors were shorting Tesla bonds betting heavily against them because they are worried about the significance delays on the Model 3, and do not believe they can meet the production's expectations.</p> <p>Tesla announced the Tesla START program, a 12- week training program to provide students with the technical skills they need to join the ranks of the electric car manufacturer.</p> <p>Tesla announced that it was going to be rolling out its new navigation system this weekend. It does not only provides an update for the navigation system. It will also improve the upgradeability of a rare aspect of Tesla Vehicles that was previously difficult to improve with software updates.</p> <p>The National Transportation Safety board sent two investigators to examine fatal Tesla's vehicle accident last week in California. Tesla shares fell 8% the lowest in almost a year.</p> | <p>This stock had a huge lost. The worst in its history. It was of \$35.41. it changed the price dramatically from \$301.54 to \$266.13.</p> <p>This week there were really few good news for Tesla. I think not news had a positive effect on the stock price.</p> <p>Most of sites, investors, analysts were pessimistic the entire week. I believe that affected the price for sure.</p> <p>I think Nvidia announcing that it would suspend testing self -driving cars affected the stock as well.</p> <p>In addition, the Tesla's car accident last week was investigated and some sites believed it had something to be with the Autopilot system. I'm sure that affected the stock a lot. the stock fell by 8% after those news.</p> <p>The news that end up killing the stock price this week was Moody's after it downgraded Tesla's credit rating.</p> <p>The rest of the week was full of bad news that would recommend to sell the stock. That made the final week price to drop a little bit more.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|---|----------------|
| <p>TESLA \$301.54</p> | <p>Nvidia had decided to suspend testing self - driving cars on public roads around the world.</p> <p>Moody's Investors Service downgraded Tesla's credit ratings changing the outlook to negative from stable, as there is a significant shortfall in the Model 3 production rate and a tight financial situation.</p> <p>Many sites are pessimistic about that Tesla's weakness is not an opportunity to buy it. Most sites recommended to short it.</p> <p>The company shares fell \$21.40, or 7.7%, to \$257.78, extending a weeklong decline.</p> <p>Tesla shareholders won against the CEO Musk and the company's board after a Delaware judge refused to dismiss a lawsuit over the acquisition of Solar City Corp.</p> <p>Shares of Tesla fell again on Thursday, and its down 11 of the past 13 trading days. This was its worst week and month in its history. In addition some traders expect it to crash another 20%.</p> | |

WEEK 3

| Symbol | Company Stock | Purchased price | Week Start | Week End | Differentiation |
|--------|----------------|-----------------|------------|----------|-----------------|
| ADBE | Adobe Systems | \$221.93 | \$216.08 | \$218.61 | +2.53 |
| CRM | Salesforce.com | \$127.77 | \$116.30 | \$116.10 | -\$0.20 |
| NVDA | NVIDIA | \$251.47 | \$231.59 | \$214.25 | -\$17.34 |
| SQ | Square, inc. | \$53.45 | \$49.20 | \$45.87 | -\$3.33 |
| NTFX | Netflix, inc. | \$332.45 | \$295.35 | \$288.85 | -\$6.50 |
| TSLA | Tesla, inc. | \$328.20 | \$266.13 | \$299.30 | +33.17 |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|---|--|
| <p>ADOBE \$216.08</p> | <p>Adobe has been implementing more canonical “Lightroom” since the end of the last year. On Tuesday, they announced that they are launching an update to its Lightroom photo management with new features. This promised to make photographer’s life easier.</p> <p>The Adobe’s creative cloud update announced on Tuesday includes powerful new capabilities for refining color, creating graphics and crafting audio.</p> <p>According to Derrick Wood Adobe and Salesforce are competing to be the center of digital transformation and artificial intelligence for corporate customers.</p> <p>The currently Adobe’s SVP, Chief Accounting Officer and Corporate Controller, John Murphy will be announced as a new CFO on April 9, 2018</p> | <p>This stock had a small gain of \$2.53 this week closing at \$218.6. The stock had a price of 216.08 when the week started.</p> <p>The main news were in the middle of the week on Wednesday. they had big gains of \$9.12 that specific day.</p> <p>I believe the reason why the market had that big move on Wednesday was because of the new update, which promises many advantages.</p> <p>The news about Adobe competing with Salesforce seems like affected the stock price in some way.</p> <p>I thought the announcement about Murphy becoming the new CFO would have a positive effect in the stock, but the stock kept losing until from Thursday to the end of the week.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|---|--|
| <p>ADOBE \$216.08</p> | <p>Bloomberg reveals that Adobe has a secret project called “Perfect Path” to use Artificial Intelligence to create better ways of targeting customers.</p> <p>The system has data from brands about individual shoppers and includes their age, location, lifestyle, and shopping patterns on and offline.</p> <p>This prototype system uses machine learning, to not make the same mistake twice. If a customer doesn't respond by email, it might try sending a a text message to promote a brand.</p> | <p>I was excited about the Adobe’s project, but since it was after the market closed on Friday I will have to wait until Monday to see if it has a big effect.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|--------------------------------|---|---|
| <p>SALESFORCE \$116.30</p> | <p>Salesforce will adopt new accounting standards, Accounting Standard Codification (ASC) 606 “ Revenue from Contracts with Customers”. Also, they will adapt ASC 340 -40 “ Other Assets and Deferred Costs- Contracts with Customers”. Those standards will benefit its reported operating results for fiscal 2017 and 2018 although it won’t impact its cash flow.</p> <p>Analysts believe that the acquisition of Mulesoft last week costed more than it shouldn’t been because Salesforce had competition. Salesforce said that it was not because of competition.</p> <p>Mulesoft acquisition last week and the empowerment of the new Salesforce Integration Cloud it is a sign that they want to own the system of record. They are in competition with Adobe.</p> <p>Salesforce is issuing \$2.5 billion in bonds to help finance the cash they spent to acquire Mulesoft.</p> <p>Morgan Stanley says that Artificial intelligence and machine learning have become a top 10 spending priority for corporate chief information officers.</p> <p>On the weekend Sales-force co- founders Marc Benioff and Parker Harris talked about how the company is investing on one of the next new technologies, a blockchain product.</p> | <p>The stock had a small lose of \$0.20. The stock changed from \$116.30 to \$116.10.</p> <p>Honestly, I feel there was not much going on this week for this stock.</p> <p>I think that Salesforce might have had a good week start for the adoption of new accounting standards which are supposed to benefit it.</p> <p>Then, it was difficult to difference why the stock price changed specially n Thursday and Friday when the stock had some losses.</p> <p>At least I discovered why the acquisition of Mulesoft didn't increase the stock price last week. I think it is because investors thought that was a overprice company as the analysis said.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|----------------------------|---|--|
| <p>NVIDIA \$231.59</p> | <p>On Monday there were several news about what Nvidia presented in its annual financial analysts day last week.</p> <p>According to Morgan Stanley, the decline in cryptocurrency mining demand is already affecting Nvidia and other chipmakers companies. There's not financial incentive on GPU demand and Ethereum prices fell to \$370 last week after reaching a high of \$1300.</p> <p>TheSteet emphasized the competitive on who will win the self-driving car race. Also, Nvidia's new Drive Constellation platform which allows a self- driving car system to adapt and drive in different environments. For example, in snowy conditions, heavy rains, etc.</p> <p>Even though, bitcoin had have declines lately, CEO Jensen Huang told Jim Cramer from Mad Money that cryptocurrency still be strong and popular.</p> <p>Nvidia recently announced that they are in partnership with ARM which is subsidiary of Softbank. ARM will implement Nvidia Deep Learning Accelerator in in its project Trillium platform for chips, with the objective of being used in mobile and Internet of Things (IoT) devices. For example: Apple's watch.</p> <p>Bank of America analysts, Vivek Arya added Nidia stock to the firm's US1 list of top American stock picks although Nvidia has tumble 5.1% in the past five days. He believes that Nvidia is one of the most unique investments in semis/technology.</p> | <p>A lot going on with this stock. It was the third week in a row having losses with a difference of \$17.34. The stock price changed from \$231.59 to \$214.25.</p> <p>The stock had a bad start on Monday losing about \$10.00. I think the bad news about cryptocurrency was the main reason of the decline.</p> <p>Then, some comments of Nvidia's CEO Changed the mind of some investors. helping the stock to increase is price.</p> <p>Some good news about Nvidia's partnership with ARM and optimism of some investors helped the stock to have a small come back.</p> <p>Bad news about cryptocurrency decline as a consequence as a possible trade war, affected Nvidia's stock for a second time. Cryptocurrencies depend on chipmakers like Nvidia. Regarding this, Nvidia depend on sales to cryptocurrency's mining.</p> <p>Again, a new competitor called Bitmain Created a chip for mining cryptocurrencies which analysts describe as a bad news for Nvidia which might reduce its sales.</p> <p>The Nvidia's new products presented last week, did not help the stock since it was something from last week did not intervene in the price.</p> <p>I thought that the announcements of new products and in the short future would help the stock to had a come back, but it did not happened.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|---|----------------|
| <p>NVIDIA \$23.59</p> | <p>As a consequence of the trade war on Wednesday between U.S. and China the Bitcoin and most of other top cryptocurrency decline lot.</p> <p>Another news related with cryptocurrency are those that there is a new startup called Bitmain Technologies. The company has released a chip for mining cryptocurrencies which make analysts worried and has Nvidia in risk since it benefits from sales into crypto market.</p> <p>Nvidia presented new products last week. A simulation system for testing driverless vehicles, a partnership to bring Artificial Intelligence to the Internet of things. Also, a medical imagining supercomputer,</p> <p>Later this year NVDA is expected to introduce the first graphics processors based on a new architecture called tutoring.</p> <p>Disney is preparing a new game that it is call Star Wars: Galaxy's edge expansions. This game which it is expected to be implemented next year to Orlando's Hollywood studios theme park and California's Disneyland theme park, it is a result of the partnership between Disney and Nvidia's technology.</p> | |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|--|--|
| <p>SQUARE \$49.20</p> | <p>Square appeared in some news about bigger gainers in 2017. With gains of 154% square has had an incredible run the past 15 month. Square isn't profitable yet, but if still continue to adapt, the stock might be able to report positive net income soon.</p> <p>After a woman shot 3 people before killing herself, tech companies started a campaign against gun violence. In the tech companies, Square is included.</p> <p>Banks are being disrupted by technology. From the promotion of peer-to-peer transfers, powered by Zelle to companies like Square, which gives loans bases on how much credit card volume a business does.</p> <p>Square will make its peer-to-peer cash app available in U.K that it would be its first international market for the app. This will led U.K users send and receive money for free. The only thing they won't be able to do in the launch is to buy and sell bitcoin. Also, the cash debit card won't be available either.</p> <p>Amazon is interesting on using its Alexa voice assistant to facilitate peer-to-peer payments. CEO Jeff Bezos wants to make financial services a top priority to allow users pay their friends, family, and possibly bills, similar to banking app by simply asking Alexa to do it.</p> | <p>Another stock which has been losing the last three weeks. Square lost \$3.33 this week.</p> <p>There were not many new events on this stock this week.</p> <p>The good news this week that raise the price a little bit was making available their peer-to-peer cash app in U.K.</p> <p>I believe that the news that affected square the most was, Amazon trying to used its own method to give financial services because this can cause less consumers for the company.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|-----------------------------|---|---|
| <p>NETFLIX \$295.35</p> | <p>On Monday, Netflix finally released “True Stories” which it is a Avicii’s documentary. The documentary tells the story of Tim Bergling, Avicii, from a normal guy who loves music to one of the biggest dance music artists of the scene through having difficulties that made him stop from touring.</p> <p>The shares o Netflix had losses of 5.10% which is about \$15 of its share price on Monday after some concerns over regulations for companies that hold a lot of user data. Also, the stock has fallen around 16% since its all- time high from last month.</p> <p>Netflix reported quarterly results that are not bad at all.The stock closed on January 22 at \$227.58 and opened January 23 at \$255.05 for a 12% price higher. With the Monday's close of \$280.29, Netflix stock is up 46% year to date.</p> <p>A filmmaker is accusing Stranger Things creators Matt and Ross Duffer of stealing his idea for Netflix’s series. It seems like this filmmaker shared the idea and presented materials to them before the Duffer’s sold it to Netflix.</p> <p>Netflix series <i>Stranger things</i> will be brought to the Universal Studios parks in their parks’s annual Halloween Horror Nights series, after a deal with NBCUniversal. This will be Netflix’s first in the theme park space.</p> | <p>Netflix as most of my stocks had losses again this week. The stock lost \$6.50 and change the stock price from \$295.35 to \$288.85.</p> <p>I think many Avicii’s followers were excited about his documentary, but did not had an impact on the stock price.</p> <p>I believe many investors were discouraged to see that Netflix’s stock had fallen by 16% in the last month on Monday. Also, I think that was the main reason why many sold the stock and the price went down.</p> <p>Then, the news about the deal they had with NBCUniversal to present Stranger things in its annual event, might have had a positive effect on the price.</p> <p>The stock had a huge come back the rest of the week since it was already down \$15 dollars in the first day of the week.</p> <p>I think that the main reason why the stock had a come back was because risky investors took advantage of the deal price of \$280 on Monday. I think it was a deal since Netflix’s price was around \$332 just a few weeks ago.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|--|---|
| <p>TESLA \$266.13</p> | <p>CEO Elon Musk, made a joke on twitter where he post a picture of himself holding a sign of bankrupt.</p> <p>A report was showing that Elon musk sent an email to his employees where he said that the the production rate that Tesla has achieved is 2,000 model 3s in the last week of march.</p> <p>Bruce Clark said that Tesla has really serious issues with productions. Moody's downgraded Tesla's corporate family credit rating from B2 to B3, a rating corresponding to non-investment-grade speculative debt.</p> <p>Bloomberg published that Waymo CEO do not blame Tesla for the autopilot accident of a person last week and thinks that that person in the driver's seat is the only responsible. He said that Tesla's system requires the human driver to remain alert and regularly put a hand on the wheel.</p> <p>Investors were not that discouraged although Tesla did not reach its 2500 model 3 production per week since Bloomberg's Model 3 tracker expected that the Tesla's production rates were going to be lower than 1,200 and they reached 2,020 the lat week.</p> <p>Also, Tesla said that their production rate increased by 40% and they expect to produce another 2,000 vehicles in the next seven days.</p> | <p>Fortunately, Tesla had a huge come back which made me feel happy since its crashed last week and did not have much hope.</p> <p>The stock had gains of \$33.17 which changed the stock price from \$266.13 to \$299.30.</p> <p>The beginning of the week was not optimistic. Investors were not really happy about Elon Musk joke on Sunday and the stock had even more losses on Monday.</p> <p>The rest of the week was fortunately good. Waymo and other self-driving car producers defend Tesla about the crash that happened last week. I believe this helped the stock to increased its price.</p> <p>Investors were optimistic in some way because Tesla produce 2,000 vehicles the last week which is a lot more than they expected.</p> <p>I think that the main reason the stock had a comeback was that they're production rate increased a lot this last week. Even though they did not reach their goal of 2,500 per week, they produced a lot more than it was predicted which was the main reason why the stock had big losses las week.</p> <p>I think that the last positive news was that Tesla will not need to get in more debt to raise capital so investors felt more secured.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|--|----------------|
| <p>TESLA \$266.13</p> | <p>Bloomberg published that Tesla is the American- Best selling Electric car. They have delivered 25 percent more cars than its closest competitor, the Toyota Prius, and nearly double the amount of Chevy Bolts delivered in the same time.</p> <p>Tesla shares had a come back on Wednesday despite the news of the new tariffs from China that are supposed to affect them.</p> <p>Tesla has produced nearly 35,000 new vehicles in 2018. That's 34% more vehicles produced than during the company's previous record-high of 25,700. Historically, the company's production has been around 25,000 cars per quarter.</p> <p>Elon Musk said that Tesla does not need to raise capital and they have enough money to continue the production.</p> | |

WEEK 4

| Symbol | Company Stock | Purchased price | Week Start | Week End | Differentiation |
|--------|----------------|-----------------|------------|----------|-----------------|
| ADBE | Adobe Systems | \$221.93 | \$218.61 | \$224.06 | +\$5.45 |
| CRM | Salesforce.com | \$127.77 | \$116.10 | \$119.01 | +\$2.91 |
| NVDA | NVIDIA | \$251.47 | \$214.25 | \$231.50 | +\$17.25 |
| SQ | Square, inc. | \$53.45 | \$45.87 | \$47.50 | +\$1.63 |
| NTFX | Netflix, inc. | \$332.45 | \$288.85 | \$311.65 | +\$22.80 |
| TSLA | Tesla, inc. | \$328.20 | \$299.30 | \$300.34 | +\$1.04 |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|--|--|
| <p>ADOBE \$218.61</p> | <p>As announced last week, John Murphy will be took up a new role as a Adobe's Chief Financial Officer (CFO) on Monday.</p> <p>Many stock pages reported that Adobe has not missed analyst's revenues expectations in the last 14 quarters. Also, they said that the company has consistently improved performance and its record of meeting or exceeding analysts's expectations.</p> <p>Adobe announced that its Spark for Education with premium features is now available to K-12 and higher education students free of charge. This program usually cost \$120 and lets students to quickly and easily express themselves via graphics, web stories and video to complete their school assignments.</p> | <p>This week the stock had good gains of \$5.45 which makes this to be the only one of my stocks with a higher price of the purchase price.</p> <p>The stock changed from \$218.61 to \$224.06.</p> <p>I think that the new announcements to its leadership team, were seen as smart moves for investors and that made the stock go up a little.</p> <p>I feel that Adobe showing that they are social responsible by providing a free feature for students, and also, being a company which respect woman and minorities rights give them a good image through investors. Regarding this, I do not think it increased the stock price much, but I feel it helped the stock to keep up its share price</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|-------------------|--|----------------|
| ADOBE \$218.61 | <p>Adobe is one of the few high-profile companies that has recently reached full equal pay for women and underrepresented minorities in the United States. Also, Adobe is trying to have a better workplace for women, and help them advance in their careers and move into leaderships roles.</p> <p>This week, Adobe, also, announced the appointment of David Ricks, Currently CEO of Eli Lilly and Company, to its Board of directors.</p> | |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|--------------------------------|---|--|
| <p>SALESFORCE \$116.10</p> | <p>Salesforce is trying to join companies like Microsoft and Oracle as corporate information technology provider in developing digital products. They are investing in a blockchain which is the software technology behind bitcoin and other cryptocurrencies. It is a database, which track transactions to remain them transparent.</p> <p>CEO Marc Benioff participated in the New Economy Summit (NEST) where he will talked to Hiroshi Mitikani, chairman and CEO of Rakuten, Inc. and representative director of Japan Association of New Economy, and YOSHIKI.</p> <p>Salesforce is also one of the companies who has adopted equal pay between women and man.</p> <p>Sequoia Financial Group a company that has been around for 25 years and its mission has been focused in providing the best experience for its customers, is now working with Salesforce Financial Services Cloud to make easier for advisors to access to wealth information for the client, household and extended relationship network in one place.</p> <p>Tien Tzuo who was chief strategist at Salesforce is now CEO of Zuora which is a startup that was up 48% its first day of trading on NYSE this week.</p> | <p>This stock had some gains of \$2.91 this week. The stock price increased from \$116.10 to \$119.01.</p> <p>I think this stock showed a lot of potential this week with the announcement of a new blockchain which I think increased the price share in the beginning of the week.</p> <p>Also, the fact that it is gaining more consumers like Sequoia which is now using Salesforce services shows that the company still be growing and it is another reason why the stock price went up.</p> <p>There were not bad news this week so I feel it helped to stock to maintain its price high.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|----------------------------|---|---|
| <p>NVIDIA \$214.25</p> | <p>Morgan Stanley analysts reports that Nvidia might be affected by the bad news about its chip's sales to cryptocurrency, but sees it as a solid opportunity to buy the stock. It sees the stock as the most direct beneficiary of trends in machine learning.</p> <p>Nvidia teamed with technicians from Walt Disney to create a new technology that will be apply to new rides. For example the Star Wars game in which visitors will be able to pilot a ship, free blasters, and prepare for a hyper-space jump.</p> <p>Morgan Stanley analyst defended again Nvidia by saying that Nvidia has a strong demand for its data center and gaming processors as a leader of AI. This will help to reduce weakness in chips for cryptocurrency mining. Also, they think that the stock fell by 10% for over overreaction from investors about the Uber fatal crashed.</p> <p>Also, Morgan Stanley analysts said that Cryptocurrency demand by July will be zero. However, optimist investors believe in the stock in the long term.</p> <p>In addition, The Wall Street Journal believes that Nvidia is better without cryptocurrency since its processors are primary created for video games, and for providing artificial intelligence to data centers and automobiles.</p> | <p>Nvidia had a huge come back this week of \$17.25. The stock increased its share price from \$214.25 to \$231.50.</p> <p>This week there were many positive analysts which I think helped the stock to have a comeback.</p> <p>I think that the optimists analysis of Morgan Stanley about that the fall in the stock price of Nvidia last week as an opportunity to buy it, encouraged many investors.</p> <p>Also, I believe that the several other sites including The Wall Street Journal contribute to the stock to increased its price. I think they helped by not giving much importance to the possible decreased in demand for cryptocurrency chips and the the fatal Uber accident.</p> <p>Also, I feel that the new rides that Walt Disney is implementing in its theme parks with Nvidia collaboration is another reason of why the stock was trading higher. I think this confirmed that the company not only depends on cryptocurrency chips.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|--|---|
| <p>SQUARE \$45.87</p> | <p>Many sites highlighted that Square’s cash app is has been #1 in the iTunes App Store surpassing Venmo which has been #2 for several months. Square’s Cash App permits every user get a debit card, a bank account, and let them receive direct deposit from their jobs. This makes the company have big advantages over Paypal.</p> <p>Market Realists states that Square is down by 7.5% but there’s not particular reason, it’s possible that the stock has fallen due to profit booking by investors. Also, the stock still be 32% up year to date.</p> <p>Investors remained confident with Square on Wednesday although it had losses last week. The stock has shown a high performance in the last year and the beginning of this year as well.</p> <p>According to industry Analysts a final loss for square this year is near before gaining profits of \$115.28 million in 2019. They also, calculated that Square might have an annual growth rate of 89.58%.</p> | <p>Square had a small gain of \$1.63. this changed the stock price from \$45.87 to \$47.50.</p> <p>There were not much going on on this stock this week.</p> <p>I feel that the only news that might had an impact in the stock price is the one that Square’s Cash App has many advantages over competitors.</p> <p>Honestly, it was difficult to track this stock this week. Most of the news talked about square doing great in the overall year. However, there were not many interesting news.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---|--|--|
| <p>NETFLIX \$288.85</p> | <p>Netflix was affected on last Friday as investors worried over the speculation of the trade war between the U.S. and China. However, some tweets from Donald Trump on Monday indicate that U.S. is taking it easy with its approach in its trade battle with China.</p> <p>Shares of Netflix increased 2.9% in the premarket trade Tuesday, after J.P. Morgan raised its stock price target on the streaming video company, this gives an expectation of that the first-quarter results were strong. Analyst Doug Anmuth raised his target to \$328, which is 13% above Monday's closing price, from \$285.</p> <p>Several Wall Street Analysts including J.P Morgan, and Morgan Stanley raised Netflix's price market.</p> <p>Attorneys for Netflix and Fox traded arguments on Tuesday. Netflix believes that Fox contracts to employees make them slaves by not being able to work for competitors and push employees in some way to extend their contracts thought they don't want. However, Fox thinks that Netflix is trying to steal its employees since it is weird that employees leave the company when their contract still be up, which happened in 2016 when Netflix hired Marcos Walternberg and Tara Flynn from Fox.</p> <p>Adam Sandler filmed a comedy special in Austin, Texas on Tuesday, this is his first special over 20 years, which is supposed to debut on Netflix in the future.</p> | <p>Another stock having a great come back this week! The company had a gain of \$22.80 in its stock price. This changed the price from \$288.85 to \$311.65.</p> <p>This was a great week for Netflix! I believe that the pacifist Donal Trump's tweets on Monday increased the price of most of stocks in general, and it had a big positive effect on Netflix's share price.</p> <p>Several sites were optimistic about the stock and increased Netflix target price. I believe that that helped the stock to keep having gains during the week.</p> <p>I think that the news of lawsuit with Fox were not bad for the stock and did not impact the share price.</p> <p>I think that at the end of the week some investors see as smart move implementing shows like the Adam Sandler comedy show at Netflix and that might have help the stock price to increase as well.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|---|---|
| <p>TESLA \$299.30</p> | <p>CEO Elon Musk said in a conference that will recall 8898 Model s vehicles in china from June 28. He said that it is to enable self-driving features such as Autosteer for a select group of beta testers on October 23, 2015 in Beijing, China.</p> <p>The National Labor Relations Board presented charges against Tesla for its labor practices at the plant. The NLRB believes that there is harassment of pro-union workers, illegal intimidation, and also, Tesla is firing workers which is illegal, based on bias against their pro-union stands.</p> <p>Tesla might be benefitted by Chinese president Xi Jinpings's vows of open up Chinese economy and lower import tariffs for vehicles. It would be benefitted because it does not build cars in China as other companies, instead It makes them here and U.S. and then ships them to China.</p> <p>Also, CEO Elon Musk believes that China market will be bigger than U.S. in the future.</p> <p>Goldman Sachs advised investors to short Tesla's stock because they believe that its weekly production rate by the second quarter will be of 1,400 model 3. This is below he 2,000 model 3 they had made the last week of march. In addition, Elon Musk reacted to this and told insecure investors to place their bets.</p> | <p>Small gains over here. Tesla had a gain of \$1.04 this week, changing the price from \$299.30 to \$300.34.</p> <p>Honestly, I feel this was a crazy, but interesting week. I believe that most of the news were bad, and made the stock price drop some days, but they did not have a big impact on the share price overall.</p> <p>I think that the stock had huge gains in the beginning of the week for the good news about the China lowering the import tariffs.</p> <p>I am sure about that the pessimistic analysts of Stock sites like Goldman Sachs affected the price in the stock.</p> <p>I think that many investors shorted the stock after those analysts because the price went down.</p> <p>However, the promise of Elon Musk about generating money in the third and forth quarter Made happy investors, and this had an impact on the stock price which end up higher at the end of the week.</p> <p>Also, I thought that the comments of Musk about that he is sleeping in the plant were going to have a good impact in the stock, but it seems like investors did not really like it.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|--|----------------|
| <p>TESLA \$299.30</p> | <p>Elon Musk is sleeping on Tesla's plant! He says that he is stress and can not even go home to take a shower. As CEO he feels he has to focus on the most critical issue, in this case the production of the Model 3 vehicles. In addition, he states that Tesla is in a production hell.</p> <p>Most of investors are beating against Tesla, and the company is now the biggest short of the U.S. stock market.</p> <p>In addition to this, The News U.S said that an Analysts shows that Tesla's share price might be below \$100 dollars per share by 2019.</p> <p>There is a discussion between Tesla and Water Huang's (person who died in the autopilot crashed) family. The family said that the car's autopilot always went to the same direction in where the car crashed in the past. However, Tesla is trying to blame the Model's 3 driver for not paying attention and being distracted while driving.</p> <p>Elon Musk said that the future of Tesla depends on their ability to mass produce Model 3 cars. Also, he said that people should not be worried about not getting their car because they will get it, but it will have a delay of about 6-9 months. Some Model 3 vehicles orders have been cancelled simple because people needed a car and they did not have a car for them.</p> <p>On Friday, Musk said that Tesla will be making money in the third and forth quarter. He promised that they will have profits soon.</p> | |

WEEK 5

| Symbol | Company Stock | Purchased price | Week Start | Week End | Differentiation |
|--------|----------------|-----------------|------------|----------|-----------------|
| ADBE | Adobe Systems | \$221.93 | \$224.06 | \$225.24 | +\$1.18 |
| CRM | Salesforce.com | \$127.77 | \$119.01 | \$122.82 | +\$3.81 |
| NVDA | NVIDIA | \$251.47 | \$231.50 | \$228.71 | -\$2.79 |
| SQ | Square, inc. | \$53.45 | \$47.50 | \$51.46 | +\$3.96 |
| NTFX | Netflix, inc. | \$332.45 | \$311.65 | \$327.77 | +\$16.12 |
| TSLA | Tesla, inc. | \$328.20 | \$300.34 | \$290.24 | -\$10.10 |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|--|--|
| <p>ADOBE \$224.06</p> | <p>On Monday, Adobe announced that it acquired Sayspring, which is startup that helps developers build the voice interfaces for their Amazon Alexa and Google assistant apps. Adobe stated that they would start integrating the Sayspring technology into its own products.</p> <p>Adobe's executive vice president said that they acquired Sayspring because they believe that voice tech is growing fast, and it has to become an important part of Adobe's portfolio.</p> <p>Any sites analysts are optimist about Adobe's stock and give the stock a price target of \$248.19.</p> <p>To be find ways to differentiate theirselves from competitors, Adobe did a survey a survey online of 1,500 adults to discover their digital experience preferences in four industries: retail, travel and hospitality, media and entertainment, and financial services.</p> | <p>Adobe had a small gain of \$1.18, changing the stock price from \$224.06 to \$225.24.</p> <p>I did not feel that there was much happening on this stock this week.</p> <p>The main news, and the only one I felt had an impact on the stock price was the acquisition of Sayspring on Monday.</p> <p>I believe this was the main reason why the stock had gains this week. It had a positive effect on the stock price, and it increased it because investors were curious and enthusiastic about this acquisition.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|--|---|---|
| <p style="text-align: center;">SALESFORCE \$119.01</p> | <p>Salesforce acquired another consumer this week. Now is McDonalds which will use Salesforce Platform and Marketing Cloud to personalized engagement with its customers. They will deliver target coupons and offers to customers.</p> <p>The site Quartz at Work states that Salesforce's employees are admire for keeping its people happy. Also, Salesforce is supposed to be an incredible place to work. In addition, it has a social responsible environment where employees are paid to participate as volunteers in schools and charities.</p> <p>Salesforce spent \$2,7 million on adjusting the salaries of 6% of its global 30,000 person workforce to support equal payment. Also, this shows that equal payment is a moving target.</p> <p>Cryptocurrencies and the blockchain technology generates a lot of interest for Salesforce which is looking to create a product for that market.</p> <p>In Bloomberg news, Susan Wojcicki, director of Salesforce, has been the only insider of the company buying stock on the open market for nearly two years. So far, she has bought 24,000 shares of Salesforce for \$2.8 million.</p> | <p>This stock had a considerable gain of \$3.81. The stock priced changed from \$119.01 to \$122.82.</p> <p>This week was exciting to see how another company like Macdonald's is going to start Salesforce Platform. This makes me feel motivated about the stock. Also, I am sure this is the reason why the stock was moving higher on Monday.</p> <p>The news about the good aspects and the life of being a worker at Salesforce, did not had a stock price impact.</p> <p>I think that Susan Wojcicki's money invested in Salesforce being a worker there made investors feel comfortable and secure about the stock at the end of the week. I think because that means the company must be doing well.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|----------------------------|---|--|
| <p>NVIDIA \$231.50</p> | <p>U.S. News advised investors to hold Nvidia stock and ignore investors that are primarily concerned about the Nvidia's decision of suspending its autonomous vehicle testing and a slowdown in cryptocurrency mining.</p> <p>AMD is not very happy about the new Nvidia's program Geforce Partner Program (GPP). According to AMD, that program hides an attempt to eliminate competition out of high-profile system. <i>HardOCP</i> states that for PC builders to be a part of the program have to exclusively align their gaming brand with NVIDIA's GeForce hardware (and not AMD's Radeon).</p> <p>Nvidia is attacked indirectly by AMD which is claiming that other firms imposes a "gamer tax" whereby PC hardware makers and OEMs are forced to have their gaming brands 100 per cent aligned with those tech companies. Also, it says that they believe freedom of choice in PC gaming isn't a privilege, but it's a right.</p> <p>AMD had a little fun yesterday as the leader of Radeon Gaming, Scott Herkelman posted a comment about AMD's Radeon GPUs offering freedom of choice to gamers; unless they disapprove of the color red of course.</p> <p>PcGames published that most games are played in AMD chips, but most of them are on Microsoft and Sony consoles and users do not even know which is the provider of this graphics. Regarding this, PC gaming hardware market is being worth more than six times as much as consoles where Nvidia has 80% of card market.</p> | <p>Nvidia had a small loss of \$2.79 this week. This made the stock decreased from \$231.50 to \$228.71.</p> <p>The beginning of the week was good for Nvidia. There were a lot of nervous investors for the bad image shown from the company in the past weeks, but some analysts recommending to hold the stock maintained the boost its price to \$237 on Tuesday.</p> <p>However, this was difficult week for Nvidia for the competition with AMD which made some bad comments about Nvidia's new GPP program. I think that it had a negative impact on the stock price which was in decline for the rest of the week.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---|--|---|
| <p style="text-align: center;">SQUARE \$47.50</p> | <p>Square is described as a hot stock in several sites which is expected to have a positive growth at a 59.22% annual rate.</p> <p>Stock News compared Square with Microsoft and Square happens to be more profitable, generate a higher ROI, and have a higher cash flow per share. Also, Square has a higher liquidity, in addition to lower financial risk.</p> <p>April still be the best month in sales for Square sellers across a variety of business in the Coachella Valley, Palm Springs. The total sending with Square has grown by 450% since 2014. and by 2.5 times on April over the same period.</p> <p>Square acquired Zesty which is a food delivery platform in an attempt to boost office-catering business. Square Caviar's chief, Gokul Rajaram said that this will let them offer their restaurants partners another way to increase sales through large-format catering orders.</p> <p>Analysts believe that Square having added Bitcoin trading features on its payment app has boost its share price. Dan Dolev estimates that Square could generate \$125 a year in revenue from each user who trades Bitcoin on its Cash app.</p> | <p>Positive week for Square which had a gain of \$3.96 per share. The stock price changed from \$47.50 to \$51.46.</p> <p>The stock was trading high the whole week except for Monday.</p> <p>The sites that were highlighting Square did not have any effect on the stock price on Monday.</p> <p>However the comparison between Square and Microsoft where Square was the winner boost the stock rice on Tuesday.</p> <p>Also, the good news about the acquisition of Zetsy showed good results in the market when Square was almost trading at 2% on Thursday.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|-----------------------------|--|---|
| <p>NETFLIX \$311.65</p> | <p>Shares of Netflix rose more than 5% after they presented their quarterly earnings report where they added a lot more users than expected. They had a revenue of \$3.7 billion vs. \$3.69 billion expected.</p> <p>Netflix chief content officer Ted Sandaros showed his interest in using M&A to acquire intellectual property. He thinks it could be a very useful tool, also, he states that Netflix is open to acquisitions.</p> <p>Seeking Alpha analysts believes that Netflix has built a business model where they spend a lot amounts on content, using it to attract new subscribers, and then using those new subscribers as their way to increase its market value.</p> <p>Netflix is trying to dominate the world! Now, they are planning to spend about \$1 billion on original and co-produced content in Europe this year, according to someone familiar with the company's plans.</p> <p>This 2018, Netflix is almost doubling the number of produced shows and investment since 2017 overseas. Now, it has over 35,000 people working on local productions and says subscribers will have access to over 100 projects in 16 languages from 16 countries.</p> <p>According to Los Angeles Times, Since Hollywood award givers are hesitant to reward Netflix efforts on its productions, the company is looking to purchase its own cinemas in Los Angeles and New York to present its feature films and documentaries to voters.</p> | <p>Second week on road of gains! it seems like Netflix is coming back to my purchased price. The stock had a gain of \$16.12. This increased the price per share from \$311.65 to \$327.77.</p> <p>Netflix had a insane gain of \$28.28 per share on Tuesday after crashing its US subscribers. I am sure that the news of its quarterly reports make the price soar that day.</p> <p>Also, I think that the announcements of Netflix's investments in the production of new content are insane. I think people and investors around the world are exciting about seeing their own race in Netflix shows and movies. That is another reason I believe the stock price maintain is price high during the week.</p> <p>Honestly, I do not know what made the stock to have losses the last day of the week. There were some exciting news about Netflix buying theaters So I thought it was going to have a good impact in the stock price, but it didn't.</p> <p>Maybe some investors took advantage of the earning this week and shorted the stock.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|---|---|
| <p>TESLA \$300.34</p> | <p>On Monday, Tesla announced that they will stop the production of the Model 3 vehicles for four to five days to resolve some of the problems that have caused delays in getting the cars to reservation holders. Fortunately, the production of Model s and X will not be affected.</p> <p>Oil price news highlighted that Tesla is not backing up in the autonomous vehicles technology. Also, it said that Tesla is looking forward to sending one of its vehicles on an autonomous, cross-country trip to test its safety and performance, and to grab attention for support and consumer adoption.</p> <p>Chinese government says it will not restrict foreign automakers to own more than 50 percent of manufacturing efforts on Chinese oil. They said they will allowed this to become reality for makers of electric vehicles later this year. It will remove them for commercial vehicles in 2020, and on conventional passenger vehicles in 2022.</p> <p>Musk sent a email to its workers where he said that the production of the Model 3 vehicle will become 24/7 and set an ambitions weekly production target of 6,000 Model 3s at the end of June .</p> <p>The California Occupational Safety and Health Administration is investigating Tesla because of some injuries that had happened in its factory in Fremont. There are concerns about safety procedures.</p> | <p>Tesla had a huge lost of \$10.10 this week. The stock price changed from \$300.34 to \$290.24.</p> <p>The news of stopping the production of the Model 3 vehicle on Monday was definitely the main factor which affected the stock price this week. The stock had a lost of about \$9 that day. Since they have to accelerate the production of these cars, it does not sound delighting that they stopped its production.</p> <p>The stock had some gains in the middle of the week on Wednesday when Musk set an ambitious goal for its company. This probably motivated investors and made the stock price to increase.</p> <p>The stock had losses the last days of the week. I think that although Tesla is not doing well, investors still trust him as a best candidate for Tesla's CEO role. That's why I believe that to question his continuity had a bad impact in the stock price.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|---|----------------|
| <p>TESLA \$300.34</p> | <p>Morgan Stanley analysts said that Tesla is “too big to fail” Tesla’s workforce numbered 37,543 at the end of 2017. Jonas expects that number to surge to 50,000 by 2019.</p> <p>The Street site emphasized that Elon Musk said in 2014 that he would remain Tesla’s CEO another 4 to 5 years. That puts him in 2018-2019. Also, he said that he would at least introduce the Model 3 vehicle which he already did. The website wonders if a new CEO should be nominated to take his roll on.</p> | |

WEEK 6

| Symbol | Company Stock | Purchased price | Week Start | Week End | Differentiation |
|--------|----------------|-----------------|------------|----------|-----------------|
| ADBE | Adobe Systems | \$221.93 | \$225.24 | \$221.90 | -\$3.34 |
| CRM | Salesforce.com | \$127.77 | \$122.82 | \$120.22 | -\$2.60 |
| NVDA | NVIDIA | \$251.47 | \$228.71 | \$226.33 | -\$2.38 |
| SQ | Square, inc. | \$53.45 | \$51.46 | \$47.57 | -\$3.89 |
| NTFX | Netflix, inc. | \$332.45 | \$327.77 | \$311.76 | -\$16.01 |
| TSLA | Tesla, inc. | \$328.20 | \$290.24 | \$294.08 | +3.84 |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|---|---|
| <p>ADOBE \$225.24</p> | <p>Insta360 collaborated with adobe to simplify 360 video production. With this extension in the Premiere Pro users will be able to start editing the content before ever stitching the original footage.</p> <p>Nvidia has created AI similar to Content-Aware fill tool which is available in Photoshop introduced by Adobe. This process is called “image inpainting”. Also, it can edit images or reconstruct a corrupted photo.</p> <p>Adobe is betting big on sectors like banking and financial services and hospitality to drive its growth in India. Regarding this, it has a big presence in the Indian market with over 5,500 employees, largest after the US.</p> <p>Vistara announced a strategic alliance with Adobe to provide next generation technology in Adobe Experience Cloud to support the company’s end customer experiences.</p> | <p>This was a bad week for Adobe which had a loss of \$3.34. This moved the stock from \$225.24 to \$221.90.</p> <p>It is difficult to tell what made the stock have losses this week. On Tuesday the stock was lost \$7, but I did not see any news that might had an impact on it.</p> <p>I think that the only factor that could have affected the stock is the new AI of Nvidia. As a competitor this did not benefited might have affected the stock price.</p> <p>The stock had gains on Friday, I believe this happened because of the strategic alliance with Vistara. I think, investors liked the idea of getting help to improve Adobe’s Experience Cloud potential.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|--------------------------------|--|---|
| <p>SALESFORCE \$122.82</p> | <p>Salesforce, is one of the members of the Computer Software-Enterprise industry group, which was ranked No. 3 out of 197 groups tracked by Investors Business Daily. That ranking has improved from No. 7 six weeks ago.</p> <p>Salesforce has experience a lot of grow and it is the best place to work for in France. Also, they are planning to invest \$2.2 billion in its French business. Its business and partners will create 37,100 direct jobs and 100,000 indirect jobs by 2022, and \$24.3 billion in new business.</p> <p>Salesforce has direct competition from Microsoft and if it wants to keep their long-term grow has to look for ways for improving its cashflow.</p> <p>The average price target on Wall Street for CRM is supposed to raise 13% to \$137.50. The highest target calls are 31% rally to \$160, even the lowest price target isn't very bad. It shows \$116, less than 5% below current levels.</p> <p>Marriott international released a global customer recognition platform empowered by Salesforce. This platform connects their guests at every possible touchpoint to their team of expert hospitality professionals.</p> | <p>The stock had a small loss of \$2.60. Salesforce stock changed from \$122.82 to \$120.22.</p> <p>I feel that the news did not have a big impact on the stock this week, except for the news of salesforce investments in France.</p> <p>The stock was trading higher after those news came out. I think that it benefit the stock, because Salesforce is showing a lot of grow and potential in different markets in the world, and not only in U.S.</p> <p>A new that might affected the stock price on Tuesday when the stock was trading super lower, could have been the competition with Nvidia who produced a similar Adobe's product.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|----------------------------|---|---|
| <p>NVIDIA \$228.71</p> | <p>NVIDIA is taking Photoshop-style “Content-Aware Fill” to the next level. The company has introduced a new state-of-the-art technique that uses AI to realistically reconstruct photos.</p> <p>Yahoo Finance recommends that if you are interested with trends for IoT, artificial intelligence, gaming, autonomous driving or even the connected home you should buy Nvidia since it is the number one in the production of chips for this products.</p> <p>Nvidia and Nintendo accidentally gave homebrewers the keys to the kingdom with every Switch (console) manufactured to date. Several groups have discovered a flaw in Nvidia's Tegra X1 chip which is also used in the Nvidia Shield, Google Pixel C, and other devices. The lets people hac Switch.</p> <p>Gamers are worried and are toking to to blame because Nvidia’s chips for gaming have skyrocket in the last week. Nvidia card’s GTX 1060 and 1070 are often at least 50 percent more expensive than they should be.</p> <p>In march there were GPU price cuts f around 25%, and according to Digital Times , it seems like April will see a 40% lower in demand price drop.</p> <p>Crypto miners are waiting to see if Bitmain's Ethereum ASICs are worth it over GPU cards.</p> | <p>Nvidia lost a total of \$2.38. This moved the pice from \$228.71 TO \$226.33</p> <p>Mostly bad news this week for this stock.</p> <p>Fortunately, bad news did not have a huge impact in the stock price. The main news this week is the drop in demand of Nvidia’s chips.</p> <p>I think the news from last week about the new Bitmain’s product to develop cryptocurrency mining still be affecting Nvidia, because demand in its chips is prognosticated to drop.</p> <p>The good news about its new product increased the price of the stock for few hours, but did not made the stock get any earnings on Monday.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|---|---|
| <p>SQUARE \$51.46</p> | <p>Square has still been the #1 cash app the whole quarter and Its payment transactions margin is 36%, but their less-known Services margin is now 70%. Services have doubled as a % of SQ's total revenue in the last two years.\</p> <p>Shares of Square were down 8.5% in Tuesday trading which it makes it to be their worst day since November. However, the stock is still up 32% so far this year and 157% over the past 12 months.</p> <p>On Tuesday, Investors were in alert for unusual trading volumes Shares of Square were valued at \$50.35 and moved -2.16%. A total volume of 7.09 million shares were traded unusually versus to average volume of 13.83 million shares.</p> <p>Square made its biggest acquisition so far on Thursday.They agreed to acquire website-builder Weebly for \$365 million as the payments company is looking to expand its customer base and become a one-stop-shop for small and medium-sized businesses.</p> <p>Weebly's primary functionalities are focused on allowing customers to create a standalone website or an online store. Online stores include features such as SSL security, HD video & audio streaming, e-commerce checkout and online marketing integrations.</p> | <p>Tis stock did not have a great week and ed up losing \$3.89. The price changed from \$51.46 to \$47.57.</p> <p>In the beginning of the week there were some optimistic news from many websites which highlighted the good moment of square. However, the Stock had losses on Monday. I think those news were not enough to keep its price up.</p> <p>I believe the biggest losses since November were as a product of usual trading volumes. It seems like investors were shorting the stock.</p> <p>I think that the acquisition of Weebly was seen as a smart move from investors. The stock price when up after those news.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|-----------------------------|--|---|
| <p>NETFLIX \$327.77</p> | <p>Netflix is presenting an animate “Fast & Furious” series . The series is the first under an expansion of the company’s ongoing multi-year deal with DreamWorks Animation Television.</p> <p>It seems like Netflix might be more worth than Disney soon. Variety News said that Netflix’s market value was \$138.3 billion versus Disney's \$150.6 billion as of Monday. Also, Netflix pulled in \$11.7 billion in revenue in 2017, with a net margin of 4.8%. It could take its foot off the gas and focus on profits.</p> <p>Netflix presented a huge list of all the series coming up this May 2018 on Wednesday.</p> <p>Netflix released an advance video about the coming <i>Stranger Things 3</i> season. The video shows a long table read, the video pans to name cards revealing that the cast of characters from season 2 are all on board and also introduce a few new names, including Jake Busey and Carey Elwes. Also, some favorite fans characters will be making a return.</p> <p>Netflix would be required to dedicate at least 30% of its on-demand catalogs to European content, under a proposed European Union law announced Thursday. It will also be required to fund TV series and films produced in Europe, either through direct commissions or by paying into national film funds.</p> | <p>This stock had a huge loss this week of \$16.01. The price changed from \$327.77 to \$311.76.</p> <p>Honestly, I do not know what made the stock had such a big loss this week. Especially, the first two days of the week when closed to \$20 down.</p> <p>It seems like the good news about Netflix showing potential growth did not have an impact on the stock.</p> <p>The news definitely did not have an impact on the stock price this week. The only thing that comes to my mind is that Investors shorted the stock taking advantage of the gains this last weeks, and that could’ve been a reason.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|--|--|
| <p>TESLA \$290.24</p> | <p>Tesla’s autopilot boss, Jim Keller, left the company to work for Intel. He’s plan is to work as a SVP developing microprocessors. Tesla said they appreciate he's contributions to the company.</p> <p>On Monday, the news about Musk email to its employees was highlighted again. Musk said they will start to work 24/7 on their production after the shut down of the Model 3 vehicle.</p> <p>Analysts said that Elon Musk has admitted that Tesla reached too far in trying to build Model 3 almost entirely with robots. Also, it states, if Tesla continues to intermittently shut down the Model 3 line, the second quarter may not see a whole lot more Model 3 cars delivered than were sold in the first quarter.</p> <p>A Tesla Model x car crash into a gym. The driver claimed the vehicle accelerated after she hit the brakes, but a Tesla representative said similar incidents in the past revealed that the driver accidentally pressed on the accelerator instead of the break.</p> <p>Stockholder, Jing Zhao submitted a proposal to replace Elon musk as a board’s chairman, with an independent director. He thinks that it could provide an effective leadership for Tesla at the early stage, because in this much more highly competitive and rapidly changing technology industry, it is more difficult to oversee Tesla’s business and senior management.</p> | <p>This was the only stock with gains this week. Having a profit of \$3.84 the stock price changed from \$290.24 to \$294.08.</p> <p>Tesla had a challenging week start. I think Jim Keller leaving Tesla’s team did not liked it much to investors. The stock had losses on Wednesday when tat happened.</p> <p>I thought that the news about the crash were going to affect a lot the stock, fortunately it did not have an impact in the price since it was not the company’s fault.</p> <p>I think that the idea of having an independent board’s Chairman liked investors since it would be good for Musk to have some help. The stock price increased \$8.</p> |

WEEK 7

| Symbol | Company Stock | Purchased price | Week Start | Week End | Differentiation |
|--------|----------------|-----------------|------------|----------|-----------------|
| ADBE | Adobe Systems | \$221.93 | \$221.90 | \$228.51 | +\$6.61 |
| CRM | Salesforce.com | \$127.77 | \$120.22 | \$125.12 | +\$4.90 |
| NVDA | NVIDIA | \$251.47 | \$226.33 | \$239.06 | +\$12.73 |
| SQ | Square, inc. | \$53.45 | \$47.57 | \$49.10 | +\$1.53 |
| NTFX | Netflix, inc. | \$332.45 | \$311.76 | \$320.09 | +\$8.33 |
| TSLA | Tesla, inc. | \$328.20 | \$294.08 | \$294.09 | +0.01 |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|---|---|
| <p>ADOBE \$221.90</p> | <p>On Monday, Adobe had a trading volume of 1.76 million shares. The stock ended at \$221.60, declining slightly by 0.14% from the last trading session. Its shares have gained 2.55% in the last month, 11.79% over the previous three months, and 65.69% over the past year.</p> <p>Adobe is showing that it is social responsible by offering K-12 schools its full suite of Creative Cloud software for \$5 per student per year, starting May 15. The regular annual rice is \$600 for the software.</p> <p>Post Analysts is optimistic about Adobe stock and believes that the stock can still grow 12.25% . The site sees the stock hitting a mean target of \$248.19 a share.</p> <p>Adobe has a price-to-sales ratio that still make attractive the stock. Adobe sales have annually surged 10.60% on average, however, its earnings per share growth remained at 15.30% .</p> | <p>Adobe which is the only overall winner of my stock had a gain of \$6.61 this week. It changed the stock price from \$221.90 TO \$228.51.</p> <p>I believe there was a lot of optimist on this stock this week. I am surprised investors maintained confident on the stock.</p> <p>I believe the several analysis about the area performance of Ade in the last five years helped the stock price by maintaining the investors confident.</p> <p>Also, its good imaged gained by providing its creative Cloud software to students, had a positive impact in the stock price.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|--------------------------------|---|---|
| <p>SALESFORCE \$120.22</p> | <p>The announcement about the future big investment of \$2.2 billion in its french business, still be on the news.</p> <p>On Monday, 5,000 shares of Salesforce stock were sold. The stock was sold at an average price of \$120.95, for a total value of \$604,750.00.</p> <p>Salesforce is trying to to complement the previous B2C focus, pointing to more ways for the company to become e-commerce-enabled. With the recent closing of its acquisition of commerce platform CloudCraze, Salesforce is adding Business to Business (B2B) to its Commerce Cloud.</p> <p>After announcing to invest \$2 billion towards expanding operations north of the border in Canada in February, Salesforce is now doubling down on startups in the country. Salesforce Ventures, announced the Trailblazer Fund, earmarking \$100 million to invest in startups out of Canada, with a special focus on those working in enterprise cloud computing.</p> <p>Salesforce has signed a definitive agreement to acquire CloudCraze, a B2B commerce platform built natively on Salesforce. Salesforce Commerce Cloud is designed to drive personalized shopper journeys across all channels like digital, social, mobile and in store. CloudCraze brings the same branded commerce experiences for business buyers.</p> | <p>The stock did not loss a lot overall. this week it had a gain of \$4.90. The stock price moved from \$120.22 to \$125.12.</p> <p>Exciting news about Salesforce! I think many factors in the news had a positive impact in the stock.</p> <p>The acquisition of CloudCraze is something that has investors excited because it will help to empower personalized shopper journeys. Also, it will implement business to business to its Commerce Cloud.</p> <p>In addition, I believe that investors are more than happy with the investments that Salesforce is making in Canada and France to expand their business. That is another reason why i think the price went up.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|----------------------------|--|--|
| <p>NVIDIA \$226.33</p> | <p>Nvidia's high powered Tesla V100 GPUs are now now going to be use by Google and they are going to be available both Compute Engine and Kubernetes Engine.</p> <p>Trump delayed latest steel and aluminum for 30 days.</p> <p>Nvidia's Tegra chips can be hack when it boots up in recovery mode and check for connected USB devices because it delivers up to 65,535bytes executed without question. This is not a lot comparer with modern computing, but it is enough to be modified to run emulators or pay pirated games.</p> <p>Nvidia announced through its community forums that it will release a new driver soon to resolve the problems that users have been experiencing with GTX 1060 cards which is the the latest driver that was released just over a week ago.</p> <p>Morgan Stanley analysts prognosticate that although the that the crypto related demand is going off. Nvidia has strong gaming demand, a new gaming product cycle and continued data center upside to drive a stronger July quarter.</p> | <p>Nvidia had a really good gain this last week, but not enough to provide me with some gains at the end. This week the stock had a gain of \$12.73.</p> <p>The stock price changed from \$226.33 to \$239.06.</p> <p>I believe that the news from Google investing in Nvidia GPUs boosted the stock price in the beginning of the week, since Google is a giant.</p> <p>Also, there were many optimistic news about the stock's first quarter that is going to be after Nvidia's closed on may 9. So I think the optimist from those news have prevented the investors from shorting the stock.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|---|---|
| <p>SQUARE \$47.57</p> | <p>Square was moving at its highest point on Monday, but the stock fell after a call of a short-seller Citron Reacher made a short call. Citron sent a tweet out criticizing Square for being a "collection of yawn businesses and Citron added that Square's revenue is growing considerably slower than that of Facebook.</p> <p>Being a high-growth for Square has been costly. During the latest quarter, the company boosted its operating expenses by a hefty 47%. The company has been aggressive with its R&D and marketing expenditures.</p> <p>Many stock sites advise to buy Square for its growing business. Square is expanding into the payroll, customer relationship management, and inventory management markets with various add-on services.</p> | <p>Square did not do well as I expected in these 7 weeks, but it had gains of \$1.53 this last week. The stock price changed from \$47.57 to \$49.10.</p> <p>Honestly, there was not much going on this stock this week. It was hard to find the pice move.</p> <p>I think that the only reason that the news might have an impact on the stock is that many sites recommend to buy it. Also, the sites showed Square's profitability and expansion which have been growing a lot lately.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|-----------------------------|--|--|
| <p>NETFLIX \$311.76</p> | <p>Netflix announced the premier date of its show “<i>13 Reasons why</i>“ season 2 on social media. This season is going to begin on May 18th.</p> <p>Netflix competitors are having good news, Hulu now boasts 20 million subscribers, still less than half of what Netflix claims , but it is a formidable position for this streaming company which is growing.</p> <p>CEO, Hastings is trying to change its film strategy to avoid the kind of public disputes that led to the streamer’s movies being banned from Cannes this year. Netflix is trying to stop having problems with film festivals, Oscar voters, and theater owners.</p> <p>Netflix is making it more difficult for people to watch the original fourth season of <i>Arrested Development</i>, hoping that subscribers engage into the remixed edition.</p> | <p>Netflix had a good gain of \$8.33 in this last week. It changed the stock price from \$311.76 to \$320.09.</p> <p>I feel like this week there aren’t many news for my stocks, which I feel it is weird since I had gains on all of them.</p> <p>I think that the decisions Netflix’s CEO is taking keep the investors happy. The stock was moving higher On Thursday when he said, they’re trying not to get in anymore troubles with Oscar voters.</p> <p>The biggest gain was on Friday, but I did not consider the news had an impact in the price although the gains were over \$8.</p> |

| STOCK PRICE | NEWS EVENTS | IMPACT OF NEWS |
|---------------------------|---|---|
| <p>TESLA \$294.08</p> | <p>A Tesla owner was spotted in the passenger seat of his car as it cruised down a motorway in Autopilot mode. A Tesla engineer told the court that drivers should never depend solely on the car's Traffic-Aware Cruise Control (TACC) systems to maneuver through road congestion.</p> <p>Recode News says that there here are a lot of questions Musk will have to answer for the past quarter. Especially, about not meeting the production of the Model 3 vehicle. Also, the recent fatal crash, labor issues and Tesla's inability to turn a profit .</p> <p>Tesla ended the fist quarter with \$2.7 billion in cash, down from \$3.4 billion in cash at the beginning of the year. Also, its net losses were a record \$784.6 million (\$4.19 per share). So, while its revenue was higher than ever before, it also reported record losses.</p> <p>On Thursday, Musk, refuse to answer questions to some analysts. He described their questions as boring. He said “ boring questions are not cool. Also, he told investors not to buy Tesla shares if they can't stomach volatility.</p> <p>Elon Musk defended himself about his comments on Thursday. He described the questions he did not want to answer as dry, and said they were not asked by investors, but rather by two sell-side analysts who were trying to justify their Tesla short thesis.</p> | <p>This week the stock kept its price. it had a really small gain of \$0.01. The stock price changed from \$294.08 to \$294.09.</p> <p>There's always something to say about this stock!</p> <p>Tesla news about its first quarter were not encouraging. However, investors already knew the company situation was not good already so it did not affected the stock price.</p> <p>On Thursday, I believe the stock price fell in a considerable way after Elon Musk did not want to answer questions about Tesla's financials.</p> <p>However, I think the main reason why the stock had a comeback on Friday, was because Elon musk defended himself in the best way.</p> |